

## Getting Started!!

### **STEP 1:** Identify your stream(s)

A Stream is used to identify your targeted search criteria to gather social media mentions (i.e. Tweets, Facebook posts, etc.). Identify words or phrases to capture data which is most relevant to your company, product, and/or project.

Example: Transportation Security Administration (TSA) could use the following criteria to start collecting data on the agency and its screeners: '#TSA' and 'screener'

**STEP 2:** Select your package and any additional items/reports available. Browse section below for product offering and options. Work with a DataCure Social Discovery expert to discuss all options available to ensure you get the maximum value out of this indispensable resource.

### **Charts included in Social Discovery GOLD Package subscription:**

1. Total Number of Mentions
2. Mentions Trends (mentions over a specific time period)
3. Top Social Platforms
4. Sharing Metrics (Number of likes, retweets, and shares)
5. Overall Sentiment (Positive, negative, or neutral tone)
6. Sentiment Trends (over a week, two weeks, month)
7. Gender Distribution
8. Top 5 Languages
9. Top 5 Geographical Locations
10. Exposure Trends (the reach of the mentions based on followers, page views, etc.)
11. Key Words Conversation Map

**Items included in Social Discovery PLATINUM Package (choose one or more):****Social Discovery analytics****Keyword Analysis:**

- Get a detailed analysis on what is being said. Put key words in context and discover why certain days had a spike in mentions.

**Trend Analysis:**

- Trend analysis based on information received in the past. Note that this option is only available to go back as far as the stream start date. This option is ideal for streams that have been running 6 months or more.

**Social Discovery Charts (Create your own)****Timeline:**

- Choose one data source, filter(s), and timeframe

**Chart Comparison:**

- Choose one stream, filter(s), one breakdown (language, location, platform, gender, sentiment, reach, or tag), and timeframe

**Gender Distribution:**

- Choose one stream, filter(s), and timeframe

**Geographic Distribution:**

- Choose one stream, filter(s), and timeframe

**Sentiment Meter:**

- Choose one stream, filter(s), and timeframe

**Conversation Map:**

- Choose one stream, language, and timeframe

**Donut Chart (Requires single data source with a breakdown, or at least two data sources):**

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filters, and timeframe



# Social Discovery

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## *Bar Chart:*

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), and timeframe

## *Stacked Area Chart:*

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), timeframe, and resolution (daily, hourly)

## *Line Chart:*

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), timeframe, and resolution (daily, hourly)

## *Number Chart:*

- Choose stream(s) or data source, main metric (Mentions, Exposure, Sharing), filter(s), and timeframe

*Compare Two Streams* (This option should only be used when customers have two streams that are comparable):

- Number of Mentions:
  - o Side by side comparison that tallies the total number of mentions from all social media outlets in this number chart
- Mentions Trends:
  - o Line chart that provides an overview of number of mentions for the past week (timeframe is adjustable) across all social media outlets in all languages and locations for multiple streams
- Sharing Metrics:
  - o Number chart of Facebook likes, Facebook shares, and Twitter retweets for multiple streams
- Exposure Trends:
  - o Line chart depicting the reach of social media mentions (based on followers, page views, etc.)