

# Talkwalker

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# Technical Requirements

## Overview

- Your browser must have Cookies and JavaScript enabled.
- We recommend that you use Chrome with the tool. Supported browsers are: Chrome; Firefox; and Internet Explorer 9.0 and higher.
- Your screen resolution must at least be 1024×768 dpi.
- You need to open your firewall for:
  - [www.talkwalker.com](http://www.talkwalker.com)
  - [www.google.com](http://www.google.com) (for graphs to display)
  - [www.facebook.com](http://www.facebook.com)
  - [www.twitter.com](http://www.twitter.com)
  - [www.youtube.com](http://www.youtube.com)
  - And also for all other supported social networks on the tool.

# Vocabulary

## Project

A project includes one or more topics, monitored pages and specific filters that are relevant to the monitoring of a brand or a company. The project also contains specific project settings, such as sources to include in the results, and user definitions.

## Topic

A topic contains the keywords and phrases you wish to search for within posts and articles, in the form of search queries.

The first topic is usually your brand and subsequent topics are typically competitor brands, in order to easily be able to compare them. For some brands, setting up search queries can be very easy ([Vodafone](#)), whereas for other brands ([Apple](#)), it can be slightly more complex.

`Vodafone`

`Apple AND computer AND NOT fruit`

## Channels

Channels enables you to monitor specific pages without taking into consideration any keywords, meaning all data published on the page will flow into the system.

Channels can be social media pages (Facebook pages, Twitter profiles, YouTube channels, etc.) or any other sites where you want to monitor all the data being published.

Example: `www.facebook.com/talkwalker`

## Filter

Filters enable you to add further restrictions to your topics. This can greatly help focus on one or more elements of the results.

Example: `"smells good" OR "tastes good" OR "awesome taste" OR "best taste"`

## Dashboard

Dashboards enable you to display in one place the representations of the results that are key to your project. If you only want to see the result articles, the sentiment produced by these results and the demographic spread of these, they can all be added to one dashboard.

## Compare

1-click comparison of all representations based on topics, filters, sentiment and many other criteria.

## Engagement

The engagement of an article/post is the sum of actions made by others on that article/post. The engagement of a topic is the sum of the engagement of all articles/posts of the topic.

Check out our [Glossary](#) for a detailed explanation of its computation.

## Reach

The reach of an article/post represents the number of people who were reached by this article/post.

Check out our [Glossary](#) for a detailed explanation of its computation.



# An Overview of Talkwalker

## Background & functionalities

Talkwalker is an easy to use media monitoring tool allowing you to:

- Identify and monitor news as well as online conversations and mentions in real time
- Analyse social media to measure, assess and refine your social strategy and action plan
- Monitor and compare the performance and engagement of your social media profiles to those of your competition
- Export your results and display them in customized dashboards
- Determine the reach and engagement of your online presence and its evolution within a given time frame
- Use an automated notification system to quickly detect sensitive subjects

Talkwalker is a user-friendly and efficient platform used for collecting, analysing and benchmarking entire conversations from more than 150 million sources. These sources are crawled daily and consist of online news, blogs, forums, Facebook, Google+, Foursquare, Instagram, and Twitter.

Talkwalker is a SaaS (Software As A Service) accessible platform; it is accessible online via browser and does not require the installation of a software program. The tool is supported by the common browsers if they are regularly updated (Google Chrome, Mozilla Firefox, Internet Explorer, etc.) To access the platform, one can simply login using their registered e-mail address and password.

Since June 2014, Talkwalker is one of the three European social monitoring tools to be accepted into the Twitter Certified Program.. The Twitter Certified Products Program recognises social media analytics tools that are proven to deliver exceptional value to their clients in leveraging Twitter to build sustainable value in and through social media.

## What the Twitter Certified Program means to our users and clients

You have privileged access to enhanced Twitter data, Twitter analytics and a powerful Twitter search tool, for various purposes such as:

- Campaign measurement
- Risk management
- Influencer management
- Business intelligence capabilities
- and much more.



Developing our own technology allows us not only to control the data and the developments but also to continuously adapt to the clients' needs and to release innovative new features every couple of months.

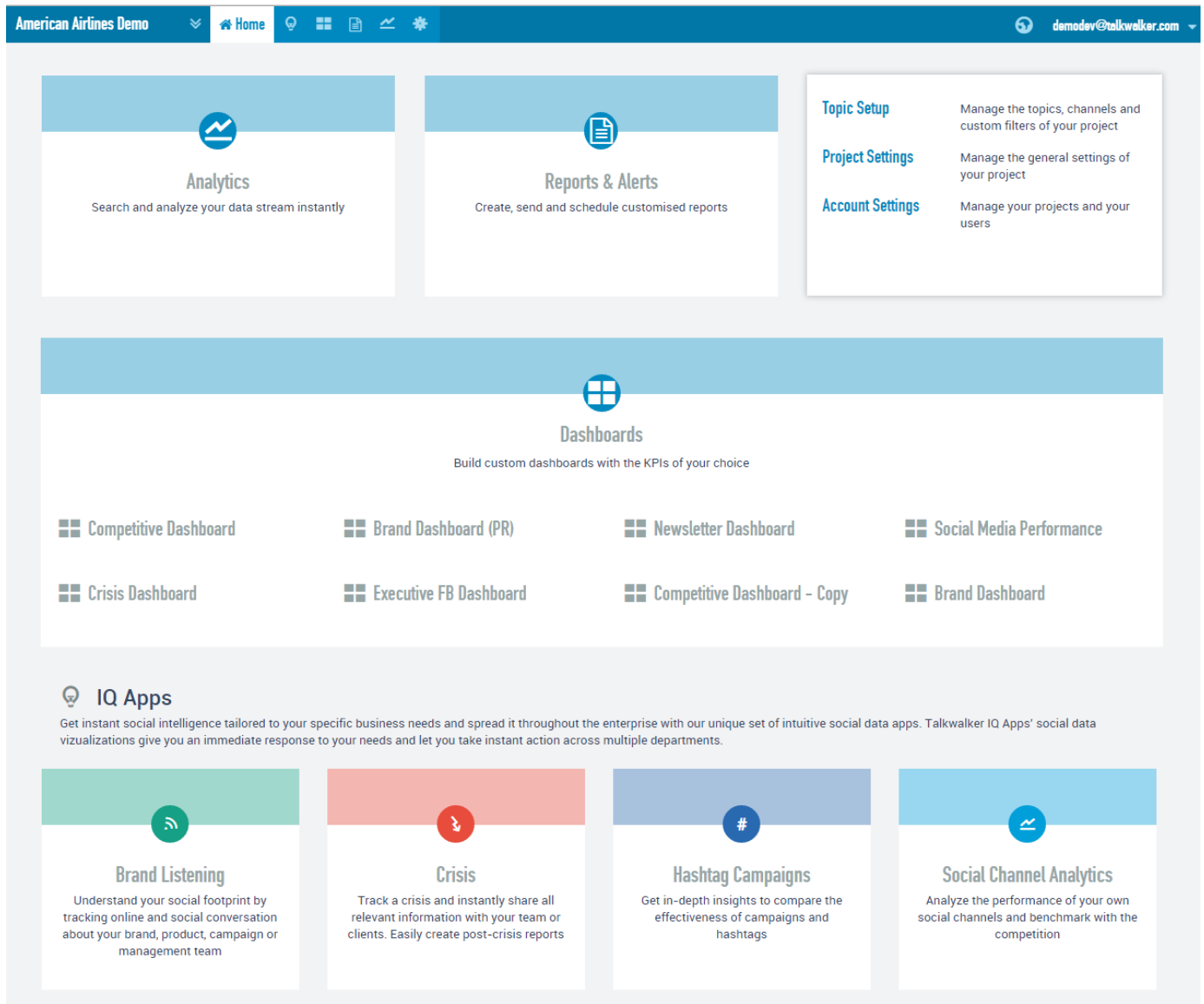
## What makes Talkwalker stand out:

- Instantly get 30 days of historic data with the option of adding up to one year of historical data
- More than 50 KPIs to analyse the performance - for example the engagement, the sentiment or the buzz
- Customized filters allowing you to quickly sort the data
- Channels - monitor the publications on particular websites (corporate websites, blogs, Twitter or Facebook pages). Channels which monitor Facebook and Twitter pages will also generate statistics about the audience's activity, its growth, page owner activity and many more
- Export and mail out of custom dashboards generated as PowerPoint, Word, or PDF documents

## Home Screen

Upon login to the platform, one has access to their project(s) via the project Home Screen. The Home Screen is the heart of the project and allows you to access and to manage:

- Project and Account Settings
- Topic Setup
- Reports and Alerts
- Pre-defined tools in Talkwalker IQ Apps
- Analytics
- Dashboards



## Analytics

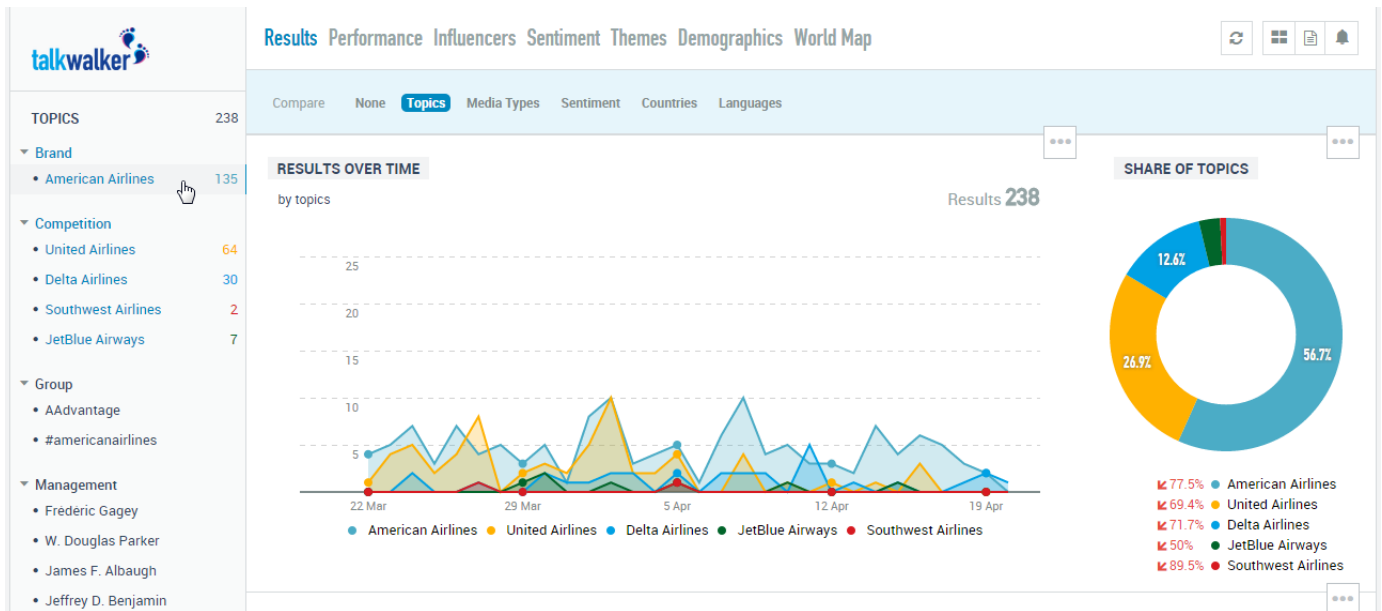
### Queries selection:

Once in the Analytics screen, one can view one or more topics simultaneously.

To select all existing topics grouped under one category, click on the group name

To select several topics from various groups, one can select them by clicking on each topic.

To reset a selection, click on a highlighted topic to remove it from the results



## Filter selection:

Click on the "open filters" tab at the top of the Analytics screen.

In the drop-down menu multiple filters can be applied: media types, countries, languages, tags, custom filters, and date filters

The results will automatically update with each filter applied

To close the filter menu, click on "close filters"

## Filter examples:

Media types; limit the results to certain types of media only by selecting one or more source types (Facebook, blogs, forums, Online news, Twitter, etc.)

Countries and languages; view the results of certain countries and/or languages only

Time filters; rolling dates or custom time frames: select rolling dates such as 1 day, 7 days, 30 days, 3 months, 6 months or 1 year. Alternatively, customize the time frame by selecting dates or even hours and minutes

Tag filters: previously tagged results can be recalled by applying the tag filter

Comparison filters: the results can be compared by topics, media types, sentiment, countries, or language

American Airlines Demo

Analytics

Close Filters

Clear 3 Filters

demodev@talkwalker.com

Search in Results

MEDIA TYPES

All media types

Facebook

Forums

Instagram

Twitter

YouTube

Flickr

Google+

LinkedIn

News

COUNTRIES

All countries

Africa

Asia

Europe

North America

Oceania

South America

LANGUAGES

All languages

Dutch

English

French

German

Italian

Spanish

Abkhazian

Afar

Afrikaans

Akan

... more

TAGS

All documents

ungrouped

checked

unchecked

read

unread

WORKFLOW TAGS

SOURCES

Everything

Aerospace & Defense

... more

FILTERS

General

Customer Service

Price

Crisis

... more

talkwalker

Results Performance Influencers Sentiment Themes Demographics World Map

TOPICS 238

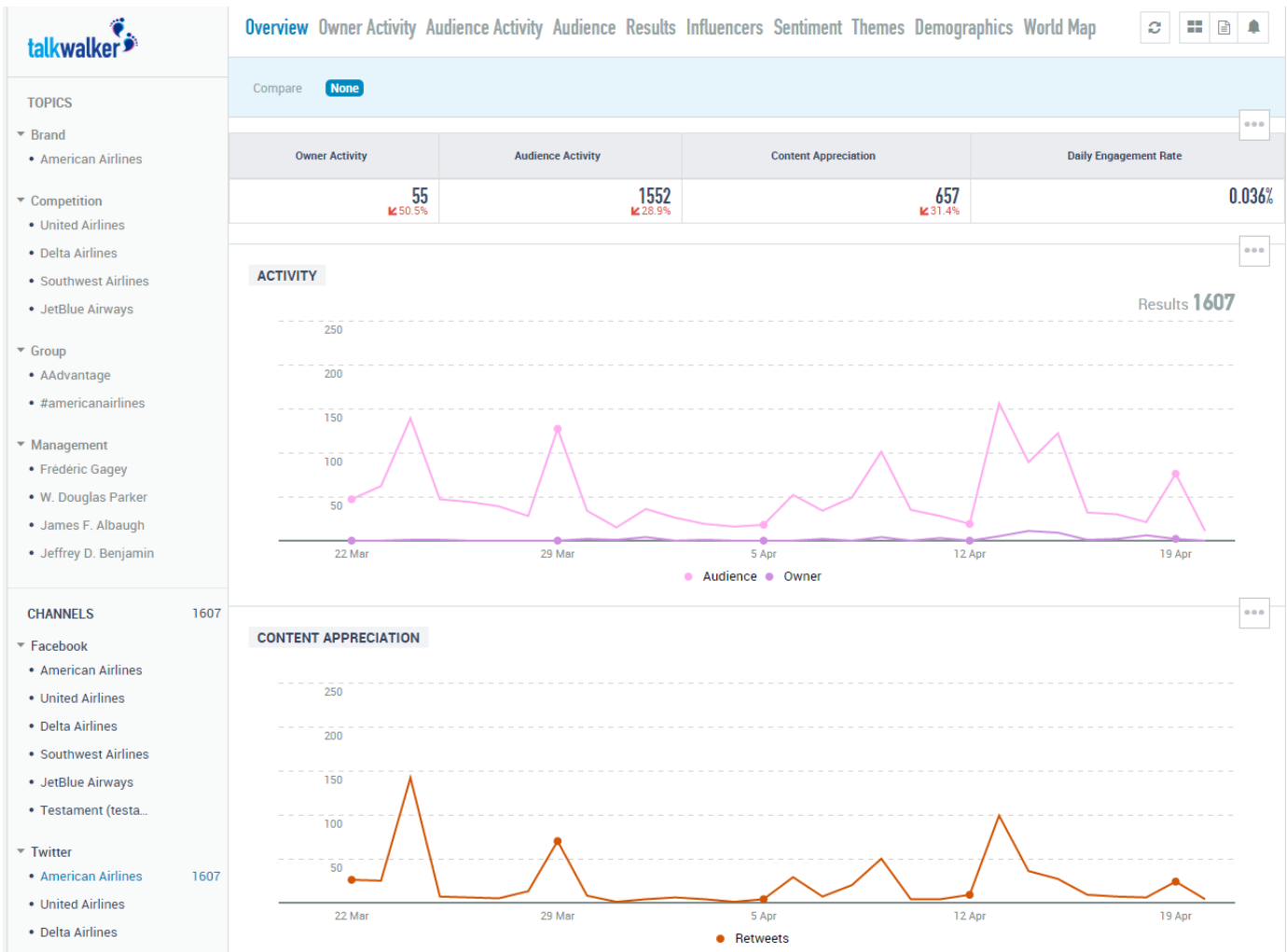
Compare None Topics Media Types Sentiment Countries Languages

## Widgets

Talkwalker offers more than 50 different KPIs to better analyse the performance

Each widget is customizable and can be viewed in different modes such as horizontal or vertical bar chart, table, line chart, etc.





# Reports

## Overview of possibilities

The Reports & Alerts menu allows you to manage all your reports in one place: create, send or schedule customised reports such as Alerts or newsletters

All active reports appear on the main page of the menu, from where one can edit, duplicate, send, download or delete the reports. The feature "report history" includes reports logs as as well deleted reports from where previously deleted reports can be reactivated.

American Airlines Demo					
Reports & Alerts					
<div> <div>talkwalker</div> <div>REPORTS &amp; ALERTS</div> <ul style="list-style-type: none"> <li>Brand vs Competiti...</li> </ul> <div>REPORT HISTORY</div> <div>Reports log</div> <div>Deleted reports</div> </div>					
REPORT TITLE	LAST CHANGE	TRIGGER	LAST SENT	ACTIONS	
Brand vs Competition Report	20/04/15 08:50	No trigger defined	Never send	<div> <div></div> <div></div> <div></div> <div></div> <div></div> </div>	

## Customising reports

Decide when reports should be triggered: scheduled, new results, irregular activity or create your personal trigger filters

Select an output format for each report: HTML, Word, or PowerPoint layouts are available

Subscribe and unsubscribe recipients from the active reports and easily manage your mailing lists

Customize the Alerts e-mails: e-mail subject, header and footer can be edited

Duplicate existing reports

## Dashboards

The dashboard menu regroups all dashboards previously created

Each dashboard can be edited, copied, added to a report, and added to an Alert

## Customizing dashboards


Dashboards and widget names and descriptions can be edited

Widgets can be removed, resized, moved around and edited


## Talkwalker IQ Apps

Talkwalker IQ Apps answer specific user needs through pre-defined tools. The Talkwalker IQ Apps will save the user a lot of time by automatically generating dashboards according to his or her needs.

Although Talkwalker IQ Apps dashboards are automatically created, they still are fully customizable: filters can be applied, widget views can be changed and multiple topics can be applied to the pre-defined widgets


 **IQ Apps**

Get instant social intelligence tailored to your specific business needs and spread it throughout the enterprise with our unique set of intuitive social data apps. Talkwalker IQ Apps' social data visualizations give you an immediate response to your needs and let you take instant action across multiple departments.




### Brand Listening

Understand your social footprint by tracking online and social conversation about your brand, product, campaign or management team




### Crisis

Track a crisis and instantly share all relevant information with your team or clients. Easily create post-crisis reports




### Hashtag Campaigns

Get in-depth insights to compare the effectiveness of campaigns and hashtags




### Social Channel Analytics

Analyze the performance of your own social channels and benchmark with the competition



### Competitive Intelligence

Learn from your competitors for optimizing your own strategy



### Advertising

Identify consumer insights for optimizing your keyword strategy. Measure the performance of ad campaigns in real time.



# Setup

## Topic setup

Create and/or edit search queries, channels, filters, and events

## Project setup

Manage the general settings of a project as well as the sources, tags, themes, and more

## Account settings

Manage account-level settings, projects, users, mailing lists, and more

# Home Screen

## Overview

When you first enter a project you will arrive at the Home Screen. This is the central location of any project which you are able easily to navigate to all of the other sections of the project.

Within the top bar you are able to quickly navigate to the different areas of the project:

- Home
- Talkwalker IQ Apps
- Dashboards
- Reports
- Analytics and Settings

The screenshot displays the Talkwalker Home Screen for the 'American Airlines Demo' project. The top navigation bar includes a dropdown menu, a 'Home' button, and icons for various features. The main content area is divided into several sections:

- Analytics:** Search and analyze your data stream instantly.
- Reports & Alerts:** Create, send and schedule customised reports.
- Settings:** A sidebar menu with options for Topic Setup, Project Settings, and Account Settings.
- Dashboards:** Build custom dashboards with the KPIs of your choice. A grid of dashboard options is shown, including Competitive Dashboard, Brand Dashboard (PR), Newsletter Dashboard, Social Media Performance, Crisis Dashboard, Executive FB Dashboard, Competitive Dashboard - Copy, and Brand Dashboard.
- IQ Apps:** Get instant social intelligence tailored to your specific business needs and spread it throughout the enterprise with our unique set of intuitive social data apps. Talkwalker IQ Apps' social data visualizations give you an immediate response to your needs and let you take instant action across multiple departments.

The bottom section features four app cards:

- Brand Listening:** Understand your social footprint by tracking online and social conversation about your brand, product, campaign or management team.
- Crisis:** Track a crisis and instantly share all relevant information with your team or clients. Easily create post-crisis reports.
- Hashtag Campaigns:** Get in-depth insights to compare the effectiveness of campaigns and hashtags.
- Social Channel Analytics:** Analyze the performance of your own social channels and benchmark with the competition.

The double-down arrow gives quick access to your account settings and if you have more than one project it allows you to enter any other project.

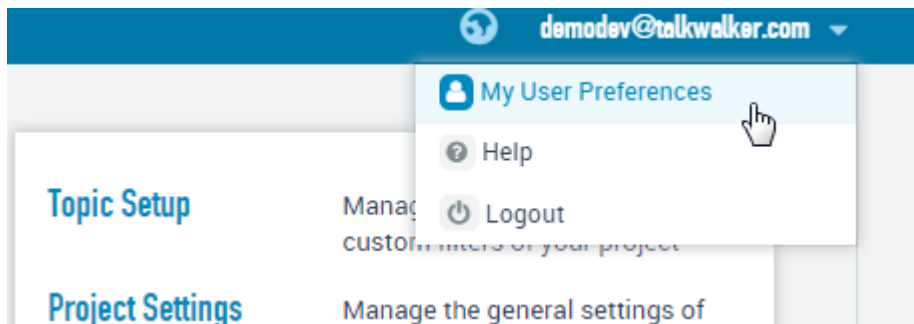
## Notification centre

Notifications will appear here in relation to things which may be of interest to the user, such as newly implemented features on the tool.



## User settings

Clicking on your username in the top right-hand corner gives you access to the further options described below.



## My User Settings

Within this section you are able to set up your Profile information and set your Authentication methods.

### Profile

Profile of the user, including display and export preferences.

### User Settings

Name: Enter in the first and last name for the user. This is the user name which will be displayed throughout the project for the user.

Email: Enter in a valid email address, which is to be associated with the user. All email notifications for the user will be sent to this email address.

### Display settings:

Language: This is not only the language which the project will be displayed in, but is also the language in which your exported data and results will be shown in. By default, this will be inherited across the project from the user setting.

**Time zone:** This is the time zone which your project calendar is set to and it is highly recommended that this is set to be the same as your local time zone. This is the time that will be displayed in all of your exported results and graphs, and also any other time specific parameters within your project. By default, this will be inherited across the project from the user setting.

**Date format:** Select your preferred displayed date format style. All displayed results and exported data will use this date format. The available options are: Choose the format you prefer the date to be displayed with. This is the same format that will be used across the entirety of your project as well as your exported data and reports. By default, this will be inherited across the project from the user setting. Available options are:

- dd/MM/yy
- dd.MM.yy
- MM/dd/yy

**Keyboard layout:** Chose the format of keyboard which you are using to access the tool. Any fast-tagging or keyboard navigational shortcuts will be based upon the setup you select here. The available options are:

- QWERTZ (de)
- QWERTY (en)
- AZERTY (fr)

**Show tooltips:** When this is set to 'OFF' there will no longer be any tooltips, which lead to the User Manual in the Talkwalker Academy, present within the project for you.

## **Export settings:**

**CSV format:** Select the format in which you wish your CSV export files to be presented in. The available options are:

- Comma-separated (Standard)
- Semicolon-separated (German/French)
- Tab-separated

**Character Encoding:** Here you have the ability to select the encoding type which is correct for the characters contained in the data which you're exporting in CSV format.

## **Authentication:**

### **Account Password:**

Here you are able to change your password which you use to log onto your Talkwalker account. To change your password simply enter in your current password, followed by your new password, with this password confirmed.

### **Additional Authentication Methods:**

On top of the conventional username and password, Talkwalker offers the possibility to connect with external authentication methods using Social Media logins. You are able to use your Facebook, Twitter, Google+ or LinkedIn

accounts to log in to the platform. Once you have associated one of these account with your Talkwalker account, you are able to use them to log into your account with ease, instead of having to sign in by entering in the email address and password associated with your Talkwalker account.



Talkwalker only uses the tokens provided here for authentication. Talkwalker will not use these tokens to post on your behalf.



These tokens used for authentication are different to the tokens used for connection to social networks to collect data. See Social Media Accounts section for more details.

## Help:

This links to the User Manual for the tool within the Talkwalker Academy.

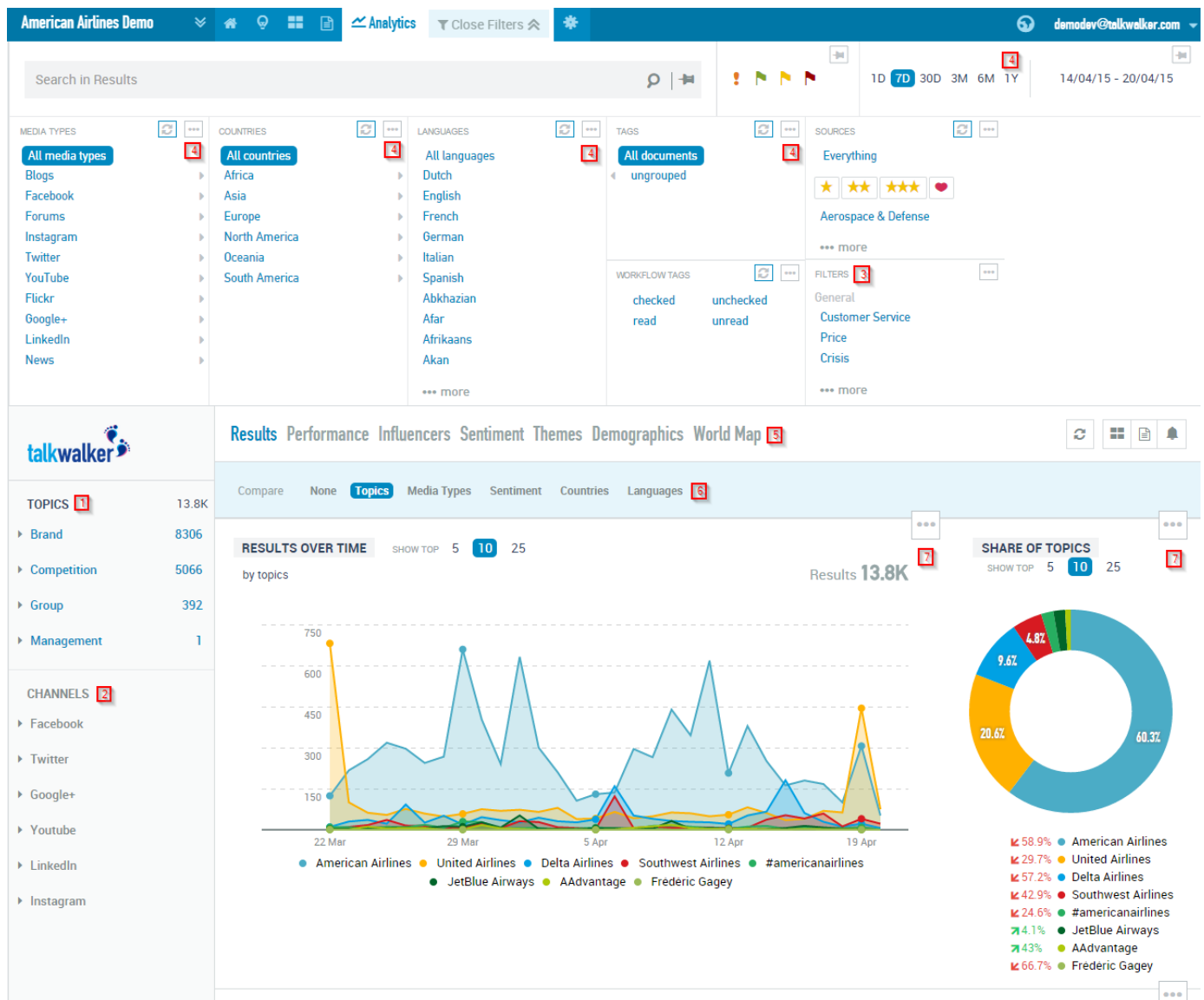
## Logout:

Clicking on this will log out your account from Talkwalker.

# Analytics Overview

## Overview

On the Analytics page you are able to see the results from the articles which match your search queries and also results from any Channels that are set up. In addition to this, the different widgets presented to you on the Analytics screen will show various analytical metrics which have been performed upon the results. All of the displayed widgets here can be added to Dashboards and Reports that can be set up within your project.



1. Topics: Listed here are the topics that you have added to your project, with the numbers of results for the current time period selected displayed next to them. You can have selected either one, or many topics to display at a time.
2. Channels: Displayed here are any Channels for monitoring which you've set up, with the numbers of results for the current selected time period displayed next to them. You can have selected either one, or many channels to display at a time.
3. Query Filters: You are able to set up keyword or query filters to be run against the articles found in your results, so

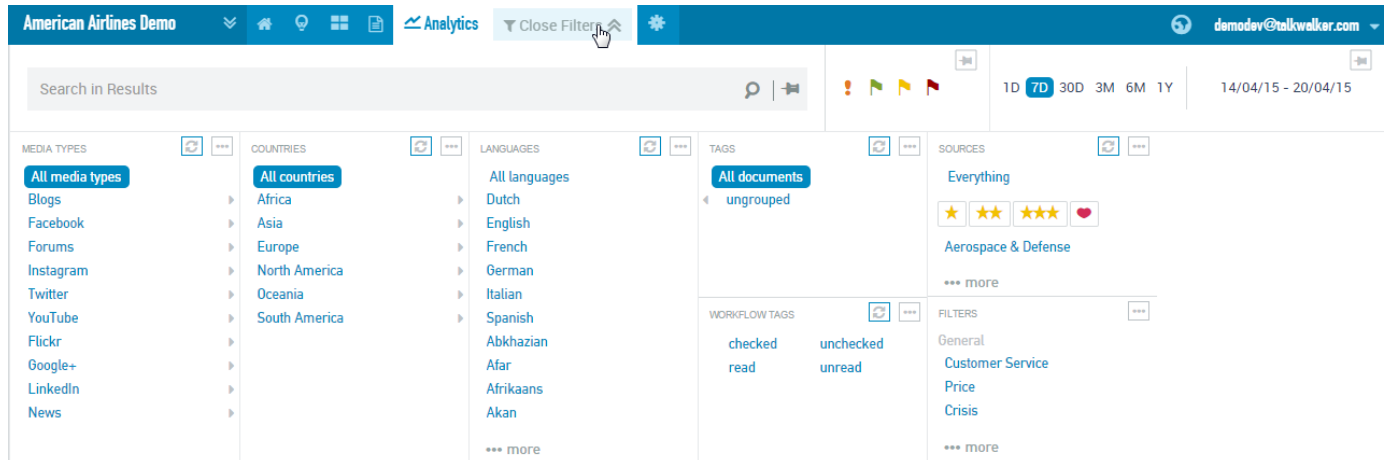
that you can further refine them and drill down to only display the exact needed results.

4. **Predefined Filters:** Open your filters here to select and choose which you wish to be actioned upon the displayed results, such as languages, countries and time periods. Each of these filters can be pinned so that they always display without the need of having to Open the Filters each time.
5. **Navigation bar:** You're able to choose between 7 group types of visualisations for your results, each with widgets displaying different representations of results data. When you have Channels selected there are up to an additional 4 tabs available for further deeper analysis of the data.
6. **Comparison Bar:** Here you can 1-click compare the displayed results with the different predefined comparison criteria. This allows you to easily change how the displayed results are compared to each other.
7. **Widgets:** All of the data on the Analytics page is displayed in the form of different widgets, such as Results and the World Map. Each of these widgets can be added to Dashboards and Reports within your project.

# Predefined Filters

## Overview

At the top of the Analytics page you are able to set Predefined Filters to be applied to your results, allowing you to refine the displayed results to show you only the relevant data to your current need.



To display the available Predefined Filters, simply click on the 'Open Filters' button and you will be presented with the following filter choices:

## Search Bar

Enter a search term or query into here, and then will only be the results which match this exact term from the overall results.

## Sentiment

Filter the results to display either Important tagged articles, or by Positive, Neutral or Negatively sentimented articles. You are able to tag results as Important or override the given sentiment on articles from within the Results widget.

## Date Range

Displays the results that have been published during the selected period (1 day, 7 days, 30 days, 3 months, 6 months or 1 year) or on a custom time period, which includes both the date and the time. The time here is relative to the Time Zone setting that has been set within the Profile section of your User Settings. If any events are set up within the project you also have the ability to filter your results by these.

## Media Types

Displays the available media types you can filter your results with. The media types displayed here are the types which have been set up in the 'Media types' section of 'Project data criteria' in your Project Settings. All media types is the default setting, however you are able to select to just see results from one or multiple different types.



## Countries:

Shows results that have been published on a source originating from the selected countries. The countries displayed here are the countries which have been set up in the section of 'Project data criteria' in your Project Settings. By default, 'All countries' is selected, however you are able to select a single county, or a selection of various countries.



The country detection cannot be accurate 100% of the time, since it is impossible to automatically assign a country to each and every source (e.g. a Brazilian blogger publishing in Portuguese on a French blog). Some sites also lack country-related information, so even a human can have a hard time identifying the source's true location, however the country detection provides a good approximation.

You are also able to further filter in on the results by selecting one or multiple different regions or states from the selected countries. Hovering the mouse over the country will bring up the available states or regions which can then be clicked on to further refine the results.



## Languages

Filters articles in the selected language or languages.



Language recognition is done based on a statistical model and provides very high accuracy. If a post does not contain many words (e.g. tweets), the accuracy of the language recognition on articles can decrease. For example, a tweet of the following: "Ich liebe mein Social Media Monitoring Tool" could be recognised as either English or German language, because the sentence includes both English words as well as German words. The languages displayed here are the languages which have been set up in the section of 'Project data criteria' in your Project Settings. By default, All languages is selected, you are however able to select a single country, or a selection of various countries.

## Tags

Show only results that have been tagged, under the names you have chosen. You are able to add tags to the articles from within the Results widget on the Analytics page. We recommend you to tag the posts that catch your attention while browsing! To help you with this, you will find some Workflow tags in order to remind you all read/unread and checked/unchecked.

## Workflow Tags

Filters the results in the project depending on if they've already been Checked/Unchecked or Read/Unread within the project results.

## Sources

All sources can be given Star ratings of either 1 star; 2 star; 3 star or marked as a Favourite source. These can be set from the Sources section of the Project Settings and once they are set you're able to filter the results to only return you articles from these rated sources. Also within the Sources section of the Predefined Filters you're able to show only results from your the Custom Sources which you have set up within any Source Panels in the project. These Custom Sources allow you to restrict all of results which are displayed solely to the listed sources contained within these panels. Custom Source panels can be set up from within the Sources section of the Project Settings.

## Filters

Listed here are any Query Filters which have been set up within the project, which can be easily selected from this menu. Filters allow you to refine and further specify your returned results, by entering more precise keywords and Boolean operators you are able to precisely filter your results. These filters can be edited within the Filters section of the Topic Setup section of the project.

## Refreshing and Pinning Filters

By default the filters do not have any figures next to them, however it is possible to display the number of results per filter next to these filters. In the top right hand corner of each of the Predefined Filters is a refresh icon, pressing this will display the number of results which fit into each of the categories of that group of filters. For example by pressing the refresh icon in the Media Types filter group, you will be presented with a breakdown of how many results originate from each of the different media types in the project.

Each of the mentioned Predefined Filter categories can be pinned, meaning that they will still display at the top of the page even when the filters menu is minimised. Filters can be pinned by clicking on the action button in the top right corner of each of the filter categories, and pressing the 'Attach' icon. Multiple filters are able to be pinned and displayed when the filters menu is minimised.

# Navigation Bar

## Overview:

The Navigation Bar allows you to move quickly between the different visualisation categories available to display your results with. The results displayed will be the articles which have been found in the Topics or Channels which are currently selected.

**Results** Performance Influencers Sentiment Themes Demographics World Map

The different options available are:

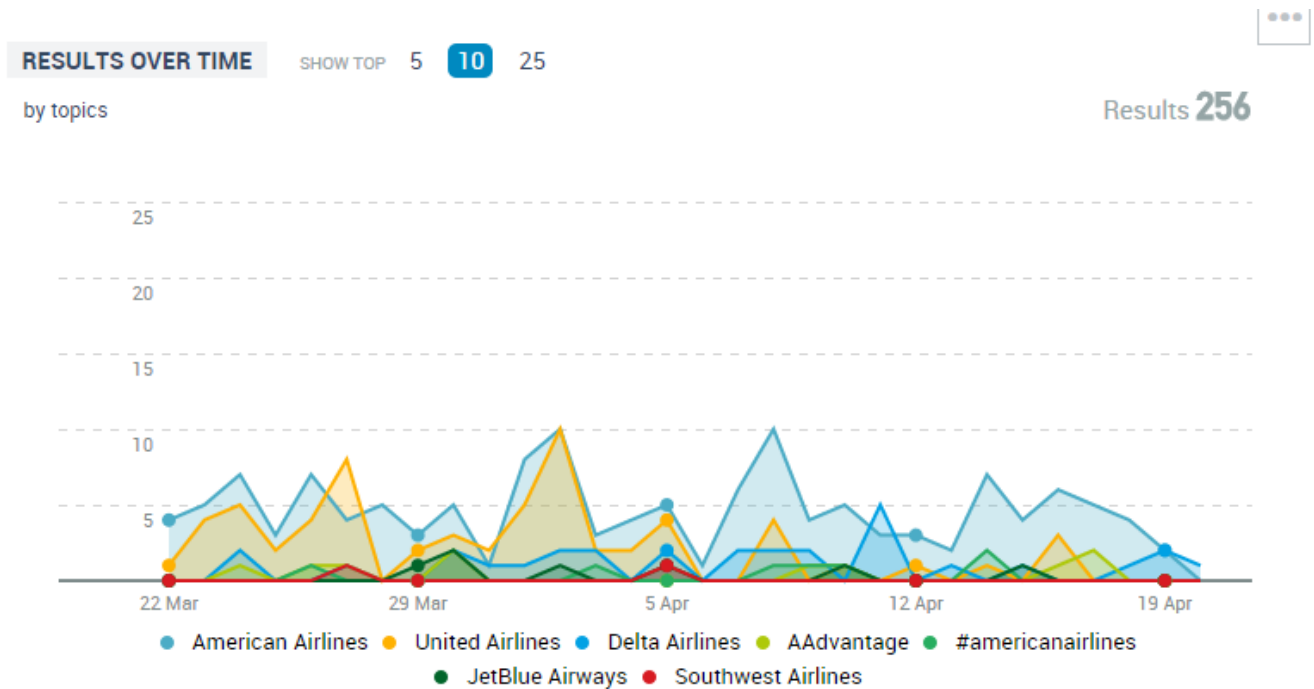
- **Results:**  
Displayed here are the actual results found from the given search queries, sorted in a selected order. In addition to this there is a visualisation of the results over time and the share of the distribution of results in Share of Topics (only visible if more than one topic is selected).
- **Performance:**  
Within this tab you're able to see how the selected topics are performing in the currently selected time period compared to the same previous time period. The performance widgets shown measure Reach vs Engagement; Buzz; Engagement and Potential Reach.
- **Influencers:**  
Shown here are the most influential sources or social media authors which have had results matching the keywords in the currently selected Topics or Channels choices.
- **Sentiment:**  
Displayed here is the proportion of the sentiment from the results, as well as how this sentiment has evolved over time.
- **Themes:**  
Themes show the popular and most mentioned keywords which have been found within the results, as well as the evolution of the use of these top words over time. As with any word cloud, the words which have been found the most are displayed in larger fonts.
- **Demographics:**  
Within this section you're able to see the breakdown of where the results have originated from in a demographic sense. Presented are the Top Countries; Top Languages and Gender breakdown.
- **World Map:**  
Here displayed are the distribution of the results on a World Map, visibly broken down with larger circles representing greater numbers of results than smaller circles.

## Results

The results displayed will be based upon the currently selected Topics and Filters (both keyword filters and pre-defined filters). The number of matching results which have been found will be displayed in the left hand column next to their corresponding Topics title.

Within the Results tab the following widgets maybe visible:

- Results Over Time:



Displayed within this widget are the results found in the selected Topics plotted over the given selected time period. In the top right hand corner of the graph is displayed the total number of results that have been plotted on the graph within this period. You are also able to restrict the graph to only display the 5 or 10 highest result numbered topics by using the 'Show Top 5 10' option at the top of the widget

- Share of Topics:

Shown here are the how the amounts of results are shared and distributed between the topics in the given time period. Please note that this widget will only display when you have 2 or more Topics selected at the same time.

- Results:

Within this widget all of the found results that match the keywords from within the Topics or are from Channels will be displayed. By default the results are sorted by Engagement, however this can be changed to one of the many other different sorting methods.

Each result will display the following information:

EX

Cinq raisons de regarder La Soupe aux choux avec Louis de Funès... 1



julien jouanneau 2

Surtout, l'acteur parvient à ajuster son cri en fonction de ses émotions. "C'est pas pire que Star Wars , l'extraterrestre est moins ridicule que les Ewoks" juge un internaute de Télérama . Surtout... see translation 3

published on 22 October 2015 at 13:13 | Newspaper | France | leexpress.fr 4

8 9 10 11

TAGS MATCHES METRICS

read

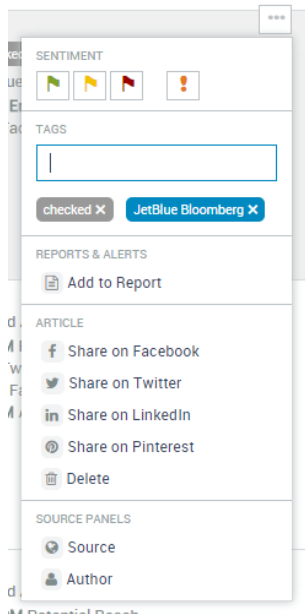
Star Wars 15.9M Potential Reach, 10.6K Engagement, 17 Twitter Shares, 1104 Facebook Shares, 9525 Facebook Likes, 15.9M Alexa pageviews

12 13

- (1) Title of the article
- (2) Author of the article (if there is one)
- (3) The Snippet from the article which contains the matching keyword(s)
- (4) When the article was Published
- (5) The Source-Type which the article has come from
- (6) The Country which the article originates from
- (7) The Source which the article was published on
- (8) A Sentiment flag indicating the sentiment contained in the article
- (9) Any Tags which have been given to the result
- (10) Which topic the results Matches
- (11) The Metrics attached to the result
- (12) The Virality icon button giving access to the message diffusion information
- (13) An Action button allowing to access further activities on the article

## Action Button

The Action button in each result gives you access to the following options:



- **Sentiment:**  
Manually override the sentiment which has been given by the tool to the article. You're also able to add an Important flag to the article, which can be used to filter posts against.
- **Tags:**  
Any Tags which have been given to the post will displayed here. You're able to manually add tags to a post, other tags are automatically added e.g. 'read' when the link to an article is clicked; 'checked' when an action was made on the article.
- **Reports & Alerts:**  
You're able to add individual results to either existing reports to to a new report.
- **Article:**  
Here you have the ability to share individual articles on different Social Media platforms. In addition to this you're

able to remove any results which you do not wish to see in the project by using the Delete function.

- Source Panels:

You're able to add either Sources or Authors to either Custom or Predefined panels. These allow you to filter your results solely by these panels. Sources and Authors can both be added to either 1 Star, 2 Star, 3 Star, Favourite or Blocked predefined panels; an already set up Custom Panel or a new Custom Panel. The actions applied to sources will affect the entire source, whereas the actions applied to authors will only affect those named authors on the source which the result comes from. I.E. Blocking the author of Roberto Villarreal from a result from [www.elmundo.es](http://www.elmundo.es) will only block results appearing from that author when published on that website and not all results from other sources by Roberto Villarreal.

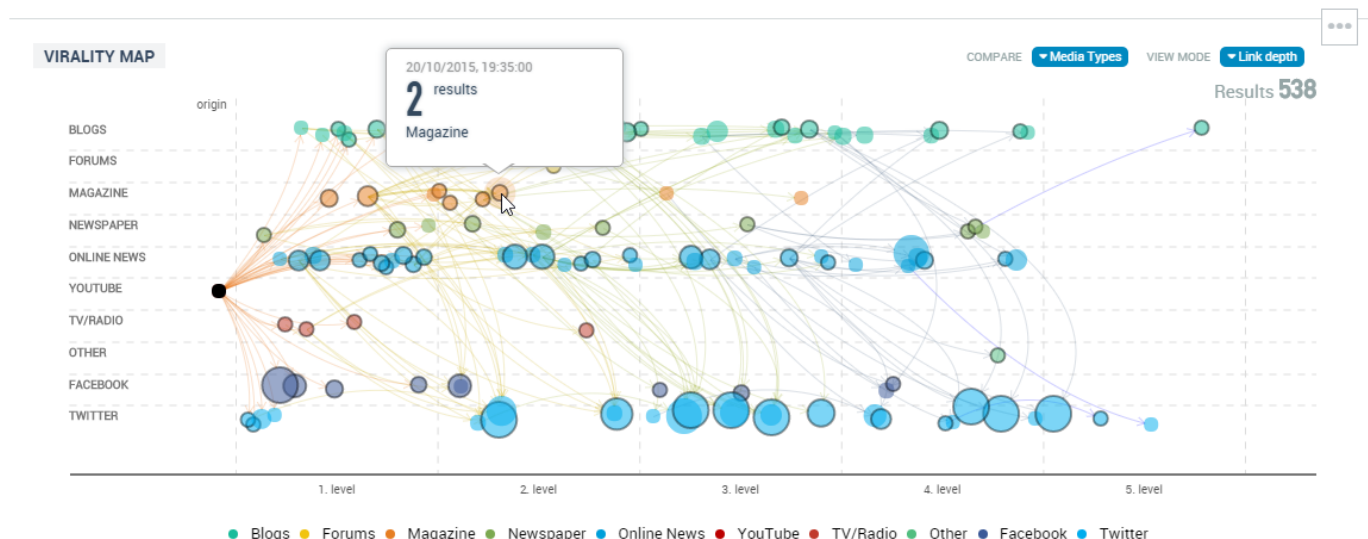
- Tags:

Any tags given to a results, either by a user or automatic workflow tags. The manually given tags will appear with the background colour of the project (blue by default); whereas the workflow tags will appear with a grey background colour.

## Virality Map

The virality map is able to visualise how successful a Tweet, Facebook post, news article or blog piece has spread across different media types, countries or languages revealing the hidden levers that helped make a post popular. Clicking on the virality icon found on results within the Results section will open up the virality map for that selected post:

The above Talkwalker virality map shows how a tweet spread across multiple different media types. At the top we can see that the tweet was reused in several blogs, which were then themselves later mentioned on Twitter. Each of the bubbles represents a time that tweet was linked to, showing how extensively the tweet was shared and used far beyond Twitter. Hovering the mouse over any of the bubbles on the map will show how many results are present in that bubble, as well as highlighting the links between the bubbles to show how the story spread to and from that point. Clicking on any of the bubbles in the virality map will display the result or results found in that bubble below the virality map, which can then be sorted using the same methods as results found on the Results widget.



Filter Options: The Compare option allows you to change how the message diffusion is display by altering the comparisons for which the relationship between the results are shown. The available options are:

- **Media Types:** Displays the diffusion and result relationships over the different media types which the linked.
- **Sentiment:** Bubbles display with relationships between them for the found results comparing by the sentiment found in the posts.
- **Countries/Regions:** Shows the spread of the results across the different countries which linked results have come from.
- **Languages:** The different languages which the post has spread across are displayed.

The View Mode option on the virality map changes the way in which the data is displayed, either showing the order of the results over time, or by displaying the link depth of the results. The available options are:+

- **Time:** Share between results are shown in the chronological order that they were published in.
- **Link depth:** The important relay relationships between the shares of the story are displayed, allowing with ease the depth of the spread to be shown.

## Result Metrics:

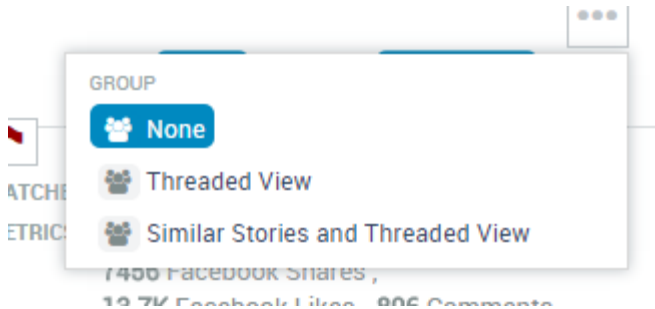
- Additional metrics are computed and gathered for the article:
- Potential Reach (see glossary for details)
- Engagement (see glossary for details)
- Number of Twitter Shares of the article
- Number of Facebook Shares of the article
- Number of Facebook Likes of the article
- Estimated page views per month of the source (Alexa Ranking)
- Additional dynamic data gathered from other social media networks

## Google Translation

When results are not displayed in the language which your project is set up in you are able to translate the results into the language that the User Account is set to by pressing 'see translation' at the end of the post snippet. This setting can be turned on and off from inside the General Settings section of Project Settings.

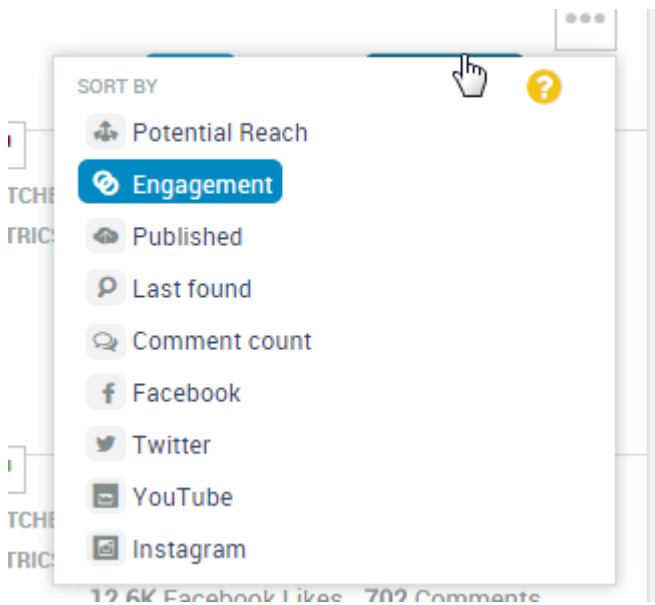
## Grouping of Results

By default none of the results are grouped together, but are sorted by the method defined in the 'Sort by' menu. There is the ability to group together results which are directed related to each other (e.g. retweets and comments on the parent tweet) by using the 'Threaded View'; or also adding results which have very similar content by using the 'Similar Stories and Threaded View' option.



## Sort by

The ordering of the results can be changed and sorted to display in the most relevant way for the project. The available options are:



- **Potential Reach:**  
Displays the articles published on sources with a high reach first. The reach is calculated for each article/post based on its type:
  - Blogs, news and message boards: estimated page views per month based on Alexa Ranking.
  - Twitter: number of followers.
  - YouTube: number of views that a video on YouTube has.+ See glossary for detailed reach computation for all article/post types.
- **Engagement:**  
Ranks articles/posts by how much engagement they have received over social media networks, with the highest ranked engaged articles being shown first. The engagement is calculated for each article/post based on its type:
  - News, blogs, forums: Sum of the number of comments, shares on Twitter and shares on Facebook.
  - Facebook: Sum of shares, likes and comments.
  - Twitter: Number of retweets.
 See glossary for detailed reach computation for all article/post types.



- **Published:**  
Sorts the results based on the published date and time that is stated on the article itself. The most recently published results come first.
- **Last found:**  
Sorts the results based upon when they have been found and added to your project. The most recently found articles will be shown first.
- **Comment count:**  
Results are sorted by the number of comments they have, with the highest commented results appearing first in the list.
- **Facebook:**  
Sorts the results based on the how users on Facebook have interacted with the article. There are two methods of sorting these results:
  - **Shares:** Articles with the highest amount of Facebook Shares will be displayed first.
  - **Likes:** Articles with the highest amount of Likes on Facebook will be displayed first.
- **Twitter:**  
Sorts the results based on data from Twitter and how users have interacted with the article. There are three methods of sorting these results:
  - **Shares:** Articles with the highest number of Twitter shares will be displayed first (the article URL is shared in tweets).
  - **Retweets:** Articles with the highest number of retweets will be displayed first.
  - **Followers:** Tweeters with the highest number of follows will be displayed first.
- **YouTube:**  
Sorts the results based upon how users on YouTube have interacted with the result. There are three methods of sorting these results:
  - **Likes:** Results with the highest numbers of YouTube Likes will be displayed first.
  - **Dislikes:** Results with the highest numbers of YouTube Dislikes will be displayed first.
  - **Views:** Results with the highest numbers of views will be displayed first.
- **Instagram:**  
Sorts the results based upon interaction from Instagram users.
  - **Likes:** Results with the highest number numbers of Instagram Likes will be displayed first.
  - **Followers:** Results with the highest number of Instagram Followers will be displayed first.

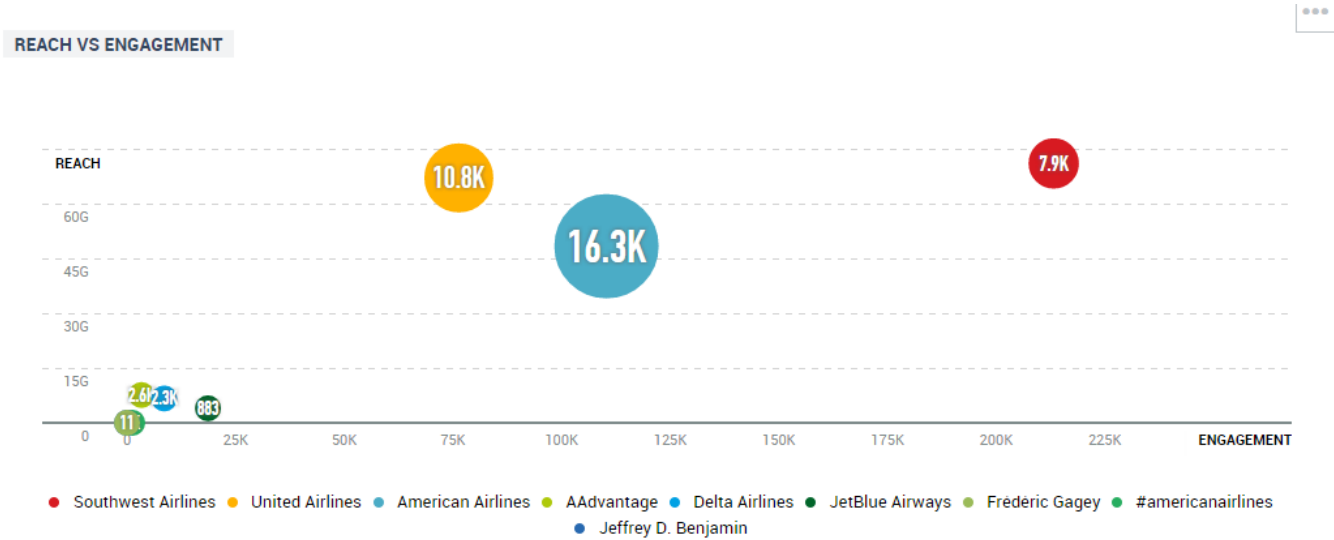
## Performance:

The performance section allows you to see how your topics are being perceived and interacted with online via the buzz generated, engagement, potential reach and the proportion of the sentiment.

Within the Performance tab the following widgets maybe visible:

# Reach vs Engagement:

Plots the Potential Reach for the total results from the filter Topics against the Engagement of these results.



# Buzz:

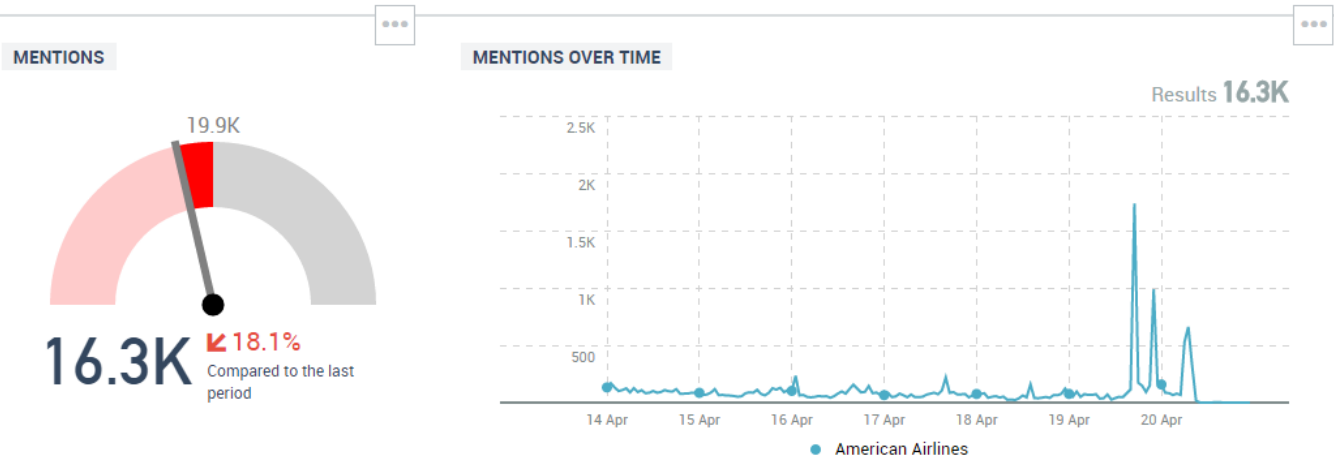
Here you are able to see how the amount of total results in the selected period, and the difference with the previous period.



Previous period means the period of the same length preceding the selected time period, e.g. if 7D is selected, previous period is the 7D before.

Buzz over time displays the total number of results found over the selected period of time, in the same way as it is displayed on the results page.

## Performance – American Airlines



## Engagement:

Shows the sum of the engagement of all selected articles/posts, the comparison with the period before, and the evolution over time. See [Glossary](#) for detailed definition of engagement.

## Reach:

Shows the sum of the reach of all selected, the comparison with the period before, and the evolution over time. See [Glossary](#) for detailed definition of reach.

## Proportion of Sentiment:

Shows the distribution of sentiment for all selected articles/posts. See [Glossary](#) for detailed explanations on sentiment.

For the KPI widgets, the following metric prefixes are used:

- K – Kilo (1,000's)
- M – Mega (1,000,000's)
- G – Giga (1,000,000,000's)

## Influencers:

The Influencer tab helps finding out which source/author is the most influential on a specific configuration. The default table lists the authors, sorted by engagement.

TOP INFLUENCERS

SHOW TOP102550100

Rank	Influencers	Source Type	Number of Posts				Reach	Engagement
			Total	Positive	Neutral	Negative		
			⬆	⬇	⬇	⬇	⬇	⬇
1	Andrew (@MrAndyEp), twitter.com	Twitter	434	46	101	287	169316	40
2	Angels 4 Justice (@2cJustice4all), twitter.com	Twitter	356	21	124	211	492585	15
3	Dwyane Wade Watch (@Dwyane_Wade_Fan), twitter.com	Twitter	197	0	197	0	569327	0
4	Rayan Dkhil → (@HotelBravo07), twitter.com	Twitter	149	16	117	16	102469	7
5	Dallas Mavericks Fan (@Mavericks_Mall), twitter.com	Twitter	136	0	136	0	17364	0
6	→ Dorian BENTEJAC → (@DeltaBravo33), twitter.com	Twitter	132	22	102	8	149705	12
7	Miami Heat Fans (@MiamiHeatFans5), twitter.com	Twitter	124	0	124	0	298130	0
8	Tuha Cosi, youtube.com	YouTube	111	44	57	10	174	2
9	4-traders, 4-traders.com	Online News	74	20	36	18	94.72M	5
10	American Airlines (@AmericanAir), twitter.com	Twitter	68	13	47	8	73.64M	2

For each author, you can see:

- The source type.

- The total number of posts written by the author.
- The split between articles with positive, neutral and negative sentiment.
- The total reach for all the articles of the author.
- The total engagement for all the articles of the author.

You have the following display options:

- Choose the number of authors/sources to display in the table (Top 10; 25; 50; 100) \*Sort by number of articles (Total; Positive, Neutral, Negative Sentiment; Reach; Engagement).
- Toggle between authors and sources (via the Action button).



The author extraction is based on heuristics and statistical evaluations. We cannot guarantee 100% accuracy for the author being recognized and extracted automatically in all articles.

### Possible actions:

Clicking on an author/source in the table links to the results page, filtering the results of that author/source.

## Sentiment

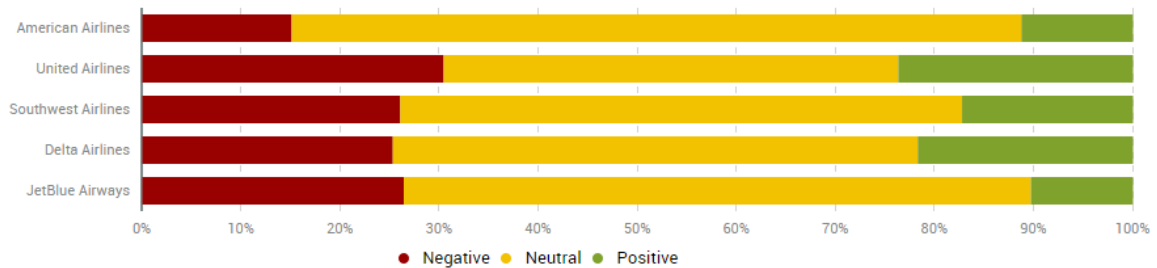
Shows the distribution of sentiment attached to the found results in the current selected time period.

Compare None **Topics** Media Types Tags Countries Languages

## Sentiment – Overall

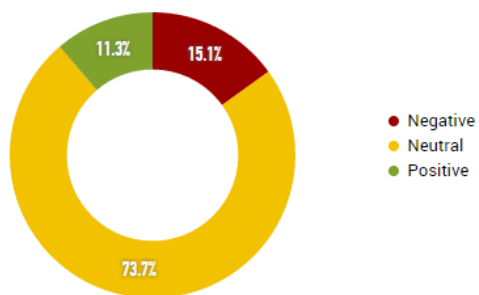
## SENTIMENT

by topics

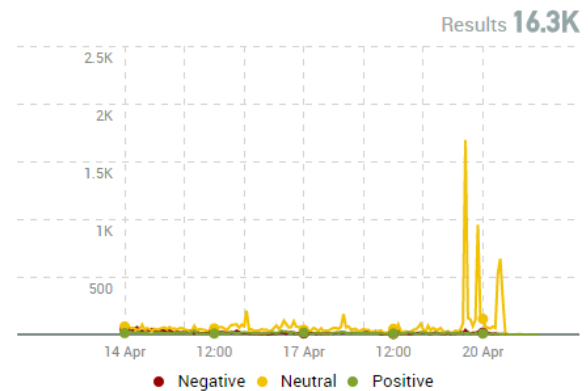


## Sentiment – American Airlines

## SHARE OF SENTIMENT



## SENTIMENT OVER TIME



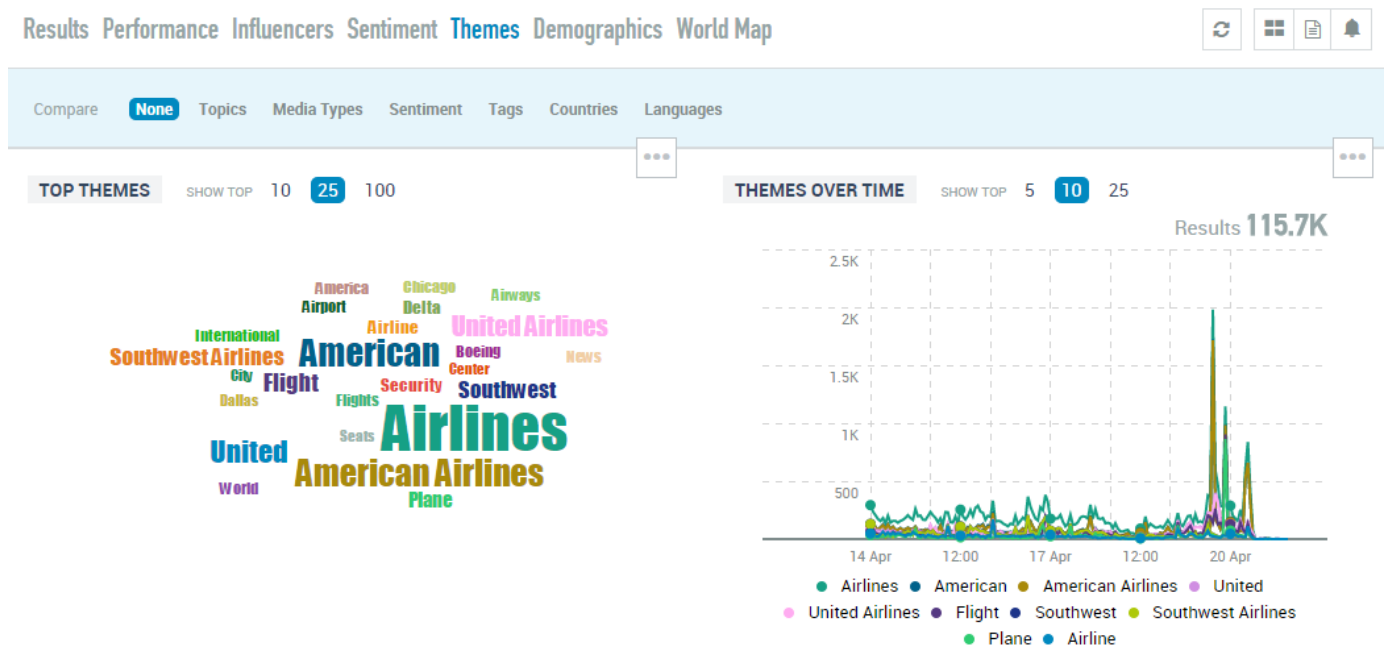
Within the Sentiment tab the following widgets may be visible:

- **Sentiment - Overall:**  
Displays the sentiment from the topics, compared by whichever filter has been selected in the Compare bar. If 'None' has been selected in the Compare bar then this widget will not be displayed.
- **Share of Sentiment:**  
Shows the share of the positive, negative and neutral sentiment in the current filtered time period.
- **Sentiment over Time:**  
Plots the different sentiment categories over the current filtered time period. Also shown in on the graph is the total number of results which are being taken into consideration.

## Themes

Themes visualise the most commonly found words contained within the results in the form of word clouds and plotting

of themes over time.



Within the Themes tab the following widgets maybe visible:

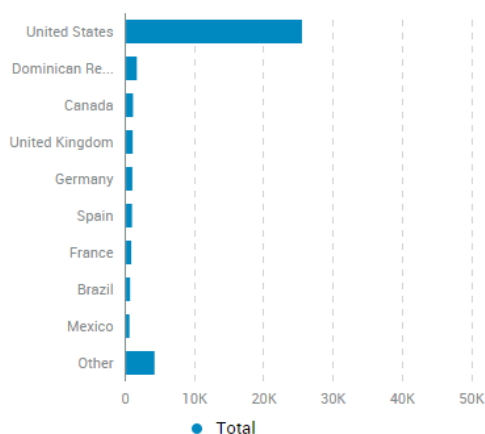
- **Top Themes:**  
Displays in a word cloud the highest mentioned words from the filtered results. The larger the words appear in the theme cloud, the more results have been found with these results. Hovering over any of the found words will display the total number of results that have been found containing this keyword, and clicking on this keyword will return you to the Results tab, filtered to only show you results that matched this theme word.  
There are two different display options available within the Top Themes widget - 'All Themes' (default) and 'Hashtags Only'. 'All Themes' will return to the widget results from all types of words, whereas 'Hashtags Only' will only display hashtagged results within the visualisation.
- **Themes Over Time:**  
Plotted here are the found themes plotted over the given filtered period of time. Displayed on the graph-key are the themes which have been plotted onto the graph of the widget.

## Demographics

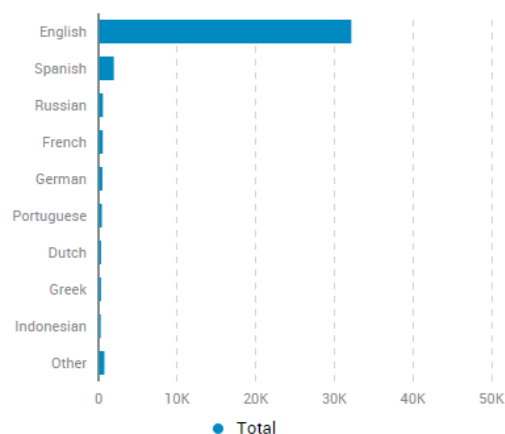
The demographics section displays the breakdown in the top countries, top languages and gender distribution from the results.

Compare **None** Topics Media Types Sentiment Tags Countries Languages

## TOP COUNTRIES

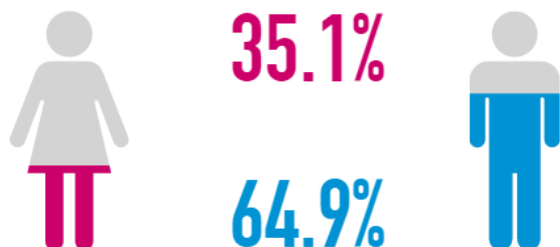
SHOW TOP 5 **10** 25 50 100

## TOP LANGUAGES

SHOW TOP 5 **10** 25 50 100

## GENDER

● Female ● Male



Within the Demographics tab the following widgets maybe visible:

- **Top Countries:**  
Gives a breakdown of the top countries from which the results have been found have originated from.
- **Top Languages:**  
Displays a breakdown of the top languages which the results found have been published in.
- **Gender:**  
Visualises a breakdown between the distribution of Male and Female authors on the currently selected results.



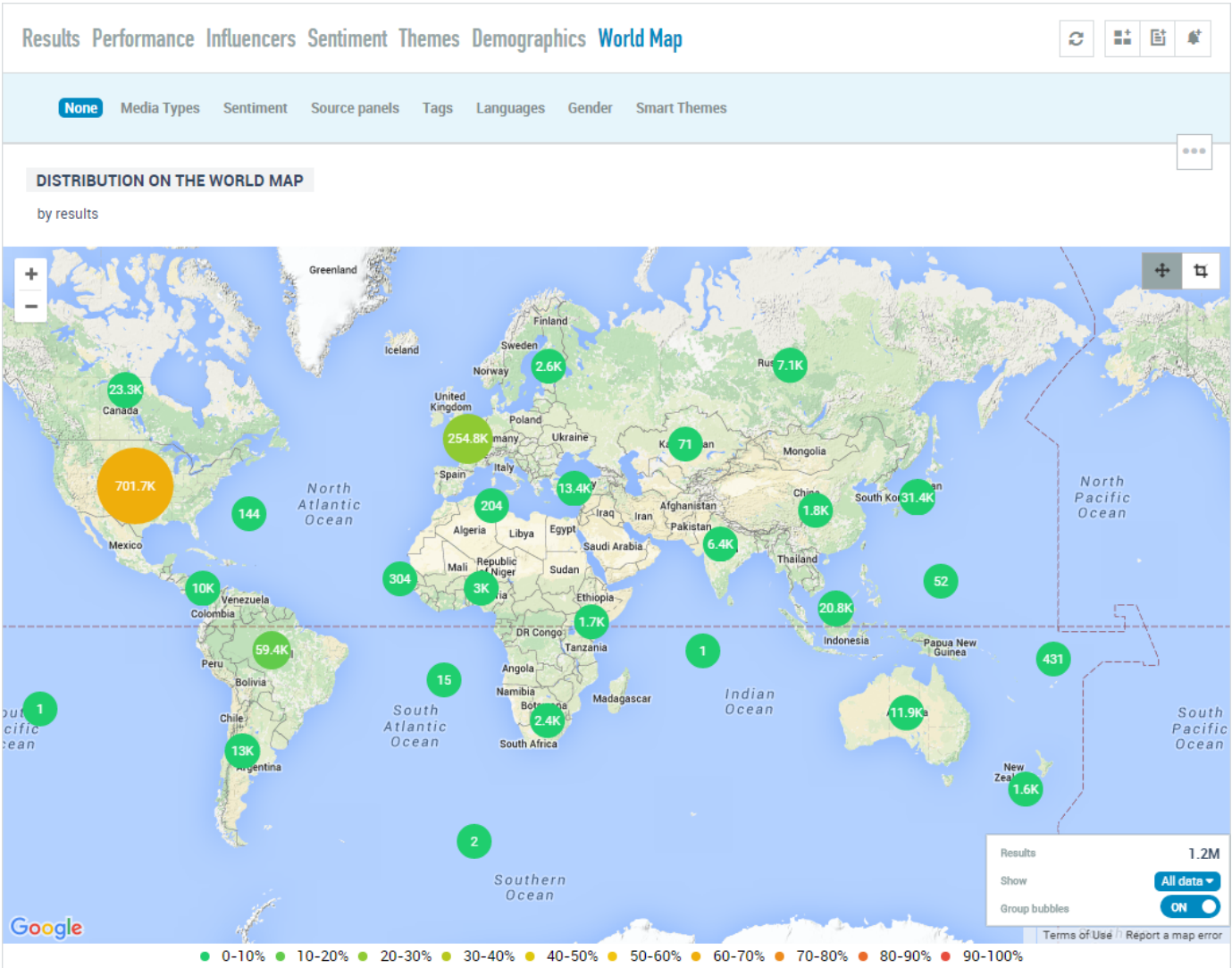
The gender is not set for all results, for example when the author is a company, as this cannot be determined to be male or female. We do not display "unknown" as a gender category, therefore the total number of results for the sum of Male & Female authors on a topic may differ from the overall total number of article results found for that topic.



We talk here about the countries, languages and gender of the author/source, and not the distribution of the population reached by the article.

# World Map

Within this tab there is the 'Distribution on the World Map' widget which displays the arrangement of selected results to the geographical areas which they originate from. Zooming in on the map will allow you to break the larger regions down to a country-based level, and clicking on any of the number bubbles will return you to the Results tab, with the displayed results filtered by the chosen country or group of countries.



Within this tab there is the 'Distribution on the Work Map' widget which displays the arrangement of selected results to the geographical areas which they originate from. By default the bubbles displaying the numbers of results are grouped, and zooming in on the map will allow you to break the larger displayed regions into smaller more accurate sizes.

The key in the bottom right of the map shows the total number of Results being displayed on the current map view is displayed. Also in this section you are able to filter the results shown by either 'All data'; 'location at time of post' or 'location of author profile'. When the option of 'location at time of post' is selected, the map will display the location that the result was posted from, with any results that do not have exact location co-ordinates not being shown in this option. Choosing 'location of author profile' will show the location of the authors of the results on the map, and not the location that the result was posted from. When selecting the default setting of 'All data', all of the results will be displayed on the world map and not those that have either exact location post data or the location that the author is from.



Hovering the mouse cursor over any of the bubbles on the World Map will give you the option to 'Zoom in' further onto the area which the results have come from, as well as the option to 'Show details' about the results in the bubble. Clicking on the 'Show details' option will bring up a pop-up in the screen containing three tabs: Share of topics; Results and Top Themes.

- Share of Topics:

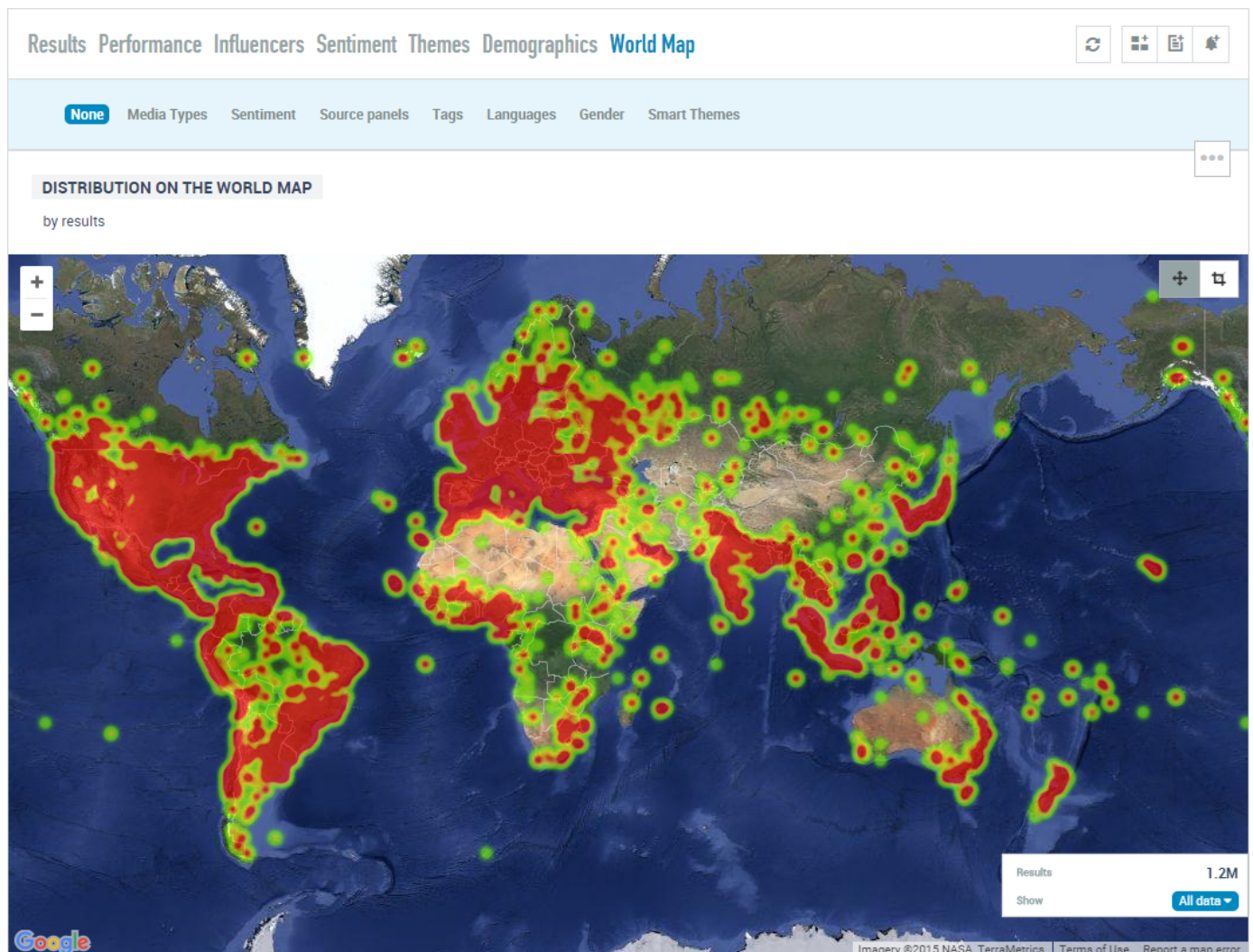
Displays the results spilt by topic along side of the list of the found results. Results: Lists the found results alongside their corresponding metrics. Top Themes: Shows a Theme Cloud of words based upon the found results

- Drilldown:

Also in the pop-up screen there is the option to 'Drilldown' the results. Clicking on this button will zoom the map into just the region where the results bubble is from and will also remove all of the other bubbles from the map, setting a filter on the results to only display from that one area.

- Heatmap:

Clicking on the options for the World Map widgets allows you to change the layout between seeing the world map with bubbles over the locations, and a heatmap of the results. With the heatmap selected the widget will show a colour heat intensity of the location of the results. All of the results shown in this display option are of the 'location at time of post' setting, showing on the map only the exact locations that the results were posted from.



## Navigation Bar - Channels:

When Channels are monitoring Twitter or Facebook is selected, some additional Navigation Bar tabs become available for additional analytical widgets.

**Overview** Owner Activity Audience Activity Audience Results Influencers Sentiment Themes Demographics World Map

### Overview

The Overview section within Channels gives you an insight into the owner and audience activity, as well as how content has been received and the engagement and response rate on the monitored channel. Within the Overview tab the following widgets may be visible:

- **Activity:**  
Here you are able to see a breakdown between the number of results from the channel owner compared to the number of results from the audience on the channel.
- **Content Appreciation:**  
Shows how content published on the channel is being received by the audience. You are able to see the amount of Like and Shares (Facebook) that the channel posts are getting or the number of Retweets (Twitter) that are occurring with the channel owner tweets.
- **Audience:**  
Displays the number of Fans (Facebook) or Followers (Twitter) that a channel has, allowing you to track growth or declines in fans and followers of the monitored channel.
- **Engagement Rate:**  
Shows the rate of which a post or tweet written by the channel owner has been engaged with, displayed in a percentage figure. Please see the glossary for a detailed explanation of how engagement rate is calculated.
- **Response Rate:**  
Gives a comparison rate between the number of audience posts and how many of these have been responded to by the channel owner to show a response rate in a percentage figure.

### Owner Activity

Within the Owner Activity section you are able to see and compare the total amount of activity on a monitored channel, the distribution of types of content, how engaging each content type has been and also the time periods of activity peaks with the channel owner. Within the Owner Activity tab the following widgets may be visible:

- **Owner Activity:**  
Here you are able to compare when looking at Facebook channel: the number of channel owner posts against the number of comments placed on the channel, or when monitoring Twitter channels: the number of Tweets by the channel owner, Replies from the channel and Retweets of Tweets from the channel.
- **Content Distribution:**  
Within the Content Distribution section you are able to see the difference between the different types of content posted to the channel by the channel owner. We differentiate between Text, Links, Pictures, Sound and Video posts or tweets.

- **Most Engaging Media Type:**  
Shows which type of post or tweet by the channel owner in the current time period has been most engaged with. The media type categories are the same as are used in Content Distribution.
- **Owner Activity Peaks:**  
Displayed here are the peak activity points of the channel owner over the filtered time period, with smaller lighter circles representing less activity compared to larger darker circles which represent more owner activity on the monitored channel.

## Audience Activity

In the Audience Activity section you are able to see how the audience of the monitored channel are behaving with their posting or Tweeting activity as well as the types of posts and the peak times of the activity on the monitored channel. Within the Audience Activity tab the following widgets maybe visible:

- **Audience Activity:**  
On Facebook channels this gives a comparison of the number of posts onto the channel compared to the number of comments posted onto the channel. Within Twitter monitored channels this compares the number of mentions compared to the number of Retweets of the channel owners posted Tweets.
- **Content Distribution:**  
Within the Content Distribution section you are able to see the difference between the different types of content posted to the channel by the channel audience. We differentiate between Text, Links, Pictures, Sound and Video posts or Tweets.
- **Most Engaging Media Type:**  
Shows which type of post or Tweet by the channel audience in the current time period has been most engaged with. The media type categories are the same as are used in Content Distribution.
- **Content Appreciation:**  
Displayed here is how published content is being received and distributed by the audience of the channel. With Facebook channels it is the number of Like and Shares that are displayed, whereas with Twitter channels it is the number of Retweets and Shares that are shown.
- **Engagement Rate:**  
Shows the rate of which a post or tweet written by the channel owner has been engaged with, displayed in a percentage figure. Please see the glossary for a detailed explanation of how engagement rate is calculated.
- **Response Rate:**  
Gives a comparison rate between the number of audience posts and how many of these have been responded to by the channel owner to show a response rate in a percentage figure.
- **Audience Activity Peaks:**  
Displayed here are the peak activity points of the audience of the channel over the filtered time period, with smaller lighter circles representing less activity compared to larger darker circles which represent more audience activity on the monitored channel.

## Audience

Within the Audience section you are able to see an overview of the channel audience and how the number of audience

members are changing over time, be it growth or declining figures.

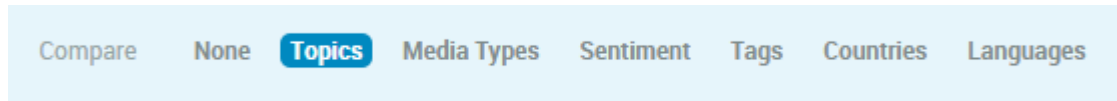
Within the Audience tab the following widgets maybe visible:

- Fans/Followers:  
Shows the total number of Fans (Facebook) or Followers (Twitter) displayed over the period of filtered time.
- Fan/Follower Growth:  
Displayed here is the growth in Fans (Facebook) or Followers (Twitter) that the monitored channel has grown by in filtered period of time.
- New Fans/Followers per Day of the Week:  
Visualised the number of new Fans (Facebook) or Followers (Twitter) that the monitored channel gains, broken down to which day of the week it is.
- Country of Origin:  
Shown here are the country origins of the fans of the monitored channel.

# Compare Bar

## Overview

On each of the different Navigation Bar tabs you also have the ability to 1-click compare the results on different predefined criteria, in order to easily contrast sets of data. The following options are available for the Compare Bar:



- None
- Topics
- Media Types
- Sentiment
- Countries
- Languages
- Panels
- Tags
- Events



The options available in this bar will depend upon your selection: in order for a criterion to appear at least two possibilities need to be present within the results (i.e. at least 2 topics selected, at least 2 Panels attributed to results, at least 2 tags used in results, etcetera).

When a compare option is selected:

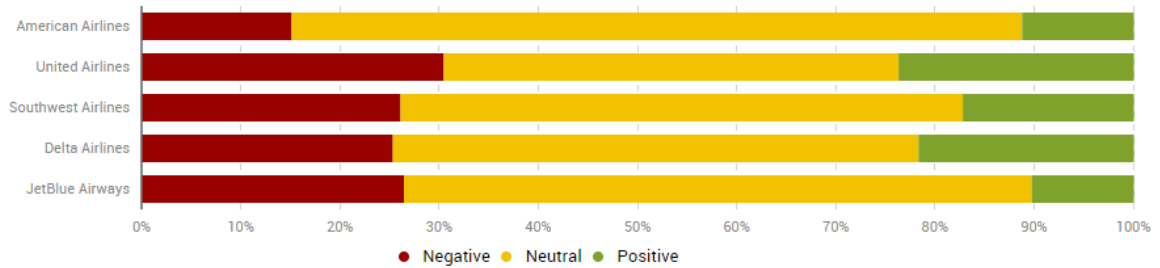
- On the result page:  
Results over time are broken by the compare option and a pie-chart widget 'Share of' is added to the right with the overall distribution for the period. The order of individual results shown below is not affected, and results can be sorted and curated like when no compare option is selected.
- On Performance/Influencers/Themes/Demographics pages:  
A common representation combines all possibilities of the compare choice selected, e.g. compares the sentiment distribution for all the selected topics.

Below, for example, the common sentiment widgets are displayed for each individual topics:

## Sentiment – Overall

### SENTIMENT

by topics



The individual representations are ordered by number of results (i.e. topics with the most results on top) and are limited to 10 (e.g. the 10 languages with the most results).

# Widgets Overview

## Widget Options

Each Widget in the tool has multiple different options available to it, with regards as to how it displays in the project, the ability to add the widget a report or a dashboard, as well as exporting the data contained in the widget or sharing and integrating it on another platform.

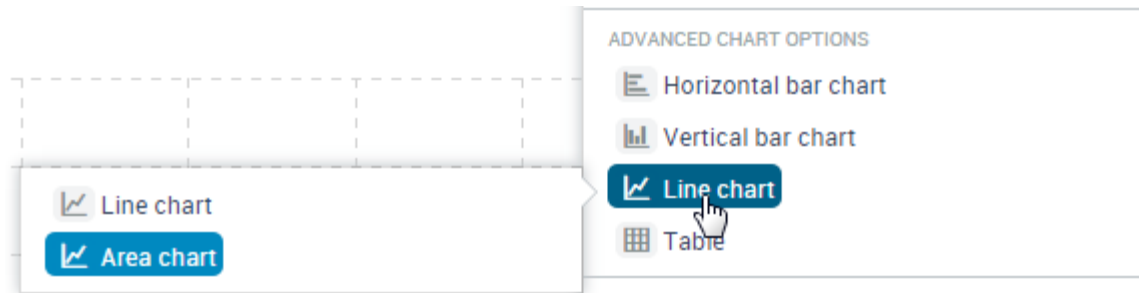
## View By

Depending on the currently selected date range, you will be able to view graph widgets by different time intervals of seconds; minutes; 5 minutes; 15 minutes; hours; days; weeks and months.



## Advanced Chart Options

Each of the widgets is displayed in its own default view, however you're able to change these widget views to display in different formats on either the Analytics screen or any reports and dashboards that have been set up.



Common available chart options include the following:

- Horizontal bar chart:
  - Not Stacked: Bars are displayed side to side.
  - Stacked (absolute): Bars are displayed on top of each other, total bar length is equal to number of results.
  - Stacked (%): Bars are displayed on top of each other, total bar length adds up to 100%.
- Vertical bar chart:
  - Not Stacked: Bars are displayed side to side.
  - Stacked (absolute): Bars are displayed on top of each other, total bar length is equal to number of results.
  - Stacked (%): Bars are displayed on top of each other, total bar length adds up to 100%.
- Line chart:

- Simple line(s).
- Line chart area: Shaded area below the line(s).
- Table:  
Absolute numbers of results are showed in flat tabular format.
- Pie Chart:  
Spread of the result. Only the top ten results are displayed within the pie chart to keep the chart clear and easy to read.
- KPI Result:  
Shows the value for the current period & the value for the previous period, as well as the percentage increase or decrease compared to the previous period.

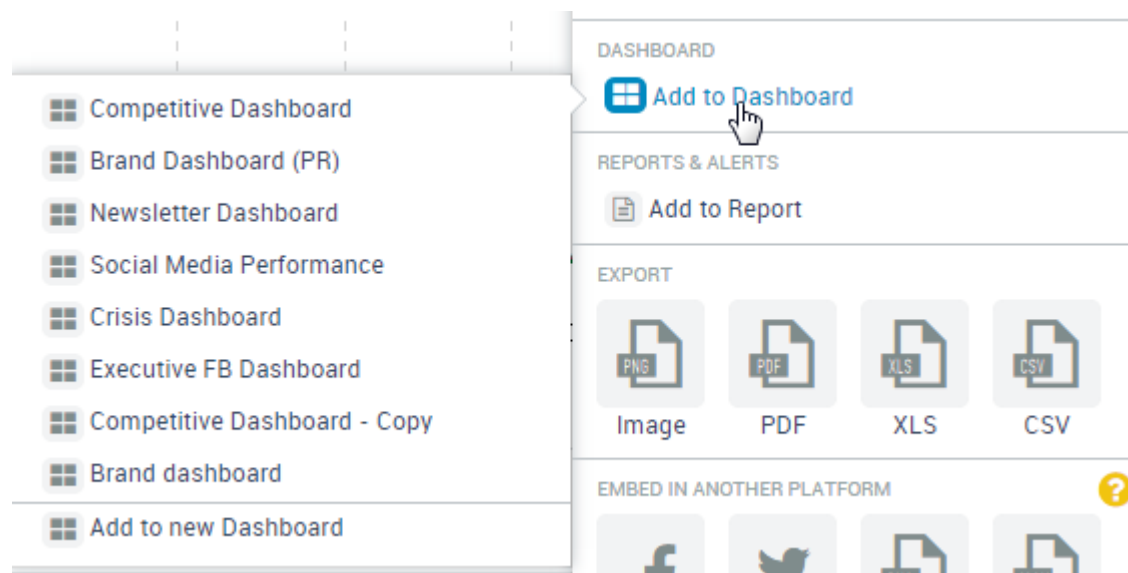


Previous period means the period of the same length preceding the selected time period, e.g. if 7D is selected, previous period is the 7D before.

- Bubble:  
Results are displayed in bubble formats. The more results, the bigger the bubble.

## Dashboard

Each widget can be added to either an existing dashboard, or to a new dashboard. Hovering the mouse over the 'Add to Dashboard' icon will bring up further options of the existing dashboards in the project in a list, or at the bottom of the list 'Add to new Dashboard' is available to click on.

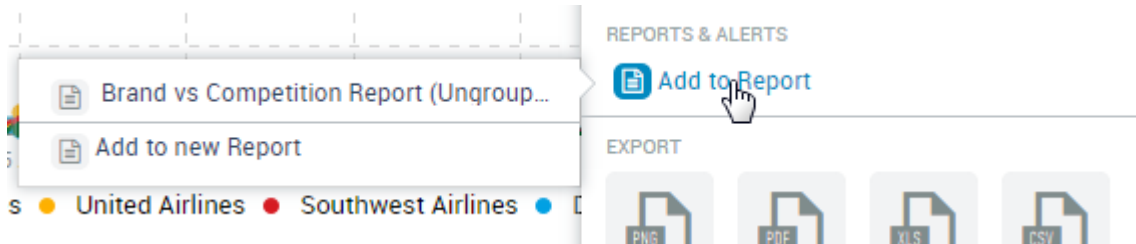


When adding a widget to an existing dashboard, you'll be presented with the option to change the title that will be displayed for the widget as well as the entering in a description that will appear underneath the widget. If you add the widget to a new dashboard you'll be presented with the same options but also you will need to enter in a name for the new dashboard as well as a description for that dashboard. The titles and descriptions which you give to the widgets can be changed later on via the edit menu of the dashboards.



## Reports & Alerts

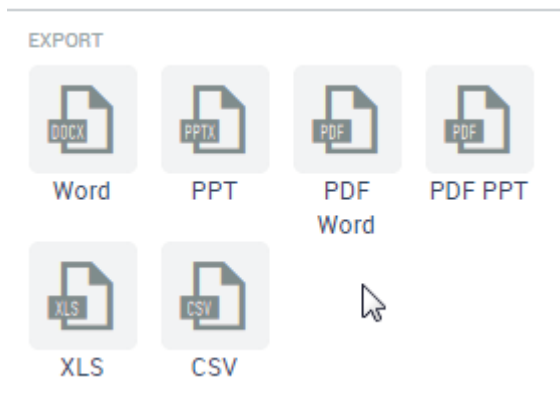
In the same way that each widget can be added to a dashboard, widgets can also be added to reports in the project. Hovering over the 'Add to Report' button will present you with all of the existing reports which are in the project as well as the possibility to add to a new report. Clicking on an existing report will immediately add that widget to the given report.



Clicking on 'Add to new report' will present to you the Report options to fill in before the report can be created. You will need to enter in a name for the report under the 'Report label'; choose if you would like to assign it to an existing group of reports and select if you want to incorporate any existing report settings (such as formatting) from other current reports into the new report.

## Export

With all widgets you are able to export the data which is presented in them in a number of different formats.



The possible formats are:

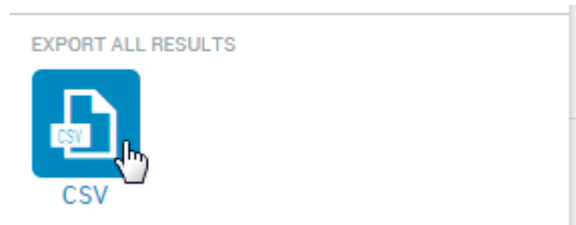
- Image (PNG)
- Word
- PPT
- PDF
- PDF Word
- PDF PPT
- XLS
- CSV



Not all of the formats will be available for all of the widgets

## Export All

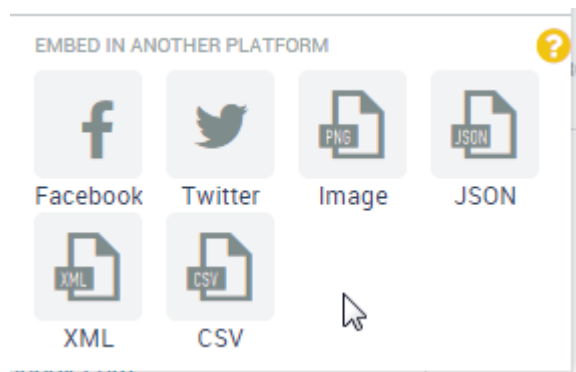
Within the Results widget there is a further export option labelled 'Export All'. This will export all of the results (up to a maximum of 20000 results) from the given Topics or Channels into a CSV file.



This option is only possible on full accounts - on Trial accounts it is not possible to export all of the results.

## Embed on Another Platform

With all widgets you're able to share and integrate the information from the widget on some Social Media platforms and also with a URL that can be integrated externally.



The possible choices are:

- Facebook
- Twitter
- Image (PNG)
- JSON
- XML
- RSS Feed
- CSV
- CSV (Rows)

When Sharing to Social Media platforms, you will be asked to will in any comment which you wish to attach to the post

when you share it to your wall or feed. When sharing RSS Feeds and Images, when you click on the format an Embedding Widget box will pop-up on the screen asking you to name the widget and state how often the widget should refresh, as well as stating if you want an expiry date on the widget to be set. These options can be later changed from the Embedded Widgets section of your setting.

# Page Actions

## Overview

In the top right of the Analytics page there are different Page Actions available for selection.



The following options are available:

## Refresh

This refreshes the entire page, updating all of the widgets with the current information inside of them.

## Add to Dashboard

All of the widgets on the current page will be added to a new Dashboard. You will need to add a Name for the new Dashboard as well as a Description for the Dashboard.

## Add to Report

All of the widgets from the current page will be added to a new Report. You will need to enter a name for the Report in the Label box, as well as choosing if you wish to assign the Report to an already set up group and if you wish to incorporate any settings into the report that are on other existing reports within the project.

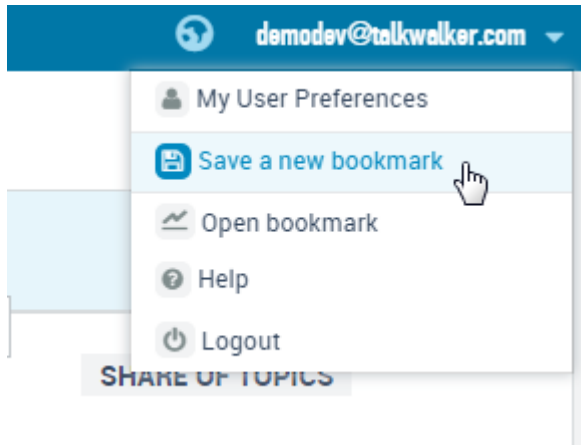
## Create Alert

Generates a new subscription to an alert report. You will need to enter in a name for the Report in the Label box; list the recipients who are going to receive the alert; select the format that the report will be sent out in; state the trigger type and set the trigger on the alert. For further information on Alerts, please refer to the link: </talkwalker/40.reporting/20.reports.adoc> [Reports] section of the academy.

# Bookmarks

## Overview

You're able to save different page views and filters on your Analytics screen by clicking on your name in the top right hand corner of the screen and selecting 'Save a new bookmark' from the pull down menu. Any bookmarks which have been saved can be chosen and opened from the 'Save a new bookmark' option.



If multiple Bookmarks have saved in your project you are able to select which of these is the Default Bookmark view which the project will be shown when the project is opened. Within the Bookmarks section of the Project settings you are able to delete any saved Bookmarks as well as choosing which will be presented as your default Bookmark when the Analytics screen is opened.

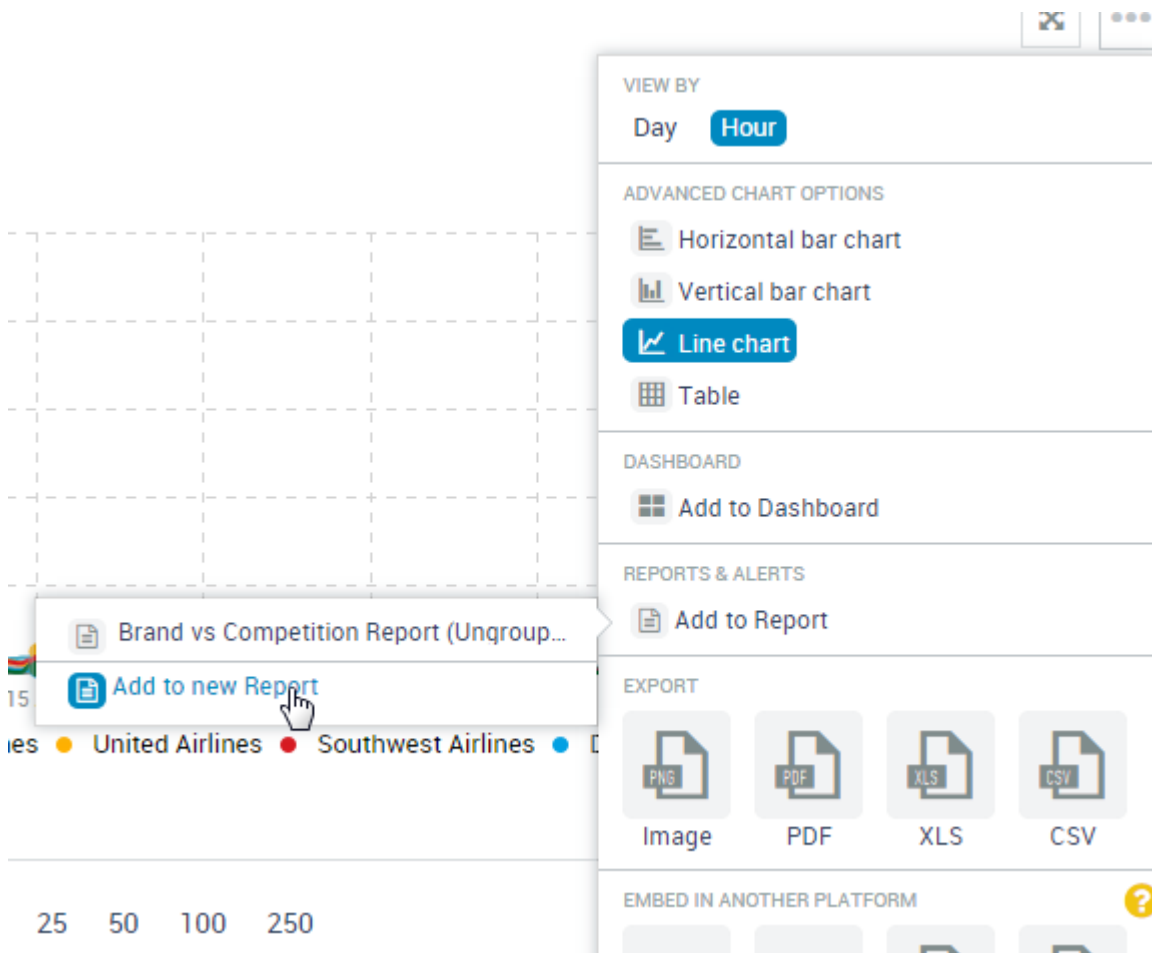
# Reporting Overview

## Overview

Talkwalker can be used as an effective tool to create, customise and send Reports, as well as being an effective early warning system with alerting capabilities using the Alerts system. The Reporting section allows you to set up both Reports and Alerts which can be immediately dispatched or set to be scheduled on an automatic basis or when given thresholds are met.

## How to create a new Report

- From your Analytic menu, choose a widget which you wish to include in the report.
- Select a widget(s) from dashboard and choose to add to either a new report or an existing one.
- Choose the settings you wish to attribute to the Report and save your settings.



Please refer the to main [Reports](#) section for more further information and details.

# Reports

## Overview

Here you are able to see any reports which have been set up within your project, as well as editing, sending, duplicating these reports.

American Airlines Demo

Reports & Alerts

demodev@talkwalker.com

<div>talkwalker</div> <div>REPORTS &amp; ALERTS</div> <div>• Brand vs Competiti...</div> <div>REPORT HISTORY</div> <div>Reports log</div> <div>Deleted reports</div>	REPORT TITLE	LAST CHANGE	TRIGGER	LAST SENT	ACTIONS
	Brand vs Competition Report	20/04/15 08:50	No trigger defined	Never send	<div><div></div><div></div><div></div><div></div><div></div></div>

### Reports:

You will find listed here the current reports which are set up within the project. Clicking on one of these names will send you to the Edit screen of the report.

### Report History:

Within this section you are able to see a log of reports which have been previously sent out from the project in the 'Reports log'. You are also able to see reports which have been deleted from the project inside the 'Deleted reports' section.

## Main Table

The main table displays the following information:

### Report Title

The name which has been given to the report. This is displayed on reports which are sent out via email or are downloaded.

### Last Change

Here is a date-stamp showing the last time that any edits or changes were made to the set up report, and if no changes have been previously made, it will display the date-stamp at which the report was created on.

### Trigger

This column specifies what trigger criteria have been set for the dispatching of the report or alert to the given recipients. If no triggers have been set, then 'No trigger defined' will be displayed.

## Last Send

Here a date-stamp is displayed showing the last time that the report was sent out to the given recipients.

## Actions

Within this column you are able to Edit the report; Copy the report; Send the report; Download the report and Delete the report.

## Reports Actions

- **Edit:**  
Clicking on the Edit icon will take you through to the Edit Menu, allowing you to change the report as well as customising it. More information can be found in the Edit Menu section.
- **Copy Report:**  
This allows you to duplicate the report you have set up within your project. Clicking on the duplicate icon will bring up a pop-up box, asking you to name the newly duplicated project. The newly copied report will then appear in your Reports list.
- **Send Report:**  
Sends the report to the recipients listed, or to the selected setup mailing list.
- **Download Report:**  
Clicking on this will download a copy of the report to your local machine.
- **Delete:**  
This deletes the setup report from the Reports list, after which the report can be found in the Deleted reports section of Report History.

## Edit Menu

### Layout

Within this section you are able to set the format of the report, as well as altering the appearance of the widgets contained in the report.

- **Output format:**  
Here you are able to choose the format of which the report will be composed in. The available choices are:
  - HTML
  - Word
  - PPT
  - PDF Word
  - PDF PPT
- **Output layout:**  
You are able to customise the layout of your report on the page before it is sent out in the format which you have selected. Widgets can be relocated on the report and resized according to the needs of your report, and you're also



able to adjust the appearance of the widgets which you have selected to be contained within the report.

## Moving widgets

To move a widget which are on a report, simply click-hold and drag the widget to the location which you wish the widget to be placed at on the report. As soon as you drag a widget on-top of another widget, you will be presented with the option of where you wish to place these widgets in relation to each other.

The following locational positions are available:

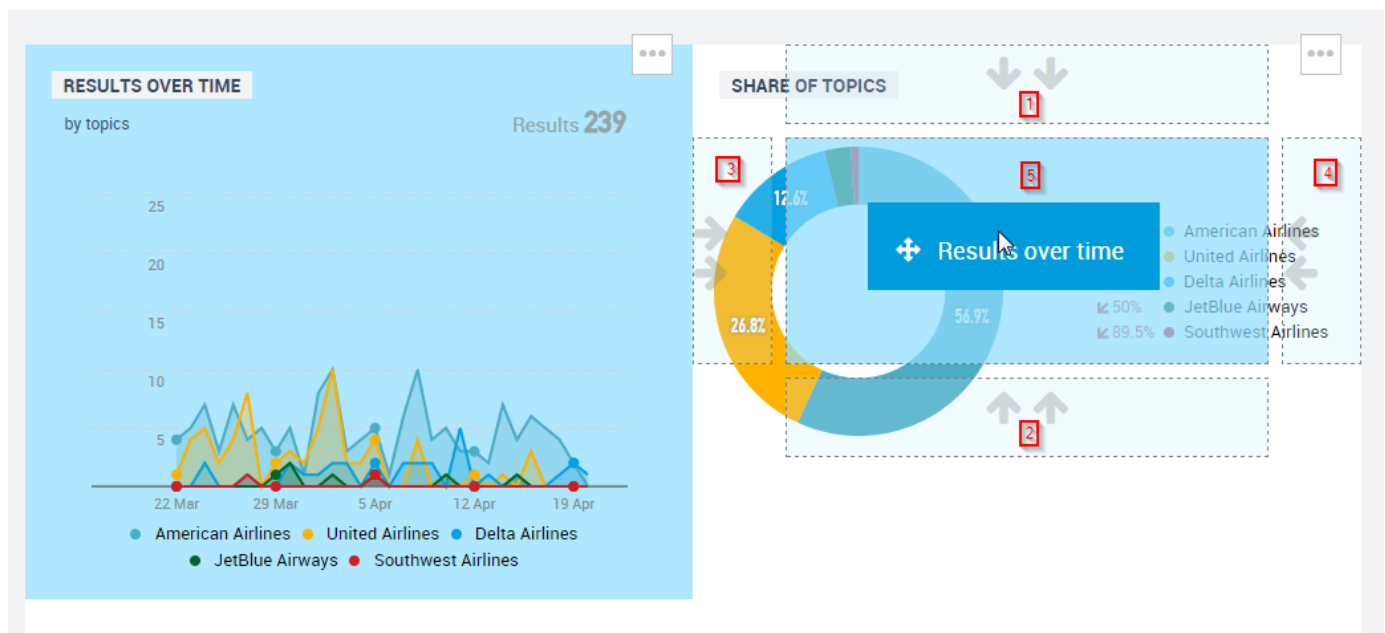
Above (1)

Below (2)

Left (3)

Right (4)

Swap (5)



Moving a widget to either above (1) or below (2) the widget will change the position of the widget, moving it either above or below underlying widget.

Moving a widget to either the left (3) or the right (4) will position the moved widget to that position, and at the same time resize both of the widgets so that they fit onto the same line together.

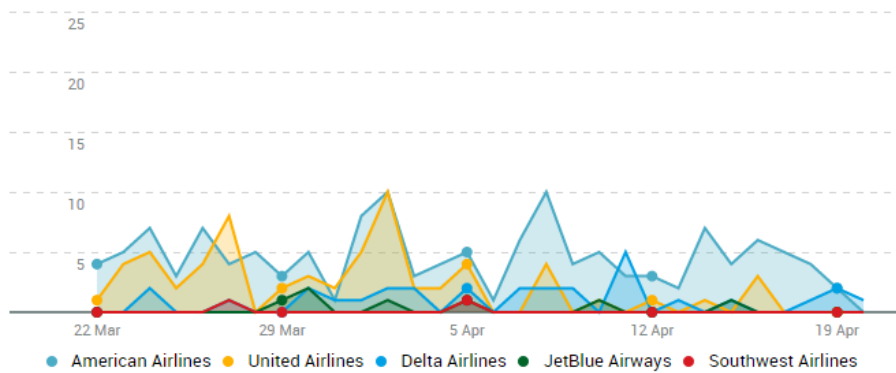
Swapping the location of a widget (5) will change the positions of the widgets so that they will switch positions with each other.

## Resizing widgets

Hovering over a widget will also present you with icons which will allow you to shrink or enlarge widgets on the report. Clicking on the Shrink icon will reduce the width-size that the widget takes up. The Enlarge icon works in the same respect, increasing the width-size of the widget in the report.

## RESULTS OVER TIME

by topics

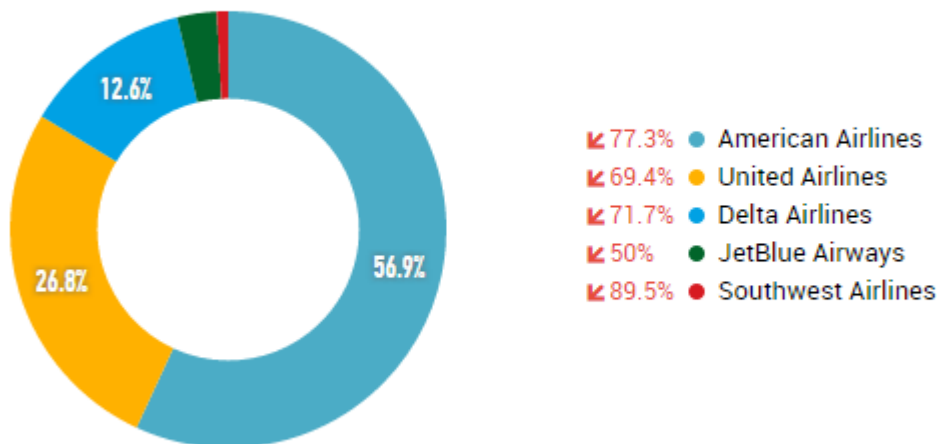
Results **239**

Not all widget that you add to the report can be resized. Widgets such as Results, Influencers and the World Map cannot have their size altered.

## Add Textbox

Underneath each widget on your report, you are able to add a comment in the form of a Textbox, which can include a headline, text and image, or a mixture of these. To insert a comment simply click on the 'Add Comment' button which appears when the mouse cursor is hovered over the widget.

## SHARE OF TOPICS



The following options are available:

- Headline:

Adds a title-style headline to the widget

- Text:  
Add a text box to the widget in which HTML style tagging can be used (<b> bold </b>; <i>italic</i> etc)
- Headline Text:  
Includes both a Headline title and the Text box.
- Image Headline Left:  
Includes both the Headline title and Text box, as well as the possibility to upload an image, which will appear to the right of the text.
- Image Headline Right:  
Includes both the Headline title and Text box, as well as the possibility to upload an image, which will appear to the left of the text.
- Image:  
Adds an uploaded image to the widget.

Once a comment has been created, it can be edited by selecting the 'Edit' icon which appears when the mouse cursor is hovered over the comment. Hovering the mouse cursor also will display the 'Delete' icon with which the comment can be deleted. Pressing on this will cause a Confirmation box to appear asking if you are sure, as this action cannot be undone.

The comment is also able to be moved about within the report and placed, working in the same way as the moving of widgets, with the placement dictated with where the comment is dragged to.

## Schedule

Reports can either be sent directly when you wish to customers, but they also have the ability to be scheduled so that they can be sent to given recipients or to a set up mailing list. The scheduling of the alerts can be set either against calendared agenda, or for the mail out to occur when a set up Trigger criteria is met.

Each report by default has scheduling disabled until it is set up. To begin setting up scheduling simply toggle the 'Enable scheduling' button from 'Off' to 'On' and further options will be presented on the page.

## Recipients

- Report recipients:  
Within this box you are able to list the recipients which you would like to receive the report, separating multiple email addresses with a comma. There is also the possibility to use all of the addresses from one or many mailing lists, via the 'Include mailing lists' button.



Mailing lists must be set up by a project administrator in the 'Account Settings' section of the project before they can be used.

## Unsubscribed emails

Here you will see a list of any email addresses which have clicked on the 'Unsubscribe' button on an email which they've received from this report.

## Trigger

For a report to be dispatched, it needs to be triggered in one way or another. The following triggering conditions are available to be set against a report:

- New Results
- Irregular activity during last days (absolute)
- Irregular activity during last days (%)
- Irregular activity week-on-week (%)
- Schedule

### Trigger Types:

- New Results:  
Alert triggered whenever more than the trigger number of new results is found. For example if the trigger number was set to 10, you would be sent an alert email every time more than 10 new results for your project were found.
- Irregular activity during last days (absolute):  
Alert triggered when more than the set number of new results are found with the last set number of days. If this is set to 50 new results in 5 days, an email alert would be sent if more than 50 new results were found in the current last five day period.
- Irregular activity during last days (%):  
Alert triggered when more than a set percentage of new results are found in the set number of days, compared to the same number of days in the previous period. If this is set to 25% in the last 4 days, then an alert would be sent if 25% more results were found in the current 4 day period compared to the previous 4 day period.
- Irregular activity week-on-week (%):  
Alert triggered when more than a set percentage of new results are found on a day, compared to new results that were found on the same day the week before. If this is set to 33% and today is Monday, then the alert would be triggered if more than 33% more new results are found today, compared to last Monday.

### Trigger Condition:

For all Trigger types other than 'Schedule' you will need to set a Trigger Condition which defines the results selection that will make the alert send out.

To set the trigger on the report click on 'Create Trigger Condition' which will take you through to the Results section on the Analytics screen. Here you can set the filter conditions at the top of the page which you wish to be applied as a Trigger on the report. Once you have decided on the trigger conditions which you would like for the report, click onto 'Save alert' at the top of the page to save these conditions to the report.

### Schedule

Alert triggered on a specific scheduled basis. You have the choice to schedule alerts: \* Day(s):

Every certain number of days, at a set time. If this is set to 2 days at 10:00, then an Alert email would be sent every two days at 10am. \* Week(s):

Every certain number of weeks, at a set time, on a set day of the week. If this is set to 3 weeks at 14:00 on Friday, an

email alert would be sent every third Friday at 2pm. Multiple days can be selected (e.g. every Monday and Wednesday).

\* Month(s):

Every certain number of months, at a set time, on a set date of the month. If this is set to 2 months at 09:00 on 15 of the month, an email alert would be sent every two months on the 15th of the month at 9am.



Talkwalker will send the alert recipients an email even if no alerts are found when the trigger type is set as Schedule. This feature can be stopped by selecting 'OFF' for the sending of emails if no new results are found.

## Settings:

Within the Settings section of Reports, you are to change the name of the report that appears within your project, as well as setting more of the advanced settings that can be applied to the report.

### Label and group

- Report label:  
This is the name which will appear within the email for the recipients and is also the title of the report which will show in the Reports list on the main page of the Reports section.
- Assign to group:  
Reports can be assigned to groups, making them easier to view on the Reports main page. If any groups have already been created you can assign the report directly, else clicking on 'Add to new group' allows the creation of a new group.

### Advanced options

- Native excel charts:  
By default this is switched 'OFF', which will display widgets as images and not in native Excel format when the report is exported. When this is set to 'ON' the widgets will instead be displayed in a native Excel format and not as images.
- Customise email subject:  
When this is switched 'ON', the email subject is able to be edited and customised. By default this is switched 'OFF'.
- Customise email header:  
If this is switched to 'ON', a header on the email is able to be entered into the report. To create and edit the text simply click on the 'Edit' icon and you will be presented with the same layout options which are available for creating Comments in the Report in the Layout section.
- Customise email footer:  
When switched to 'ON', the footer on the emailed report can be edited and customised. To create and edit the text simply click on the 'Edit' icon and you will be presented with the same layout options which are available for creating Comments in the Report in the Layout section.
- Word template:  
It is possible to customise the Word template file which is used for the Report. It is recommended that you first download the Word Template to use as a guide for the customisation. When the template has finished being customised, it can be re-uploaded by either clicking on the Upload File and located the file on your computer, or by dropping and dragging the file into the 'Upload File' box.

# Reports History

## Reports log

Within this section can be found a log history of the actions which have been performed on any Reports set up in the project. The following columns are displayed:

- Report Title:  
The title which the report had been given
- Report Group:  
Here is will display any group which the report was associated with. If the report was not placed into a group this will display 'No group'
- Action Type:  
Within this column it will be displayed what action was taken on the Report, such as if the report was Downloaded or Sent.
- Generated On:  
Here a date-stamp is displayed which shows when the action on the report was completed on.
- Actions:  
Present in this column are the options to Download the Report which had been generated and the function to be able to Delete the report from the Reports log table.

## Deleted reports

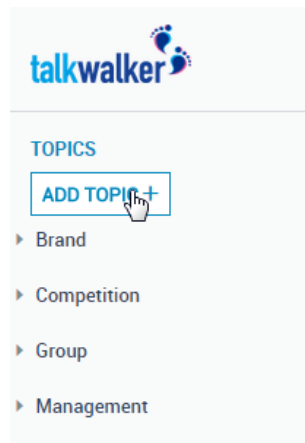
Within this subcategory can be found any reports which have been deleted, along with the details of when they were deleted; their defined triggers and when they were last sent. You are able to restore a deleted report by clicking on the Restore icon, which will return the report to being active and present on the Reports menu.

# Topics

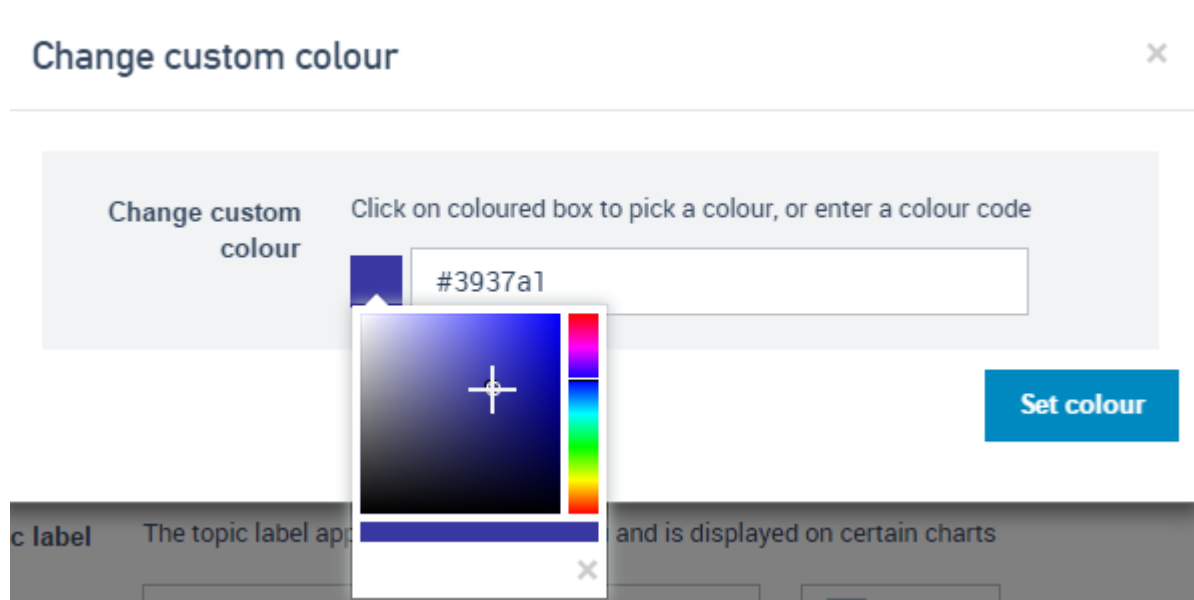
## Overview

Topics contain the keywords which you wish to search for in the form of search queries. Topics are organised into categories, and each topic can contain multiple search queries and can be set up and edited from within the Topic Setup section.

To add a new Topic, click on the 'ADD TOPIC+' button, which will open up a screen to enter in the details for the topic.



Add in the “Search query” text box the relevant keywords to include in the topic, then click on “Add”. Provide a label and a colour for the topic is automatically generated (the label and colour are the ones displayed in the topic menu and on charts). You are able to change the generated colour by first clicking on the down arrow next to the colour, scrolling down to 'Customise colour' and from here you can either enter in a Hexinumber for the colour you wish, or by clicking on the colour itself you are able to choose a colour from the available colour-pallet.



Assign the topic to an existing group, or create a new group for the topic to be contained within. Topics can be organised into groups of topics, in the event that the project monitors large number of topics. Topics can either be assigned to an existing group, to a new group, or remain without any group. All topics not belonging to any groups are listed on the top

of the topic menu.



Multiple lines of search queries are combined with the OR operator.

Within the Advanced Options you are able to add keywords and search syntax, which will exclude these terms from the results. This can be used to great effect when refining your Topics to only return the results which you want.



In order to get the most of your search queries:

Use quotation marks when searching for a brand that has 2 words, e.g. “Louis Vuitton”

Search queries can be tweaked using Boolean operators, e.g. apple AND (computer OR phone).

Those are always written in CAPITAL LETTERS, or they will be interpreted as keywords.

In the “Advance options” menu, you are able to specify which search queries need to be excluded from the topic. This can be useful if many exclusions are required.+

Please refer to the [Talkwalker Query Syntax](#) section for more information.



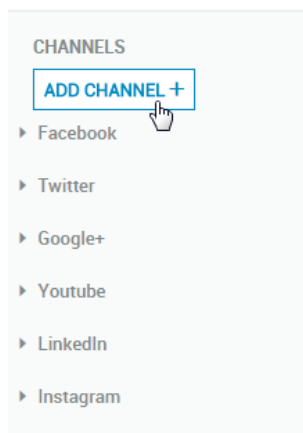
# Channels

## Overview

With Channels you are able to monitor Channels from social media sites and see the activity on these pages alone. Monitored channels can either be social media pages (monitor the activity of a Facebook page, a Twitter account, comments on a YouTube video), or mainstream websites (articles or comments posted on a page). Because the monitoring of channels is set on specific pages, it is not query-related, in other words all posts/comments of the page will be collected, whatever their content is.

When monitoring a Facebook Page or a Twitter Account, additional page statistics are displayed on the Analytics screens. Please see the Analytics section for more details on these.

To add a channel to monitor, click on the 'ADD CHANNEL +' button from within Topic Setup, which will open the Edit Mode, from which you can enter in the Channel you wish to monitor.



There are multiple ways to enter in the channels which you wish to have results returned from. Either copy and paste in the URL of the specific channel you wish to monitor, or you can enter in the name of the brand you're looking for and Talkwalker will propose to you a list of available pages.

## Choose your channel



### General ?

Popular pages from main networks are proposed when entering a brand or a name in the General search box. When selected, a page is automatically added to the corresponding group

Copy/paste the exact URL or simply enter your brand in the search box: the most popular available pages will be then proposed to you

british airways

British Airways  
Facebook Page

British Airways CABIN CREW  
Facebook Page

British Airways Executive Club  
Facebook Page

british airways  
Facebook Search

British Airways  
Twitter User

British Airways N.A.  
Twitter User

British Airways  
Twitter User

british airways  
Twitter Search

British Airways (+BritishAirways)  
Google+ Page

British Airways  
Google+ Page

BritishAirways  
Google+ Page

british airways  
Google+ Search

British Airways (flybritishairways)  
YouTube User

#BritishAirways (\_xw5HAogbbtDI0IMdinNDw)  
YouTube User

British Airways Virtual (snRvzR07\_QqTzw\_H...  
YouTube User

british airways  
YouTube Search

british airways  
Flickr Search

british  
Instagram Hashtag

britishcolumbia  
Instagram Hashtag

britishshorthair  
Instagram Hashtag

Channels enable to monitor:

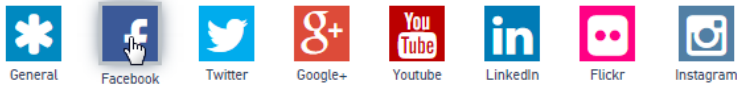
- specific pages of social networks
- the results of search engines
- mainstream websites

In order to add a page to the monitoring group, you can first select a page proposed to you. Alternatively, you can first select a page by yourself the corresponding group.

To find by yourself the corresponding group, you can first select a page by yourself the corresponding group.

If you first select a set Channel within the 'Choose you channel' section at the top of the page, you will only be returned results from that set channel.

## Choose your channel



## Facebook ?

Monitor a Facebook Page, a Facebook Group or the results of a search query on Facebook

Copy/paste the exact URL or simply enter your brand in the search box: the most popular available pages will be then proposed to you

Search results for british airways:

British Airways Facebook Page	British Airways Lounge Facebook Page
British Airways CABIN CREW Facebook Page	British Airways A380 Facebook Page
British Airways Executive Club Facebook Page	British Airways - Galleries Lounge Facebook Page
British Airways international airlines Facebook Page	British Airways Terraces Lounge Facebook Page
British Airways Lounge Facebook Page	British Airways Premium Lounge Facebook Page
British Airways Terrace Lounge Facebook Page	British Airways Steward+Stewardess Social... Facebook Page
British Airways Waterside Facebook Page	british airways Facebook Search

Channels enable to monitor:

- specific pages of social media
- the results of search queries
- mainstream websites

In order to add a page to the list, you can first propose it to the system. Alternatively, you can first specify the specificities of monitoring. To find by yourself the content, you can use the search box.

Clicking on any of these proposed pages will direct you to another page where you're able to select a Group label for the contained channels, and within Advanced Options you can add further channels, from the same media type, to the group.

If you enter in an exact URL of a Twitter user, you will be presented with some further options of what it is that you wish to monitor. The choices are:

- The Twitter User:  
All the content that is published on the feed of the user.
- Owner Tweets Only:  
Only the Tweets from the Owner of the Twitter account will be returned to the project
- Audience Tweets Only:  
Only the Tweets from the Audience of the Twitter account will be returned to the project, and none of the Tweets from the Owner.

## Channels

### Choose your channel



General



Facebook



Twitter



Google+



Youtube



LinkedIn



Flickr



Instagram

### Twitter

Monitor all Tweets published by @author on Twitter, or the results of a search query on Twitter

Copy/paste the exact URL or simply enter your brand in the search box: the most popular available pages will be then proposed to you

https://twitter.com/british\_airways



British Airways (@British\_Airways)  
Twitter User



British Airways (@British\_Airways)  
Twitter User (Owner Tweets only)



British Airways (@British\_Airways)  
Twitter User (Audience Tweets only)

Channels enable to monitor

- specific pages of social networks
- the results of search engines
- mainstream websites

In order to add a page to monitor, copy/paste its exact URL or simply enter your brand in the search box, and the most popular available pages will be then proposed to you.

Alternatively, you can first select the channel you wish to monitor. This will restrict the search to the selected channel, and you will get more details about the specificities of monitoring that channel.

To find by yourself the correct URL to enter depending on your needs, please refer to the Academy

For further information on what can be monitored on different channels, please refer to the [Available Channels](#) Section.

# Available Channels

## General

Popular pages from main networks are proposed when entering a brand or a name in the General search box. When selected, a page is automatically added to the corresponding category. When entering into this box a brand name, the system will search across all of the social media and mainstream websites which are listed below and return to you a selection of the best given results, from which you can pick and select which search results you wish to monitor.

## Facebook

Monitor a Facebook Page or a Facebook group.

Description	Example
Monitor a Facebook Page (posts and comments)	<a href="https://www.facebook.com/cocacola">https://www.facebook.com/cocacola</a>
Monitor a Facebook Group (posts and comments)	<a href="https://www.facebook.com/groups/246561515501543/">https://www.facebook.com/groups/246561515501543/</a>

## Twitter

Monitor all tweets published by @author on Twitter, or the results of a search query on Twitter.

Activity	Description
Search Query	Search for <a href="#">#monitoring</a> AND <a href="#">talkwalker</a>
Page Monitoring	Monitor all Tweets published by <a href="#">@talkwalker</a>

## Google+

Monitor a Google+ Page, a Google+ group, or the results of a search query on Google+.

Description	Example
Monitor results of a search on Google+ (within description and comments)	<a href="https://plus.google.com/s/talkwalker">https://plus.google.com/s/talkwalker</a>
Monitor a Google+ page for new posts by owner	<a href="https://plus.google.com/+nike/posts">https://plus.google.com/+nike/posts</a>

## YouTube

Monitor the description and comments of a video, all the videos of a channel, or the results of a search query on YouTube.

Description	Example
Monitor results of a search on YouTube (within descriptions and comments)	<a href="http://www.youtube.com/results">www.youtube.com/results</a>
Monitors all comments of a specific video	<a href="http://www.youtube.com/watch">www.youtube.com/watch</a>
Monitor all videos on a specific YouTube Channel (descriptions and comments)	<a href="http://www.youtube.com/user/cocacola">www.youtube.com/user/cocacola</a>

## Flickr

Monitor descriptions and comments of a user photo stream, a user's favourites, a user's photset, or the results of a search query on Flickr.

Description	Example
Search for images with Coca-Cola in the title, description or comment of a picture	<a href="#">coca-cola</a>
Monitor results of a search on Flickr (within title, descriptions)	<a href="http://www.flickr.com/search/">www.flickr.com/search/</a>
Monitor Photo Streams (descriptions and comments from list of photos of a specified user)	<a href="http://www.flickr.com/photos/saggiamente/">www.flickr.com/photos/saggiamente/</a>
Monitor Favourites (descriptions and comments from list of photos marked as favourite by a specified user)	<a href="https://www.flickr.com/photos/34116966@N03/favorites/">https://www.flickr.com/photos/34116966@N03/favorites/</a>
Monitor Photosets (descriptions from list of photos from a specific set of photos from a specific user)	<a href="http://www.flickr.com/photos/34116966@N03/sets/72157624083254876/">www.flickr.com/photos/34116966@N03/sets/72157624083254876/</a>

## Foursquare

Monitor descriptions and comments of a venue or the result of a search query on Foursquare.

Description	Example
Monitor results of a search on Foursquare (within descriptions and comments of venues)	<a href="https://foursquare.com/explore?q=pizza">https://foursquare.com/explore?q=pizza</a>
Monitor page of a venue (description and comments)	<a href="https://foursquare.com/v/aka-cit%C3%A9/4b66bf45f964a52080292be3">https://foursquare.com/v/aka-cit%C3%A9/4b66bf45f964a52080292be3</a>

## Instagram

Monitor posts and comments of an Instagram profile.

Description	Example
Monitor posts (images, videos) and comments of an Instagram profile	<a href="https://www.instagram.com/adidas">instagram.com/adidas</a>
Monitor a hashtag on Instagram	<a href="#">#adidas</a>

## Mixcloud

Monitor descriptions and comments of a single Cloudcast, Cloudcasts of a user, favourite Cloudcasts of a user, Cloudcasts listened to by a user, Cloudcasts on a user activity page, all comments of a user, or the results of a search query on Mixcloud.

Description	Example
Monitor results of a search on MixCloud (within descriptions and comments)	<a href="http://www.mixcloud.com/search/">www.mixcloud.com/search/</a>
Monitor Cloudcasts of a user (descriptions and comments)	<a href="http://www.mixcloud.com/dazed/">www.mixcloud.com/dazed/</a>
Monitor Favorite Cloudcasts of a user (descriptions and comments)	<a href="http://www.mixcloud.com/dazed/favorites/">www.mixcloud.com/dazed/favorites/</a>
Monitor Listened Cloudcasts of a user (descriptions and comments)	<a href="http://www.mixcloud.com/dazed/listens/">www.mixcloud.com/dazed/listens/</a>
Monitor Cloudcasts on the user's activity page (descriptions and comments)	<a href="http://www.mixcloud.com/dazed/activity/">www.mixcloud.com/dazed/activity/</a>
Monitor the comments posted for a single Cloudcast	<a href="http://www.mixcloud.com/aboveandbeyond/above-beyond-anjunabeats-volume-9-minimix/">www.mixcloud.com/aboveandbeyond/above-beyond-anjunabeats-volume-9-minimix/</a>
Monitor the comments that a user posted on various Cloudcasts	<a href="http://www.mixcloud.com/dazed/messages/">www.mixcloud.com/dazed/messages/</a>

## SoundCloud

Monitor the tracks of the profile page of a user, or the results of a search query on Soundcloud.

Description	Example
Monitor results of a search on SoundCloud (within descriptions and comments)	<a href="https://soundcloud.com/search/sounds?q=news">https://soundcloud.com/search/sounds?q=news</a>
Monitor tracks of the profile page of a user	<a href="https://soundcloud.com/topdawgent">https://soundcloud.com/topdawgent</a>

## Vimeo

Monitor the description and comments of all videos from an album, a channel, a group, a user, in which a user appears, uploaded by a user, or the results of a search query on Vimeo.

Description	Example
Monitor results of a search on Vimeo (within descriptions and comments)	<a href="https://vimeo.com/search?q=Talkwalker">https://vimeo.com/search?q=Talkwalker</a>
Monitor the videos from an album (descriptions and comments)	<a href="https://vimeo.com/album/61259">https://vimeo.com/album/61259</a>
Monitor the videos from a channel (descriptions and comments)	<a href="https://vimeo.com/channels/142212">https://vimeo.com/channels/142212</a>

Description	Example
Monitor the videos from a group (descriptions and comments)	<a href="https://vimeo.com/groups/213407">https://vimeo.com/groups/213407</a>
Monitor the videos that a user liked (descriptions and comments)	<a href="https://vimeo.com/blinkprods/likes">https://vimeo.com/blinkprods/likes</a>
Monitor the videos that a user uploaded (descriptions and comments)	<a href="https://vimeo.com/blinkprods/videos">https://vimeo.com/blinkprods/videos</a>
Monitor the videos in which a user appears (descriptions and comments)	<a href="https://vimeo.com/blinkprods/videos/appears">https://vimeo.com/blinkprods/videos/appears</a>
Monitor the videos that a user uploaded or in which he/she appears (descriptions and comments)	<a href="https://vimeo.com/blinkprods/videos/all">https://vimeo.com/blinkprods/videos/all</a>
Monitor the comments of a video (comments)	<a href="https://vimeo.com/75333525">https://vimeo.com/75333525</a>

## Dailymotion

Monitor the description and comments of a single video, a channel, a group, a playlist, a user, a user's favourites, or the results or a search query on Dailymotion.

Description	Example
Monitor results of a search on Dailymotion (within descriptions and comments)	<a href="http://www.dailymotion.com/us/relevance/search/cars">www.dailymotion.com/us/relevance/search/cars</a>
Monitor the videos from a channel (descriptions and comments)	<a href="http://www.dailymotion.com/us/channel/music">www.dailymotion.com/us/channel/music</a>
Monitor the videos from a group (descriptions and comments)	<a href="http://www.dailymotion.com/group/ACcomedy">www.dailymotion.com/group/ACcomedy</a>
Monitor the videos from a playlist (descriptions and comments)	<a href="http://www.dailymotion.com/playlist/x2z548_BnFCollection_bnf-collection-jazz-blues/1">www.dailymotion.com/playlist/x2z548_BnFCollection_bnf-collection-jazz-blues/1</a>
Monitor the videos from a user profile page (descriptions and comments)	<a href="http://www.dailymotion.com/user/reuters/">www.dailymotion.com/user/reuters/</a>
Monitor the videos from a user's favourites page (descriptions and comments)	<a href="http://www.dailymotion.com/gb/bookmark/arty0807/1">www.dailymotion.com/gb/bookmark/arty0807/1</a>
Monitor the comments on a single video page	<a href="http://www.dailymotion.com/video/x1apjjs_t-mobile-super-bowl-ad-feat-tim-tebow_fun">www.dailymotion.com/video/x1apjjs_t-mobile-super-bowl-ad-feat-tim-tebow_fun</a>

## Weibo

Monitor keywords on Weibo

Description	Example
Monitor the results from a search on Weibo	<a href="#">Unilever</a>



## Newsletter

Monitor the results of a subscribed newsletter

Description	Example
Monitor results from a newsletter	<a href="http://www.greenpeace.org">www.greenpeace.org</a>

## External URL

External URL allows you to monitor multiple different kinds of content, in a variety of ways. The available options are:

### Review Site comments:

Monitor all reviews from a product on one of the covered review sites.

Description	Example
Monitor results from an Amazon product	<a href="http://www.amazon.co.uk/gp/product/B00EC288K6/">http://www.amazon.co.uk/gp/product/B00EC288K6/</a>

The available review sites are:

- Amazon
- ciao
- ebay
- Pagesjaunes.fr
- Alatest
- Dooyoo
- Kununu.com
- iTunes Store
- Google Store
- Otto

### RSS Feeds:

Monitor all the results from an entered RSS feed.

Description	Example
Monitor results from an RSS feed	<a href="http://feeds.bbc.co.uk/news/rss.xml">http://feeds.bbc.co.uk/news/rss.xml</a>

### External URLs:

Monitor results from specific URL addresses. Copy and paste into the box the exact URL which you are wishing to

monitor and the system will present you with the available different options available for that URL.

- Host:

Monitor all new articles on a specific host (e.g. all articles on <http://www.nytimes.com/>, including articles on pages further in the hierarchy like <http://www.nytimes.com/pages/sports/hockey/index.html>)

- Domain:

Same as host, but also includes articles of pages in other subdomains (e.g. all articles on <http://www.nytimes.com/>, including articles on pages further in the hierarchy like <http://www.nytimes.com/pages/sports/hockey/index.html>, and also articles on <http://well.blogs.nytimes.com/>, including articles on pages further in the hierarchy like <http://well.blogs.nytimes.com/category/body/>)

- Links:

Monitor all new articles linked from a specific web page (ignores new articles on the page itself)

- Track Changes:

Monitor changes on a specific web page. Portions of text on a page that have changed over time will be collected as new results.

# Filters

## Overview

With Talkwalker, you have the ability to further refine and specify your returned results by using filters. Filters contain keywords and Boolean operators and can be applied to one or more topics, and in combination with other filters. By using filters, you can avoid having multiple queries for which only the last keyword differs.

As an example, you may be willing to include all results related to “Air France” in a topic, but occasionally focus on customer support-related terms (delay OR “lost luggage” OR enquiry) or on top management (CEO OR CFO). Adding these as filters, the user does not have to modify the queries and can also apply these filters to other topics. In a similar way to topics, filters are organised in categories, and each filter can contain multiple search queries.

## Important remarks about filters

- Topics and filters are combined by using the AND operator.
- Multiple filters of one single filter category are combined by using the OR operator.
- A filter of multiple filter categories is combined by using the AND operator.
- Pages and filters are combined by using the AND operator as well.
- Proximity search returns results found within a stated interval amount using the ~ operator.
- The NEAR/x operator works in a similar way to the proximity search operator, but can be used on multiple terms using parentheses.

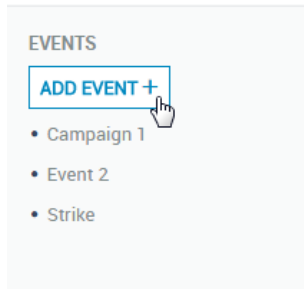
For further information please see the [Talkwalker Query Syntax](#) section.

# Events

## Overview

Events are predefined time periods which when created allow you to easily select or compare results from specific time periods.

To create a new Event from within the Topic Setup section, click on the 'ADD EVENT +' icon.



Clicking on this will open up the Event options screen, from which the following options need to be filled in:

- Event label:  
Enter a name for the Event
- Description:  
Enter in a short description for the event, to help you distinguish it from other similarly named events.
- Event date range:  
Select here the date range which you wish to be included for the event. This should be a run-up of time leading up to the event and also after the event. The event day has to be included into this date range.
- Event day:  
Choose here the actual date of the event. This date has to be within the range chosen in the 'Event date range' time period.

## Event 4

Events



Events are predefined time periods. Create events to be able to easily select or compare results from specific time periods

### Event 4

Event label

Event 4

Description

Enter a description for the event

Event date range

Range before/after the event day to include in the event. The event day has to be included in the range

14/04/2015 - 20/04/2015

Change

Event day

Actual day of the event

14/04/2015 - 00:00

Change

Save

Once all these details have been entered, pressing save will save the Event to your project, after which results can be filtered against it.

# Project Settings Overview

## Overview

Within the Project Settings section you're able to change all of the settings that affect the project. This includes both the restrictions that can be applied to things such as the Media types and Countries which the results will be returned from, as well as editing and changing setting which have been set in the project, such as embedded widgets, tags and events.

## General Settings

### Project Settings

- **Project name:**  
The name given to the project.
- **Project description:**  
Enter in here a short description about the project, which will help you to easily distinguish between projects with similar names.
- **Email notifications:**  
By default this setting is set to 'ON' and means that all important notifications will be sent via email to the project administrators.
- **Enable Google translations of results:**  
Results that are not in the native language of the project, can be translated one by one from within the Results widget. However if you wish for all results to be translated by default then you're able to do so by turning this option to 'ON'. In order for this to work you will need to obtain a Google API key from Google and enter it into the Google API Key box.

### Project data criteria

Within the project data criteria section you are able to state which types of data will be included or excluded across your entire project. Please note that these settings do not apply to any channels set up within Channels.

- **Restrict to panels:**  
When this setting is turned 'ON', the project will only return you results which have been found on the sources listed in the source panels defined in the project. Source panels can be created, edited and removed from within the Sources section of Project Settings. By default this is set to 'OFF'.
- **Restrict to filters:**  
With this set to 'ON', each of the topics within the project will be restricted to the set search query filters which have been set up in the project. By default this is set to 'OFF'.
- **Exclude from all topics:**  
Any keywords or search syntax which is entered into this section will be automatically excluded from all of the topics which are set up in the project. Please note that this does not apply to any channels set up within the Channels section.

- **Media types:**

Choose here the media categories and social media channels which you wish to see results in your project coming in from. By default this is set to 'All media types'.

- **Countries:**

Select which source countries from which the results in your project will be delivered from. Be aware that this will only restrict the source country and not the language. For example, if you restrict your country results to only be from Italy, you may still receive results in Italian, English and French as well as any other language as well, as long as they were published on an Italian source. By default this is set to 'All countries'.

- **Languages:**

Set the languages you wish to restrict your results to come into your project from. Be aware that this will only restrict the language that the article is written in and not the location that the article originated from. For example if you restrict your language settings to be only delivered in French, you may get results from France and also Belgium, Luxembourg and any other country, as long as the article has been published in French. By default this is set to 'All languages'.



We suggest that you only activate the languages, countries and media types that you feel are the most relevant to cover in your project to avoid false positives from occurring in the results.

- **Automatic sentiment:**

With this turned on, all articles and posts that arrive in your results will be automatically tagged with either a positive, negative or a neutral sentimentation depending on the content of the result. Turning off this setting will stop results being automatically classified by the system, you are however still able to manually categorise these.

- **Spam Filter:**

The spam filter will take away from your results any items which the system classifies as spam articles or posts. You have the ability here to turn this option off, however with it switched off you may find yourself getting many more unwanted posts filtering through to your results.

- **Porn Filter:**

The porn filter will remove from your results all posts and articles which are deemed to have pornographic content or themes contained inside of them.

## Project display options

The options set within this section define the language, time zone and the date format that are to be seen throughout the project.

- **Language:**

This is not only the language which the project will be displayed in, but is also the language in which your exported data and results will be shown in. By default, it is inherited from the user.

- **Time Zone:**

This is the time zone which your project calendar is set to and it is highly recommended that this is set to be the same as your local time zone. This is the time that will be displayed in all of your exported results and graphs, and also any other time specific parameters within your project. By default, it is inherited from the user.

- **Date Format:**

Choose the format you prefer the date to be displayed with. This is the same format that will be used across the

entirety of your project as well as your exported data and reports. By default, it is inherited from the user.

- Widgets embedding:

Choose which widgets you wish to be selectable for embedding from the project. Choices are:

- All
- CSV
- CSV (Rows)
- Facebook
- Image
- JSON
- RSS FEED
- Twitter
- XML



# Social Media Accounts

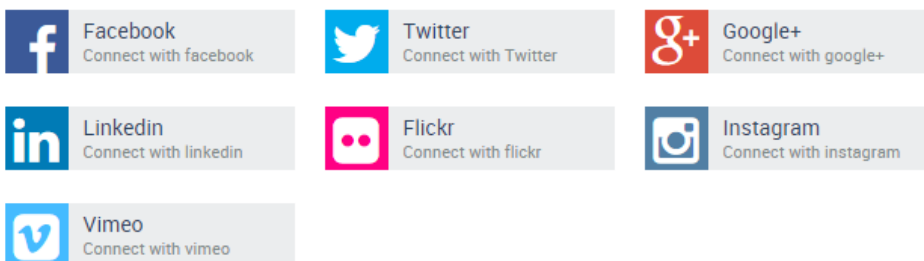
## Overview

The connection of your social media accounts is essential to get social media data flowing into your projects as well as enabling monitoring within the Channels section.

### Social Media Accounts

The connection of your social media accounts is essential to get social media data flowing into your projects as well as enabling channels. Talkwalker will not use your accounts to post on your wall or profile on your behalf. Access tokens will be used for **read only**

#### ADD AN ACCOUNT



To enable a connection to a social media network, click on its icon and a pop-up will open asking you your credentials. Once these have been entered the tool will confirm the authorisation to use your account with Talkwalker.

### Authorize Talkwalker to use your account?



**Talkwalker**  
www.talkwalker.com  
Talkwalker

#### This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.

#### Will not be able to:

- See your Twitter password.



Talkwalker will not use your accounts to post on your wall or profile on your behalf. Access tokens will be used for read only purposes.

To remove an associated social media account simply click on the delete icon to the right of the name of the account, and 'Ok' the pop-up confirmation message.

# Bookmarks

## Overview

You are able to save different page views from your Analytics screen by accessing your Settings Menu in the top right of the screen and then clicking on ‘Save a new bookmark’ from that menu. Any Bookmarks which have been saved will be visible from the Bookmarks settings page.








If multiple Bookmarks have saved in your project you are able to select which of these is the Default Bookmark view which the project will be shown when the project is opened. The table on the Bookmarks page has the following information in the table columns:

- Title:  
The name given to the Bookmark when it was saved from the Analytics screen.
- Actions:  
A tick in the circle here denotes that this is the default view which will be shown when the project is opened. Clicking on the dustbin next to this will delete the Bookmark from the project.

# Embedded Widgets

## Overview

Any widgets which have been embedded from the project will display in this section. Embedded widgets can be set to have expiration dates so that they only work for a limited period of time, or can be set to never expire.

  PROJECT: AMERICAN AIRLINES DEMO <ul style="list-style-type: none"><li>• General Settings</li><li>• Social Media Accounts</li><li>• <b>Embedded Widgets</b></li><li>• Users</li><li>• Events</li><li>• Sources</li><li>• Tags</li><li>• Themes</li><li>• Import documents</li></ul>	Embedded Widgets					
	NAME	CREATION DATE	FORMAT	VALID UNTIL	LAST REFRESHED	ACTIONS
	<b>Results Results over time</b> export_AmericanAirlinesDemo_1QW9irix	24/09/14	Image	25/10/14	Not refreshed yet	 
	<b>Results Results over time</b> export_AmericanAirlinesDemo_5K7Cw1WS	24/09/14	JSON	25/10/14	24/09/14 14:20	 
	<b>Themes Top Themes</b> export_AmericanAirlinesDemo_pnpBNKC	10/09/14	Facebook	11/10/14	Not refreshed yet	 

Shown in the table are the following columns:

- Name:  
The title given to the embedded widget is shown in bold, underneath this is the unique system name for the widget.
- Creation Date:  
The date which the widget was first created on.
- Format:  
The type format which the embedded widget is. The format can be CSV; Facebook; Image; JSON; RSS; FEED; Twitter; or XML.
- Valid Until:  
The date which the widget is valid until. By default widgets will have a set expiry date, however this can be changed to a different date or alternatively the widget can be set to never expire.
- Last Refreshed:  
The date and time which the widget was last refreshed and updated at.
- Actions:  
From this column you are able to do the following via the displayed icons:

## Edit Embedded Widget Settings:

Contained in the Edit section are the following options:

- Widget Name:  
The displayed name of the widget

- **Never Expires:**

This is by default set to 'OFF', so the widget will expire. When this is set to 'ON' the widget will never expire.

- **Valid Until:**

Displayed here is the day which the widget is valid until. After this date the widget will not return any information when it is called. This option only appears when the Never Expires setting is set to 'OFF'. Pressing 'Change' allows you to alter the date which the widget will expire on.

- **Format:**

The format which the widget was created in. This cannot be changed

- **Refresh:**

Widgets will only update when they are called by a user or program, the Refresh frequency shows displays maximum frequency at which the widget will refresh and update the data contained inside of it.

- **Last Refreshed:**

The date-stamp here shows when the information inside the widget was last updated.

- **Edit topic and filters:**

Change the topics or filters from which the widget is set up against. Save the changes that have been made at the top of the screen by clicking on the 'Save changes and return', or cancel any changes made by clicking on the red cross to the right of this.

## Delete Embedded Widget:

Deletes the Embedded Widget

## Refresh Widget:

Updates the widget with the current information from the tool for the topic and filter parameters which have been set. Widgets will normally refresh every time they are called by the applications using them, you are however able to manually refresh the widgets using this option.

# Events

## What is an event?

In Talkwalker, events are defined as specific periods of time. Once defined, an events enables the user to select in one-click a period of time without having to click on the date picker. Furthermore, events can be compared between each other for advanced insights.

Even when an activity happens on a single day, you might want to monitor results some time before and after the event. Hence we distinguish:

- Event range:  
Range of days included in the event.
- Event day:  
Date on which the event is actually occurring. It is used as reference when comparing events.

## Where do I find events in Talkwalker?

Events can be found in the Analysis screen, when clicking on the time filter:

1D 7D 30D 3M 6M 1Y

22/03/15 - 20/04/15

March, 2015

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

April, 2015

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

From

22/03

00

:

00

:

00

To

20/04

24

:

00

:

00

Predefined Events

1 Week

14.4-20.4 07.4-13.4 31.3-06.4 24.3-30.3

1 Month

21.3-20.4 21.2-20.3 21.1-20.2 21.12-20.1

My Events

Event 4 Campaign 1 Event 2 Strike

We distinguish:

Pre-defined events: quickly select and compare pre-defined periods of time.

1 week events: time periods of 1 week. The 4 pre-defined events are:

- Last 7 days
- 7 days before the last 7 days
- 7 days before the last 14 days
- 7 days before the last 21 days

1 month events: time periods of 4 weeks. The 4 pre-defined events are:

- Last month
- 1 month before the last month
- 1 month before the last 2 months
- 1 month before the last 3 months



The names of these events are the date ranges for each of them. It is for ease of understanding only. These events are always relative to date of the day: if you select the first 2 predefined week events, compare on events and add to the dashboard, the last 7 days will always be compared to the 7 days before.

- My Events:  
Your project-defined events.
- Multiple events can be selected at the same time (among other things in order to compare them)

## How to set-up a new event?

To set up an event:

- Click on the “+Add” button at the bottom of the time filter options.
- Enter a label and a description.
- Select the range of the event(can be one day only).
- Select the event day (must be included in the event range).
- How do I edit an event?

## Event 4

Events



Events are predefined time periods. Create events to be able to easily select or compare results from specific time periods

### Event 4

Event label

Event 4

Description

Enter a description for the event

Event date range

Range before/after the event day to include in the event. The event day has to be included in the range

14/04/2015 - 20/04/2015

Change

Event day

Actual day of the event

14/04/2015 - 00:00

Change

Save

Your events can be modified/deleted from the “Edit Mode”, by clicking on the cog wheel next to your project name on the top left. Custom-defined events are listed under “My Events” under the filters.



# Sources

## Overview

Source panels allow you to define sources and authors which you wish to exclusively include or exclude from your results and also to filter your results to ones from certain predefined panel.

## Custom panels

Custom panels are user-defined panels. In custom panels, you can choose to include or exclude sources and authors from the panels.

To create a custom panel:

1. Click on the +Create panel button on the right hand side of the page, which will open a new page for adding a custom panel.
2. Enter a name for the panel. This name will appear in filters so choose it wisely.
3. Choose either include or exclude:

If you wish to exclude entries: Add excluded entries by entering a list of site URLs for sources which you wish to explicitly exclude from appearing when filtering your results by the panel. If you wish to select only results from specific URLs: Add included entries

# Source My Custom Panel

Sources



Name Enter a name for the panel

My Custom Panel

Cancel

Save

## Included entries

Sources List here the site sources you wish to solely include in the panel

With Exact match ticked you will limit your results exclusively to sources with the exact url addresses you enter. For example, the url 'http://www.myurl.com' can point to a different IP address than the url 'http://myurl.com'

☒ Exact match

Add

## Excluded entries

Sources List here the site sources you wish to explicitly exclude from the panel

With Exact match ticked you will limit your results exclusively to sources with the exact url addresses you enter. For example, the url 'http://www.myurl.com' can point to a different IP address than the url 'http://myurl.com'

☒ Exact match

Add



Entering both entries to include and entries to exclude is irrelevant, as only the include will matter.








Exact match means that you will limit your results to match exclusively the source URLs which are entered into the panel. For example, the URL www.myurl.com can point to a different IP address than the URL myurl.com. With exact match, it would only look at myurl.com.

## Pre-defined panels

You also have the ability to state the star rating you wish particular sources to have, which in turn gives you the chance to stipulate which sources will have more or less influence within the found results in your project.

## Predefined panels

Manually set whether a source is to be considered as part of one of the following pre-defined panels. Results from blocked sources will be filtered out

PANEL NAME	NUMBER OF SOURCES	ACTIONS
Blocked sources	1	
One star sources	1	
Two star sources	0	
Three star sources	3	
Favourite sources	0	

The star rating you set to any given sources will change the way in which they are attributed to your results, with sources that are added to the Favourite panel or placed in the Three star sources panel being seen as more important than sources found within the Zero or One star sources panel. Sources which are added to your Blocked Sources panel will not appear in your results.

There are two ways in which you are able to block sources and authors as well as giving sites specific star ratings:

Firstly within your Results section on your Analytics screen, for each of the results displayed you are able to: set the star rating of the source; block the source or author; and add the source or author to a custom source panel. To access these setting, on the post you wish to specify the source, click on the menu tab on the right hand side of the post, scroll down to the Source Panels section, and hover the mouse cursor over either the Source or the Author, and choose to either block the source or author; change the given star rating of the source; or to add the source or author to a source panel. Within the Sources section of the settings of your project you are able to define which sources and authors you want to have on specific star panels, which are to be blocked and which you wish to be favourited. You also here have the chance to create Custom panel, which sources can be added to, where they will be included or excluded from your results when filters are run on the panel.

Within the Sources section of the Settings of your project, the following sections are available:

**Predefined Panels:** The predefined panels are a list of different panels which are set up into every project and cannot be deleted or removed from the available panels. You are able to assign each of your sources a star rating between Zero stars and Three stars, Block certain sources from appearing and Favourite sources. These can be used to filter your results by the sources which matter and are important to your project, removing the sources which are not relevant by adding them to the Blocked sources panel, and choosing your favourite sources by adding them to the Favourite sources panel.

## Export

Allows you to export, in a CSV file, all of the currently set up manually added sources. Included within this file are any

custom panels which have been set up, alongside the predefined panels. As soon as you press the Export button, the CSV file will download within your browser.

# Import

You are able to import a CSV file of your desired list of sources to be included on your predefined and any custom panels you wish to be set up, by importing the list in a CSV formatted file.



It is strongly recommended that before you attempt to upload your sources, you first export your current sources so that you are able to better see and understand the format in which the CSV file must be built so that it is understood by the system when it is uploaded with your manually defined sources included in it.

## Export

Export all of your current manually defined sources to a CSV file

Export

## Import



Upload a CSV file containing your desired predefined and custom source panels. It is strongly recommended that you first export your sources so that you have the correct template format to work on. Ticking the Override box will write over any predefined sources you currently have set up

Upload File

☐ Override

Import

To import your sources CSV file, click onto the Upload File box and select the file you are wishing to upload from your computer. If the Override button is ticked, any sources you have previously entered which are included on the same panels on your imported CSV file will be overwritten. If the Override button is left unticked, then you have a risk of duplicates. After the file has been chosen, pressing the Import button will upload the file and import into the project your manually defined sources.

# Tags

## Overview

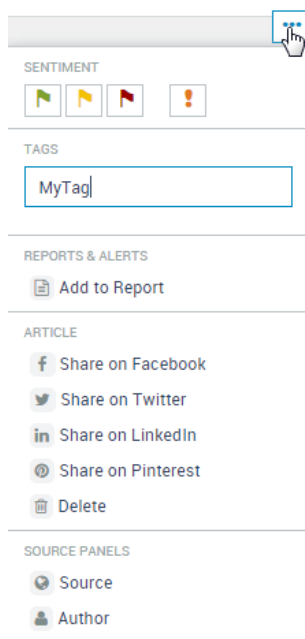
Tagging is a very powerful curation mean. Alongside with manually updating the sentiment of an article, marking it as important or adding sources or authors to panels, you have the possibility to manually append tags to articles.

Tags are used as markers to manually categorise one or multiple articles. Once results have been tagged, you are able to filter results to only show posts containing this tag.

With the 2D tagging functionality, you are able to tag an article within 2 dimensions. e.g. “Coca-Cola smells good and tastes bad” can be tagged as Taste / Bad and Smell / Good.

## How to create a new tag?

The easiest way to create new tags is to enter a tag name in the text box of the individual result option menu. Just enter the word and then press ENTER to create the tag.



The screenshot shows a vertical sidebar menu with several sections. At the top is a grey bar with a three-dot menu icon and a hand cursor. Below this are sections for SENTIMENT (with four icons: green, yellow, red, and orange), TAGS (with a text box containing 'MyTag'), REPORTS & ALERTS (with an 'Add to Report' button), ARTICLE (with social sharing icons for Facebook, Twitter, LinkedIn, and Pinterest, and a 'Delete' button), and SOURCE PANELS (with 'Source' and 'Author' options).



Tags added this way are stored under the “ungrouped” category (either in the filters on top and in the settings)



If you enter a tag in the top results of a Group of results when Threaded or Similar Stories Grouping View is selected, then all the results contained within this group will be tagged with the same tag (upto the first 1000 results)

## How do I create a new tag with 2 dimensions?

Dimensions are separated by a forward slash. To create a tag group price and a tag expensive within that group, enter

price/expensive in the text box.

## How to add to an article a tag that already exists?

When adding a tag to an article, suggestions of existing tags are presented to the user to be able to reuse same tag names and avoid duplicates.

## Manage tags

You are able to add and remove tags and groups of tags from the Settings of the Project under the Tags section.

As a general rule, it is advised to add tags directly from the results page directly and to use the tag page on settings only to remove unwanted tags.



Once tags are removed from the settings menu, they are removed from all the articles of the project. This cannot be undone.

All single tags are stored under the predefined/ungrouped section

Single tags can be added by hovering on the “Ungrouped” menu and clicking on the + icon in the right box. Enter the name of the tag and press ENTER. Single tag can be removed by hovering on the “Ungrouped” menu and clicking on the x next to the tag to remove. 2D tags are stored under the custom menu

New groups can be created by clicking on the + icon on the top (next to Groups). New tags can be added in a group by hovering on the name of the group and clicking on the + icon in the right box. Enter the name of the tag and press ENTER. Tag can be removed from a group by hovering on the name of the group and clicking on the x next to the tag to remove.



Any tags added by freehand will be automatically added to your ungrouped section within your tag settings.

# Themes

## Overview

On the themes tab, the default theme cloud is built by finding common words and phrases across results and representing these graphically in the form of a word cloud. Words that appear more often in your results will appear larger in size.

Talkwalker offers advanced word cloud functionalities.

## Custom theme panels

With custom theme panels, you are able to provide the tool with a list of themes, and get in return a word cloud build based on the number of times the given themes are found within the results. You might have for example a list of candidates to an election and would like to graphically see the ones that appear the most often in the results.

## How do I create a custom theme panel?

To create a custom theme panel:

1. Click on '+Create theme panel' in the top right of the Themes screen
2. Set a title for the panel (this will appear as section title in the Theme page)
3. Click on Save
4. Enter your list of themes in the "Theme cloud entries" text box
5. Click on Add, which will save the themes you've entered into the custom theme panel.

## Where do I find my custom theme cloud?

The custom theme cloud appear in the Theme tab on the Analytics screen, underneath the general theme cloud.

## Pre-defined theme panels

The pre-defined theme panel called "Blocked themes" enables you to set a list of themes that you wish to exclude from all theme clouds of the project.

To add themes to block: . Click on the cog wheel next to "Blocked themes" . Enter the list of themes you would like to block . Click on Add

## Export

Allows you to export, in a CSV file, all of the currently set up manually added theme words. Included within this file are any custom panels which have been set up, alongside the predefined panel of Blocked themes. As soon as your press the Export button, the CSV file will download within your browser.

# Import

You are able to import a CSV file of your desired list of theme panels and their containing theme words, by importing the list in a CSV formatted file.



It is strongly recommended that before you attempt to upload your sources, you first export your current sources so that you are able to better see and understand the format in which the CSV file must be built so that it is understood by the system when it is uploaded with your manually defined themes included in it.

The information that needs to be included in the imported CSV file are the following columns: \* Panel ID:

The name of the panel; the list entry number of the custom theme panel.

- Panel Title:

The title which is given to the panel. Each line within that panel must have the same title attributed to it.

- Tag:

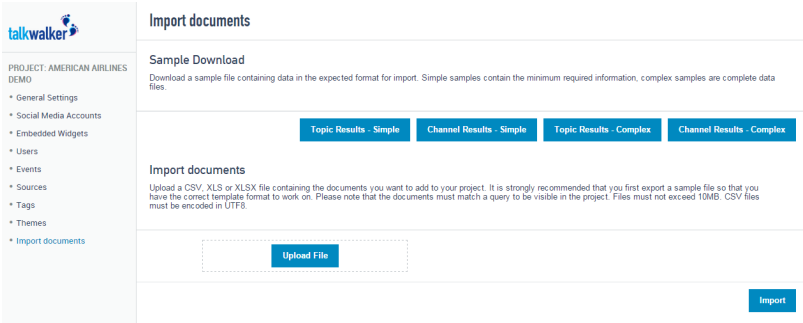
The theme word you wish to include in your customer theme panel. Any terms added to the Blocked themes list will be excluded from your themes.



# Import Documents

## Overview

You are able to import results into your project via the Import Documents section.



These results can be imported in either CSV, XLX or XLSX format, with the only restriction being that the files are under 10MB in size.

Before you try to upload a document with the results you wish to import, we strongly recommend that you download the sample documents. These display the minimum required information that is needed to be contained in the import file, as well as the correct format that is required for the system to accept the imported file.

There are two different types of Imports possible for Topics Results and Channels are Simple and Complex. With Complex uploads you are able to populate all of the possible fields in the CSV upload file, whereas for the Simple upload you need only to populate some of the fields before uploading the file.

To upload the results you are wishing to import, either drag-and-drop the file on to the 'Upload File' icon on the page, or alternatively click on the 'Upload File' icon and navigate on your computer to the file which you are wishing to import.

# Project

## Overview

You are able to create a new project in your account by clicking on the button “Create project” on the top right of the Projects screen. Once clicked, the project is created and a new group of settings is added at the bottom of the settings menu to the right.

To create a new project in your account, click on the + Create Project button located at the top of the page. Once clicked, the project is created and the page is redirect to the project Settings page of the newly created project.



If you cannot see the + Create Project button then you do not have the sufficient access rights to create any new projects. Please contact your project Administrator if you need to create more projects.

Displayed in the Project Table on this page are the projects associated with the account of the logged in user. The Project Table displays the following information in the columns:

- **Project Name:**  
The name and description that has been given to the project
- **Creation Date:**  
The date which the project was created on
- **MTD Results:**  
The Month to Date shows the amount of results which have been found so far in the project this calendar month. This is expressed as a total number, as well as a percentage of the allowed monthly results based upon the current project subscription, which have been used so far in the month.



Results figures that are displayed in red in the column are currently over their monthly allowance based on the current subscription. No more results will be delivered to the project for the remainder of the calendar month unless the project is Upgraded.

- **EST. EOM:**  
The Estimated End of Month shows the estimated amount of results which are expected to be found by the end of the calendar month based on the number of results which have been returned so far. This is expressed as a total number, as well as a percentage of the allowed monthly results based upon the current project subscription.



Results figures that are displayed in red in this column are being predicted that they will be over the monthly allowance of results based on the current project subscription by the end of the calendar month. This is only an estimation and results will continue to flow into the project until the results in the MTD column have reached the allocated monthly total.

- **Actions:**  
From this column you are able to do the following via the displayed icons:
  - Login to a project Dashboard screen

- Login to a project Analytics screen
- Login to a project Settings screen
- Delete a project



If a project has expired you will not be able to log into it, and instead will be presented with an Upgrade button, which when pressed will take you through to a subscription page.

# Users

## Overview

You are able to give multiple users access to the different projects in your account. These users can also be given different permission levels of access in the projects they can access.

To create a new user, click on the '+Add user' button, from which you'll be able to enter in the details for a new user on your account or project.

### Users



[+ Add User](#)

Found on the Users page is a list of the current users associated with the account. The displayed table here contains the following information:

- **Name:**  
The name which was given to the user when they were set up.
- **Account Admin:**  
Shows if the user is an admin on the account or not. A tick in the circle indicates that the user is an admin.
- **Email:**  
The email address which is associated with the user. This is the email address which the user uses to log into the tool and is the address which all Talkwalker notifications for the user will be sent to.
- **Actions:**  
From this column you are able to perform the following actions:
  - Edit the details of the user, including name; email address and project access permission levels
  - Delete the user
  - Resent confirmation email (If account has not been confirmed)
- **Create a new user:**  
To create a new user or admin, from the Users page click on the + Add User button, which will take you through to Add User screen. For each admin and user, the following sections must be filled in:
  - **Name:**  
This will be used to identify the user within the tool.
  - **Email:**  
This email address will be used by the user for logging onto the tool and for sending any account specific information to the user
  - **Password:**  
This will be used by the user when logging onto the tool to confirm their identity.
  - **Confirm Password:**  
This must match the entered password for the user.

- Account admin control:

If you wish the user to be an account admin, this button must be set to 'On'.



#### **Differences between Admin and Users:**

Admin users on an Account have the rights to access all areas of the projects associated with the account. This includes not only being able to view the Dashboard and Analytics screens, but also having the ability to edit, add and delete any settings, widgets or other options within the project. Admin users also have the ability to be able to create further users and grant them access to projects associated with the account.

Users must have their access rights defined when they are created. These access rights apply to the account associated projects with the following permission levels available:

- Project Admin:

User has access to all Dashboards, Analytics options, Project Settings and also the ability to create and edit Users within that project.

- Full Tool:

Access to all of the Dashboard and Analytics options and settings as well as access to Project Settings.

- Custom:

Set the permission levels for which the user has across their account. You are able to access levels for each of the projects within the account as well as setting if the user can access the Analytics screens, the Dashboard menus and the Report menus. In addition to this you're able to set what level of access the user has to each of the individual dashboards and reports which are contained within the project.

- No access:

User has no access to this project.

# Api Settings

## Overview

You are able to use the Talkwalker API to feed the results found in your project into your own systems. In order to do this you must purchase credits, which can be obtained by contacting your Talkwalker account manager.

## Access Tokens

Presented here are the two access tokens for your account. By default there will be one read and one write access token, both of which can be renamed and have their modes changed. If you wish to add any further tokens, you're able to do so by clicking on the '+ Add Access Token' button. To delete any tokens, simply click on the delete icon within the Actions column.

## Credits

Displayed within this section are the remaining credits on your account, split into Remaining recurring credits; Remaining one-time credits and the number of Total remaining credits left on your account.

# Mailing Lists

## Overview

You are able to set up Mailing Lists, which can be chosen from the Reports, to send mails to mass recipients.

To create a new mailing list, click on the '+Add List' icon which will take you through to the edit menu. From here you will need to give the mailing list a name, to help distinguish it between other created lists. Within the 'Add recipients' you can list the email addresses which you wish to add to the mailing list. Multiple addresses can be separated by either a comma or by entering each address onto a new line. Once the addresses have been added, click on the 'Add' button to save the addresses to the list and press the 'Save' button.

Mailing list 1

Account Settings / Mailing Lists

List title

Enter a name for the list. The name is usefull to differentiate between lists

My mailing list

Add recipients

Enter here the email addresses of the recipients you would like to add to the mailing list. Multiple addresses can be separated by a comma or newline.

Address1@test.com  
SecondAddress@test.com

Add

Cancel

Save

Once a mailing list have been created, the list will be displayed on the main Mailing Lists setting page. From here within the Actions column mailing lists can be edited or deleted.

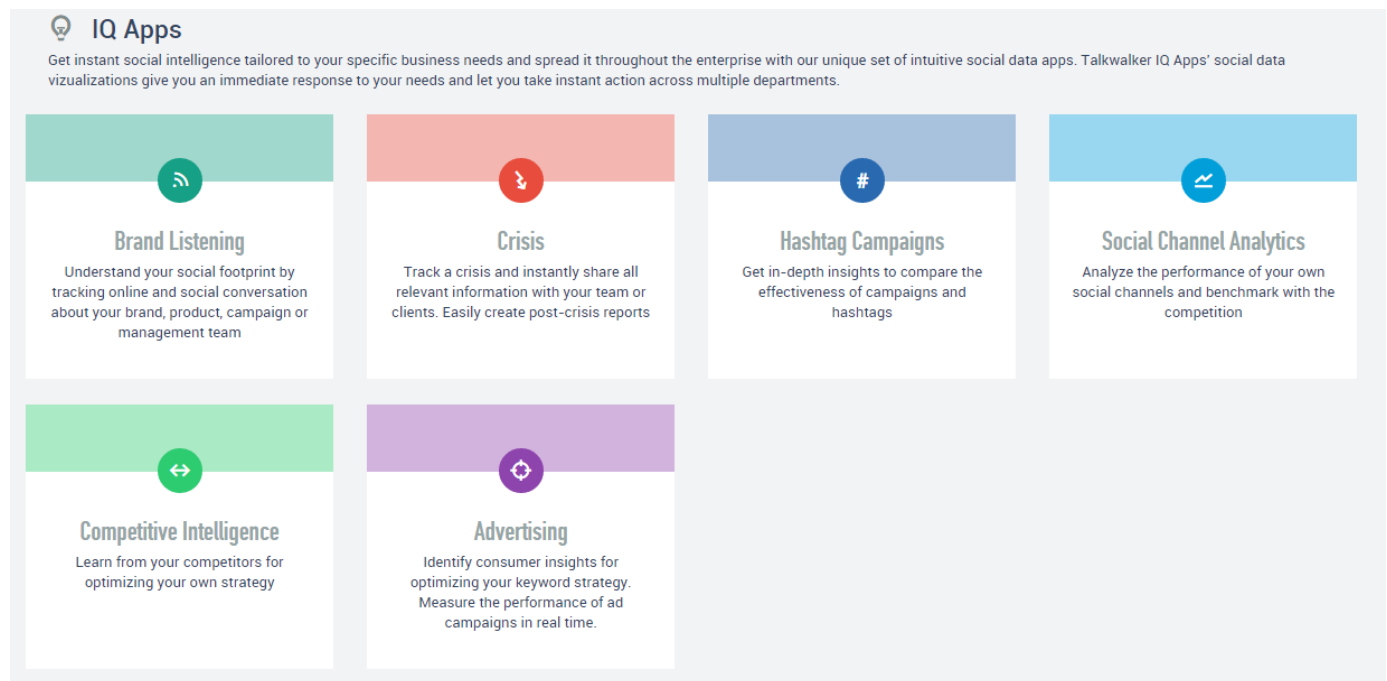
<div><div>talkwalker</div><div>ACCOUNT: TALKWALKER PRO DEMO PROJECTS</div><div><div>• Projects</div><div>• Users</div><div>• Mailing Lists</div><div>• Api Settings</div></div></div>	Mailing Lists			
	<div>+ Add List</div>			
	TITLE	EMAILS	CREATION DATE	ACTIONS
	Mailing list 1		20/04/15	<div><div></div><div></div></div>

# Talkwalker IQ Apps

## Overview

The Talkwalker IQ Apps allow you to with quickly and ease to apply already created tools to the topics which are already set up within your project. The pre-defined tools within the Talkwalker IQ Apps allow you to select the pieces of information which you are interested in, and have these results presented in an pre-build dashboard format.

To begin with the Talkwalker IQ Apps, firstly select one of the Apps which is most relevant to your needs. As soon as you've clicked on the App you'll be taken into the App itself, where you can start to refine further to see the results you're looking for.



## What are Talkwalker IQ Apps?

Dashboards enable you to display in one place all of the widgets which represent the data you're interesting is seeing in one place. Talkwalker IQ Apps have in place pre-defined widgets in a Dashboard format which allow you to quickly select different Topics or Channels from which you wish to see analysis from. Each of the different Apps is customised to display the relevant widgets for the subject selected, for example Crisis; Hashtag Campaigns or Brand Listening.

Once you have opened up an IQ App you must first choose which area of the App you wish to focus in on, by choosing the appropriate filter for the results. These set filters will depend on the area which the App is built around and will differ from App to App, so for example within Brand Listening you are able to focus on all or certain media types, but within Hashtag Campaigns there is only the the selection choose between different social media platforms.



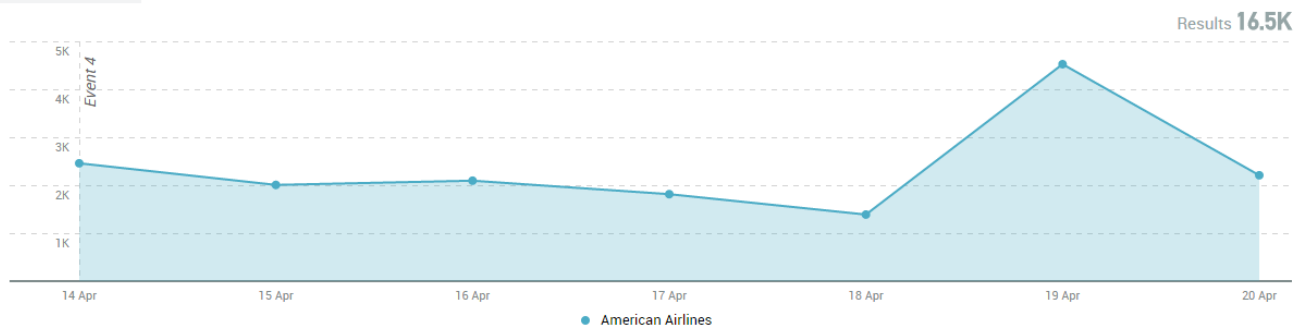
All Media News Twitter Facebook Blogs Forums Social Networks

Select your brand **Brand (1)** Competition Group Management

How much are people talking?



## RESULTS OVER TIME



After you have selected the set-filter, you need to then select where the results on the widgets will be being generated from. The topic groups which have been set up in your project will be visible and you can select from these the topic itself which you want to have results displayed from, or alternatively the topics which you wish to compare sets of data from.



Only some Apps will allow you to select multiple topics simultaneously, with these being the Apps to contrast and measure data sets in. All of the other Apps will restrict you to one topic selection of data at a time.

Within the App, once the topics and set-filters have been selected, you will see all the widgets populated with analytical information coming from the data results.

## Talkwalker IQ App Options

By default widgets inside the App will show 7 days of data, however the date ranges along with all of the usual filters which are found on the Analytics screen are also found inside of IQ Apps and can be applied to the data displayed. These filters include the media types, countries and languages which results will return from etc.



Any changes you make make to the filters will be applied to all of the widgets on the page and not just specific widgets.

You also have the option to add the Apps to either your Dashboards; Report or set an Alert up against the results in the App. These options are found in the top right hand corner of the screen.

# Dashboards

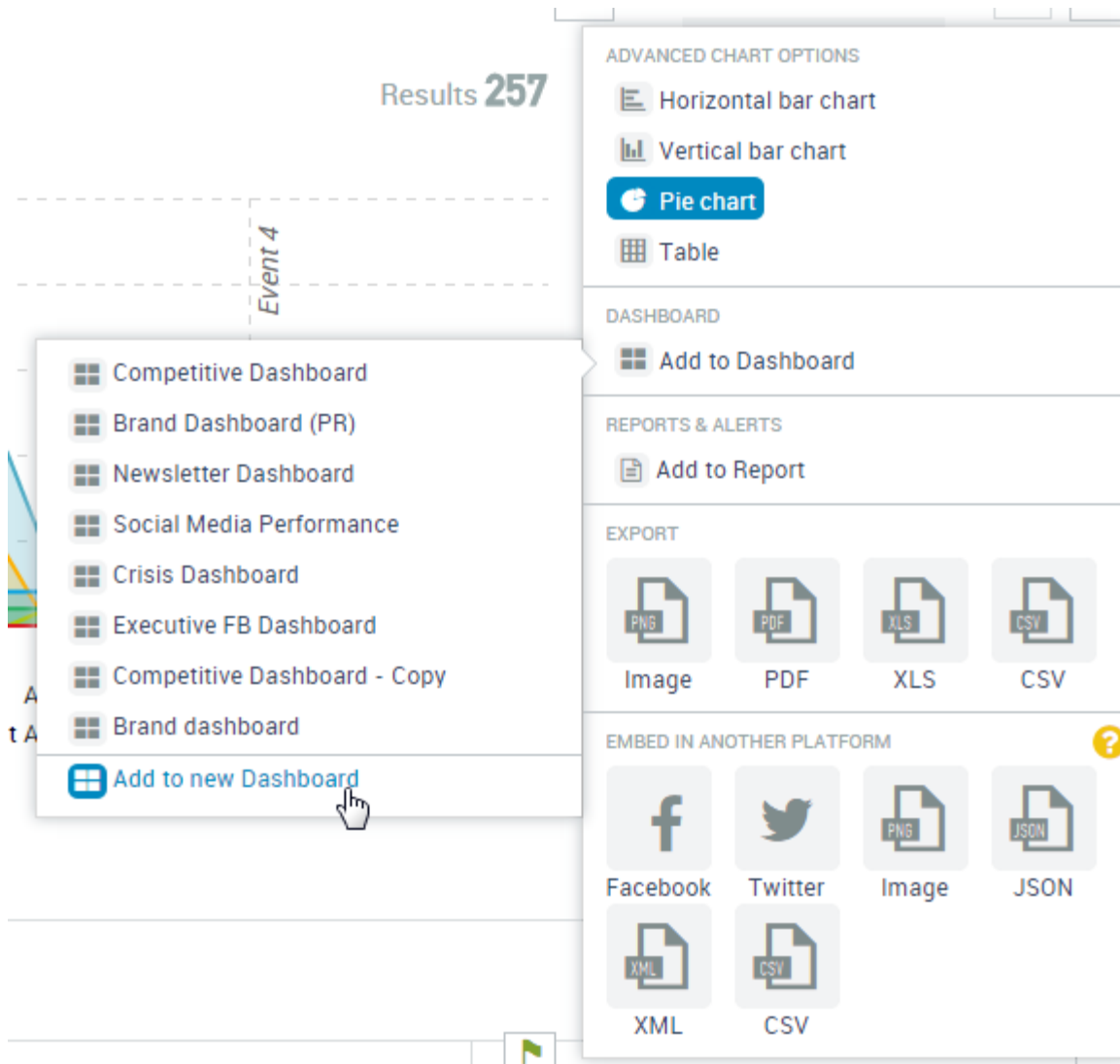
## Dashboards overview

A Dashboard is a place in which you can save any result representation from the Analytics section. A Dashboard thus enables you to have in one place the representations that are key to your project, and that you would like to see in a with ease. You're able to add multiple different widgets to each Dashboard and also have many different Dashboards within a project, allowing you to have different views set up on the results analysis you need.

Dashboards are comprised of a selection of custom chosen widgets which have been selected from your Analytics screen. Once created, Dashboards can be accessed from your Home Screen, with each dashboard being listed and clickable, giving you direct access to it.

## How to create a Dashboard

To create a Dashboard, you first will need to choose a widget from your Analytics screens to begin the Dashboard with. To do this, click on the Actions button of the chosen widget, move the mouse cursor to 'Add to Dashboard' and select the option 'Add to new Dashboard'.



Once clicked on, the 'Add widget to new dashboard' screen will pop-up with the following sections to be filled in:

- **Dashboard name:**  
Enter in a name for the newly created Dashboard.
- **Dashboard description:**  
Enter in a short description for the Dashboard, to help you easily distinguish it between other Dashboards within your project.
- **Widget title:**  
Enter here a title for the widget that you're adding.
- **Widget description:**  
Enter in a short description about the added widget. This information will appear below the widget title on the Dashboard.

## Add widget to new dashboard



Please set the title and description of the widget and the dashboard. Accurate title and description help dashboard readers to understand better the purpose and context of the widget

**Dashboard  
name**

Enter a name for the dashboard

Name is required.

**Dashboard  
description**

Enter a description for the dashboard

**Widget title**

Enter a title to appear on top of the widget

**Widget  
description**

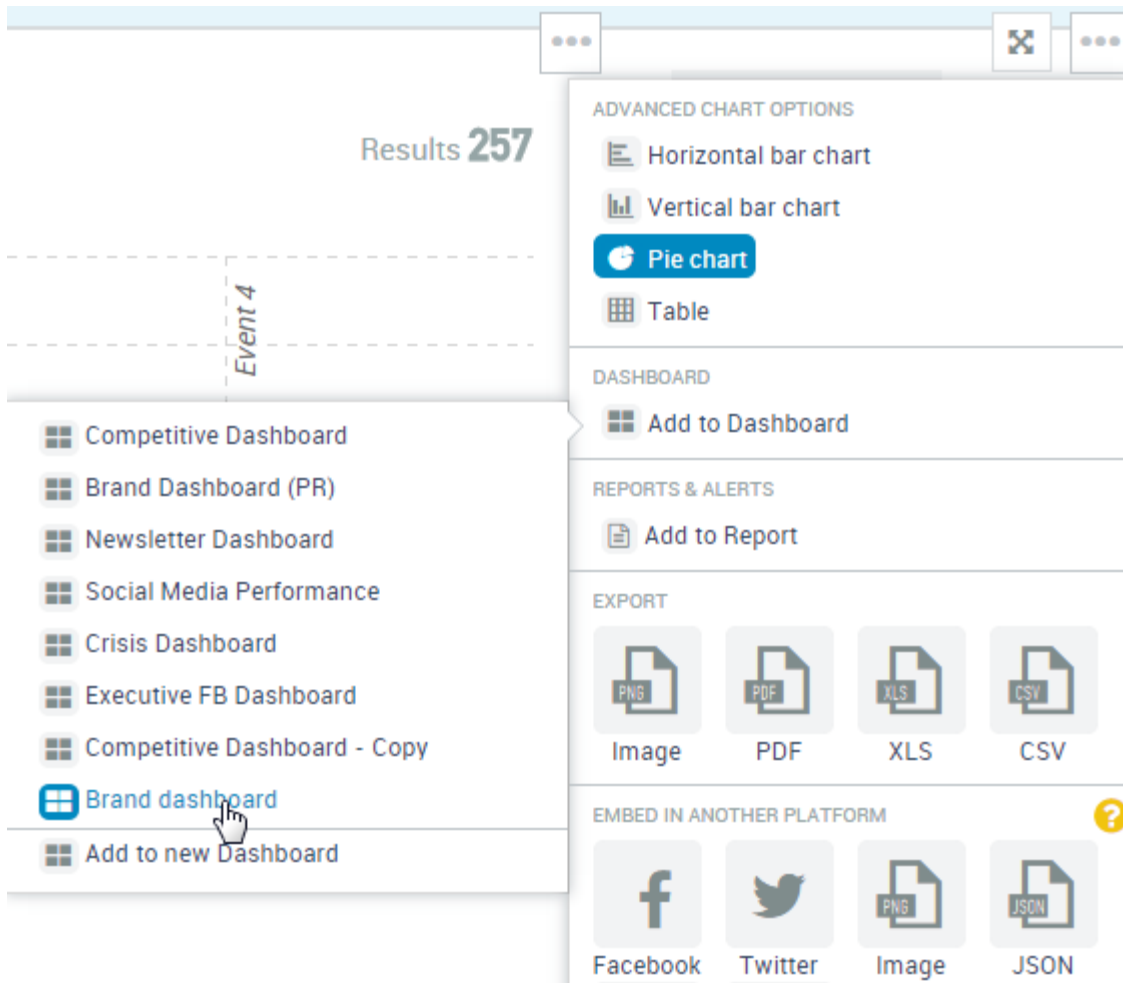
Enter a description to appear below the widget title.

Add

Once you've pressed the 'Add' button at the bottom of the page, the Dashboard will be created and the widget will have been added to the Dashboard.

## How to add widgets to Dashboards

Once your first widget has been added to your newly created Dashboard, you're able to continue to add further widgets to that Dashboard. To add additional widget, first click on the Actions button of the widget, hover the mouse on 'Add to Dashboard' and click on the Dashboard which you wish to add the widget to.



Once clicked on, the 'Add to Dashboard' screen will pop-up, with the following sections to be filled in:

- Title:  
Enter a title for the widget that you're adding to the Dashboard.
- Description:  
enter in a short description about the widget which is being added. This information will appear below the widget title on the Dashboard.

## Add to dashboard



Please set the title and description of the widget. Accurate title and description help dashboard readers to understand better the purpose and context of the widget

**Title** Enter a title to appear on top of the widget

Share of topics

**Description** Enter a description to appear below the widget title.

Set

Once you've pressed the 'Set' button, the widget will be added to the Dashboard.



Any filters which been applied to the widgets on your Analytics screen will also be carried over to the widget when it is added to the Dashboard.

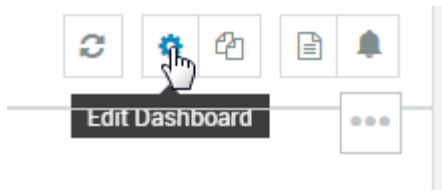
## How to edit dashboards

Once widgets have been placed upon your Dashboard, you're able to move and locate them around the Dashboard until you're happy with the way in which it's displayed, as well as editing the information which they contain.

Each of the widgets can:

- Be moved around the Dashboard
- Have its size increased or decreased
- Have the title and description edited
- Have the topics and filters its set against edited
- Be removed from the Dashboard
- Have their views and chart options changed

In order to change anything on your Dashboards, you must first enter into the Dashboard Edit Mode, which can be done by clicking on the 'Edit Dashboard' icon in the top right hand corner of the screen.



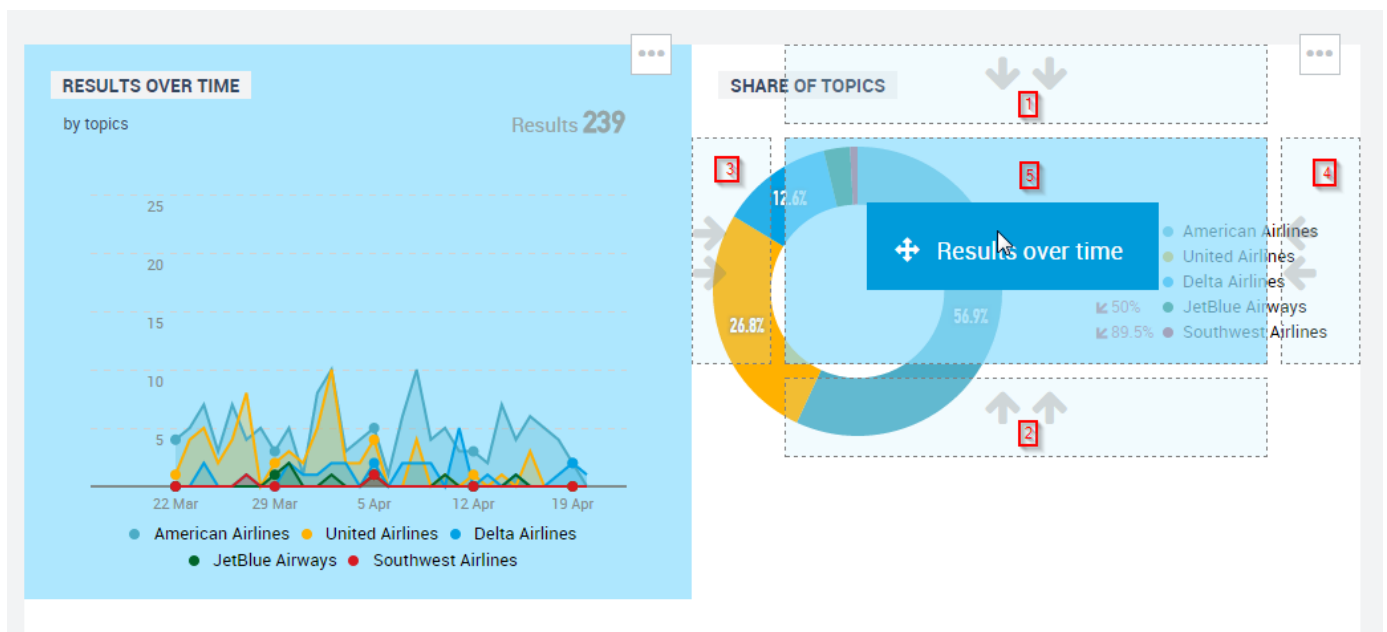
You must save any changes which you make to the Dashboard by clicking on the 'Save' button in the Dashboard name / description section when you have finished making changes in order for the alternations to be saved. If you wish to not save any changes you have made, you can click on the red cross at the top of the screen next to text of 'Edit Mode', which will take you back to the Dashboard overview.

## Moving widgets

To move a widget which are on a Dashboard, simply click-hold and drag the widget to the location which you wish the widget to be placed at on the Dashboard. As soon as you drag a widget on-top of another widget, you will be presented with the option of where you wish to place these widgets in relation to each other.

The following locational positions are available:

- Above (1)
- Below (2)
- Left (3)
- Right (4)
- Swap (5)



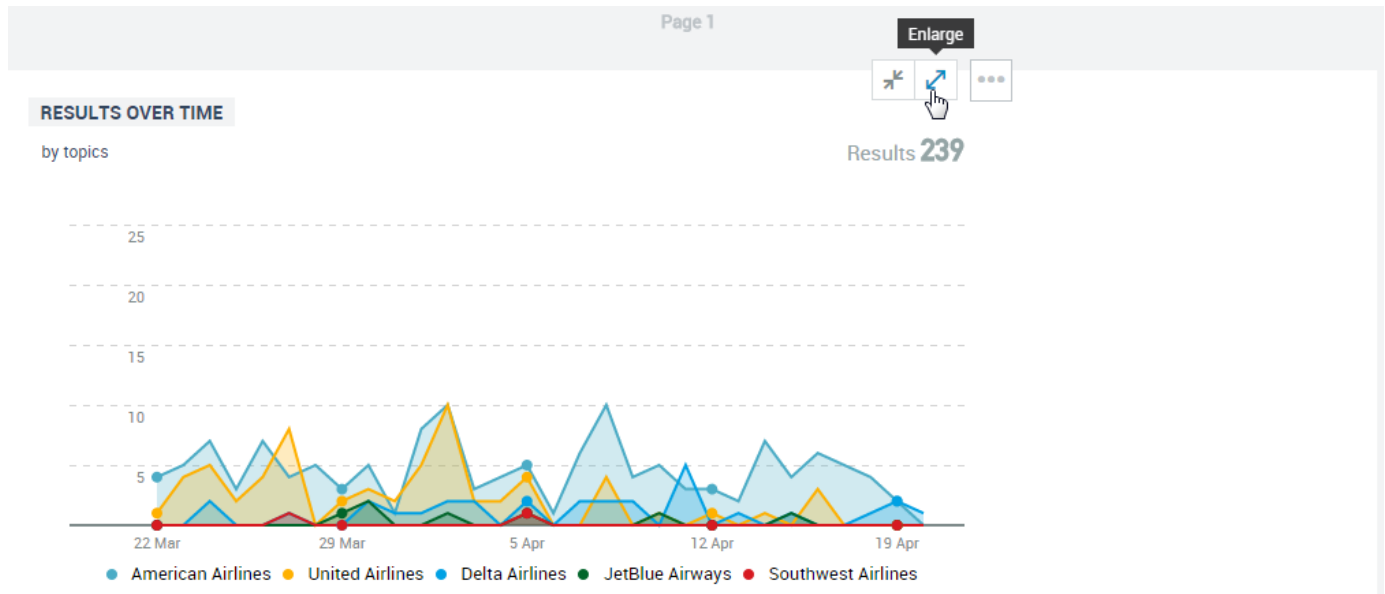
Moving a widget to either above (1) or below (2) the widget will change the position of the widget, moving it either above or below underlying widget.

Moving a widget to either the left (3) or the right (4) will position the moved widget to that position, and at the same time resize both of the widgets so that they fit onto the same line together.

Swapping the location of a widget (5) will change the positions of the widgets so that they will switch positions with each other.

## Resizing widgets

Hovering over a widget will also present you with icons which will allow you to shrink or enlarge widgets on the report. Clicking on the Shrink icon will reduce the width-size that the widget takes up. The Enlarge icon works in the same respect, increasing the width-size of the widget in the report.

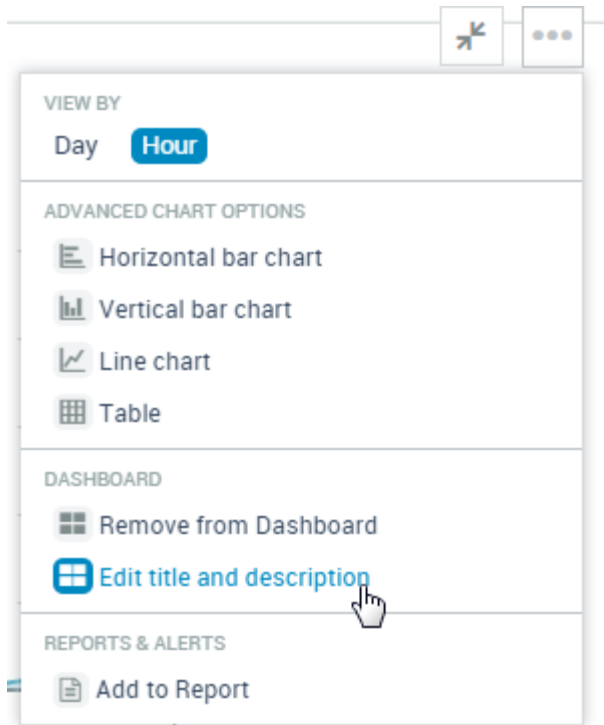


Not all widget that you add to the report can be resized. Widgets such as Influencers and the World Map cannot have their size altered. In addition to this if the Results widget is decreased in size, the article metrics will not be displayed next to the posts.

## Editing Titles and Description

The Dashboard name and Dashboard description which was previously entered can both be edited from with the Edit Mode. In addition to this the titles and descriptions which each of the widgets has can also be altered. To edit the title or description that a widget has, firstly click on the Actions button of the widget, then select from the menu 'Edit title and description'.





Once you have changed the text, click on 'Set' to save the changes you have made.

## Editing Topics and Filters

It is possible to change the topics and filters which the widget has been setup against after it has been added to the Dashboard. To do this firstly click on the Actions button of the widget, then select 'Edit topics and filters' from the menu. Once selected you will be taken back to the Analytics screen with only the widget that has been selected showing. You can change and add to the Topics which the widget is set up from, as well as being able to change any of the filter settings shown when expanding the 'Open Filters' section at the top of the page.

Once you have made the alterations needed to the widget, click on the 'Save changes and return' to go commit these changes and return back to the Dashboard.

If you wish to undo any changes before the widget has been saved, simply click on the red cross icon next to the 'Save changes and return' text.

## Removing widget from Dashboard

To permanently remove the widget from the Dashboard, click on the widget Actions icon for the widget you wish to delete and select 'Remove from Dashboard'. This will immediately remove the widget from the Dashboard.

SHOW TOP

51025

VIEW BY

WeekDay

ADVANCED CHART OPTIONS

Horizontal bar chart

Vertical bar chart

Line chart

Table

DASHBOARD

Remove from Dashboard

Edit title and description

REPORTS & ALERTS

Add to Report

## View by & Advanced Chart Options

When adding a widget to a Dashboard, it will save with the same view and chart display options which are displayed on it when it was added. These can be changed temporarily when viewing the Dashboard outside of the Edit Mode, or permanently when saved from inside the Edit Mode. To change the View by and Advanced Chart Options, click on the widget Actions button and change the options to the views you'd like to see.



These changes of views will not be saved unless they are done from within the Edit Mode and Saved. If changes are made outside of the Edit Mode, they will not be in place the next time that the Dashboard is opened.

## Filter Options

When expanding the 'Open Filters' section at the top of the screen, you're able to apply all of the filter options which are available on the Analytics screens, including Media Types; Countries; Languages and Tags, to the Dashboard which you are currently on. Acting in the same way as the View by & Advanced Chart Options, if these are applied outside of the Edit Mode, the changes will not be saved, however if they are applied from within the Dashboard Edit Mode and the changes are saved, they will be permanently applied to the widgets on the Dashboard.



If you apply and save changes from these filters to the Dashboard, these will be applied to **all** of the widgets contained on the Dashboard, overwriting any other filter settings which had been set on individual widgets. If you wish to change the options on not all of the widgets contained in the Dashboard you need to do so via the 'Edit Topics and Filters' setting as documented above.

# Dashboard Options

In the top right hand corner of the Dashboard, there are the following options available which can be applied to the Dashboard:



- Refresh:  
Refreshes the widgets contained on the Dashboard with the latest data available.
- Edit Mode:  
Takes you through to the Edit Mode of the Dashboard where changes can be made and saved.
- Copy Dashboard:  
Allows you do duplicate the Dashboard which has been built. Clicking on this icon will bring up the following options to be filled in:
  - Dashboard Name:  
Enter in a name for the duplicate Dashboard to be called.
  - Dashboard description:  
Enter in a brief description for the Dashboard to help you distinguish it from other Dashboards in your project.
- Add to Report:  
Adds the Dashboard to a new report. Clicking on this icon will bring up the following fields to be set:
  - Report label:  
Enter in a title for the Report.
  - Assign to Group:  
Add the Report to any already created groups.
  - Report Settings:  
Import into the report any settings and formatting from an existing set up Report.
- Create Alert:  
Subscribes the Dashboard to a new Alert subscription. Clicking on this icon will bring up the following fields to be set:
  - Report label:  
Enter in a title for the Alert.
  - Report recipients:  
Enter in the email addresses of the recipients to be sent the Alert.
  - Report format:  
Choose the format which the Alert is to be built in.
  - Trigger type:  
Select the type of conditions which have to be met in order for the Alert to be sent
  - Trigger:  
Set the trigger conditions for the Alert.



Further information on Reports & Alerts and the settings that can be set on these can be found within the [Reports](#) section of the Academy.

# Fast Tagging

## Overview

You are able to quickly navigate through your results on the Analytics screen by using shortcuts. The following shortcuts are available:

### Navigation Shortcuts:

&uarr;	Select previous result
&darr;	Select next result
Ctrl	Selects all results in current view
Ctrl + Click	Selects clicked upon result(s)
Return	Reload results
Esc	Close open windows

## Fast Tagging

You are also able to use keyboard shortcuts in order to quickly add tags and change sentiments given to your results. The following shortcuts are available:

q	Toggle important flag (en/de keyboards only)
a	Toggle important flag (fr keyboards only)
w	Set sentiment to positive (en/de keyboards only)
z	Set sentiment to positive (fr keyboards only)
e	Set sentiment to neutral
r	Set sentiment to negative
t	Add custom tag
s	Toggle read tag
d	Toggle checked flag
Del	Remove article

# Glossary

## Overview

**Admin User:** In addition to normal user rights, admin users can:

- Create other users
- Modify the profile and access level of users
- Reset passwords of users
- Change email addresses of users
- Create new projects in the account (within limits set by Talkwalker).

Each account can have a maximum of 3 administrators.

**Alerts:** Notification by email as soon as a given threshold of results is reached. Additionally, alerts can be used to schedule automatic sending of results or of other result visualisations

**Automatic Sentiment:** See sentiment

**Branding:** The entire Talkwalker can be white labelled in your corporate image

**Buzz:** Shows the noise that search queries have generated online in the currently filtered time period, compared to the identical previous time period.

**Content Appreciation:** Displays how many times the Audience of a Facebook channel or a Twitter channel have Liked or Share (Facebook) or have Retweeted (Twitter) posts from the Monitored Channels

**Dashboard:** Dashboards enable you to display in one place the representations of the results that are key to your project. If you only want to see the result articles, the sentiment produced by these results and the demographic spread of these, they can all be added to one dashboard

**Demographics:** Information about the author/source of a post. Demographics include country of publication, language and gender of the author.

**Engagement:** The engagement of an article/post is the sum of actions made by others on that article/post. The engagement of a topic is the sum of the engagement of all articles/posts of the topic.

*Engagement Rate* is calculated in the following ways:

- Facebook Engagement Rate:  $((\text{Number of Likes} + \text{Number of Comments} + \text{Number of Shares by others}) / \text{Number of Fans}) * 100$
- Twitter Engagement Rate:  $((\text{Number of Retweets by others}) / \text{Number of Followers}) * 100$

*Engagement* is calculated in the following ways:

- Blogs; News Sites; Forums:  $\text{Number of Facebook Likes} + \text{Number of Comments on the article} + \text{Number of Shares on Facebook of the URL} + \text{Number of Tweets on Twitter of the URL}$

- Facebook: Sum of shares, likes and comments
- Twitter: Number of Retweets

**Event:** An event is a specific period of time. It thus acts as a filter on time. Talkwalker proposes pre-defined events and user can create custom events.

**Filter:** A filter enables you to add further restrictions to your topics. Filters can either be keyword filters or filters based on metadata of results (filter on sentiment, filter on media type, ...).

**Impressions:** The impressions of one tweet is the sum of the followers of the tweeter of the tweet. The audience impressions is the sum of the impressions of each tweet of the audience (this includes retweets)

**Influencer:** An influencer is an author/a source that is writing about your topic. Top influencers are the ones who write the most about your topic (most articles/posts), whose articles/posts reach the largest audience (largest reach) or the ones that generated the most virality (largest engagement)

**Location Criteria:** The logic for country detection within the tool is the following:

- Own list of URLs with associated countries (custom made)
- The language used in the post
- The IP address of the domain of the URL

With regards to Social Media platforms, we take in priority the location that is given by the respective Social Media API. If these are not given to us, we fall back to confirm the location with the above mentioned as is used in website country locations.

**Media Type:** Media in which the article/post was published. Media types can be news (and its sub categories), blogs, forums, social media networks, ...

**Channels:** Channels enable you to monitor specific channels without taking into consideration any keywords, meaning all data published on the channel will flow into the system.

Channels can be social media pages (Facebook pages, Twitter profiles, YouTube channels, etc.) or any other sites where you want to monitor all the data being published.

**Performance (K; M; G):** The performance widget shows how the selected topics are being perceived and interacted with online via the buzz generated, engagement, potential reach and the proportion of the sentiment.

For the KPI widgets, the following metric prefixes are used:

- K – Kilo (1,000's)
- M – Mega (1,000,000's)
- G – Giga (1,000,000,000's)

**Project:** A project includes one or more topics, monitored channels and specific filters that are relevant to the monitoring of a brand or a company. The project also contains specific project settings, such as sources to include in the results, and user definitions.

**Reach:** The reach of an article/post represents the number of people who were reached by this article/post.

Note that the views only get set to a proper value if the host of the URL is either a domain (like theguardian.com) or if it is a domain with a well-known 3rd-level-subdomain in front (mainly applies to www, e.g. www.theguardian.com). Reach is set to 0 for other hosts, i.e. hosts with other 3rd-level-subdomains, like on foobar.blogspot.com, as using the Alexa views of the domain would assign much too high reach to mere sub-hosts otherwise.

*Reach* is calculated in the ways:

- Blogs; News Sites; Forums: Number of Page Views
- Facebook: The Number of Fans of the Page (Note: Only available for public pages)
- Twitter: The number of Followers of the author

**RSS:** Also known as 'Really Simple Syndication' – this is a standard web format that is used by many websites to frequently publish information into. Talkwalker can have RSS links imported into it via the Channels section and can also export the results found in projects in the format of RSS.

**Search Query:** A search query is the technical translation of the keywords and phrases that you wish to search for. For some brands, search queries can be very easy ("Vodafone"), for other brands ("Apple"), they can be more complex.

**Search Syntax:** Terms and Operators which link together keywords in Search Queries to allow building of complex Queries. Please see Detailed Search Query Syntax for more information.

**Sentiment:** Sentiment that is associated with an article/post. As default, a generic sentiment analysis is being calculated for each result based on our own sentiment analysis. All articles/posts are then attributed a positive, neutral or negative sentiment.

**Source:** A website, forum or social media site from which results are delivered and sourced from.

**Source Panel:** A list of sources which you wish to either restrict your results to, or stop results being delivered to your project from.

**Tag:** Tags can be used to categorise your posts with relevant markers throughout your project. These are custom identifies added to individual results to help you identify and group these results at a later time. The tags which have been added to the project can be managed in the Tags section of your project settings. Please refer to Tags for more information.

**Topic:** A topic contains the keywords and phrases you wish to search for within posts and articles, in the form of search queries. The first topic is usually your brand and subsequent topics are typically competitor brands.



# Appendix - Source Types

## Media Source Types

ONLINENEWS	All news sites
ONLINENEWS_MAGAZINE	Printed magazines sites
ONLINENEWS_NEWSPAPER	Printed newspaper sites
ONLINENEWS_PRESSRELEASES	Results from sites that publish press releases
ONLINENEWS_TV RADIO	TV or radio stations
ONLINENEWS_AGENCY	News agencies
ONLINENEWS_OTHER	News results that do not fall under of the other news categories
BLOG	All blog sites
MESSAGEBOARD	All forums and message boards
SOCIALMEDIA	All social media sites
SOCIALMEDIA_TWITTER	Results from Twitter
SOCIALMEDIA_FACEBOOK	Results from Facebook
SOCIALMEDIA_YOUTUBE	Results from YouTube
SOCIALMEDIA_LINKEDIN	Results from LinkedIn
SOCIALMEDIA_GOOGLEPLUS	Results from Google+
SOCIALMEDIA_FLICKR	Results from Flickr
SOCIALMEDIA_FOURSQUARE	Results from Foursquare
SOCIALMEDIA_INSTAGRAM	Results from Instagram
SOCIALMEDIA_MIXCLOUD	Results from Mixcloud
SOCIALMEDIA_SOUNDCLOUD	Results from SoundCloud
SOCIALMEDIA_VIMEO	Results from Vimeo
SOCIALMEDIA_DAILYMOTION	Results from Dailymotion
SOCIALMEDIA_WEIBO	Results from Weibo
OTHER	Everything else which does not fit into the above listed categories



Please note that the above list is not the full entire list of possible sources, however it should cover all of the sources you will need to use.

# Language Codes

## Overview

ABKHAZIAN	ab
AFAR	aa
AFRIKAANS	af
AKAN	ak
ALBANIAN	sq
AMHARIC	am
ARABIC	ar
ARAGONESE	an
ARMENIAN	hy
ASSAMESE	as
AVARIC	av
AVESTAN	ae
AYMARA	ay
AZERBAIJANI	az
BAMBARA	bm
BASHKIR	ba
BASQUE	eu
BELARUSIAN	be
BENGALI	bn
BIHARI	bh
BISLAMA	bi
BOSNIAN	bs
BRETON	br
BULGARIAN	bg
BURMESE	my
CATALAN	ca
CHAMORRO	ch
CHECHEN	ce
CHINESE	zh

CHINESE_SIMPLIFIED	zh_cn
CHINESE_TRADITIONAL	zh_tw
CHURCH_SLAVIC	cu
CHUVASH	cv
CORNISH	kw
CORSICAN	co
CREE	cr
CROATIAN	hr
CZECH	cs
DANISH	da
DIVEHI	dv
DUTCH	nl
DZONGKHA	dz
ENGLISH	en
ESPERANTO	eo
ESTONIAN	et
EWE	ee
FAROESE	fo
FIJIAN	fj
FINNISH	fi
FRENCH	fr
FRISIAN	fy
FULAH	ff
GALLEGAN	gl
GANDA	lg
GEORGIAN	ka
GERMAN	de
GREEK	el
GREENLANDIC	kl
GUARANI	gn
GUJARATI	gu
HAITIAN	ht
HAUSA	ha

HEBREW	he
HERERO	hz
HINDI	hi
HIRI_MOTU	ho
HUNGARIAN	hu
ICELANDIC	is
IDO	io
IGBO	ig
INDONESIAN	id
INTERLINGUA	ia
INTERLINGUE	ie
INUKTITUT	iu
INUPIAQ	ik
IRISH	ga
ITALIAN	it
JAPANESE	ja
JAVANESE	jv
KANNADA	kn
KANURI	kr
KASHMIRI	ks
KAZAKH	kk
KHMER	km
KIKUYU	ki
KINYARWANDA	rw
KIRGHIZ	ky
KOMI	kv
KONGO	kg
KOREAN	ko
KURDISH	ku
KWANYAMA	kj
LAO	lo
LATIN	la
LATVIAN	lv

LIMBURGISH	li
LINGALA	ln
LITHUANIAN	lt
LUBA_KATANGA	lu
LUXEMBOURGISH	lb
MACEDONIAN	mk
MALAGASY	mg
MALAY	ms
MALAYALAM	ml
MALTESE	mt
MANX	gv
MAORI	mi
MARATHI	mr
MARSHALLESE	mh
MOLDAVIAN	mo
MONGOLIAN	mn
NAURU	na
NAVAJO	nv
NDONGA	ng
NEPALI	ne
NORTHERN_SAMI	se
NORTH_NDEBELE	nd
NORWEGIAN	no
NORWEGIAN_BOKMAL	nb
NORWEGIAN_NYNORSK	nn
NYANJA	ny
OCCITAN	oc
OJIBWA	oj
ORIYA	or
OROMO	om
OSSETIAN	os
PALI	pi
PANJABI	pa

PERSIAN	fa
POLISH	pl
PORTUGUESE	pt
PUSHTO	ps
QUECHUA	qu
RAETO_ROMANCE	rm
ROMANIAN	ro
RUNDI	rn
RUSSIAN	ru
SAMOAN	sm
SANGO	sg
SANSKRIT	sa
SARDINIAN	sc
SCOTTISH_GAELIC	gd
SERBIAN	sr
SHONA	sn
SICHUAN_YI	ii
SINDHI	sd
SINHALESE	si
SLOVAK	sk
SLOVENIAN	sl
SOMALI	so
SOUTHERN_SOTHO	st
SOUTH_NDEBELE	nr
SPANISH	es
SUNDANESE	su
SWAHILI	sw
SWATI	ss
SWEDISH	sv
TAGALOG	tl
TAHITIAN	ty
TAJIK	tg
TAMIL	ta

TATAR	tt
TELUGU	te
THAI	th
TIBETAN	bo
TIGRINYA	ti
TONGA	to
TSONGA	ts
TSWANA	tn
TURKISH	tr
TURKMEN	tk
TWI	tw
UIGHUR	ug
UKRAINIAN	uk
URDU	ur
UZBEK	uz
VENDA	ve
VIETNAMESE	vi
VOLAPUK	vo
WALLOON	wa
WELSH	cy
WOLOF	wo
XHOSA	xh
YIDDISH	yi
YORUBA	yo
ZHUANG	za
ZULU	zu

# Country Codes

## Overview

AFGHANISTAN	af
ALAND_ISLANDS	ax
ALBANIA	al
ALGERIA	dz
AMERICAN_SAMOA	as
ANDORRA	ad
ANGOLA	ao
ANGUILLA	ai
ANTARCTICA	aq
ANTIGUA_AND_BARBUDA	ag
ARGENTINA	ar
ARMENIA	am
ARUBA	aw
AUSTRALIA	au
AUSTRIA	at
AZERBAIJAN	az
BAHAMAS	bs
BAHRAIN	bh
BANGLADESH	bd
BARBADOS	bb
BELARUS	by
BELGIUM	be
BELIZE	bz
BENIN	bj
BERMUDA	bm
BHUTAN	bt
BOLIVIA	bo
BONAIRE_SINT_EUSTASIUS_AND_SABA	bq
BOSNIA_AND_HERZEGOVINA	ba



BOTSWANA	bw
BOUVET_ISLAND	bv
BRAZIL	br
BRITISH_INDIAN_OCEAN_TERRITORY	io
BRITISH_VIRGIN_ISLANDS	vg
BRUNEI	bn
BULGARIA	bg
BURKINA_FASO	bf
BURUNDI	bi
CAMBODIA	kh
CAMEROON	cm
CANADA	ca
CAPE_VERDE	cv
CAYMAN_ISLANDS	ky
CENTRAL_AFRICAN_REPUBLIC	cf
CHAD	td
CHILE	cl
CHINA	cn
CHRISTMAS_ISLAND	cx
COCOS_ISLANDS	cc
COLOMBIA	co
COMOROS	km
CONGO	cg
COOK_ISLANDS	ck
COSTA_RICA	cr
COTE_DIVOIRE	ci
CROATIA	hr
CUBA	cu
CURACAO	cw
CYPRUS	cy
CZECH_REPUBLIC	cz
DENMARK	dk
DJIBOUTI	dj

DOMINICA	dm
DOMINICAN_REPUBLIC	do
ECUADOR	ec
EGYPT	eg
EL_SALVADOR	sv
EQUATORIAL_GUINEA	gq
ERITREA	er
ESTONIA	ee
ETHIOPIA	et
FALKLAND_ISLANDS	fk
FAROE_ISLANDS	fo
FIJI	fj
FINLAND	fi
FRANCE	fr
FRENCH_GUIANA	gf
FRENCH_POLYNESIA	pf
FRENCH_SOUTHERN_TERRITORIES	tf
GABON	ga
GAMBIA	gm
GEORGIA	ge
GERMANY	de
GHANA	gh
GIBRALTAR	gi
GREECE	gr
GREENLAND	gl
GRENADA	gd
GUADELOUPE	gp
GUAM	gu
GUATEMALA	gt
GUERNSEY	gg
GUINEA	gn
GUINEA_BISSAU	gw
GUYANA	gy

HAITI	ht
HEARD_ISLAND_AND_MCDONALD_ISLANDS	hm
HONDURAS	hn
HONG_KONG	hk
HUNGARY	hu
ICELAND	is
INDIA	in
INDONESIA	id
IRAN	ir
IRAQ	iq
IRELAND	ie
ISLE_OF_MAN	im
ISRAEL	il
ITALY	it
JAMAICA	jm
JAPAN	jp
JERSEY	je
JORDAN	jo
KAZAKHSTAN	kz
KENYA	ke
KIRIBATI	ki
KUWAIT	kw
KYRGYZSTAN	kg
LAOS	la
LATVIA	lv
LEBANON	lb
LESOTHO	ls
LIBERIA	lr
LIBYA	ly
LIECHTENSTEIN	li
LITHUANIA	lt
LUXEMBOURG	lu
MACAO	mo

MACEDONIA	mk
MADAGASCAR	mg
MALAWI	mw
MALAYSIA	my
MALDIVES	mv
MALI	ml
MALTA	mt
MARSHALL_ISLANDS	mh
MARTINIQUE	mq
MAURITANIA	mr
MAURITIUS	mu
MAYOTTE	yt
MEXICO	mx
MICRONESIA	fm
MOLDOVA	md
MONACO	mc
MONGOLIA	mn
MONTENEGRO	me
MONTSERRAT	ms
MOROCCO	ma
MOZAMBIQUE	mz
MYANMAR	mm
NAMIBIA	na
NAURU	nr
NEPAL	np
NETHERLANDS	nl
NETHERLANDS_ANTILLES	an
NEW_CALEDONIA	nc
NEW_ZEALAND	nz
NICARAGUA	ni
NIGER	ne
NIGERIA	ng
NIUE	nu

NORFOLK_ISLAND	nf
NORTHERN_MARIANA_ISLANDS	mp
NORTH_KOREA	kp
NORWAY	no
OMAN	om
PAKISTAN	pk
PALAU	pw
PALESTINE	ps
PANAMA	pa
PAPUA_NEW_GUINEA	pg
PARAGUAY	py
PERU	pe
PHILIPPINES	ph
PITCAIRN	pn
POLAND	pl
PORTUGAL	pt
PUERTO_RICO	pr
QATAR	qa
REUNION	re
ROMANIA	ro
RUSSIA	ru
RWANDA	rw
SAINT_BARTHELEMY	bl
SAINT_HELENA	sh
SAINT_KITTS_AND_NEVIS	kn
SAINT_LUCIA	lc
SAINT_MARTIN	mf
SAINT_PIERRE_AND_MIQUELON	pm
SAINT_VINCENT_AND_THE_GRENADINES	vc
SAMOA	ws
SAN_MARINO	sm
SAO_TOME_AND_PRINCIPE	st
SAUDI_ARABIA	sa

SENEGAL	sn
SERBIA	rs
SERBIA_AND_MONTENEGRO	cs
SEYCHELLES	sc
SIERRA_LEONE	sl
SINGAPORE	sg
SINT_MAARTEN	sx
SLOVAKIA	sk
SLOVENIA	si
SOLOMON_ISLANDS	sb
SOMALIA	so
SOUTH_AFRICA	za
SOUTH_GEORGIA_AND_THE_SOUTH_SANDWICH_ISLANDS	gs
SOUTH_KOREA	kr
SOUTH_SUDAN	ss
SPAIN	es
SRI_LANKA	lk
SUDAN	sd
SURINAME	sr
SVALBARD_AND_JAN_MAYEN	sj
SWAZILAND	sz
SWEDEN	se
SWITZERLAND	ch
SYRIA	sy
TAIWAN	tw
TAJIKISTAN	tj
TANZANIA	tz
THAILAND	th
THE_DEMOCRATIC_REPUBLIC_OF_CONGO	cd
TIMOR_LESTE	tl
TOGO	tg
TOKELAU	tk
TONGA	to

TRINIDAD_AND_TOBAGO	tt
TUNISIA	tn
TURKEY	tr
TURKMENISTAN	tm
TURKS_AND_CAICOS_ISLANDS	tc
TUVALU	tv
UGANDA	ug
UKRAINE	ua
UNITED_ARAB_EMIRATES	ae
UNITED_KINGDOM	uk
UNITED_STATES	us
UNITED_STATES_MINOR_OUTLYING_ISLANDS	um
URUGUAY	uy
US_VIRGIN_ISLANDS	vi
UZBEKISTAN	uz
VANUATU	vu
VATICAN	va
VENEZUELA	ve
VIETNAM	vn
WALLIS_AND_FUTUNA	wf
WESTERN_SAHARA	eh
YEMEN	ye
ZAMBIA	zm
ZIMBABWE	zw

# Talkwalker Query Syntax

A single search query can support up to 50 operands and be up to 1024 characters long in length. To create complex queries, operands may be combined using Boolean Operators.

All queries are executed in their unaccented and case insensitive form, thus a search for "éLéVE" will also match all documents with the word "eleve". No language stemming is being done, thus a search for the "children" won't return results with the word "child".

## Special Transformations

These transformations apply when a query contains no operators from the query syntax (quotes, AND, OR, wildcards etc, see below).

Words with only capital letters (and special chars +-@) are executed as exact (case sensitive) raw data search (ABC = ++"ABC", A&B = ++"A&B").

Screen names (@name), hashtags (#hashtag), cashtags (\$cashtag) as well as words containing a dash (-), a plus (+) or an ampersand (&) are executed as (case insensitive) raw data search (@username = +"@username" , p&t = +"p&t").

If a query contains multiple simple words (no special characters like (#@+-&), no operators and is not only capital letters, it is executed as a proximity search. The maximum number of jumps is set to (#words - 1) \* 10 (cat dog mouse bird = "cat dog mouse bird"~30).

To prevent this behaviour use the explicit query syntax below. (instead of cat dog mouse use cat OR dog OR mouse, cat AND dog AND mouse or "cat dog mouse" to search for one of the words, all the words or the exact phrase.

## Boolean Operators

AND	AND combines two keywords: BMW AND bike will find all entries which mention the keyword BMW and the keyword bike.	BMW AND bike
AND NOT	AND NOT excludes a word of an entry: BMW AND NOT bike will find all entries with the keyword BMW, but only if the notion bike is not contained in the same article.	BMW AND NOT bike
OR	OR means that a least one of the terms which are linked by an OR have to be mentioned in the same article: BMW OR bike will find all entries that include either the keyword BMW or the keyword bike.	BMW AND NOT bike BMW OR bike
Exclusion of Keywords	Negative filters can be created by using the operator NOT.	NOT coupons
Phrase Search	Quotes "" are used for finding keyword sequences: "BMW series" will find all entries which contain the phrase "BMW series". In contrast the search query BMW AND series does not respect the order.	"bmw series"
Combinations	Brackets () are used to group several keywords in a way that operators can be applied on multiple terms within the brackets (distributive law). BMW AND (motorcycle OR car) is a shortform for (BMW AND motorcycle) OR (BMW AND car)	BMW AND (motorcycle OR car)



Wildcard Search	The Wildcard operator * is a character that stands for 0 or any possible number. Wildcards are only accepted at the end of a keyword: <code>Luxemb*</code> will find all entries including keywords like Luxembourg , Luxemburg, Luxemburgisch or any other keyword with the prefix Luxemb.	<code>Luxemb*</code>
Wildcard Search – one character	The question mark ? has a similar function as the wildcard operator, but only replaces exactly one character, i.e. it is useful in consideration of British and American English, e.g.: <code>reali?ation</code> finds realisation but also realization.	<code>reali?ation</code>
Proximity Search	The tilde symbol ~ analyses the surroundings of a character string which is enclosed in quotes (consisting at least two words). You cannot combine the tilde with the wildcard operator. e.g. <code>"obama merkel"~5</code> finds "A statement released from the White House said Obama, Monti and Merkel agreed on certain steps" (3 jumps between both words), <code>"obama merkel"~5</code> finds every entry, containing the keywords obama and merkel within an interval of maximum of 5 jumps.	<code>"obama merkel"~5</code>
Fuzzy X Search	The tilde symbol ~x after a word searches for words similar to the given word. The value after the tilde (0, 1 or 2) defines the number of changed characters. <code>roam~1</code> will also find foam.	<code>roam~1</code>
Fuzzy Search	The tilde symbol ~ after a word will find this word as a two part word with a hyphen, space or other special character in it. <code>carsharing~</code> will find <code>carsharing</code> , <code>car-sharing</code> , <code>car sharing</code> etc	<code>carsharing~</code>
Raw Data Search	A simple + in front of a keyword samples an exact character string including special characters and punctuation, it does not consider lower and upper cases. It also works with brackets and tilde: <code>+"l'or al"</code> or <code>+"dåg"</code> etc	<code>+"l'oréal"</code>
Exact Raw Data Search	Two ++ in front of a keyword samples an exact character string including special characters and punctuation, it does consider lower and upper cases. It also works with brackets and tilde: <code>++"L'Oréal"</code>	<code>++"L'Oréal"</code>
NEAR/x	The <code>NEAR/x</code> operator works similar to the proximity search operator, but also works with parentheses and thus can be used with multiple terms. (default value for x: 15)	<code>(BMW OR Audi) NEAR/3 (motorcycle OR car)</code>
ONEAR/x	Same as <code>NEAR/x</code> but respects the order of terms.	<code>(BMW OR Audi) ONEAR/3 (motorcycle OR car)</code>
Sentence Search	The <code>SENTENCE</code> operator works similar to the <code>NEAR/x</code> operator. It searches for keywords that appear in the same sentence. <code>SENTENCE</code> can also be used with multiple terms.	<code>(BMW OR Audi) SENTENCE (motorcycle OR car)</code>
Ordered Sentence Search	Same as <code>SENTENCE</code> but respects the order of terms in the sentence.	<code>(BMW OR Audi) OSENTENCE (motorcycle OR car)</code>

#### Note:

In phrase search and raw data phrase search ("`"` or `+"`") the number and type white space characters are ignored. For example `"BMW series"` (one space) will also match documents which contain `"BMW series"` (two spaces) and vice versa.

White space characters include spaces, tabs and new line characters, also transitions between letters and special characters are considered as whitespace. For example `+"P&T"` will match `p&T` but also `p& T` and `P & T`.

## Advanced Search Options:

Single Keyword Search	Search for simple brands, products, keywords, etc.	<code>Apple</code>
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Title Search	It searches within the title of an article. <code>title:sixt</code> will find all results which contain the keyword sixt within the title. <code>title:"obama merkel"~5</code> matches with: Obama Seeking Ally Finds Merkel a Tough Sell	<code>title:sixt</code> <code>title:"obama merkel"~5</code>
Content Search	It searches within the article <code>content:sixt</code> will find all results which mention the keyword within the main text of the article.	<code>content:sixt</code>
Author Search	It searches for authors of articles. <code>author:Franz</code> will find all results containing articles which defined Franz as author.	<code>author:Franz</code>
Language Search	It searches for languages of articles. <code>lang:de</code> only indicates German results.	<code>lang:de</code>
Source Country Restriction	It searches for the country of origin of sources. <code>sourcecountry:de</code> filters all articles from German sources and which were published in Germany.	<code>sourcecountry:de</code>
Author Country Restriction	If the author is in a specify country when writing posts, <code>authorcountry:fr</code> limits results to ones from French authors.	<code>authorcountry:de</code>
Source Type Restriction	<code>sourcetype:"BLOG"</code> restricts results to a specific media/source type. Returns only BLOG entries.	<code>sourcetype:BLOG</code>
Comments Search	Find only comments by setting <code>is:comment</code> or without comments ( <code>-is:comment</code> )	<code>is:comment</code>
Retweets Search	Find only retweets with <code>is:retweet</code> or exclude retweets with <code>-is:retweet</code> and get only original posts	<code>is:retweet</code>
Twitter Reply Search	Find only tweets that are replies to other tweets	<code>is:twitter_reply</code>
Questions Search	Search for questions. <code>is:question</code> will find only documents that are questions.	<code>is:question</code>
Image Search	<code>contains:image</code> returns those documents that include images	<code>contains:image</code>
Audio Search	<code>contains:audio</code> returns those documents that include audio	<code>contains:audio</code>
Video Search	<code>contains:video</code> returns those documents that include videos	<code>contains:video</code>
Talkwalker Tags Search	<code>is:important</code> finds all documents that were manually tagged as important in Talkwalker. <code>is:read</code> finds documents that were read (original document link opened). <code>is:checked</code> finds documents where the sentiment has been checked manually in the project	<code>is:important</code> , <code>is:read</code> , <code>is:checked</code>
Score Search	<code>score:n</code> finds all documents that were manually tagged with the respective score. (In a Talkwalker project scores can be added to a selected document by pressing the number keys)	<code>score:4</code>
Post Type Search	<code>posttype:IMAGE</code> allows to search only for documents of type image. Possible values are TEXT LINK IMAGE VIDEO AUDIO.	<code>posttype:LINK</code>

## Url based Search

Url Search	<code>url:</code> returns the document with this exact url. Prefix Wildcard (e.g. <code>*apple</code> ) matching is not supported.	<code>url:http://twitter.com/bmw/status/561925861155561473</code>
Parent Url Search	<code>parenturl:</code> returns all child documents (comments or retweets) from a document specified by the given url. E.g. Give me all the comments for this document url.	<code>parenturl:http://twitter.com/bmw/status/561925861155561473</code>

Host Url Restriction	<code>hosturl:"www.spiegel.de"</code> returns all the documents from the host <code>www.spiegel.de</code>	<code>hosturl:"http://www.spiegel.de/"</code>
Domain Url Restriction	<code>domainurl:spiegel.de</code> returns all the documents from the domain <code>Spiegel.de</code> . Pay attention not to insert <code>www.</code> into the query	<code>domainurl:"http://spiegel.de/"</code>
Site Search	<code>site:twitter.com/bmw/</code> returns all documents from the site <code>twitter.com/bmw/</code> . <code>site:googleblog.blogspot.com</code> returns documents from <code>googleblog.blogspot.com</code> . Pay attention to end with a <code>/</code> if the site includes a specific path ( <code>/bmw/</code> ) but not if it ends with the top level domain ( <code>.com</code> )	<code>site:googleblog.blogspot.com</code> <code>site:blogspot.com</code> <code>site:twitter.com/bmw/</code>
In Urls Search	<code>inurls:facebook</code> returns all documents which have the keyword <code>facebook</code> <b>anywhere</b> in their url, or which have it in any <b>referenced url</b> in the content.	<code>inurls:facebook</code>

## Metric (Minimum / Maximum) Restrictions

`metric_name:>n` , `metric_name:<n` and `metric_name:n` return only documents which match a specific value or range of a metric. Following tables explains the possible metrics

metric_name	Description	Example
<code>reach</code>	The reach of an article/post represents the number of people who were reached by this article/post.	<code>reach:&gt;100</code>
<code>engagement</code>	The engagement of an article/post is the sum of actions made by others on that article/post.	<code>engagement:&lt;1000</code>
<code>facebook_shares</code>	Number of Facebook share an article has	<code>facebook_shares:0</code>
<code>facebook_likes</code>	Number of Facebook likes an article has	<code>facebook_likes:&gt;0</code>
<code>twitter_retweets</code>	Number of Twitter retweets an article has	<code>twitter_retweets:&gt;1000</code>
<code>twitter_shares</code>	Number of Twitter share an article has	<code>twitter_shares:0</code>
<code>twitter_followers</code>	Number of Twitter followers a source has	<code>twitter_followers:&gt;1000</code>
<code>youtube_views</code>	Number of YouTube views a video has	<code>youtube_views:&gt;100000</code>
<code>youtube_likes</code>	Number of YouTube likes a video has	<code>youtube_likes:&gt;100</code>
<code>youtube_dislikes</code>	Number of YouTube dislikes a video has	<code>youtube_dislikes:&gt;0</code>
<code>comment_count</code>	Number of Comments an article has	<code>comment_count:&gt;0</code>
<code>published</code>	Timestamp of publication (epoch time in milliseconds)	<code>published:&gt;1420731027000</code>
<code>searchindexed</code>	Timestamp of indexation in Talkwalker (epoch time in milliseconds)	<code>searchindexed:&gt;1420731027000</code>
<code>sample</code>	Get a random sample of the results (percent of the total number of results i.e. setting 25 will return one of four the documents) values:1-100	<code>sample:25</code>
<code>sample_million</code>	Similar to <code>sample_percent</code> , with higher precision (i.e. setting 2000 will return one of 500 documents) values:1-1000000	<code>sample_million:2000</code>
<code>sentiment</code>	The detected sentiment of the article (values -5 (negative) to 5 (prositve)). <code>sentiment:positive</code> , <code>sentiment:negative</code> and <code>sentiment:neutral</code> map to the respective sentiment ranges of Talkwalker	<code>sentiment:&gt;0</code> <code>sentiment:negative</code>

## Geographic Restrictions

Note: Some documents have precise geographic data in form of GPS measured coordinates provided by the source. For other documents this data is based on source metadata, with a certain precision level. These levels (ordered from lowest precision to highest) are: `country`, `region` and `city` (extracted data) and `coordinates` (exact data).

The coordinates for lower precision geographic data are equal to their capital.

Restriction	Description	Example
<code>sourcegeo</code>	Restricts the results to a rectangular geographic area defined by the coordinates ( <code>latitude</code> , <code>longitude</code> ) of the upper left and lower right corner.	<code>sourcegeo:50.3,5.7;49.4,6.5</code>
<code>sourcegeo_resolution</code>	Restricts to documents that have a minimum precision level of location data. Possible levels are <code>coordinates</code> , <code>city</code> , <code>region</code> and <code>country</code> . default: all documents	<code>sourcegeo_resolution:coordinates</code>

Example: Search for documents that are in a box that roughly corresponds to Luxembourg and have exact coordinates.

Luxembourg's north end is at around `50.3°`, south is at `49.4°`, west at `5.7°` and east at `6.5°`, the upper left corner is `50.3,5.7` the lower right corner is `49.4,6.5`. The final query is : `sourcegeo:50.3,5.7;49.4,6.5 AND sourcegeo_resolution:coordinates`.

## Special Query Modifiers

All queries are executed in their unaccented and case insensitive form on the content and the title of documents. To change this behaviour, use `flag:<modifier_name>` to enable special query modes.

Modifier Name	Description	Example
<code>matchinurls</code>	Query will also match URLs and links.	<code>flag:matchinurls</code>
<code>matchauthor</code>	Query will also match author field	<code>flag:matchauthor</code>
<code>matchexact</code>	Use Raw data search as default. All keywords are considered as case-insensitive exact character string including special characters and punctuation.	<code>flag:matchexact</code>
<code>matchexactcase</code>	Use Exact raw data search as default. All keywords are considered as case-insensitive exact character string including special characters and punctuation.	<code>flag:matchexactcase</code>
<code>matchfuzzywords</code>	Use Fuzzy Search as default. All keywords will also match combined words <code>carsharing</code> will match words like <code>carsharing</code> , <code>car-sharing</code> OR <code>car sharing</code> .	<code>flag:matchfuzzywords</code>

The special modifiers can be combined: `carsharing flag:matchauthor flag:matchfuzzywords` searches for words like `carsharing`, `car sharing` or `car-sharing` in the fields `title`, `content` and `author_name`.

Note: When `matchinurls` or `matchauthor` is set, API results will not have highlighting in snippets when one of these fields is matched.