

Lab Guide	Topic:	Meltwater Social Intelligence: Intro for Comm 322

Overview
The purpose of this lab guide is to walk you through using Meltwater to do social media analytics work. Access Meltwater social intelligence software by going to this website: http://app.meltwater.com/login Each team has a login. If you don't know it, ask Dr. K.

Analyzing Social Trends: <i>We'll use Meltwater to monitor and analyze the conversation surrounding your brand. As you'll see, this is different than tracking your engagement metrics. It's a way to listen.</i> Use this software to complete the "social listening" part of your Social Media Measurement spreadsheet in Comm 322 (shown below).

Social Media Measurement - Fall 2016 - Comm 322 ☆

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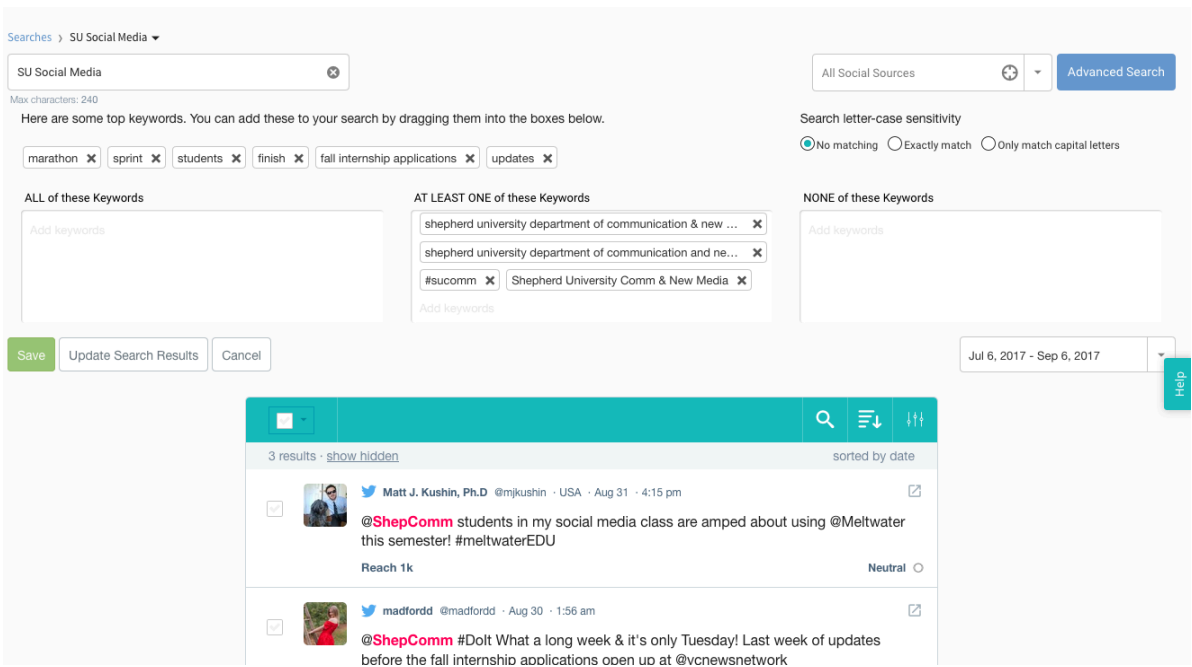
fx Which top day saw the most posts & conversation about our brand?

	A	B	C	D	E	F
1			Use Microsoft Social Listening to Complete	Goto: http://portal.office.com & log in with the team login & password I gave you		
2						
3	Metric	Week 9	Week 10	Week 11	Week 12	Week 13
4	most significant keywords being said about your brand (separate with semicolon)	←				
5	Who are the top people talking about our brand on social media in the time period? (separate with semicolon)	←				
6	What is the positive sentiment % score during this time period toward our brand?	←				
7	Which top day saw the most posts & conversation about our brand?	←				
8	What time of day on that day saw the most posts?	←				
9						
10						
11						
12						
13						

Planning Metrics Goals Reporting Social Listening

Getting Started

As shown in the graphic below, you'll need to first create a 'search' in Meltwater that includes all of the relevant social media accounts, hashtags and phrases related to ShepComm social media. Here is a simple example. It doesn't necessarily contain all the appropriate searches.



The screenshot shows the Meltwater search interface. At the top, there's a search bar with 'SU Social Media' entered. Below it, a list of keywords is shown: 'marathon', 'sprint', 'students', 'finish', 'fall internship applications', and 'updates'. There are three sections for keyword selection: 'ALL of these Keywords', 'AT LEAST ONE of these Keywords', and 'NONE of these Keywords'. The 'AT LEAST ONE' section contains 'shepherd university department of communication & new ...', 'shepherd university department of communication and ne...', '#sucomm', and 'Shepherd University Comm & New Media'. The 'NONE' section is empty. There are buttons for 'Save', 'Update Search Results', and 'Cancel'. A date range filter is set to 'Jul 6, 2017 - Sep 6, 2017'. Below the search bar, there's a preview of search results showing two tweets from @ShepComm and @madfordd. The first tweet is from Matt J. Kushin, Ph.D. and mentions 'students in my social media class are amped about using @Meltwater this semester! #meltwaterEDU'. The second tweet is from @madfordd and mentions 'What a long week & it's only Tuesday! Last week of updates before the fall internship applications open up at @vcnewsnetwork'.

Now, create a custom dashboard with the search you just set up as the “primary search.”

Let’s add some widgets.

First, create a ‘trending themes’ widget. You can add widgets by clicking the gear icon in the top right hand corner of your dashboard. It looks like this:



Then, click ‘add widget.’ Once you’ve selected the widget, save it. Repeat these steps to add new widgets.

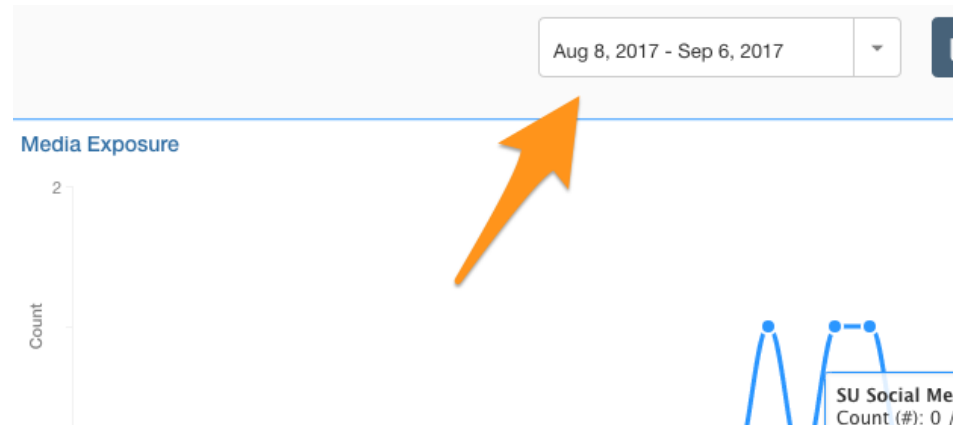
Add a trending themes widget for your search.

Cool. Now you’re ready. Once you have the above set up, you won’t need to recreate the search. Just go back to the dashboard each week.

To do:

The below explains how to deal with each question I ask you to answer each week in the “social media measurement ... “ Google spreadsheet.

Be sure to modify the date window so that it reflects the time period between the last day you recorded your metrics and today.



Question 1: What are the most significant keywords being said about your brand?

This is an easy one. After you've selected everything above (time period), look at the trending themes widget for both Instagram and Twitter. For my time period, the phrases were below. The larger the word, the more it was used. Select the top 3 or 4 largest words.



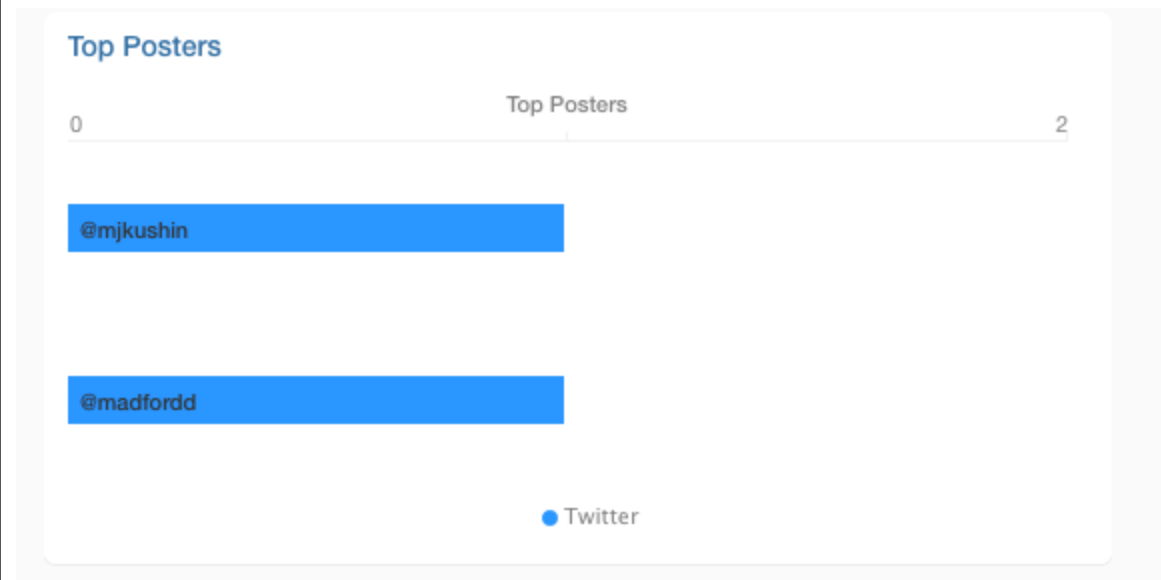
Tip: To drill down into a widget, click the ‘->’ arrow on that widget. You can now interact with it. For example, by clicking on a word, you can see what posts used that word in them.

Question 2: Who are the top people talking about our brand on social media in the

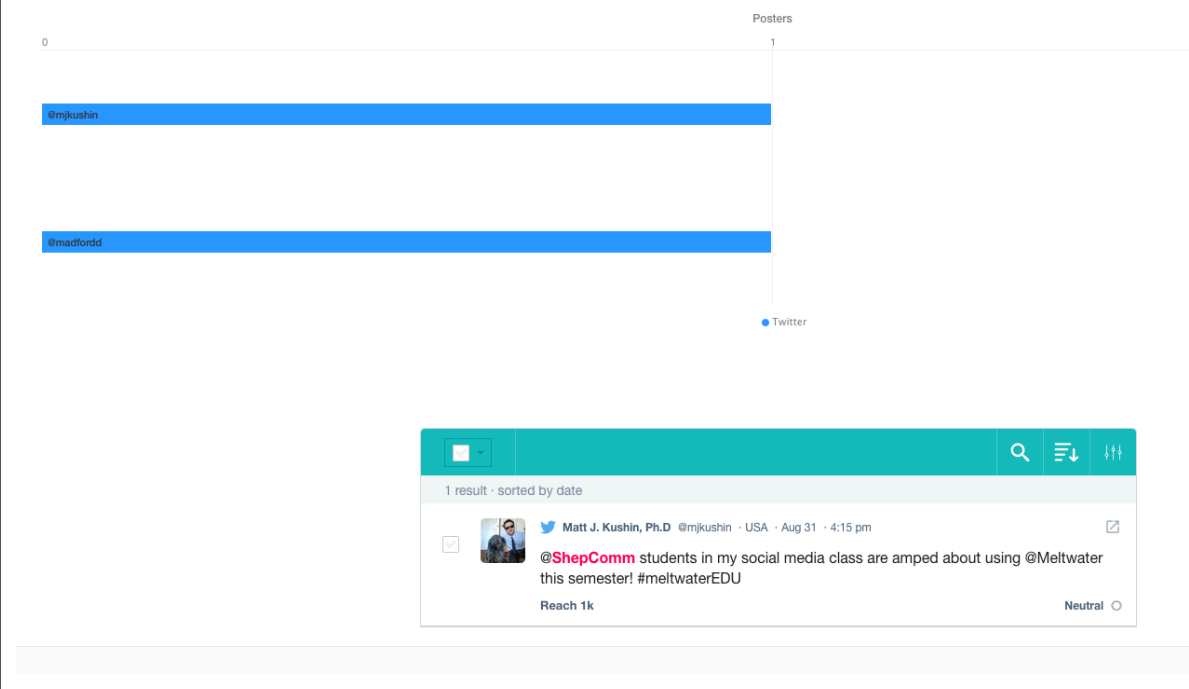
time period?

Boom! Let's go.

Simply look at the top posters widget for Twitter and Instagram to see the top people talking about our brand in the time period.



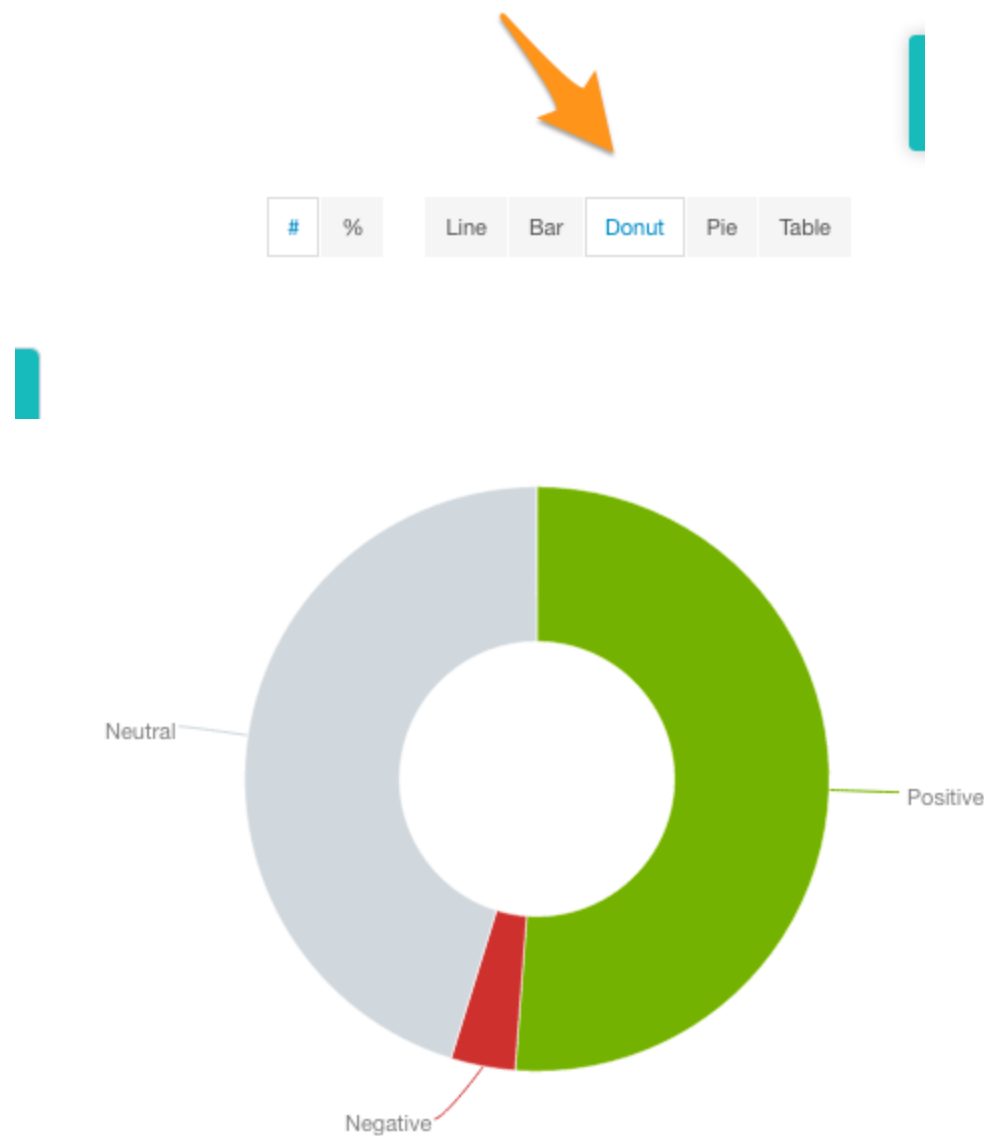
If you drill down into the widget, you can click on any of these people to see when they posted, what top phrases they used, or see the post itself. Below, I clicked on @mjkushin (me) to see what I had posted.



Question 3: What is the sentiment score (positive, negative, neutral) during this time period toward our brand (Shepherd Social Media)?

Let's do this.

Drill down into your sentiment score widget. Change it to a 'donut.' and '%' (as shown below).



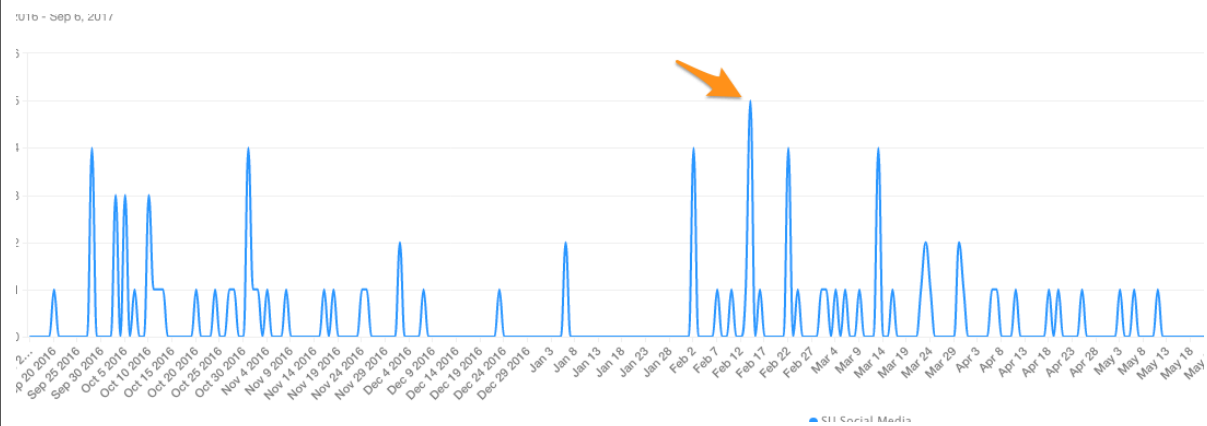
By mousing over each section, you can see the % of each sentiment.

Of course, you can click a sentiment and see the posts, associated phrases, details, etc. if you like.

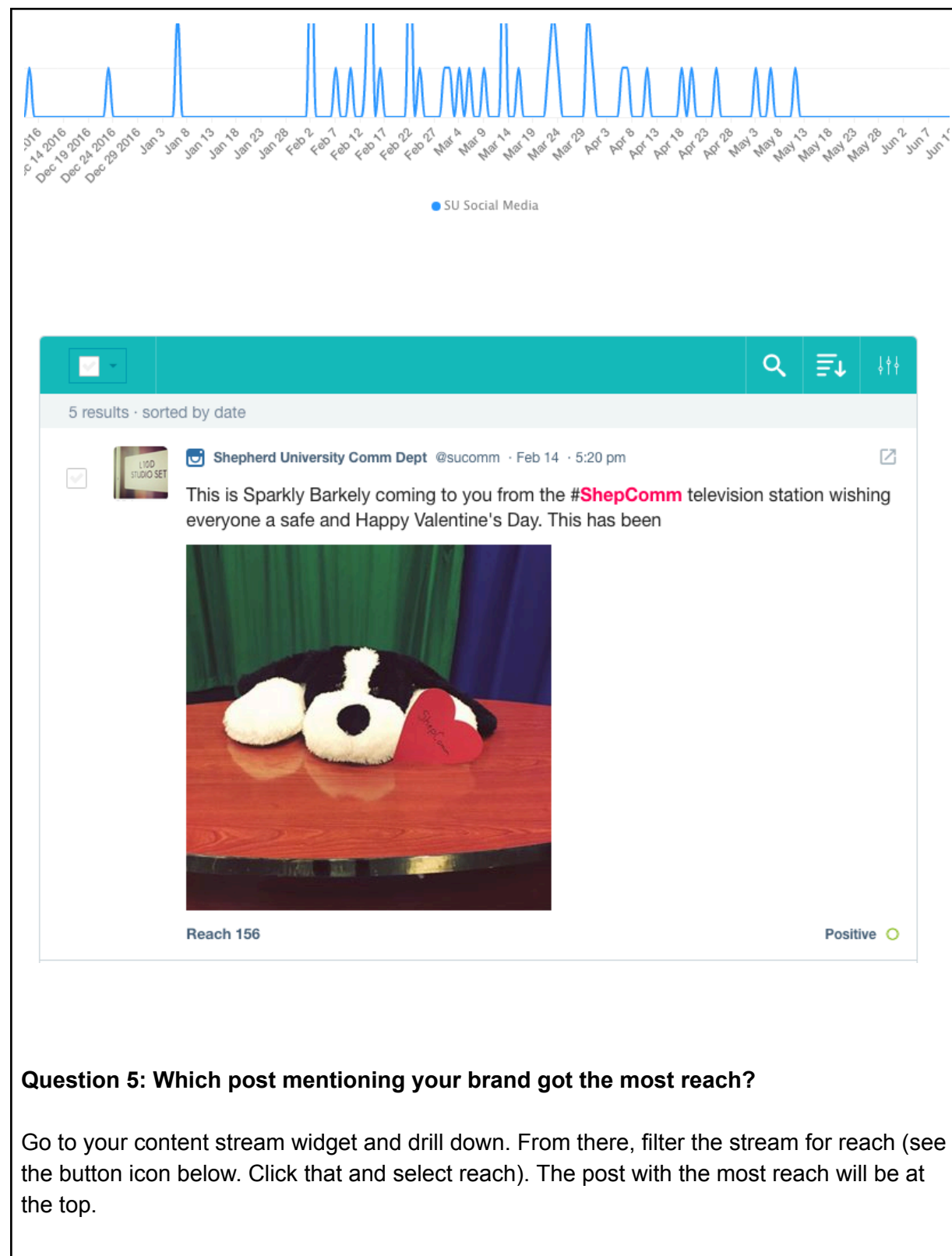
Question 4: Which day saw the most posts about our brand?

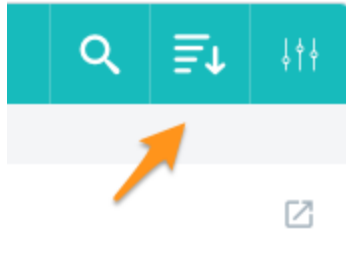
Go to the 'media exposure' widget and drill down.

You can see the top day or days that received the most mentions. The below example shows that some time between Feb. 12 and 17, ShepComm received the top mentions.



If you click on that date, you can see what posts were published on that date in order to see why that date had the most mentions. See the example below where we can see that the date with the most posts was Feb. 14, Valentine's Day. On that day, ShepComm's Instagram page had a series of posts about Valentine's Day:





When you've completed this, you should have answers in the Social Media Measurement spreadsheet. Simply return back to this guide in the future to repeat these steps.