

Meltwater Connector for Claude

Help & Setup Guide

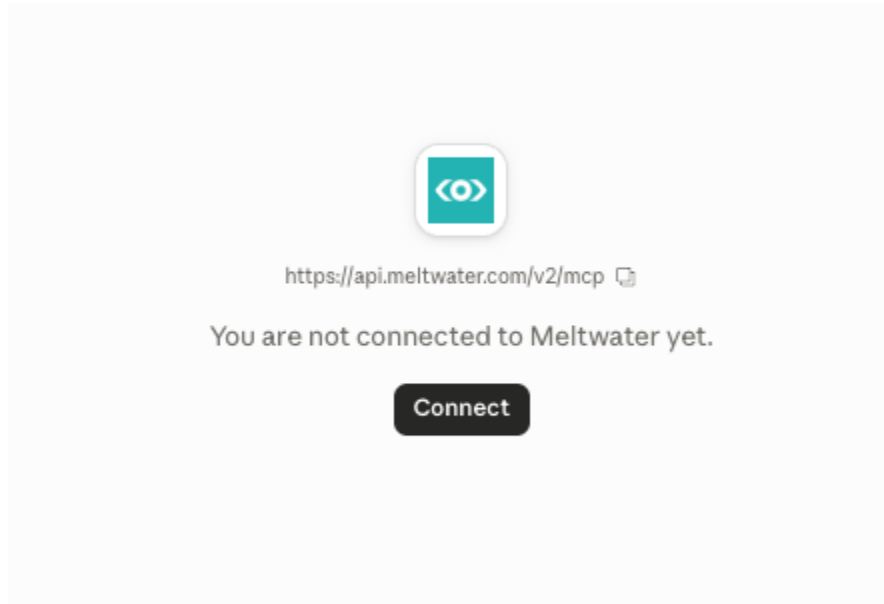
Overview

The Meltwater Connector for Claude brings your media intelligence data directly into Claude, so you can search and analyze news and social content through natural conversation.

Once connected, Claude can pull from billions of news articles and social posts, surface live statistics and trends, build Boolean queries for you, and reference your saved searches. From there, you can analyze coverage, compare topics, and refine the results as you go.

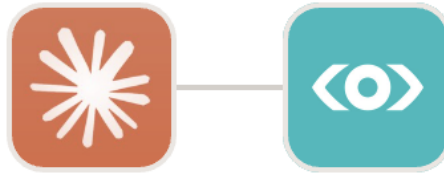
How to Connect

1. Open Claude (desktop app or web) and navigate to **Settings** → **Connectors**.
2. Find **Meltwater** in the connector list and click **Connect**.



3. You will be redirected to Meltwater to authorize access. Sign in with your Meltwater account credentials.

4. Grant the requested permissions and return to Claude.



Authorize Claude

Claude is requesting access to your Meltwater data



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CLAUDE WILL BE ABLE TO

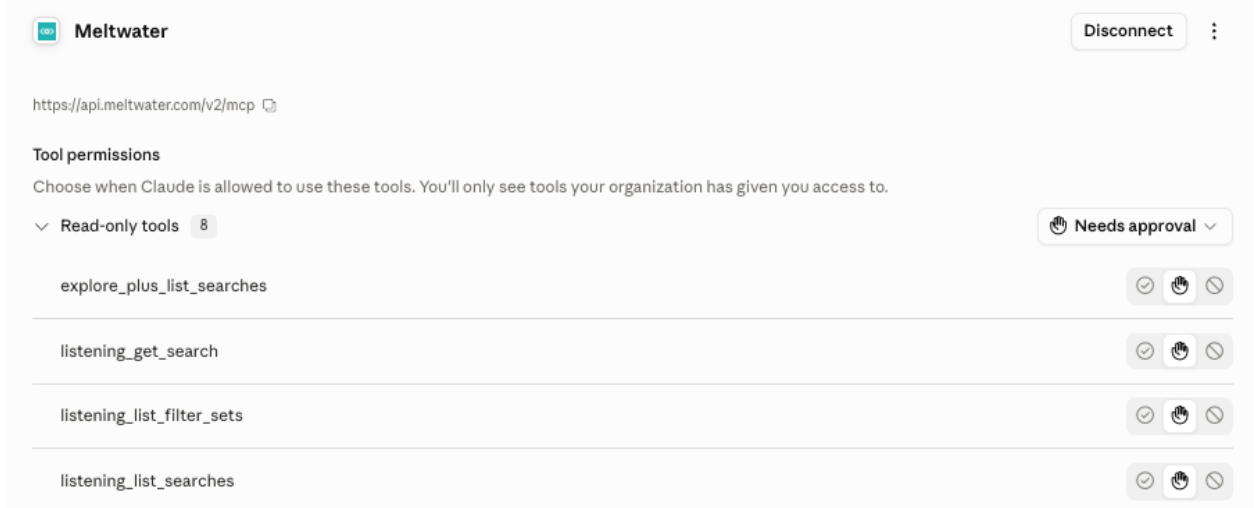
- List, read, create and manage your Meltwater searches
- Query news and social media content
- Access media metrics, trends and sentiment

Authorize

Deny

By authorizing, you allow Claude to access the data described above.

5. The connector is now active. You can verify it's working by asking Claude: *“Using Meltwater, what saved searches do I have?”* or any related media monitoring question.



⚠ Requirements: You need an active Meltwater subscription. Access to certain features (such as Explore+) depends on your plan.

Available Tools

The Meltwater connector gives Claude access to 10 tools, grouped into three categories.

Tool	Read-Only	Write	Delete	Notes
Unified Documents Retrieval	✓	—	—	Fetches articles & posts
Unified Analytics Retrieval	✓	—	—	Aggregated metrics & trends
Search Query Generation	✓	—	—	Generates Boolean queries
List Standard Searches	✓	—	—	Lists saved searches
Get Standard Search	✓	—	—	Views a single search
Create Standard Search	—	✓	—	Creates a new saved search
Update Standard Search	—	✓	—	Edits an existing search
Delete Standard Search	—	—	✓	Permanently removes a search

Tool	Read-Only	Write	Delete	Notes
List Filter Sets	✓	—	—	Lists saved filter sets
List Optimized Searches	✓	—	—	Lists Explore+ searches

Write and Delete operations only apply to your saved Meltwater searches.

1. Content Retrieval

Search for News and Social Content

Unified Documents Retrieval

Finds relevant news articles and social posts matching any topic, brand, person, or event. Claude interprets your question in natural language and returns actual content from Meltwater's index.

- *"Using Meltwater, find the most engaging social posts about our brand this week"*
- *"Using Meltwater, show me recent negative news coverage mentioning our CEO"*
- *"Using Meltwater, what are people saying about our product launch on Reddit?"*

Supports: filtering by platform (Twitter/X, Facebook, Instagram, Reddit, TikTok, YouTube, LinkedIn, Bluesky, Threads, Discord, podcasts, broadcast (radio & TV), online news, blogs, forums, review sites, and more), sentiment (positive/negative/neutral), country, language, date range, hashtag, or author handle. Sort by relevance, engagement, reach, views, social echo, or NewsGuard source reliability rating. Can scope results to your existing saved searches or filter sets.

Get Statistics and Trends

Unified Analytics Retrieval

Returns aggregated metrics and breakdowns rather than individual articles. Use this when you want numbers, trends, comparisons, or share-of-voice data.

- *"Using Meltwater, how has media coverage of our brand trended over the last 30 days?"*
- *"Using Meltwater, compare share of voice between us and our top two competitors this quarter"*
- *"Using Meltwater, what's the sentiment breakdown for coverage of our product on social vs. news?"*

- *“Using Meltwater, which countries are generating the most coverage about this topic?”*

Supports: total volume counts, engagement, reach, and views; trends over time (daily/weekly/monthly); breakdowns by platform, sentiment, country, language, emotion, or source; side-by-side brand/topic comparisons; cross-tabulations (e.g., sentiment broken down by platform).

Generate a Boolean Search Query

Search Query Generation

Translates a natural language description of what you want to monitor into a precise Meltwater Boolean search query — complete with synonyms, abbreviations, spelling variations, and noise exclusions.

- *“Using Meltwater, create a Boolean query to monitor mentions of our brand that exclude job postings”*
- *“Using Meltwater, build a query for competitive intelligence on cloud storage providers”*
- *“Using Meltwater, generate a query to track analyst commentary about AI regulation in Europe”*

Handles: brand name variants and rebrands, disambiguation (excluding unrelated uses of ambiguous terms), wildcards, proximity operators, field-scoped queries (title, body), and spelling/name variations.

2. Saved Search Management

These tools let Claude read and manage your saved Meltwater searches.

List All Saved Searches

List Standard Searches

Returns all saved searches configured in your account — names, IDs, and query types. This is typically the starting point when you want to run analytics against a specific existing search.

- *“Using Meltwater, what saved searches do I have set up?”*
- *“Using Meltwater, show me all my brand monitoring searches”*

View a Saved Search

Get Standard Search

Retrieves the full details of a specific saved search, including its name and Boolean query. Useful for auditing or verifying a search before running analytics.

- *“Using Meltwater, show me the query behind my ‘Brand Mentions’ search”*
- *“Using Meltwater, what’s the full Boolean query for my competitor monitoring search?”*

Create a New Saved Search

Create Standard Search

Creates a new saved search in your Meltwater Explore account. Claude will typically use the Query Generator first to build a precise Boolean query, then save it with a name you choose.

- *“Using Meltwater, set up a new saved search to monitor coverage of our upcoming product launch”*

Update a Saved Search

Update Standard Search

Modifies an existing saved search — updating its name, query, or both.

- *“Using Meltwater, update my ‘Competitor Watch’ search to also include their new product name”*

Delete a Saved Search

Delete Standard Search

Permanently removes a saved search from your account. Because this is a destructive action that cannot be undone, Claude asks you to approve it before the deletion runs.

- *“Using Meltwater, delete my old campaign search — the campaign is over”*

3. Filter Sets & Explore+

List Saved Filter Sets

List Filter Sets

Returns all reusable filter sets saved in your account. Filter sets are pre-configured combinations of source, language, country, or other filters that can be applied consistently across multiple searches and analyses.

- *“Using Meltwater, what filter sets do I have saved?”*
- *“Using Meltwater, use my EMEA filter set for this query”*

List Explore+ Optimized Searches

List Optimized Searches

Returns all searches in your Explore+ private index. Explore+ searches collect a curated set of content into a custom index — Claude can scope document retrieval and statistics to this index for more targeted results.

- *“Using Meltwater, what Explore+ searches do I have?”*
- *“Using Meltwater, run the statistics for my Explore+ brand search from last month”*

Note: The Explore+ tool requires an active Explore+ subscription.

What You Can Do With This Connector

Below are common workflows and analysis types the Meltwater connector unlocks in Claude.

Brand & Reputation Monitoring

Track how your brand is being talked about across news and social media. Identify spikes in coverage, monitor sentiment shifts, and surface the articles and posts driving the conversation, without leaving Claude.

Competitive Intelligence

Compare your brand's media presence against competitors. Get share-of-voice breakdowns, side-by-side volume trends, and a read on how competitor messaging is landing with audiences.

Campaign & Crisis Monitoring	Measure the media impact of a product launch, event, or campaign in real time. Spot early signals of a reputational issue by monitoring negative sentiment spikes and the content behind them.
Audience & Sentiment Analysis	Understand how audiences feel about a topic across platforms. Break down sentiment by platform, region, or language, and identify the emotional drivers (joy, anger, fear, etc.) behind coverage.
Market & Industry Research	Monitor industry trends, regulatory developments, or emerging topics relevant to your business. Surface the most-read and most-shared content on any subject.
Search Setup & Management	Ask Claude to build, review, update, or clean up your saved Meltwater searches — using natural language rather than writing Boolean queries manually.
Custom Reports & Briefings	Combine statistics and document retrieval to produce on-demand briefings: a weekly brand health recap, competitive landscape snapshot, post-campaign debrief, or crisis timeline — all generated directly in Claude.

Supported Platforms

Social: Twitter/X, Instagram, Facebook, LinkedIn, TikTok, YouTube, Reddit, Bluesky, Threads, and Discord.

News & Web: Online news, blogs, forums, and review sites.

Podcasts & Broadcast: Podcasts, radio, and TV.

Frequently Asked Questions

Does the connector require a paid Meltwater plan?

Yes. You must have an active Meltwater subscription. Some features (Explore+) require specific add-ons.

Can Claude post or publish anything on my behalf?

No. The Meltwater connector is read-only for media content (for now). The only write operations available are managing your own saved searches.

Is my Meltwater data shared with Anthropic?

Data retrieved via the connector is used only to answer your query within that conversation. For full details on how Meltwater collects, uses, stores, and shares data, see Meltwater's privacy policy at <https://www.meltwater.com/en/privacy>. Anthropic's handling of conversation data is covered by Anthropic's privacy policy.

What date ranges can I query?

You can specify any date range supported by your Meltwater plan. For historical data access, refer to your subscription tier.

What if my question returns no results?

Try broadening your query, adjusting the date range, or removing channel or sentiment filters. You can also ask Claude to generate a Boolean query and review it for gaps.