

As of June 9th, 2021, Synthesio has introduced a new Setup experience! We will roll existing dashboards onto the new experience in a phased manner. The new Setup experience allows for greater flexibility, less boolean dependencies, and the ability to leverage all of Synthesio's recent enrichment enhancements (entities, emotions, semantic analysis, etc.).

This is the third and last of a series of 3 articles to get all the keys in hand to set-up a Synthesio dashboard.

In this series, we will walk you through the process of creating and setting up a dashboard and highlight the different options and the key aspects you should be mindful of, whether you were a user of the previous set-up or not.

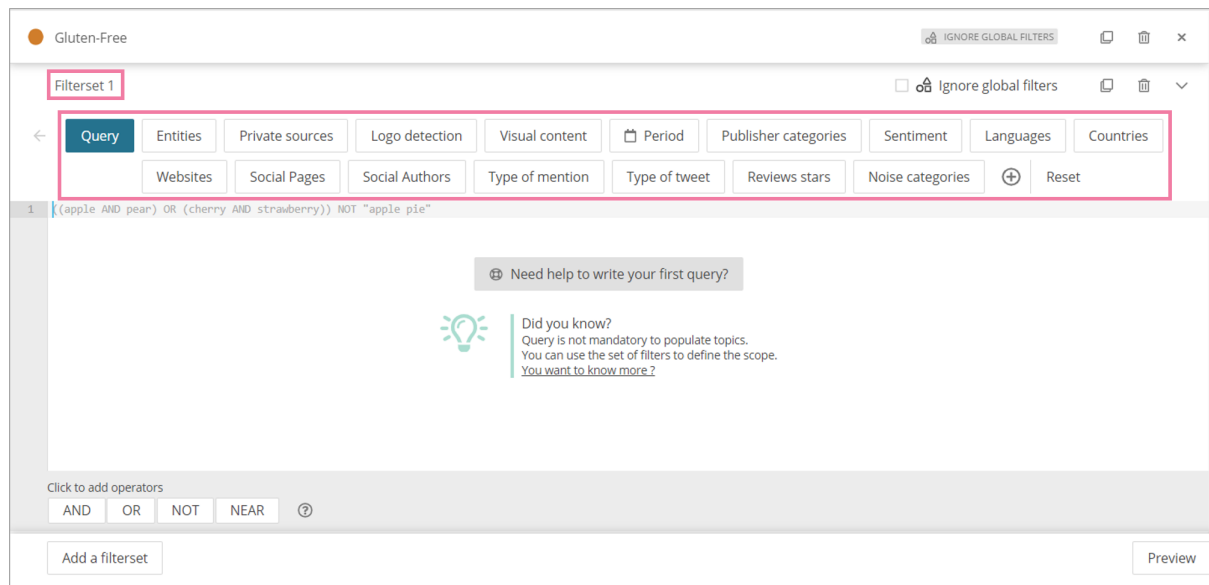
1. The first article covers the basics ([HERE](#))
2. The second article walks you through populating your topics and subtopics with mentions ([HERE](#))
3. This third article addresses the range of non-boolean approaches at your disposal to populate your topics and subtopics

Agenda of the first article about non-boolean approaches:

- Entities
- Facebook All Content
- Private Data
- Social Pages, Social Authors & Websites
- Special Tips: Populate your Topics/Subtopics with Reddit Data
- Important Note: Apply different filter sets

You can use different options to populate a Topic/Subtopic using all the filters at your disposal.

You don't necessarily have to use a boolean query to populate topics and subtopics, let's walk you through the different non-boolean-based approaches to populate topics.



Entities

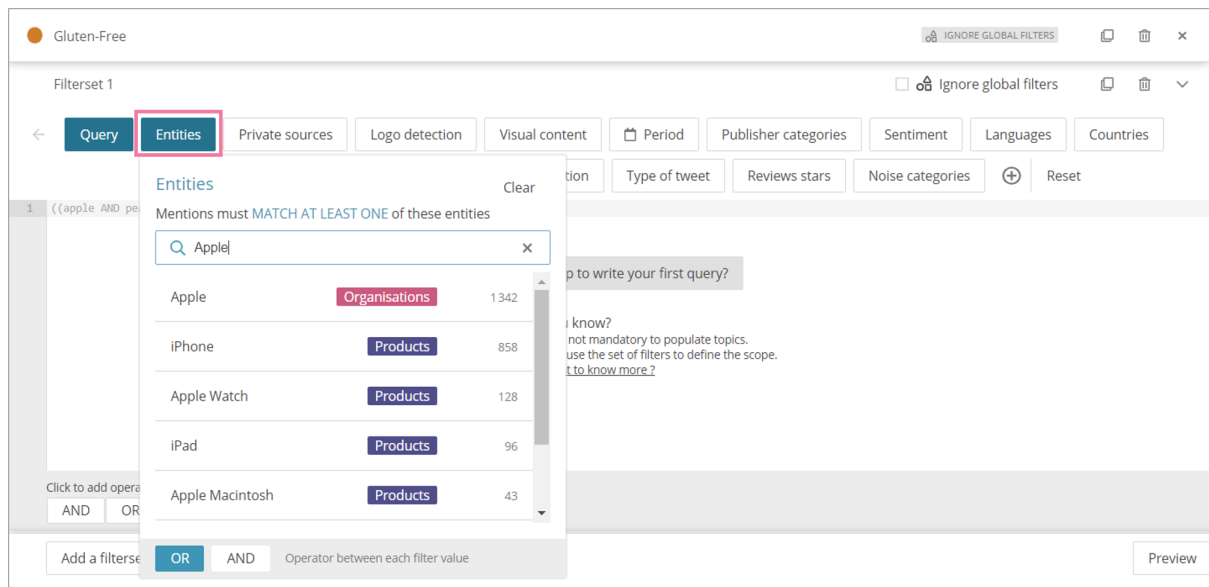
When you're typing a query, you often have to think of writing it the right way to collect only the most relevant data. You have to think of exclusions or words that need to go along with the terms you're looking for.

Let's take a famous example - if you want to collect mentions around Apple the company, you have to write an advanced query to exclude mentions that talk about apple the fruit or the city of New York.

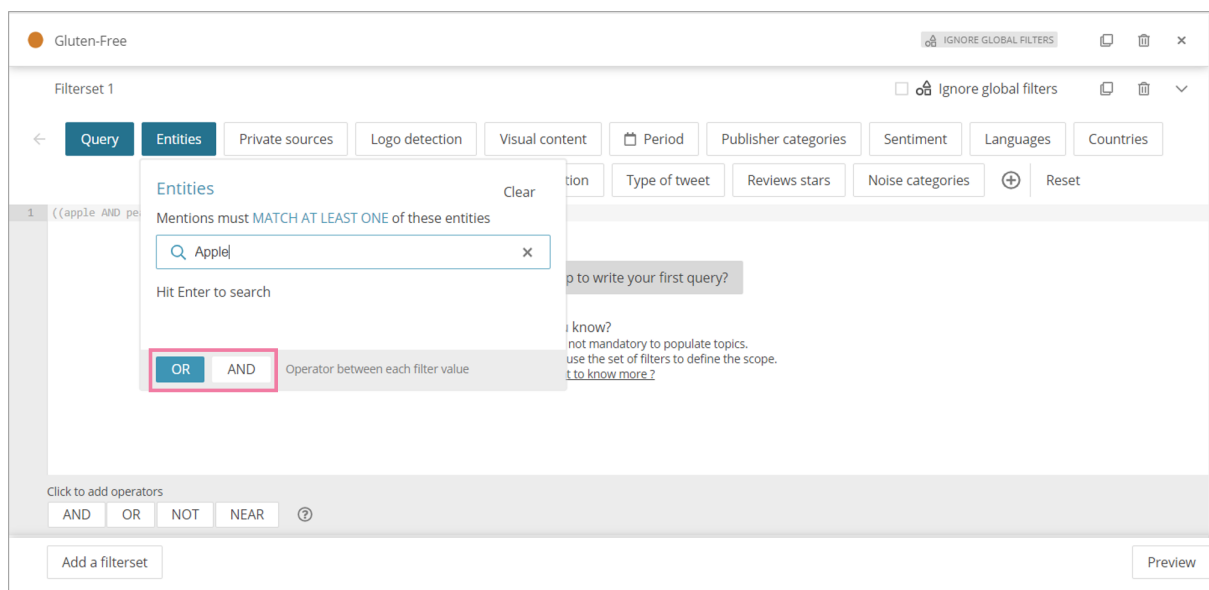
You can use the filter "Entities" as a query-writing Assistant that will look for Entities to help you write your query. Simply start typing and our AI will automatically suggest what you're looking for and do all that hard work for you. In your Topic/Subtopic, you can only include mentions related to an Entity or several Entities.

Should you want to know more about how the AI can help you find mentions relevant to your topic of interest, we recommend that you take a look at [this article](#).

Let's continue with the Apple example. You can choose to include in your Topic/Subtopic only mentions from Apple the company.



You can also include mentions from multiple entities, and choose if you want to have a “AND” or a “OR” between each. You can collect mentions that contain both Apple the company and Nike, or mentions that contain either Apple the company, or Nike.



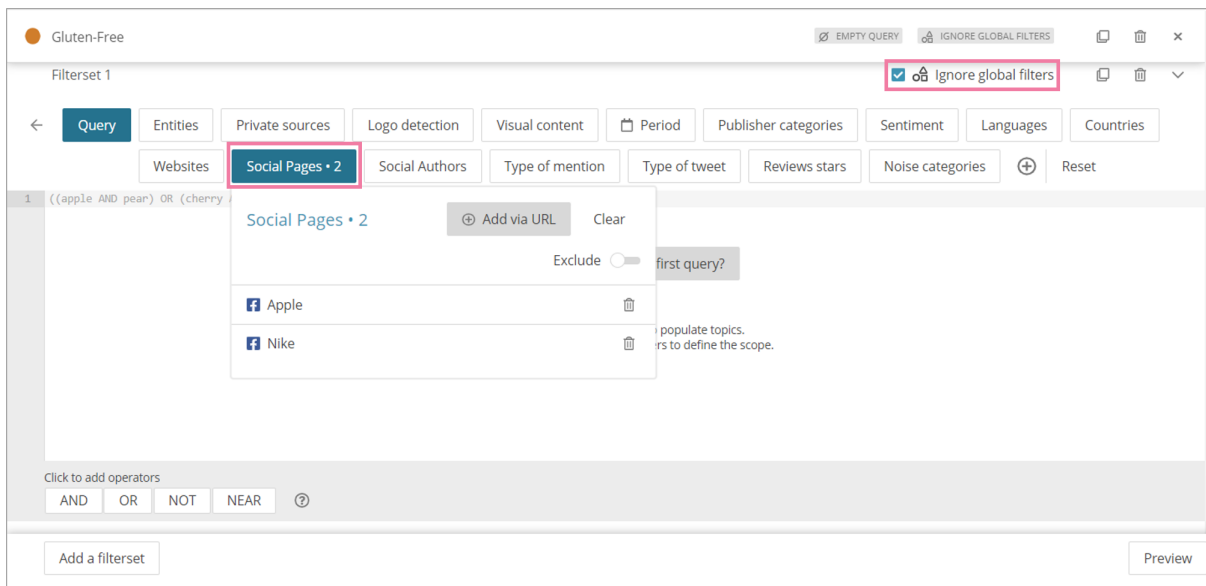
Facebook All Content

You may want to populate a topic with the content from specific Facebook page(s).

To do so, you need to:

- Add the URLs of the Facebook page(s) you want to crawl within the filter "Social Pages"

- Click the "Ignore Global Filters" option so that you collect all the content from the page(s) and not only the content matching your global filters



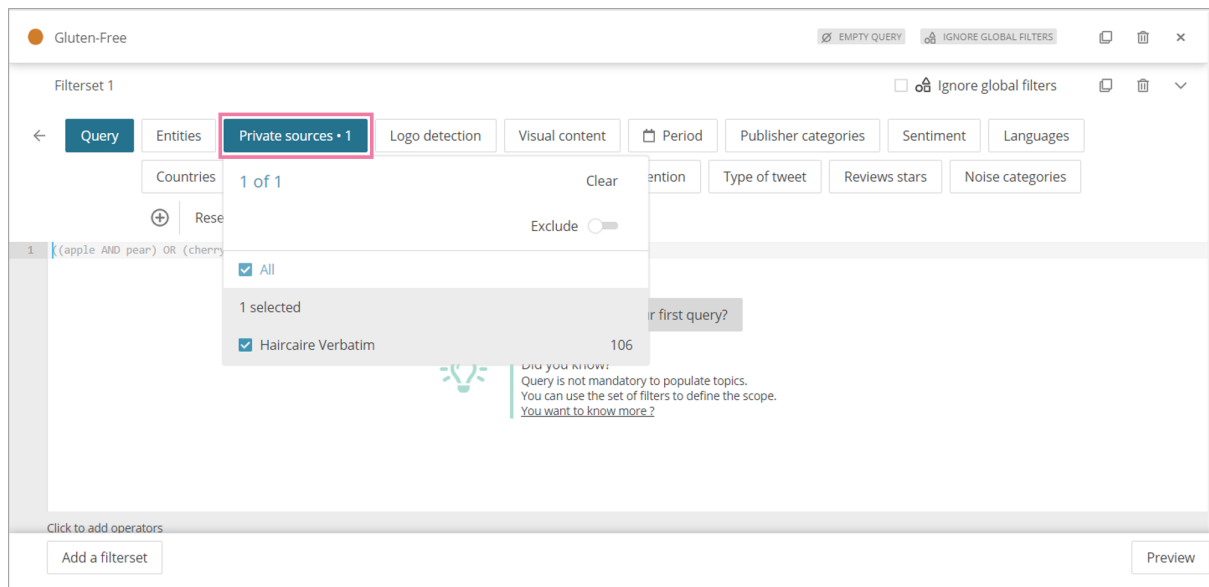
Important note: To be able to populate topics and/or subtopics with content coming from Facebook, you need to:

- Provide Synthesio with Facebook Tokens - Please [read this article](#) to learn more.
- Indicate the pages you want to source in the sourcing section: <https://app.synthesio.com/dashboard-v5/client/sourcing> - Please [read this article](#) to learn more

Private Data

You can choose to populate a Topic/Subtopic with your own private data. To do so, you need to import data via .CSV at the Workspace level. To know more about ingesting private data, please read this help article ([HERE](#)).

Once you have uploaded it, you can choose to add it to your Topic/Subtopic.



By default, you will populate your Topics only with the mentions within your private data file that are matching your global filters.

Should you want to import all the mentions from your file, please click on the “All content” box.

You can also choose to apply filters specifically for filtering the mentions from your private data file.

After you clicked on “All content”, you can apply other filters for your private data file only, such as:

- Language
- Sentiment
- Emotions
- ...

In this way, you will only import mentions that match these filters.

Finally, you can choose to populate your Topic/Subtopic with private data only, or you can choose to mix with other data sources.

If you want to do so, please click on “Add query” and see above to learn more about what “Add query” enables you to do.

Social Pages, Social Authors, and Websites

You can choose to populate your Topic/Subtopic with content coming from specific Social Pages, Social Authors and Websites.

As a reminder, below are the definitions of these three filters:

- **Social Authors:** This is where you can white-list to specific social authors (have a dashboard only look at certain authors) or black-list authors that are irrelevant to the dataset. This feature is limited to Facebook, Instagram, Twitter, Youtube, Flickr, Sina Weibo, and Dailymotion.
- **Social Pages:** This is where you can white-list to specific social pages (have a dashboard only look at certain pages) or black-list pages that are irrelevant to the dataset. This feature is limited to Facebook, Instagram, Twitter, Youtube, Flickr, Sina Weibo, and Dailymotion.
- **Websites:** Same filter as above but for websites that are not social data.

As an example, you may want to populate your Topic/Subtopic with the content from the Apple and Nike Facebook pages.

Please note that you need to check the “All content” box should you want to collect the entire content from these pages and not strictly the content matching your global filters.

What you need to do is add the URLs of the Social Pages, and then click on Apply.

Gluten-Free

IGNORE GLOBAL FILTERS

Filterset 1

Ignore global filters

Query

Entities

Private sources

Logo detection

Visual content

Period

Publisher categories

Sentiment

Languages

Countries

Websites

Social Pages

Social Authors

Type of mention

Type of tweet

Reviews stars

Noise categories

+

Reset

1

((apple AND pear) OR (cherry

You haven't added any page

Add via URL

first query?

Query is not mandatory to populate topics.
You can use the set of filters to define the scope.
[You want to know more?](#)

Click to add operators

AND

OR

NOT

NEAR

?

Add a filterset

Preview

New Setup - Webinar - Semantics - Consumer Understanding - Kombucha / Setup 2019-01-27 - 2021-04-01

Test a new topic

Entities

Visual content

Private sources

Logo detection

Visual content

Period

Publisher categories

Sentiment

Languages

Countries

Websites

Social Pages

Social Authors

Type of mention

Type of tweet

Reviews stars

Noise categories

+

Reset

Search topic name

Gluten-Free

Health Conscious ...

Gluten-Free

Coeliac

Vegan

Plant-Based

Keto

Paleo

Protein

Probiotic

Sugar-free/low...

New query

new filterset

Query

Entities

Websites

Social Pages

Social Authors

Type of mention

Type of tweet

Reviews stars

Noise categories

+

Reset

1

((apple AND pear) OR (cherry

Add sources

Search for social pages by copying & pasting their exact urls for social network accounts.

https://www.facebook.com/apple

https://www.facebook.com/nike

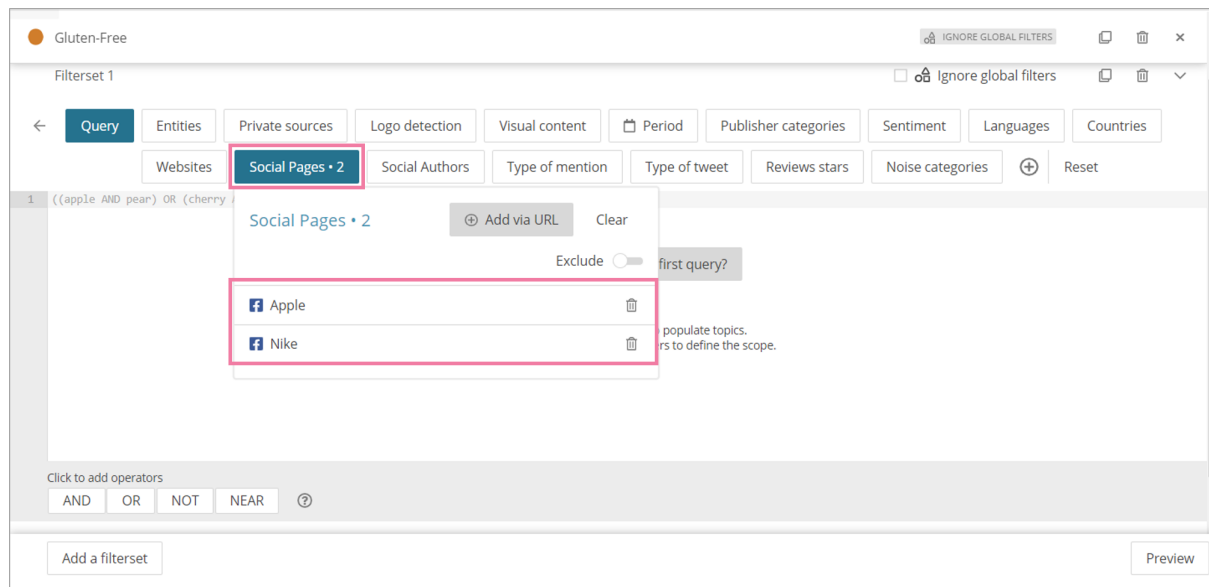
Cancel

Add entries

Add query

Preview

continue



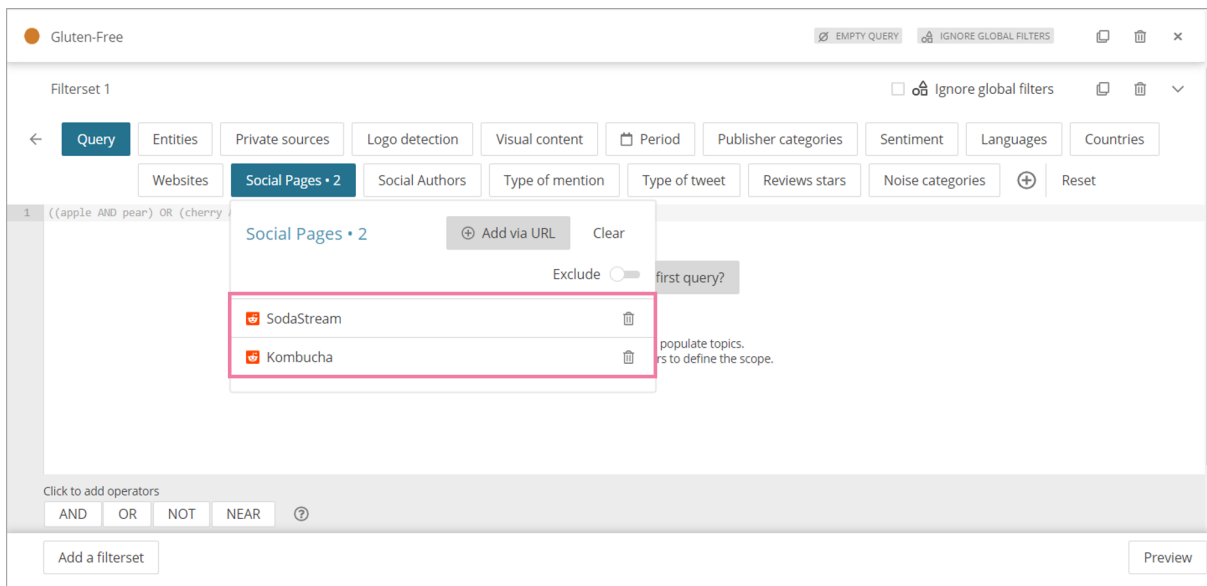
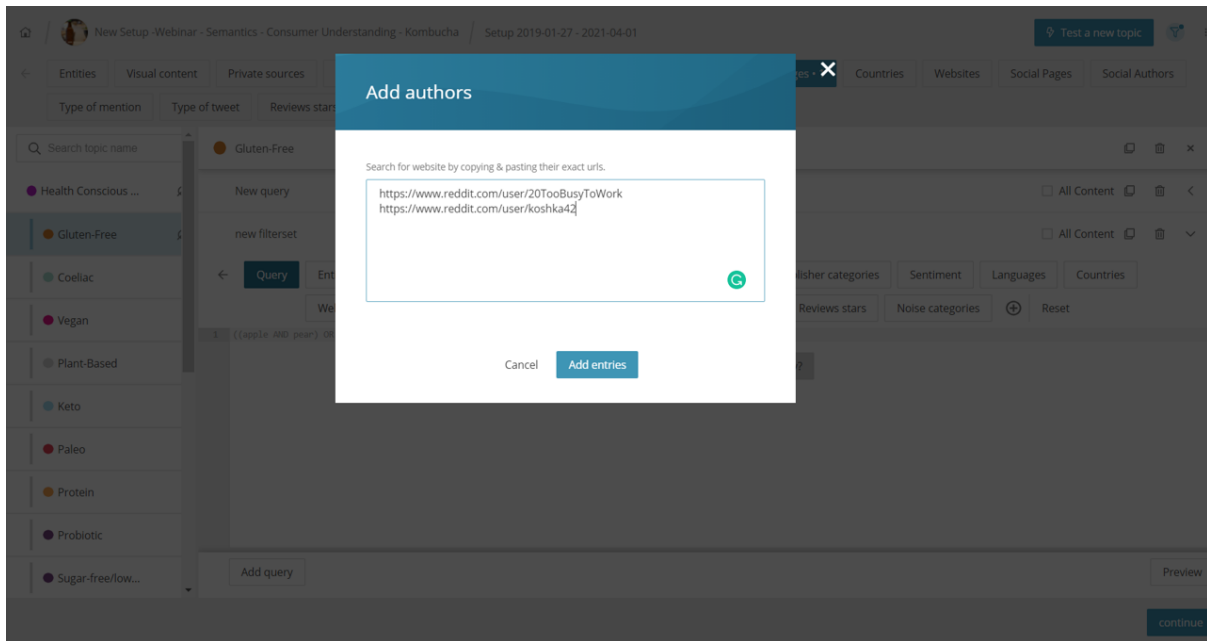
For Websites and Social Authors, you follow the same process as outlined above.

Special Tip: Populate your Topic/Subtopic with Reddit data.

Through the Social Pages filters, you can populate your topic/subtopic with data coming from Reddit. It is especially interesting for data coming from Subreddits. Reddit's divided into thousands of subreddits, a.k.a. online communities dedicated to specific topics. From r/HomelImprovement to r/PS5 or r/Corgis, there's a subreddit for everyone.

Reddit is a goldmine for consumer insights, please check out this article for more information ([HERE](#)).

In the Social Pages filters, you can indicate URLs from Subreddits that are particularly relevant to your brand or area of analysis.



Important note: Apply different filter sets

Should you want to combine mentions coming from Social Pages, Social Authors, or Websites with the same Topic/Subtopic, you need to apply different filter sets.

Indeed, when you apply several filters within the same filter set, by default you apply an “AND” operator between filters.

As a rule, you cannot have mentions coming both from a Website and a Social Page. If you were to apply several of these filters at the same time within the same filter set, you will not see any mentions populating across your Topics/Subtopics.

To do so, please click on “Add a query” to enable a new filter set.

Please read the section above to learn more about the filter sets.

To summarize, you need to have:

- A filter set with the Websites you want to crawl
- A filter set with the Social Pages you want to crawl
- A filter set with the Social Authors you want to crawl

We hope this series of articles was helpful.