
Introduction

In this article, we'll discuss how to use Reports Templates. Reports Templates save you time and present you with a new perspective with which to analyze your data. Templates work on the Page-level in Synthesio.

Synthesio offers two types of templates: Public Templates and Private Templates. Let's start there.

Public Templates and Private Templates

The distinction between Public and Private Templates is quite easy. Public Templates are pre-built visualizations available to all users. Private Templates are Reports pages that you create, save, and re-use at your discretion.

Public Templates

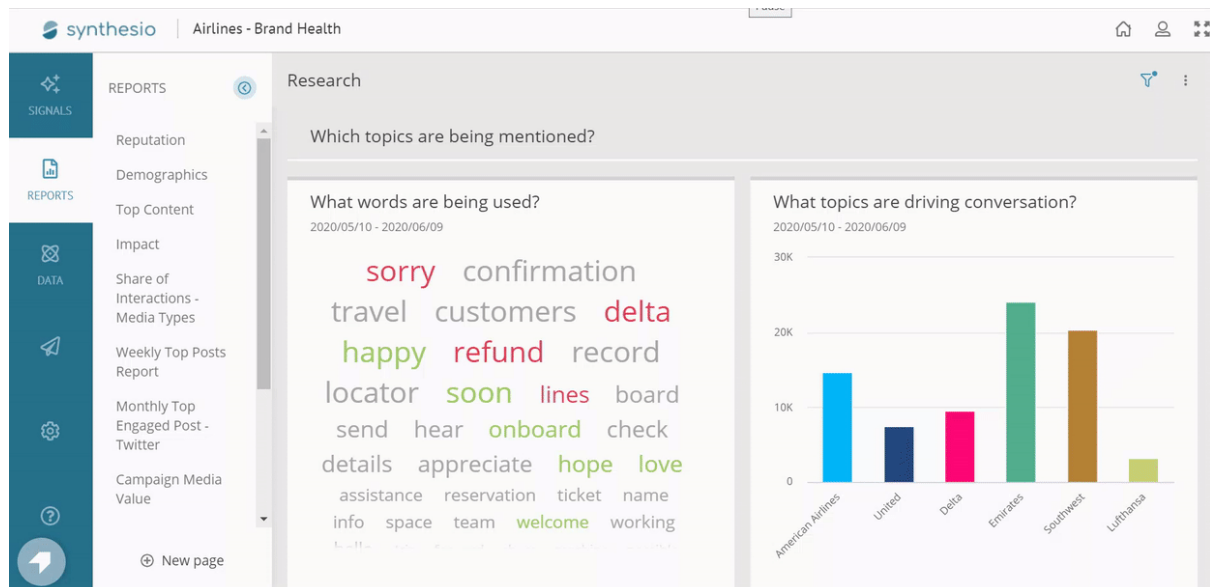
Public Templates are created by us, Synthesio, and available to all Users. Public Templates are pre-built visualizations that correspond to 1 of 6 social intelligence use-cases: Overview, Brand health, Public moments/Crisis management, Campaigns, Market research, Customer service.

Private Templates

Again, Private Templates allow you save and re-use Reports Pages you've created. In a way, as you create Private Templates, you're creating a library of visualization with which you can use in the future.

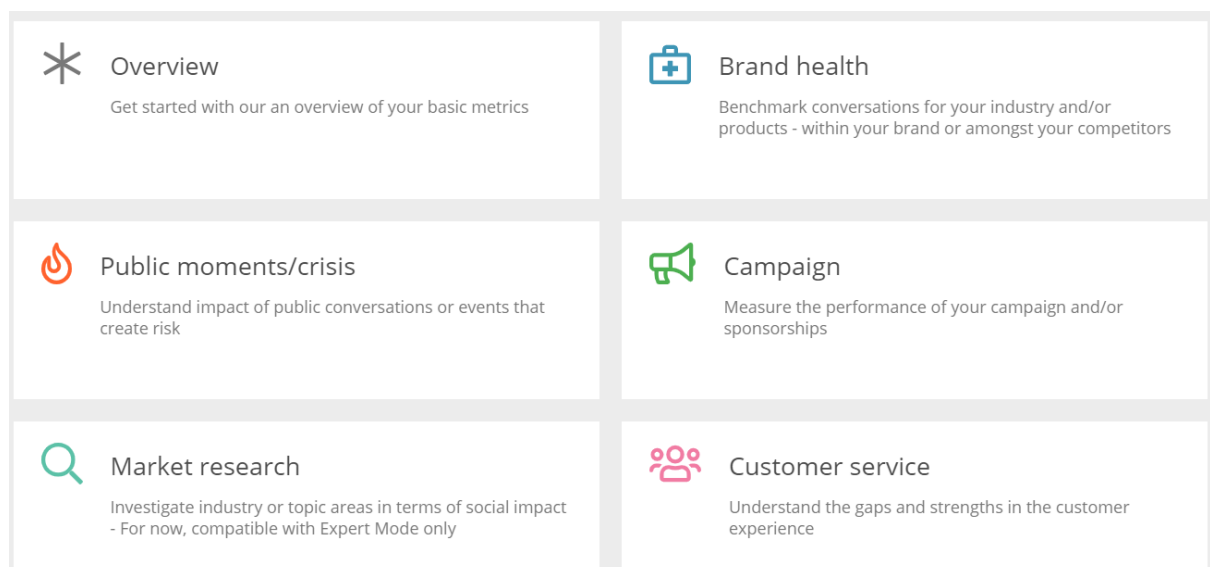
How to use Public Templates

Public Templates are available anytime you click to create a 'New Page'. Once there, you can select from 1 of 6 pre-built templates. You can also click to create your page from scratch. Let's see it in GIF form.



In this case, we clicked 'Campaigns'. It really is just that simple! Important to note - after you select the template, you can always add to it with additional widgets.

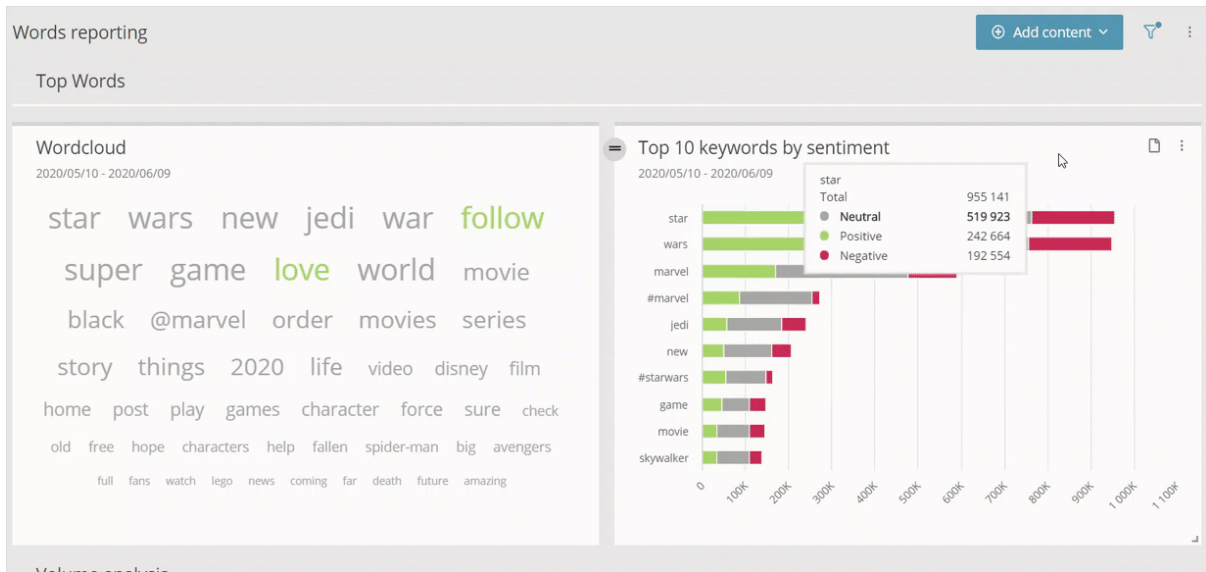
Here's another look at the 6 available templates:



How to Use Private Templates

Creating a Private Template

To create a Private Template, click the three stacked dots at the top right of the Reports Page. Select the 'Save as template' option. Remember, a Private Template allows you to save and reuse Reports Pages *you've created*. As a last step, provide the Template with a name and description.



Accessing Private Templates

Private Templates are accessible anytime you select to create a new Reports Page. Again, as you amass Private Templates, you are building out your own library of sorts. For now, Private Templates are accessible at a User level, meaning only the creator of the Private Template can access. He or she can access those Private Templates across dashboards and workspace.

New page title

Get started by adding content on a new page or choose a template to start with

Create a new page
Bring your creativity along and create a widget to add on your page

Overview
Get started with our an overview of your basic metrics

Brand health
Benchmark conversations for your industry and/or products - within your brand or amongst your competitors

Public moments/crisis
Understand impact of public conversations or events that create risk

Campaign
Measure the performance of your campaign and/or sponsorships

Market research
Investigate industry or topic areas in terms of social impact - For now, compatible with Expert Mode only

Customer service
Understand the gaps and strengths in the customer experience

Your private templates (2/50)

Semantic Reporting

This is a saved template for reporting semantics and wordclouds

Semantic reporting

Wordclouds !!

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Q Search

With Reports Templates, you'll move more quickly and gain new perspectives with which to analyze your data-set! Stay tuned as we continue to innovate the Reports Templates experience.