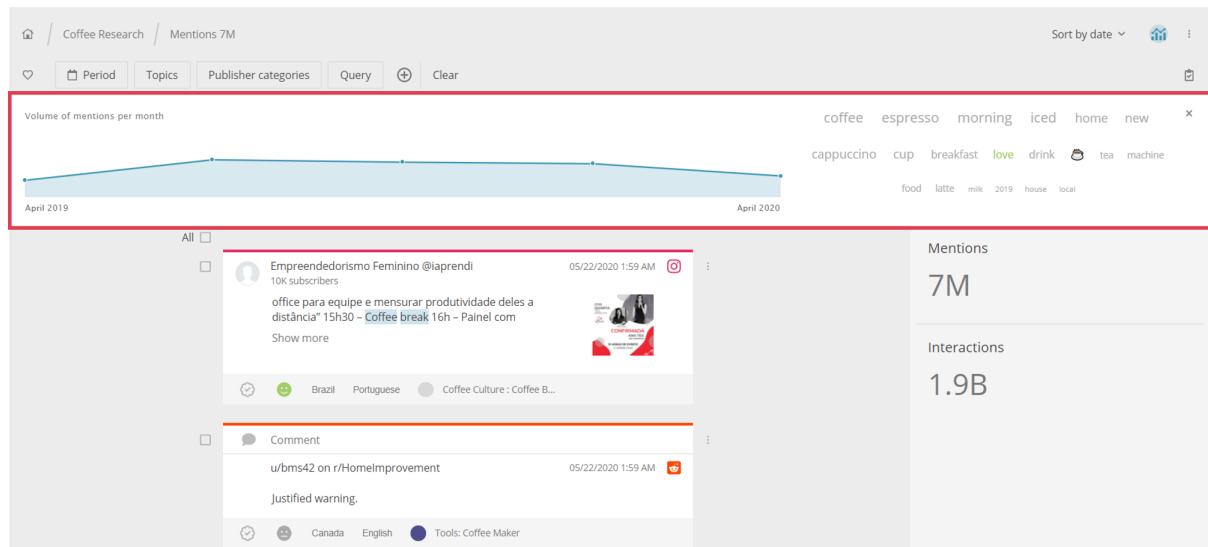
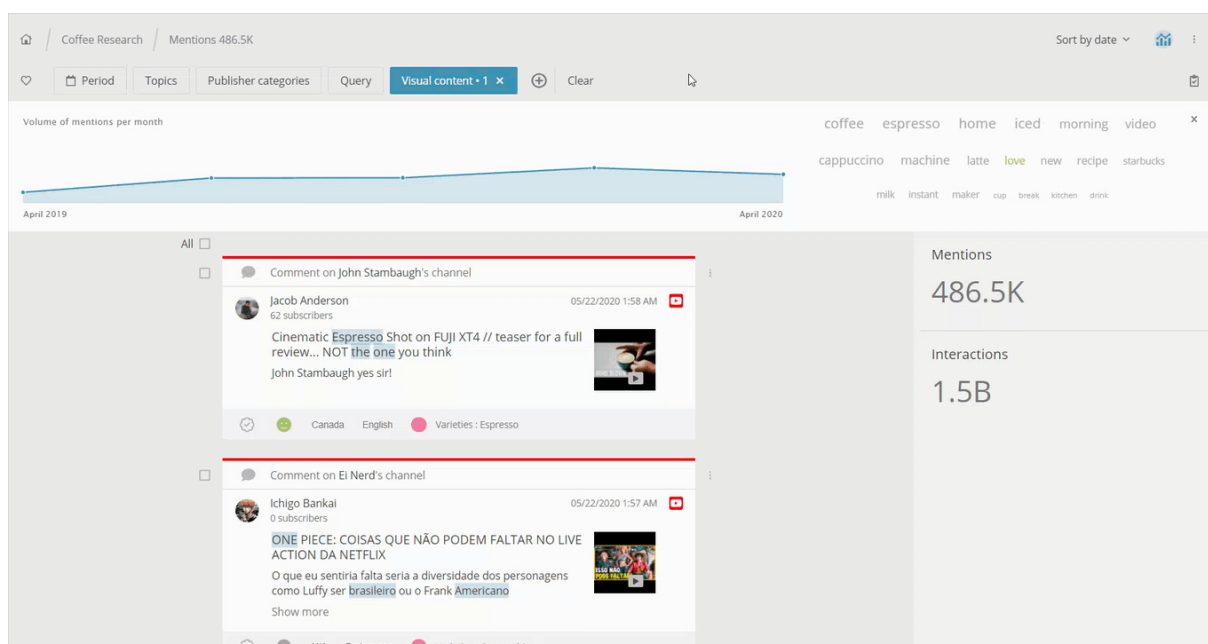


The mentions stream is exactly what it sounds like; a live stream of mentions relevant to your topic/query which can be found under the Listen tab in all of your dashboards. In other words, the Mentions Stream is where you can find all of the raw data that the rest of the widgets in your dashboard are based on.

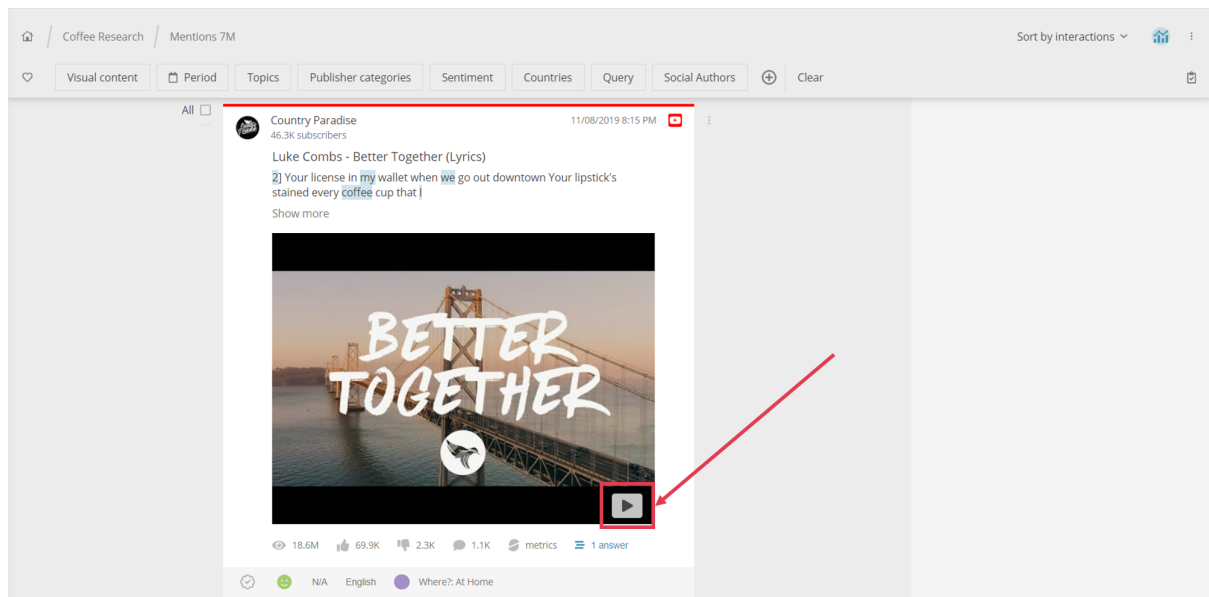
On top of the Mentions Stream, you have a timeline and a word cloud to see how the mentions are split over time and an overview of the most mentioned keywords in the data-set.



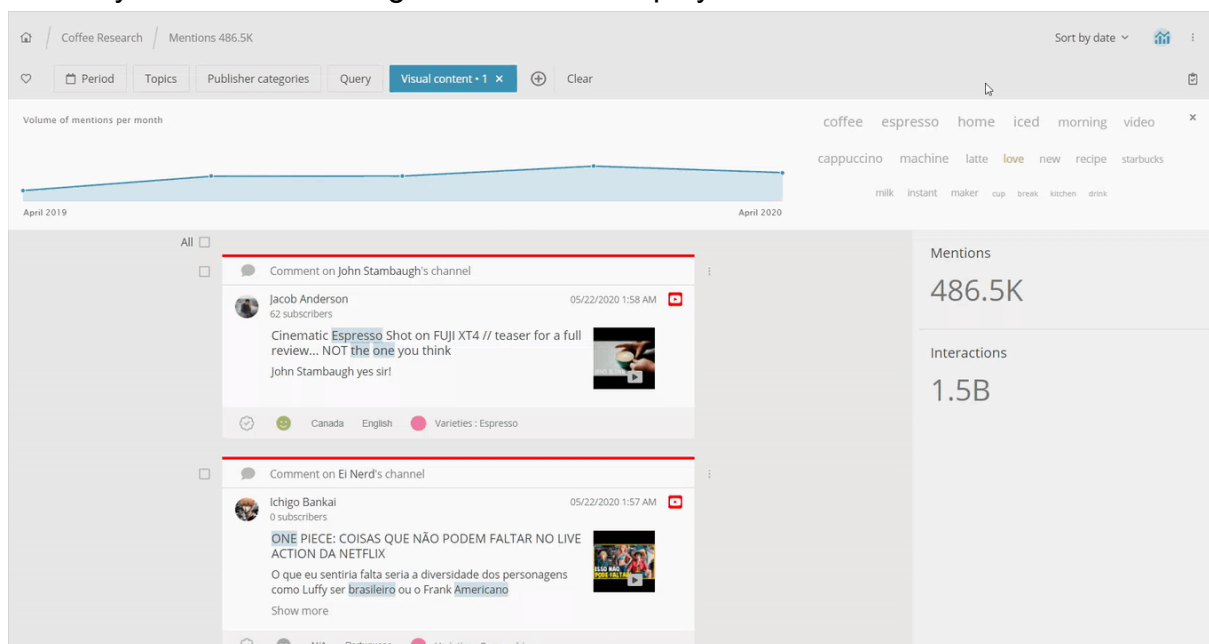
You can choose to display or not the timeline and word cloud. However, even if you display it, it will be hidden when you start scrolling down the mentions stream.



Quick Tip: The mentions stream includes images and playable video right in the mentions stream.



To see the images and videos displayed bigger, you need to choose the option. Default you have small images and videos displayed.



Layout

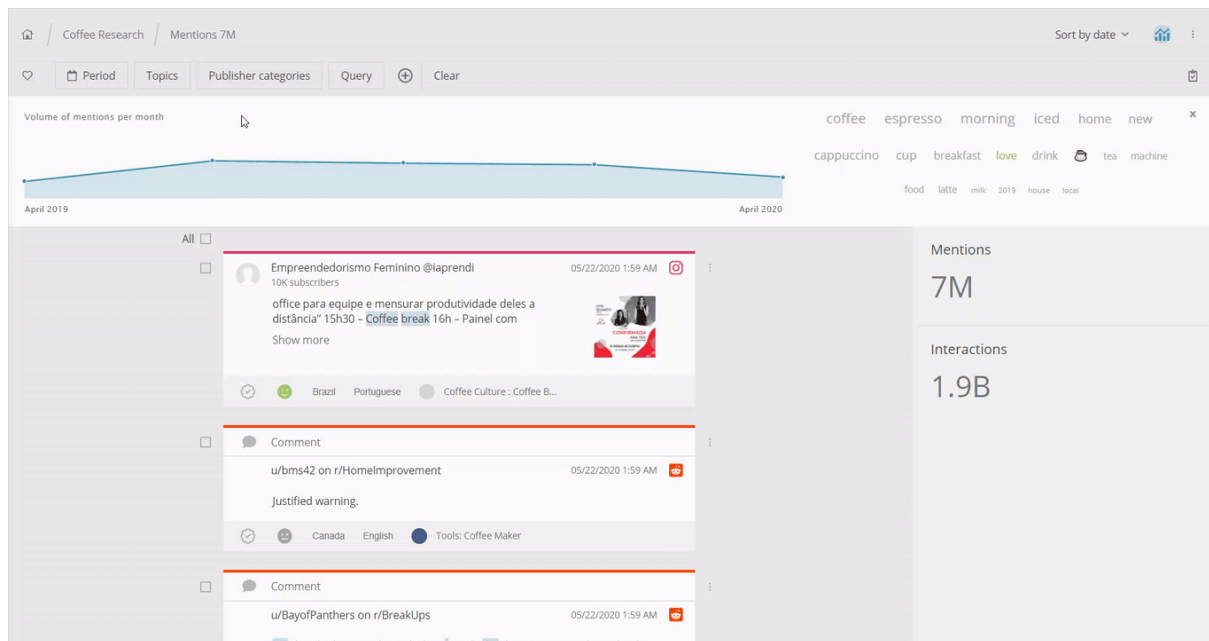
On top of the Mentions Stream in the Listen Tab two widgets are displayed:

1. A Timeline of mentions that shows the evolution in the number of mentions within your selected time period. *The Mention Timeline* is an interactive timeline that lets

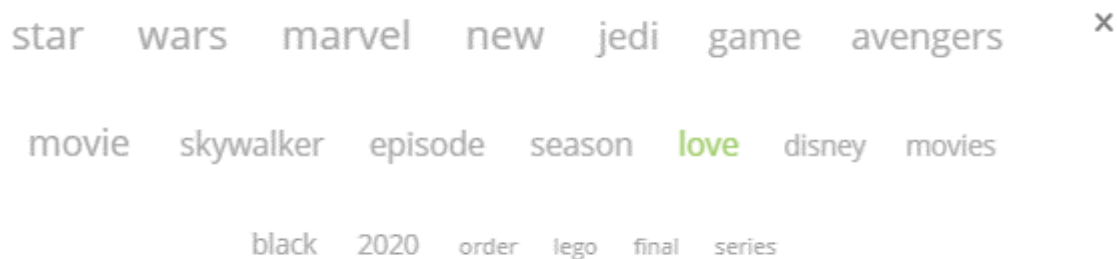
you track the peaks and valleys of social media activity pertinent to the topics analyzed in your dashboard.



Click on any point in the Timeline to dive deeper and see how the mentions are split over a narrower period of time.



2. A *Word Cloud* that offers a visual representation of most common keywords found within your mentions.



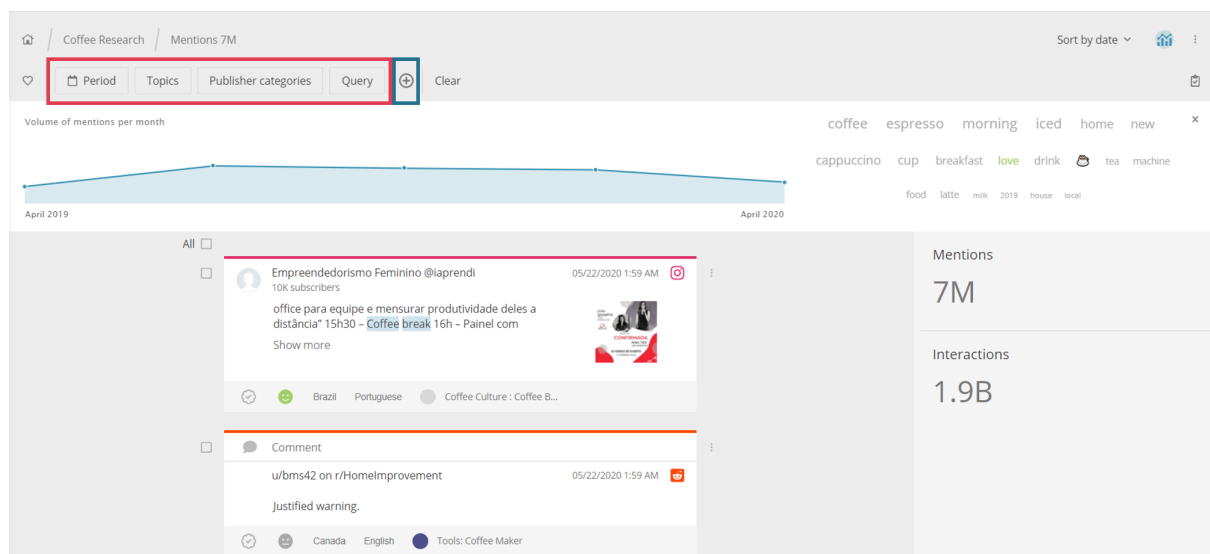
The Word Cloud widget supports non-Latin characters (e.g. Russian, Chinese, Japanese and Arabic).

Hover over a word to see other words (highlighted in blue) that are used frequently with that term. Click on a word to filter the entire Listen tab – including filters on the right-hand side – by that keyword (and load a new word cloud).

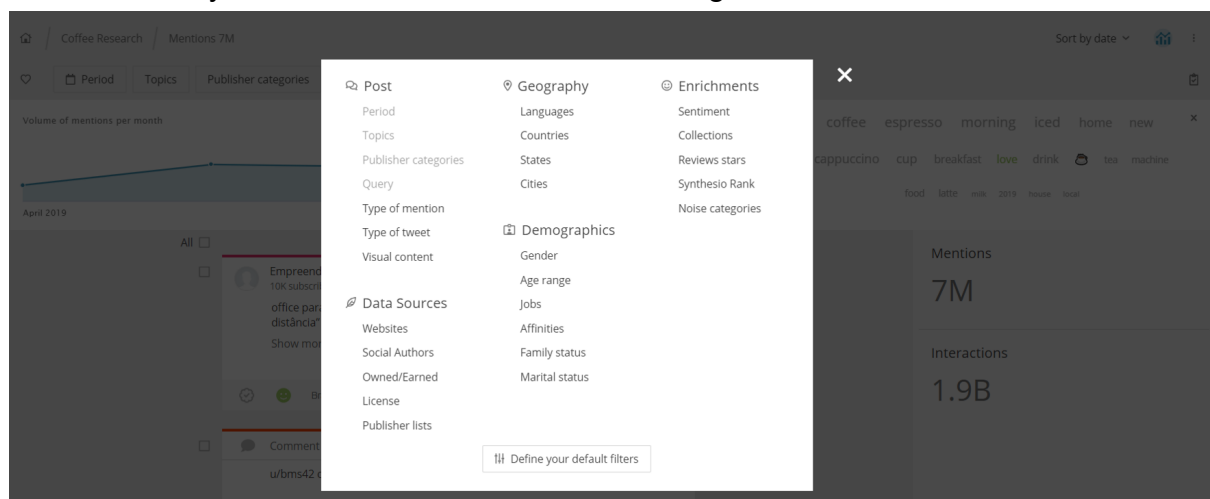
Filtering

The filter menu on the right hand side of your dashboard allows you to select the kind of mentions you would like to see in the Mentions Stream. You can filter by a series of categories including Topics, Subtopics, Authors, Sources, etc.

The filter menu is collapsible with many types of segmentation allowing you to curate your ideal mentions stream.



You have many other available filters when clicking on the "+" button.

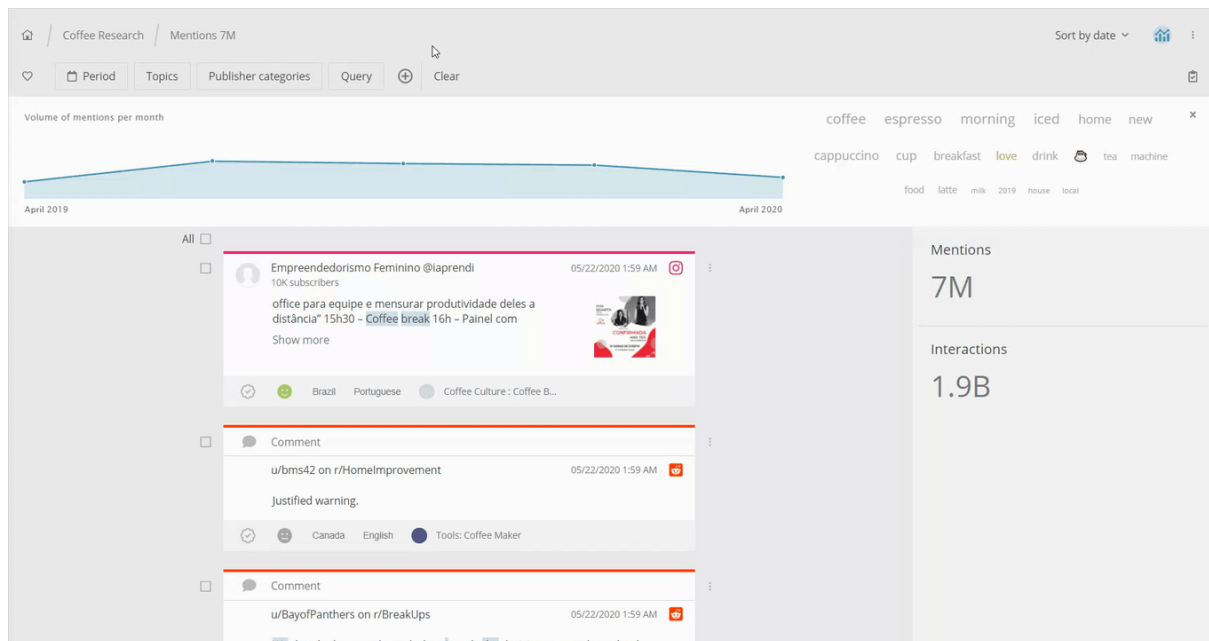


You default have 4 filters displayed:

- Period
- Topics
- Publisher Categories

- Query

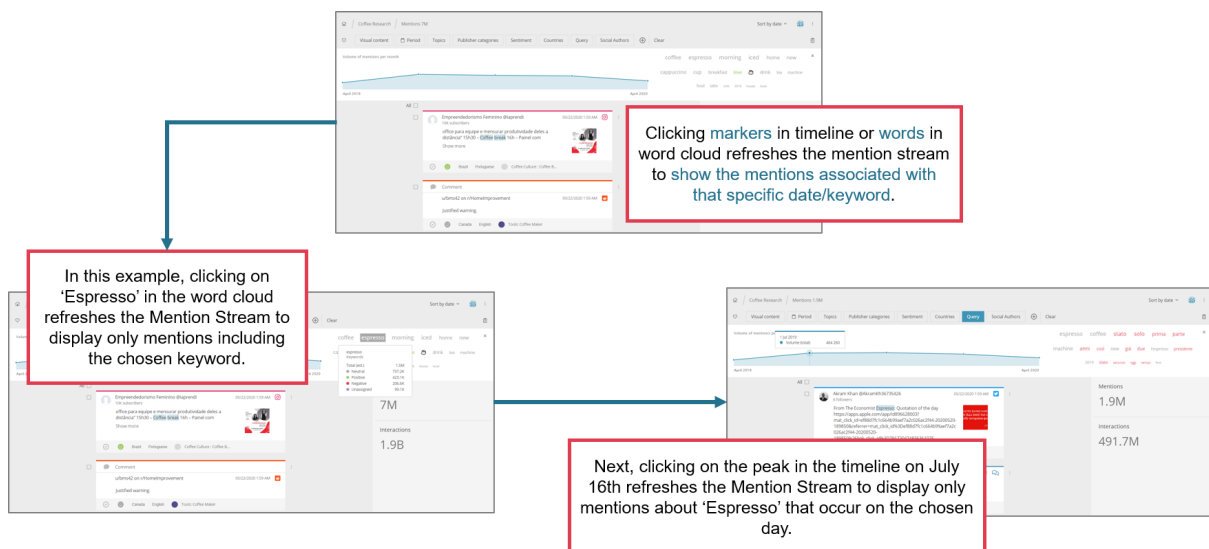
You can also define the filters you want to see default displayed.



Default filters are saved at the user level, meaning that you will retrieve them in all of your dashboards.

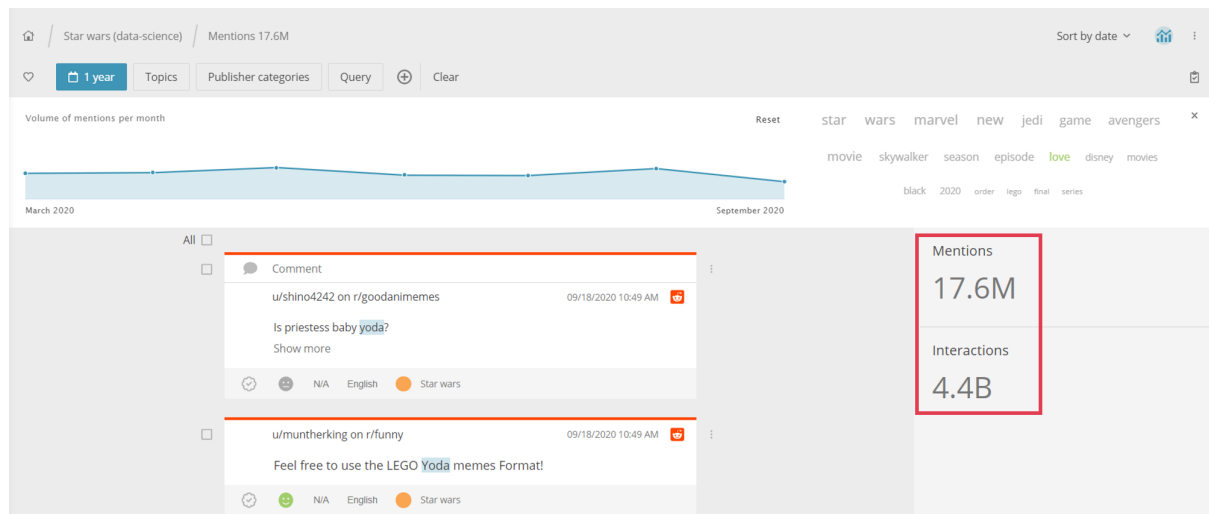
Filtering Mentions Stream Using Widgets

You can also quickly filter the entire mentions stream by keyword or date by clicking on keywords/dates in either the Mention Timeline or Word Cloud widgets at the top of the page.

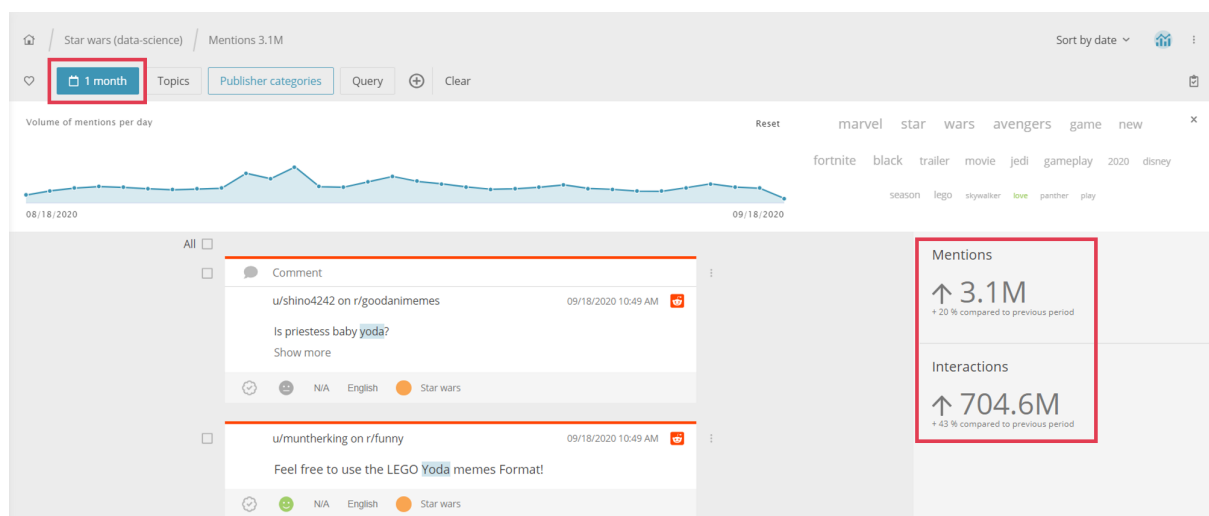


Number of mentions when filtering

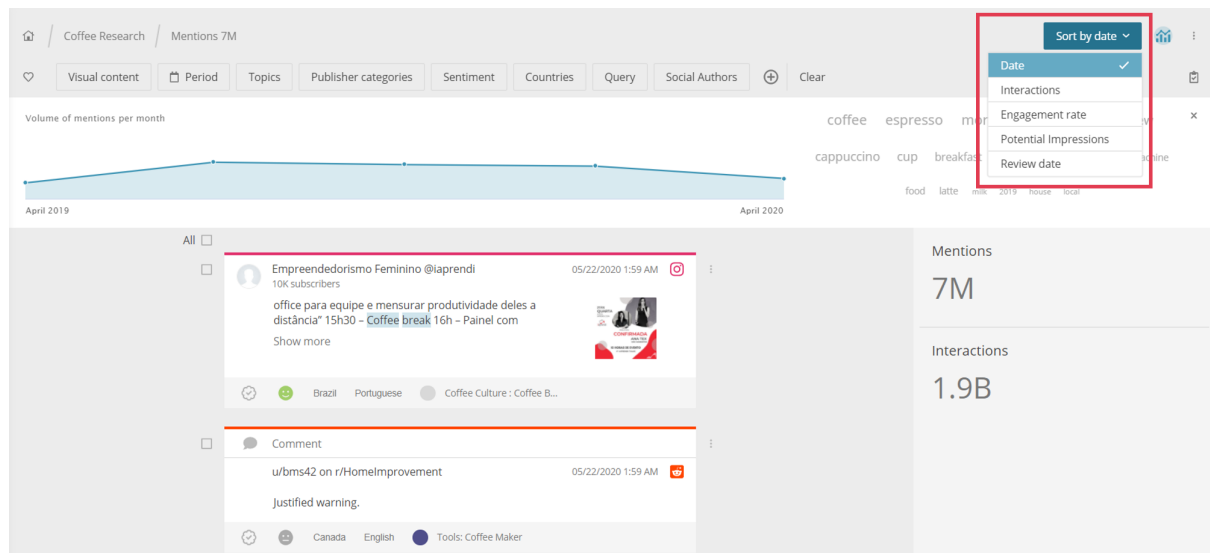
On the right of the mentions stream you have the number of mentions and interactions displayed.



According to the applied filters, these number will evolve accordingly. If you are using the period filter, it will automatically tell you the percentage by which the number of mentions and interactions have increased or decreased compared to the previous period. For example, if you are looking at a one month period (whatever the month is), it will be compared to the previous one month period.



Sorting The Mention Stream



By Date

Sort by date to view a chronological history of the mentions in your dataset beginning with the most recent post.

To analyze a specific time period, use the Time Period Filter.

By Interactions

Sort by interactions to view a stream of the posts in your dataset that have generated the most total interactions.

To view which specific social media profiles generated with most interactions, use the "Social Authors" filter. To see which images or videos have generated the most interactions, use the "Visual Content" filter.

By Engagement Rate

Sort by engagement rate to view a history of the mentions in your dataset beginning with the most engaging post.

To view the most engaging posts by social network, use the Media Types and Websites filters.

By Potential Impressions

Sort by potential impressions to view a history of the mentions in your dataset with the highest visibility.

To view the most seen posts by topics or by country, use the "Topics" or "Country" filters.

By Review Date

Sort by review date to view a history of the mentions in your dataset for which metadata have been modified by a user.

To focus on a specific metadata, use the "Sentiment", "Country", "Language", "Topics", "Noise Reducer" and "Collections" filters.

What's in a Mention?

Each mention is enriched with metadata that tells you details about the post and the post's author.

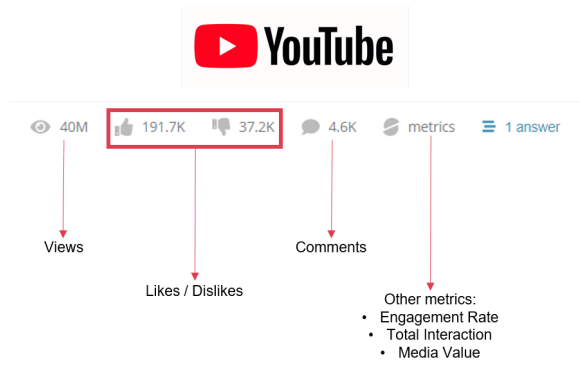
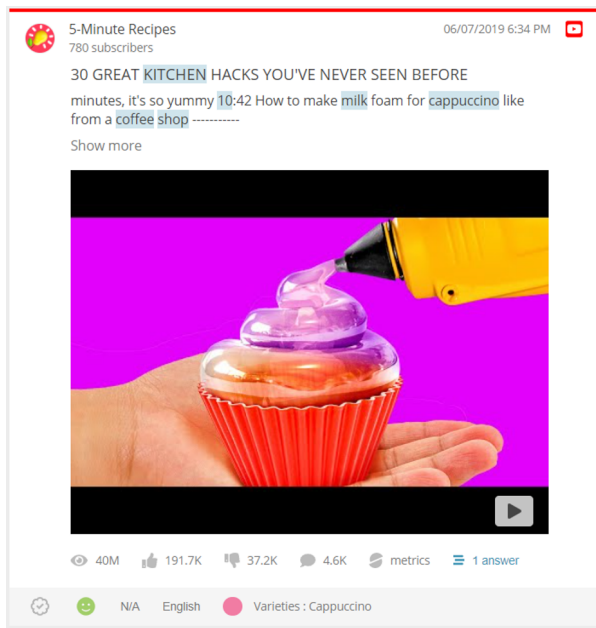
The image shows a screenshot of a tweet interface with various annotations explaining its components. The tweet is from Mondo @meitssjb, dated 05/22/2020 1:29 AM. The text of the tweet is: "Life in a cup @Starbucks coconut milk & blonde espresso @VINNYGUADAGNINO what's your go to drink? @robkardashian coffee bev? #affogatostyle". The tweet has 1 heart and 1 answer. Below the tweet, there is an "Enriched Data" section with various filters and icons. The tweet is annotated with several red arrows pointing to specific elements:

- Click author name to visit profile or website of original post
- Original text of the conversation
- Interaction Data
- Engagement Data
- Media Value
- Click on Time Stamp to view post on source network
- Source Network
- Image or video associated with the original post
- Enriched Data
- Mark as reviewed
- Sentiment
- Country
- Language
- Topics / Subtopics
- Noise Reducer
- Collections
- Hide Mentions
- Click on Datascience lab to see what our Datascience algorithms have detected in the mention
- Access every edit that has been made to the enriched data of your mention (sentiment, country...)
- Synthesio Rank: see definition below

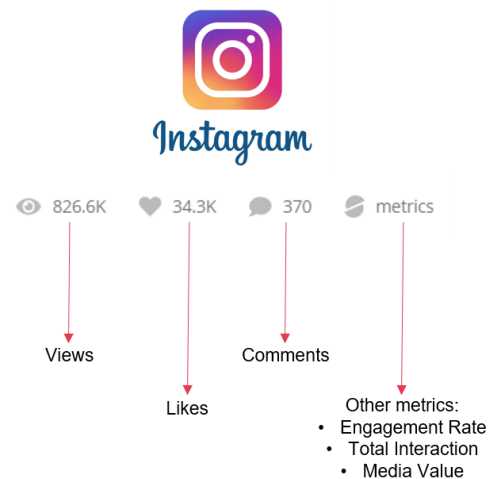
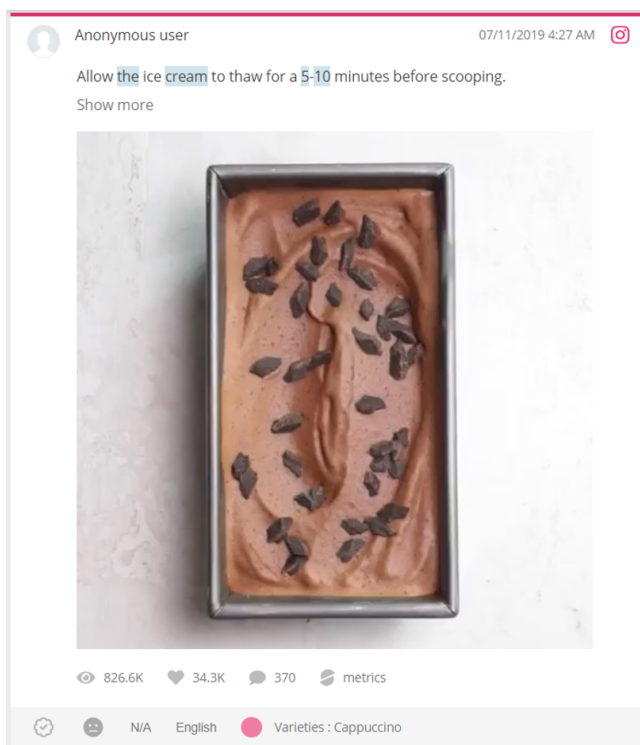
The "Enriched Data" section includes a "Mark as reviewed" button, a "Sentiment" filter (green smiley face), a "Country" filter (United States), a "Language" filter (English), a "Topics / Subtopics" filter (Varieties : Espresso), a "Noise Reducer" filter (speaker icon), a "Collections" filter (book icon), and a "Hide Mentions" filter (eye icon). The "Synthesio Rank" is displayed as 0.567.

Each mention is also enriched with interaction metrics.

Interaction Metrics: YouTube



Interaction Metrics: Instagram



Important note on Instagram interactions:
You can only get interactions from Business accounts, not hashtags.

Available data:

Instagram Post

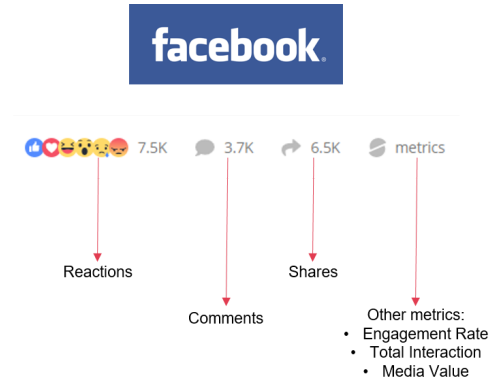
- Number of likes
- Number of comments

Instagram Video

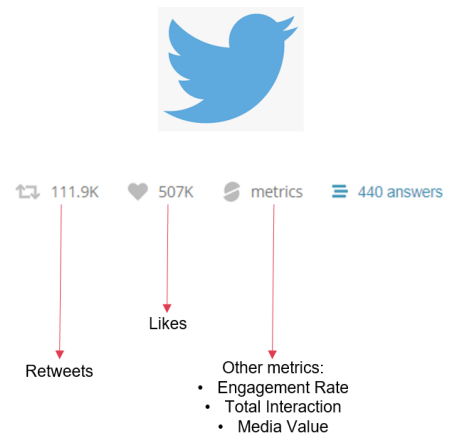
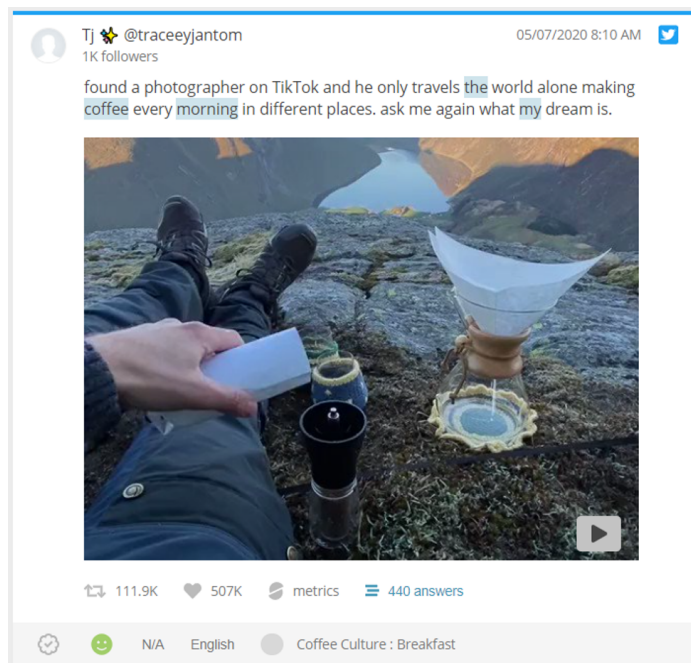
- Number of likes
- Number of comments

Video views are not available.

Interaction Metrics: Facebook



Interaction Metrics: Twitter



Interaction Metrics: Mainstream

Traveller Australia 03/19/2020 12:38 AM

Coronavirus: Forget toilet paper - shoppers in the Netherlands are panic-buying weed

Shortly after 5 pm on Sunday, the government of the Netherlands issued an urgent decree: To control the coronavirus outbreak, virtually all restaurants and bars were being ordered to shut their doors until April 6, effective less than an hour later, at 6 ...

metrics

Australia English Where?: At Home

metrics

- Engagement Rate
- Total Interaction
- Media Value

Interaction Metrics: Reviews

CENEO Reviews 05/12/2020 5:30 PM ★

Lavazza Crema E Aroma Espresso ziarnista 1Kg

polecam smaczna kawa

★★★★★ 5

Poland Polish Varieties : Espresso



Rating

Exporting Data

You can export up to 50,000 mentions directly from the Mentions Stream!

Coffee Research / Mentions 7M

Sort by Interactions

Export

Mention display

Listen legacy

Volume of interactions per month

April 2019 April 2020

5-Minute Recipes 780 subscribers

30 GREAT KITCHEN HACKS YOU'VE NEVER SEEN BEFORE

minutes, it's so yummy 10:42 How to make milk foam for cappuccino like from a coffee shop

Show more

40M 191.7K 37.2K 4.6K metrics 1 answer

N/A English Varieties : Cappuccino

Mentions 7M

Interactions 1.9B

6,981,051 selected mentions ⓘ

☒ Export the first 50,000 mentions

☐ Export a random sample up to 50,000 mentions

☐ Hide author name, URL and city for each anonymous export

Export format ☒ XLSX ☐ CSV

Cancel [↓ Export](#)

The following enriched data fields are populated within the downloadable CSV file...

- Date
- Site Name
- Title
- URL of Mention
- Sentiment
- Country
- Language
- Synthesio Rank
- Author Name

No author provided for mainstream media

- Subscriber Count

- Verbatim of Mention

Full verbatim unavailable for mainstream media due to copyright restrictions

Full verbatim unavailable for twitter due to terms of service restrictions

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Date	Site Name	Title	URL	Sentiment	Country	Language	Synthesio Rank	Author name	Subscribers	Content				
2017-01-31T	Instagram		https://www.instagram.com/p/	neutral	Not available	English	3.79	d a r e t o d	32678	*Consciousness isn't a journey upward, but a journey inward- not a pyramid, but a maze. Every choice				
2017-01-31T	Twitter	RT @tomandlorenzo: Style P	http://twitter.com/linda_deve	neutral	Canada	English	5	Linda Deveas	222					
2017-01-31T	Twitter	#Westworld meets #TheWall	http://twitter.com/Westworld	positive	United States	English	5	Westworld G	2987					
2017-01-31T	Mike the Fanboy	The 2017 SAG Awards	http://www.mikethefanboy.co	positive	United States	English	6.26			The SAG Awards were this past weekend, and I think I'm still recovering. Thanks to a friend of mine				
2017-01-31T	Twitter	Looks like Bernard checking in	http://twitter.com/Curtis_Ladi	negative	United States	English	5	Curtis Ladi	839					
2017-01-31T	Twitter	Working on my #westworld	http://twitter.com/TwistyDoo	neutral	Not available	English	5	TwistyDoo	230					
2017-01-31T	Facebook	TIME	https://www.facebook.com/px	neutral	United States	English	6.75	TIME		The Westworld actress is in a band with her new fiancé! Evan Rachel Wood is Engaged motto.time				

Only the first 50,000 mentions will be exported. The order of mentions exported is determined by how you have sorted your mention stream.

Choosing to sort by 'last update' will export the 50,000 most recent mentions.
Choosing to sort by 'influence' will export the 50,000 posts from the most influential users.

When filters are deployed, your exported data will represent the mentions included solely within the filtered data set.