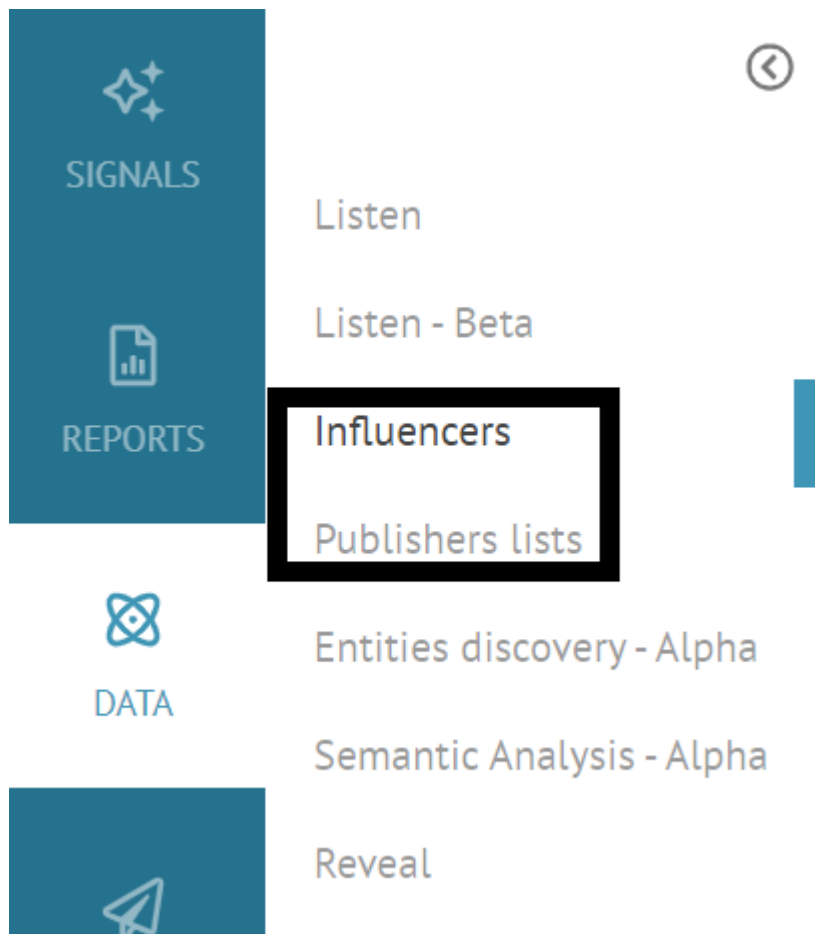


The new *Influencers* scorecard and *Lists* widget can be found in the *Data* section of the main menu in your dashboard:



The purpose of the *Influencers* widget is to help you easily find the accounts with the most social influence that have been engaging and talking about your products/topics.

50 publishers are displayed by default. To see more publishers, simply scroll down and more will load automatically. The maximum is 500.

synthesio

Airlines - Brand Health

SIGNALS

REPORTS

DATA

Listen

Listen - Beta

Influencers

Publishers lists

Entities discovery - Alpha

Semantic Analysis - Alpha

Reveal

Influencers on Twitter

Columns

☐	PUBLISHER Full name	COUNTRY Origin	SENTIMENT Distribution						
☐	Delta			#61	153.9K ↓	7 ↓	1.6M	\$ 116.9K ↓	
☐	americanair			#98	136.5K ↓	3.5 ↓	1.6M	\$ 61.4K ↓	
☐	Southwest Airlines	US		#72	121.8K ↓	5.4 ↓	2.2M	\$ 112.5K ↓	
☐	United Airlines			#45	119.7K ↓	11.2 ↓	1.1M	\$ 150.7K ↓	
☐	Lufthansa	GB		#113	16.2K ↓	4.4 ↓	475.2K	\$ 14.5K ↓	
☐	ClaimCompanies.com			#881	12K ↑	0.1 ↓	1.9K	\$ 13.2 ↑	
☐	FlightRefunds	GB		#850	6.5K ↓	0.1 ↑	8.2K	\$ 3.1 ↑	
☐	كود حاصم ، كويون حاصم ، پلا كويونلات	SA		#996	4.2K ↑	0 ↑	225	\$ 55.7 ↑	

Influence Rank

Influence Rank is calculated using total mentions, the average number of interactions, and the number of subscribers the influencer has.

Sorting

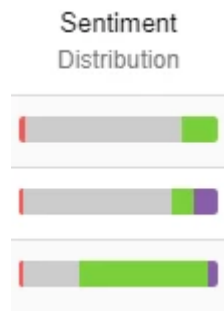
The column actively used for sorting is indicated by a blue triangle next to the column heading, in the header row of the scorecard:

Influencers on Twitter

☐	PUBLISHER Full name	COUNTRY Origin	SENTIMENT Distribution					
--------------------------	------------------------	-------------------	---------------------------	--	--	--	--	--

Sentiment Column

The sentiment column shows you the distribution of positive, negative, neutral, and unassigned posts from the publisher in a selected date range.



If you would like to view publishers with all positive sentiment, simply apply a data filter in the right panel for positive sentiment.

Country

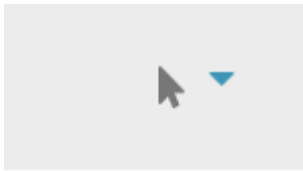
For Twitter, Facebook, and YouTube, the publisher's country is available for users who have public profiles.

For Instagram, the country is derived from user geo-tagging.

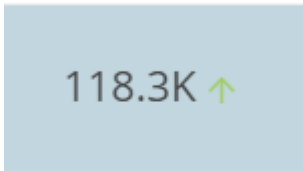
For example, if I post a photo and geo-tag the photo in Paris, I will be reported as a user from France.

Metrics Trends

For each publisher, under the mouse icon, you'll find trending volume, indicating a rise or decline in the number of total mentions compared to the previous period.



143.6K ↑



76.9K ↑

71.4K ↑

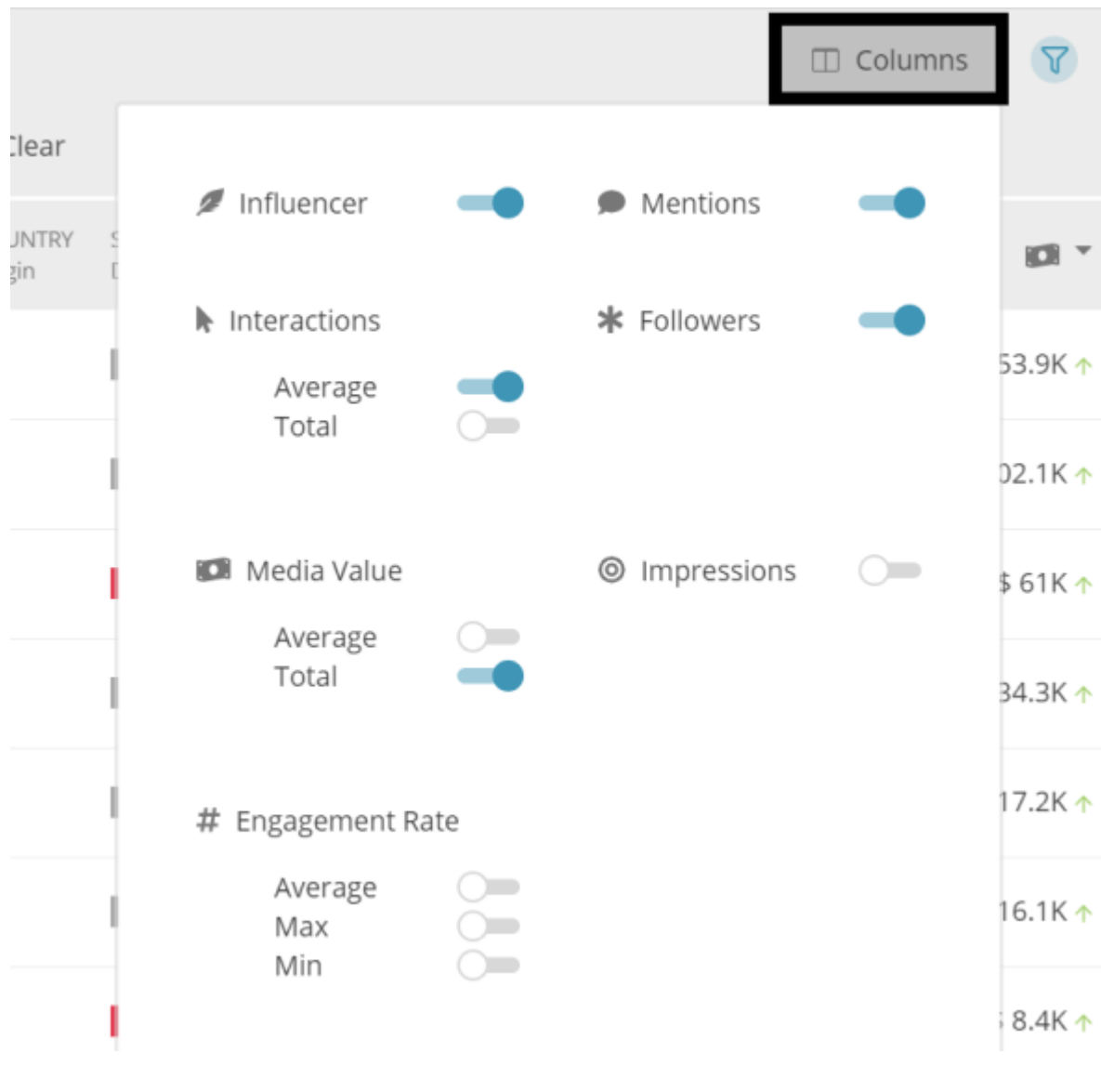
40.3K ↑

31.3K ↑

23.2K ↑

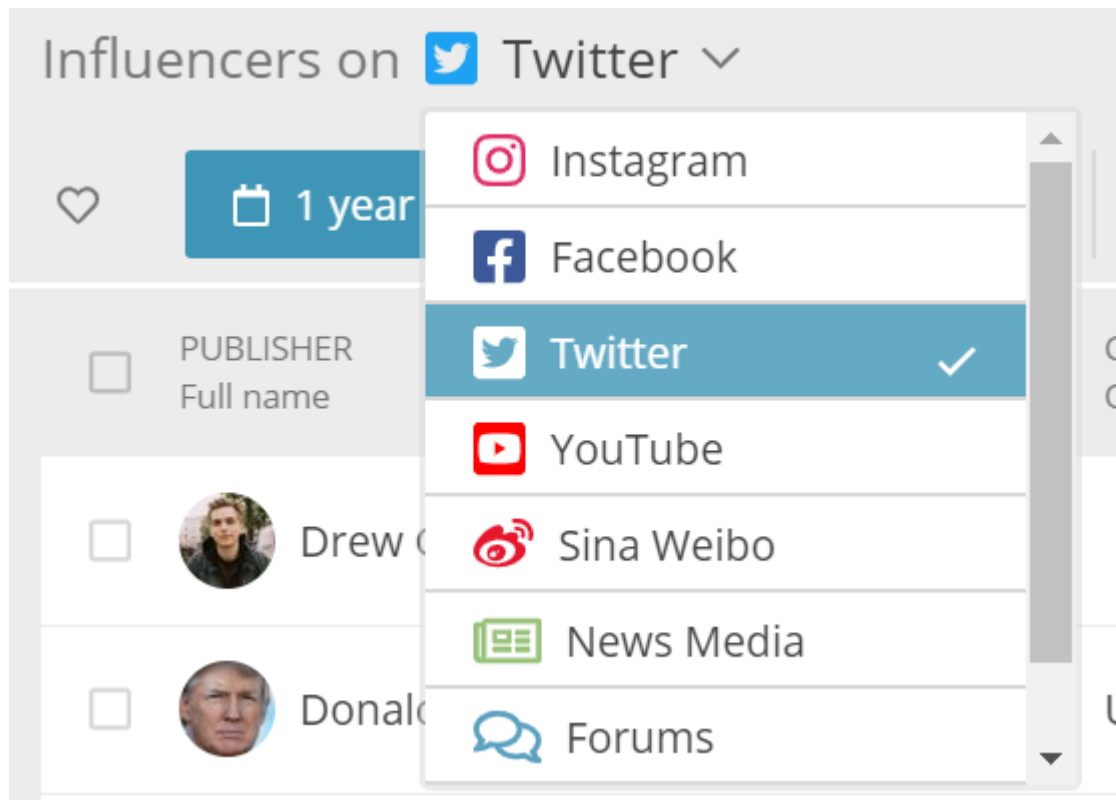
Hide & Display Columns

Check and uncheck columns in the column selector dropdown to select which columns you want to display in your Influencer scorecard. You'll find this at the top right of your screen:



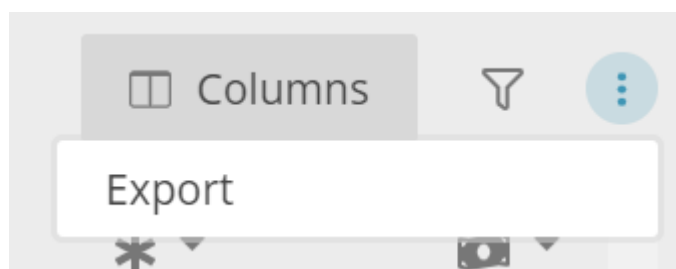
Switch Media Type

Different social networks are available in the Influencer scorecard. To switch media types, click the dropdown menu in the top-right corner:



Export

You can export influencers to XLS or CSV files by clicking on the Export button. Click the icon with the three dots and select export.

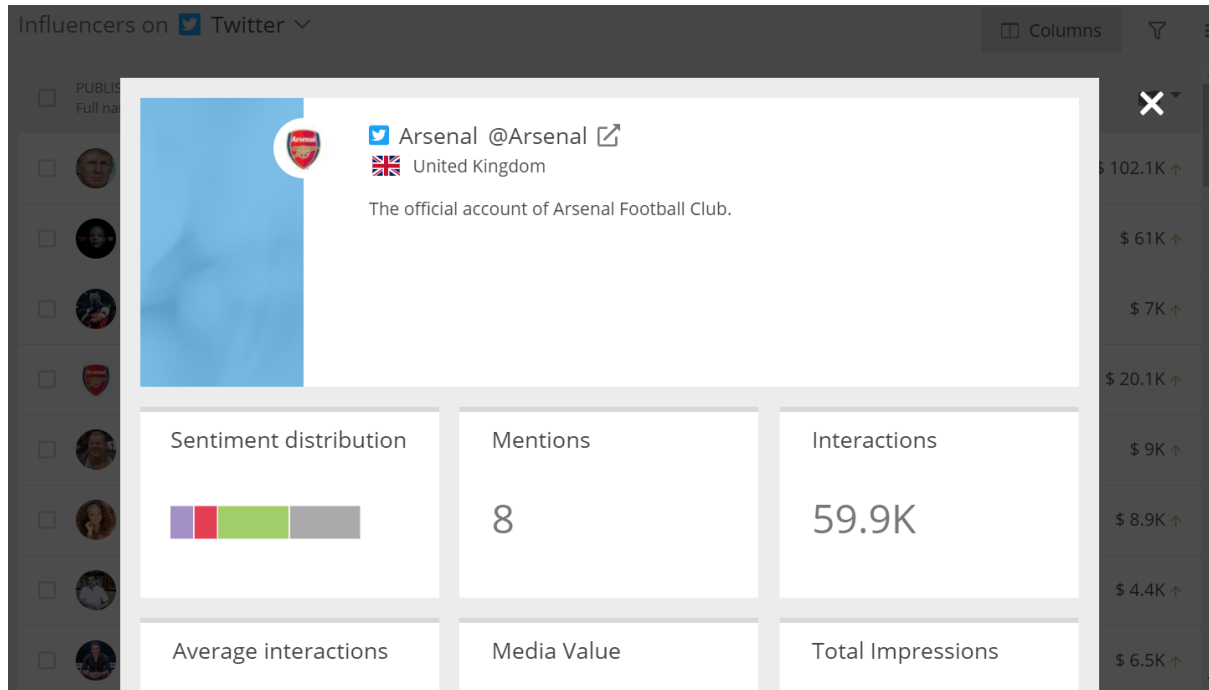


You can export a maximum of 10,000 influencers at a time. Your exports will include all influencer-related information & metrics we have available.

Publisher Information

When clicking on a publisher's name, users will see an overview of the publisher's performance including:

- Mentions
- Impressions and Interactions
- Sentiment distribution and more



All Data Filters Available

Users can use all data filters to find new Influencers. The search query filter can be especially useful for finding publishers talking about specific topics.

Influencers on Twitter ▾

Columns

1 year Topics Query Clear

PUBLISHER	Geography	Types of posts	Enrichments	
☐ Full name	Cities	Type of tweet	Collections	
☐ Donald J. Trump	Countries	Type of mention	Noise categories	\$ 102.1K ↑
☐ Candace Owens	Languages		Reviews stars	\$ 61K ↑
☐ Aubameyang P-E	States	Data Sources	Sentiment	\$ 7K ↑
☐ Arsenal	Demographics	Owned/Earned	Synthesio Rank	\$ 20.1K ↑
☐ Chris Jericho	Affinities	License		\$ 9K ↑
☐ #OwnYourThrone	Age range	Websites		\$ 8.9K ↑
☐ Mubasher Lucman	Family status	Authors		\$ 4.4K ↑
	Gender			
	Jobs			
	Marital status			

The Query filter can be especially helpful for finding new influencers based on a specific topic:

Influencers on Twitter ▾

1 year Topics **Query** Clear

6 characters Clear

Exclude

☐ Southwest Airlines	1 safety	2
☐ Bloomberg		6
☐ Reuters		3
☐ Lufthansa		5
☐ Aviation Safety Net		8
☐ Jamie Larounis		14
☐ Dubai Media Office		

Click to add operators

AND OR NOT NEAR

Glossary

- **Publisher:** Social accounts or website that has published at least 1 mention in the dashboard within the selected date range
- **Influence:** Ability to engage a subscriber base
- **Influence Rank:** Algorithm providing a rank order for publishers, by media type
- **Influencers:** Publishers that Synthesio considers influential, and that customers should be aware of

Lists

The Lists widget is used for saving your favorite publishers to lists.

Objectives

With Lists, you can create your own lists of publishers by adding important influencers. Any publishers from the dashboard can be added to Lists.

The Lists widget was designed to enhance the following use cases:

- Influencers management, with the ability to add and update flags to identified publishers, over time
- PR/crisis monitoring, to identify how different lists of publishers react to a particular topic over a date range
- Competitive benchmark, to evaluate the performance of competitors versus your own accounts and websites

You can create up to 100 lists per dashboard, with 500 publishers in each list. A publisher can belong to multiple lists.

Adding a Publisher to a List

In order to add a publisher to a list, click on the Publisher. Once you do, you'll notice the option to 'Assign to list'.

Influencers on Twitter

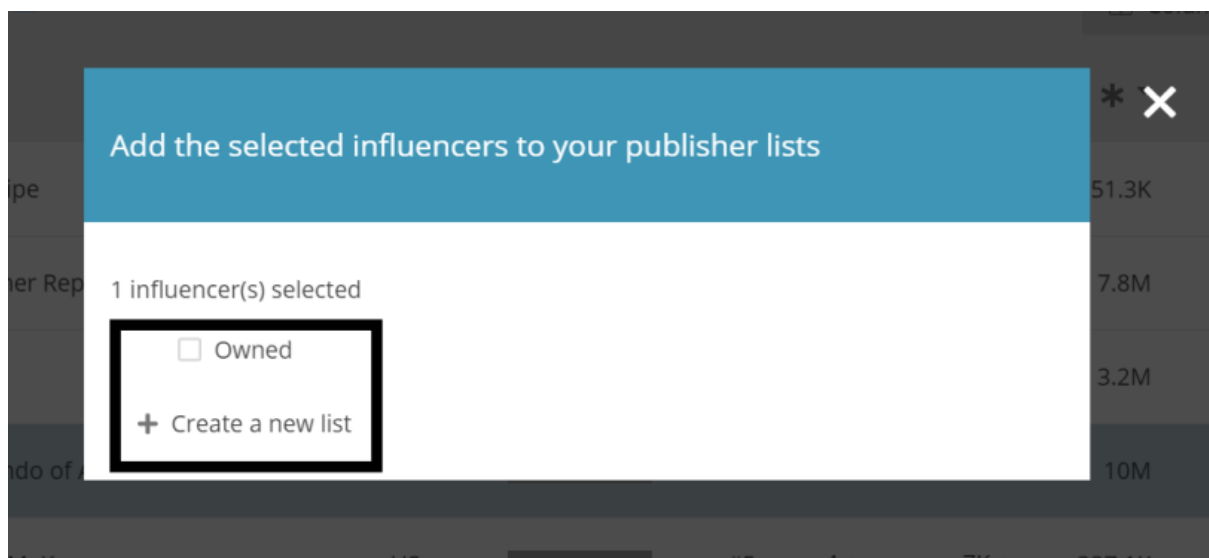
Columns

1 year Topics Query Clear

PUBLISHER Full name	COUNTRY Origin	SENTIMENT Distribution						
☒ Emirates Airline	AE		#1	13 ↑	2K ↑	1.4M	\$ 9.9K ↑	
☐ Delta			#2	765 ↓	52 ↑	1.6M	\$ 3.9K ↑	
☐ The Wall Street Journal	US		#3	2 →	64 ↓	17.2M	\$ 71.3 ↓	
☐ United Airlines			#4	946 ↓	39 ↑	1.1M	\$ 4.4K ↑	
☐ Southwest Airlines	US		#5	1.6K ↓	28.6 ↑	2.2M	\$ 8.1K ↑	
☐ Bloomberg	US		#6	2 ↑	69.5 ↑	5.9M	\$ 77.4 ↑	

Assign to list(s) 1 influencer(s) selected Clear selection

You will have the option to assign to an existing List or create a new one:



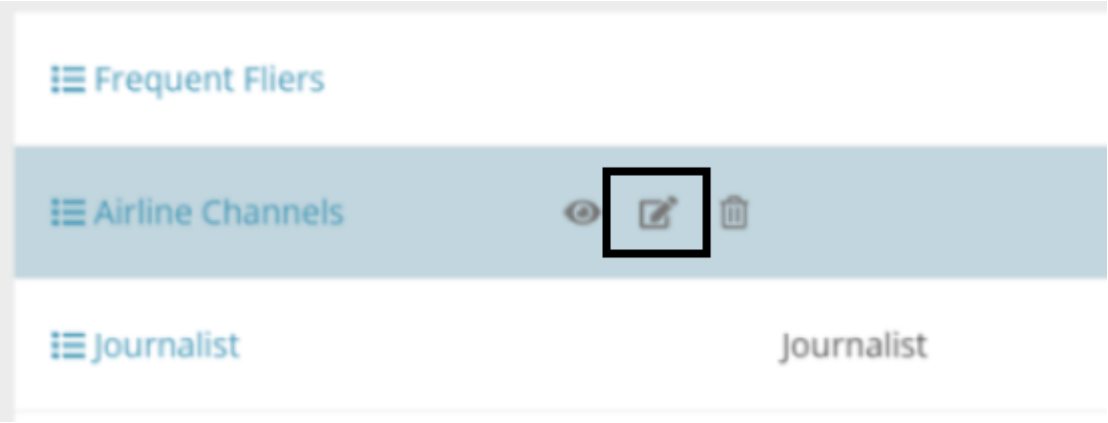
Main Features

Lists Overview

The overview provides a view of all existing lists to compare their performance through all of the aggregated metrics. Here, you can assign a type to each list, in order to separate lists into different categories.

Lists Overview							Columns	List Types	Filter	
LIST Title	TYPE Description	PUBLISHERS Total	ACTIVE PUBLISHERS Total							LAST SAVED Date
Frequent Fliers		49	26	2.7K ↓	466.9 ↓					2/12/2019, 6:35:01 PM
Airline Channels		23	23	551.8K ↓	13.3K ↑					2/12/2019, 6:26:45 PM
Journalist	Journalist	6	5	295 ↓	679.1 ↓					3/28/2019, 1:34:29 PM
AA detractors		4	4	68 ↑	254.8 ↑					11/13/2019, 9:55:56 AM
Gamers		3	2	1.2K ↑	60K ↓					10/30/2019, 4:53:05 AM
List A	Journalist	3	0	0 ↓	0 ↓					10/23/2019, 3:00:36 AM
Crossing the line list?	ncjdksnjds	1	0	0 ↓	0 ↓					3/28/2019, 2:21:36 PM

You can assign a List type and description by hovering here and clicking the middle icon:



Once there, you can assign to an existing List Type or create a new one.

Update list

Title

Airline Channels

Type

▼

+ Create a new type

List Pages

When clicking into a 'List Page', you can review all listed publishers. Media types can be mixed. You can also see the metrics for the publishers included in your list, directly on the list page itself. You can add a publisher to a list directly from the list page by clicking the "Add a Publisher" button in the top-right corner:

Lists Overview / AA detractors

Columns

☐	PUBLISHER Full name	MEDIA Category	COUNTRY Origin	FLAGS			
☐	CNN			34 ↑	356.2 ↓	11/13/2019, 9:56:00 AM	
☐	The Wall Street Journal		US	6 ↓	78 ↓	11/13/2019, 9:56:00 AM	
☐	ABC News		US	26 ↑	172 ↓	11/13/2019, 9:56:00 AM	
☐	Wale			2 →	413 ↑	11/13/2019, 9:56:00 AM	

Add a Publisher

Lastly, by clicking the stacked buttons at the top of the right page, you have the option to Export the List.

Flags Management

You can assign flags to publishers to help keep track of their status. For example; "under contract," "must be contacted," "competitor," etc.

Lists Overview / AA detractors

Columns

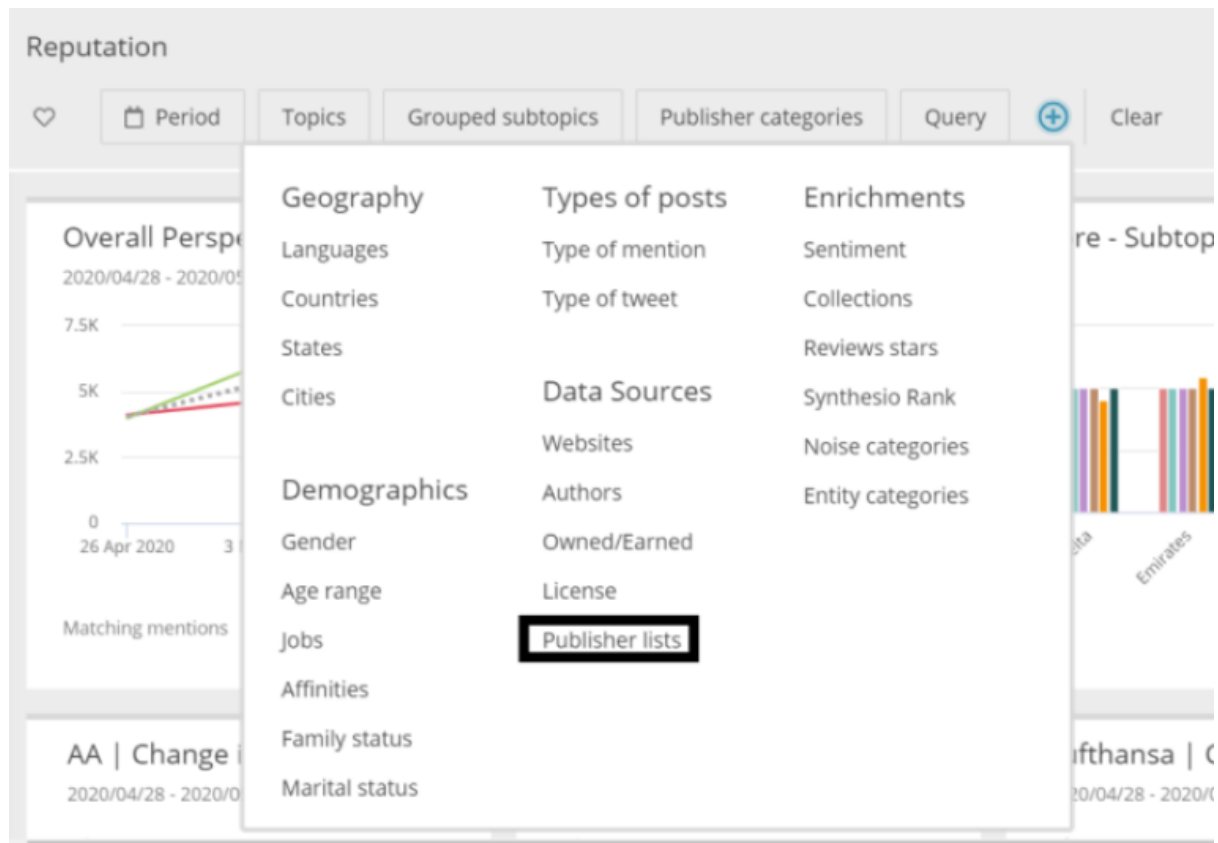
Manage publisher flags

+ Create new flag

☒	CNN			34 ↑	356.2 ↓	11/13/2019, 9:56:00 AM
☐	The Wall Street Journal		US	6 ↓	78 ↓	11/13/2019, 9:56:00 AM
☐	ABC News		US	26 ↑	172 ↓	11/13/2019, 9:56:00 AM
☐	Wale			2 →	413 ↑	11/13/2019, 9:56:00 AM

Lists as Dashboard Data Filters

You can now filter any widget in your dashboard to see only information related to the publishers in your lists. To do this, expand the filters selection menu on any widget and select the publisher lists that you would like to filter on.



Glossary

List: list of publishers, either influencers or not, as long as publishers have made at least one mention which is stored in the dashboard

Lists Overview: view of all existing lists

List Page: view of all publishers listed in the given list, mixing publishers from all media types

List Type: filter that only applies to the lists overview, to let users compare lists

Publisher Flag: ability to add a visual flag to any publisher, allowing users to manage influencers and publishers by updating their status ("under contract," "must be contacted," "competitor," etc.)