

Hello -

The Synthesio Rank metric has been removed from the Synthesio experience.

Why Are We Removing the Synthesio Rank?

The Synthesio Rank was a metric created to rate Influencers and Publishers. It was designed to help you understand the relative importance of publishers. Ultimately, you could use the Synthesio Rank to assess the publishers you should focus on as they are likely to influence your audience.

However, as the main drawback, the Synthesio Rank is a static metric that does not take into account the context around which you're analyzing the publisher's mentions.

For example, when it comes to analyzing data around food, a publisher can be very influential, but when it come to analyzing data around skincare, the same publisher would not have the same weight. However, in both cases, the Synthesio Rank of this publisher would be the same.

This is why we are removing the Synthesio Rank from your dashboard.

Existing widgets using the SRank average metric will be deleted. Widgets using the Social Reputation Score by Synthesio Rank will be replaced with SRS by volume. Srank in alerts and exports from the Listen tab will soon be unavailable as well.

Why Rating Influencers and Publishers is Crucial?

With a vast amount of content being generated online every day, it can be difficult for brands to sort what's relevant from what isn't. Scalability is becoming increasingly important in social media monitoring, as it's no longer sufficient to look only at basic numbers such as mentions. Board-level executives now look for proof of ROI in all social media marketing and research activities, so it's vital to distinguish where the truly valuable insights are coming from.

- Identify influence on a number of levels, including websites, users and even individual mentions
- Sample and filter huge numbers of online mentions of your brand by excluding low-scored content, and ensure that priority is given to the most important data first
- Identify top influential consumers on Facebook, Twitter, Sina Weibo and more

- Effectively differentiate between general popularity and brand/industry relevance and find the influencers that matter most to you
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What Are the Alternatives to Measure the relative importance of publishers with Synthesio?

As an alternative, we recommend that you follow this process to identify the most influential publishers within the scope of your dashboard.

Exploration phase

We recommend that you use the Influencer Rank that you can find in the Influencers tab.

This score gives a more accurate understanding of the performance of an author, by looking at volume, average interactions, and followers / potential audience.

Once you've identified the publishers you'd like to track over time, we advise that you create a Publisher list and use it as a filter to focus your analysis on these publishers only.

To get an even more precise understanding on the themes these publishers are talking about, you can launch a Topic Modeling study to see what they are talking about and on which themes they generate the most interactions.

Reporting Phase

When it comes to Reporting, you can create publishers scorecards based on volume, interactions and engagement.

A new metric Potential audience will also be available in Reports to help identify activity with high potential exposure, without the prism of the number of posts or evolution of such audience.

Social Reputation Score™ (SRS) by Synthesio Rank (total)

The Synthesio Rank was also used in one of the Social Reputation Score formula.

Social Reputation Score measures sentiment around your brand/topics as expressed via online channels

As a workaround, we recommend that you use Social Reputation Score by volume or interactions instead of Synthesio rank.

To learn more about the Social Reputation Score, check out our [guide](#)!