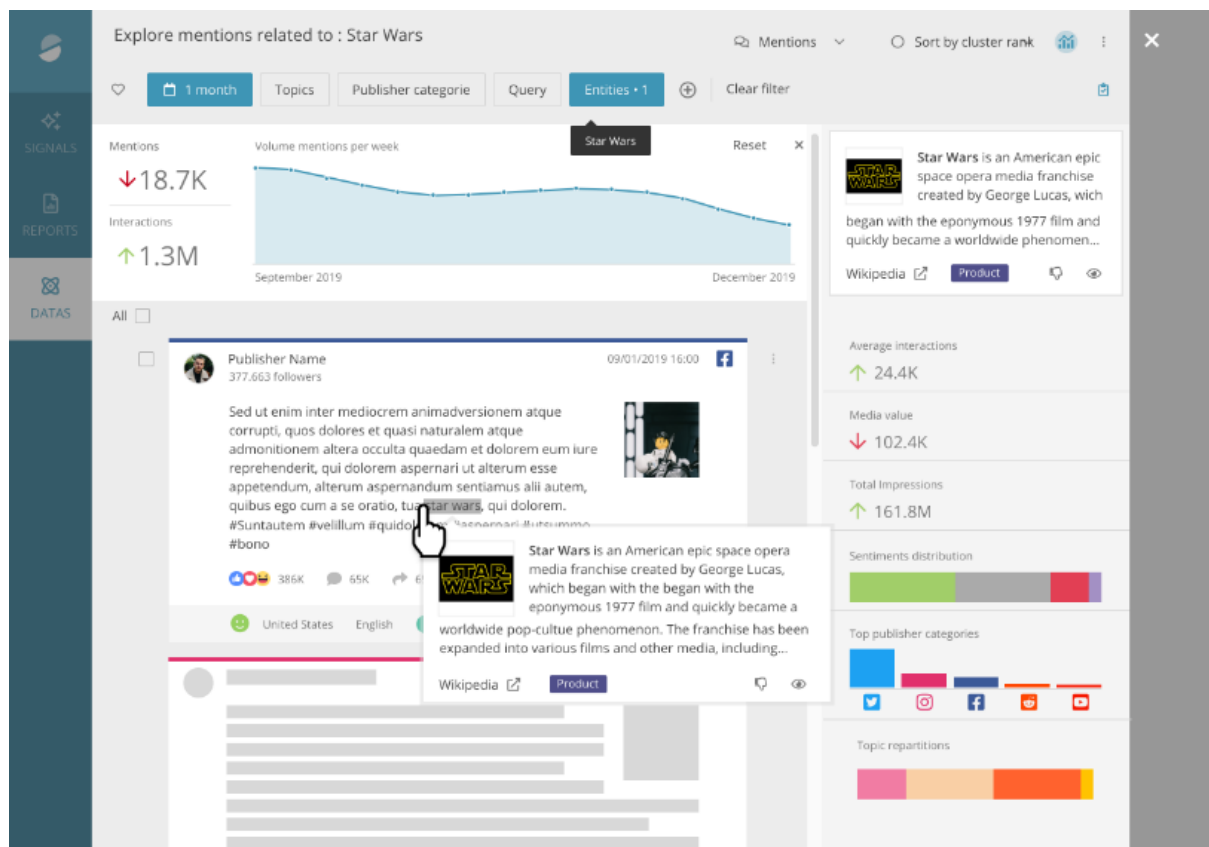


Last Updated: September 12, 2022

## What is the Listen tab?

The Listen tab was created to allow you to view the raw mentions that are getting captured by your dashboard. The mentions include the content itself, the author, timestamp, media type, sentiment, location, language, Synthesio Rank, topics, and interactions (if applicable).

With this rich view, users get a better understanding of the content that is driving conversations.



A closer look at two different Mentions.



Adam Staron @The\_Tunnel\_Rat

19 FOLLOWERS

07/23/2018 5:58 AM



@GolicAndWingo Wawa very clearly has the best coffee

 26.32%
  5

 0
  5

 Positive

 United States

 English

 0.2

 Wawa : Coffee



kiko, do you love me? @KikoMcGowan

15 FOLLOWERS

07/20/2018 2:57 PM



It's #PennsylvaniaDay and all that matters is that it's also during Wawa Hoagie Fest

 20.00%
  3

 1
  2

 Neutral

 United States

 English

 0.2

 Wawa : Sandwiches

## Filtering

Filters on the right allow you to drill down to specific sets of mentions. In this example, perhaps I only want to look at Mentions on Youtube that are Positive.

EXPORT 96,063 Mentions

Sort by  Date








 This tweet has been protected or deleted by the user.



Larissa @Larissa\_Lynnae

1,282 followers

10/14/2019 7:58 PM



I was suppose to start my diet today but here I am redownloading the McDonald's app 🤔

 26
  0.47%
  6

 0
  6

 Neutral

 Not available

 English

 6.9

 McDonald's : Healthy Options

Paddock Talk

2019 Talladega II: Chevrolet Monster Energy NASCAR Cup Race Quotes

10/14/2019 7:58 PM



 Positive

 United States

 English

Mentions Widget Filters

close

Quick Filters

Favorite Filters

Period

Last 31 days of data

FROM

14 September 2019 00:00

TO

14 October 2019 23:59

Search Query



Human review status

reset

 1

☒ Reviewed 96,063

Topics

 1

Media types and sites

 0

License

 0

Social accounts

 0

Apply

Reset

Save as

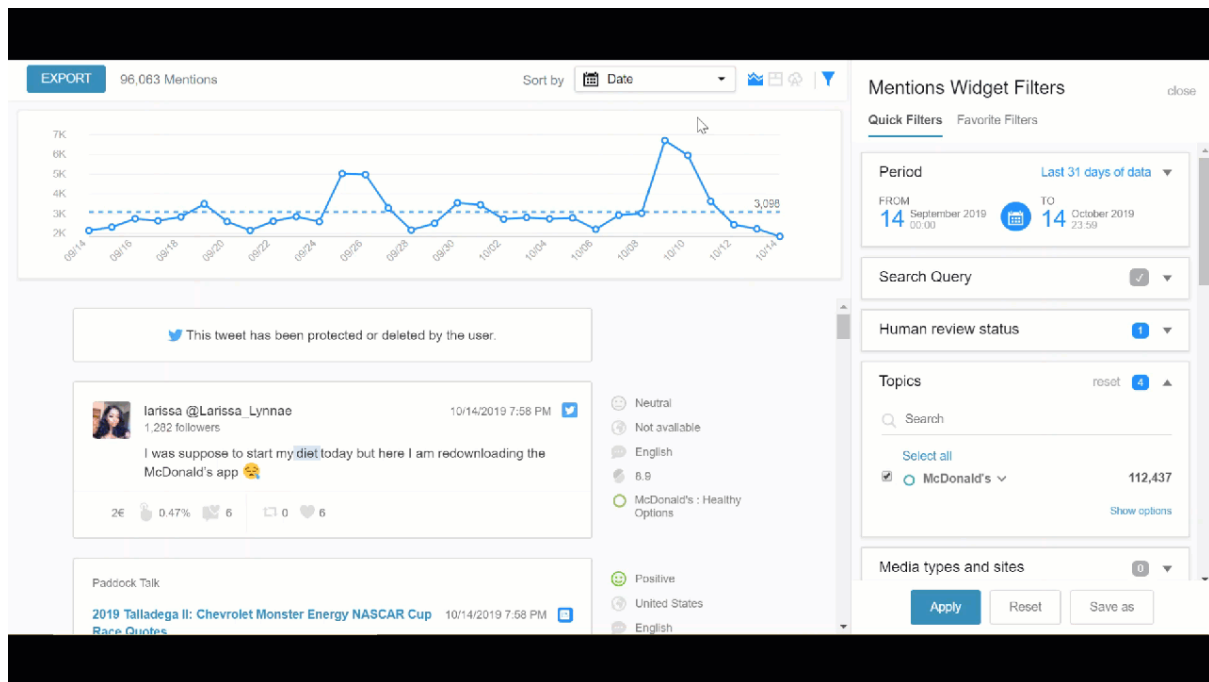
## Sorting

You have the option to Sort the mentions, too. By default, when you open the Listen tab, it is pulling the latest information (date order). You can sort by:

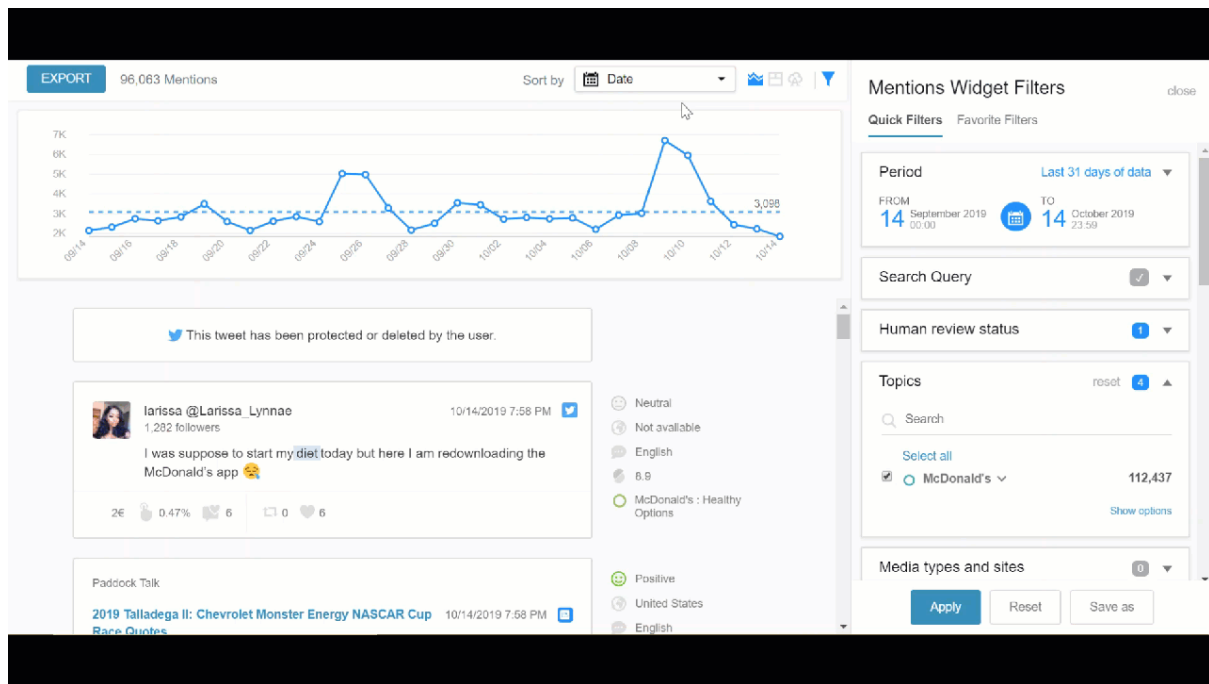
**Date:** Reverse chronological order.

**Potential Reach:** Refers to the potential size of the audience, or the maximum number of people who could have been exposed to the message.

**Synthesio Rank:** A proprietary measurement that considers reach, relevance and influence.



At the top of the view, you can toggle between a timeline and a word cloud, or a view that shows both.



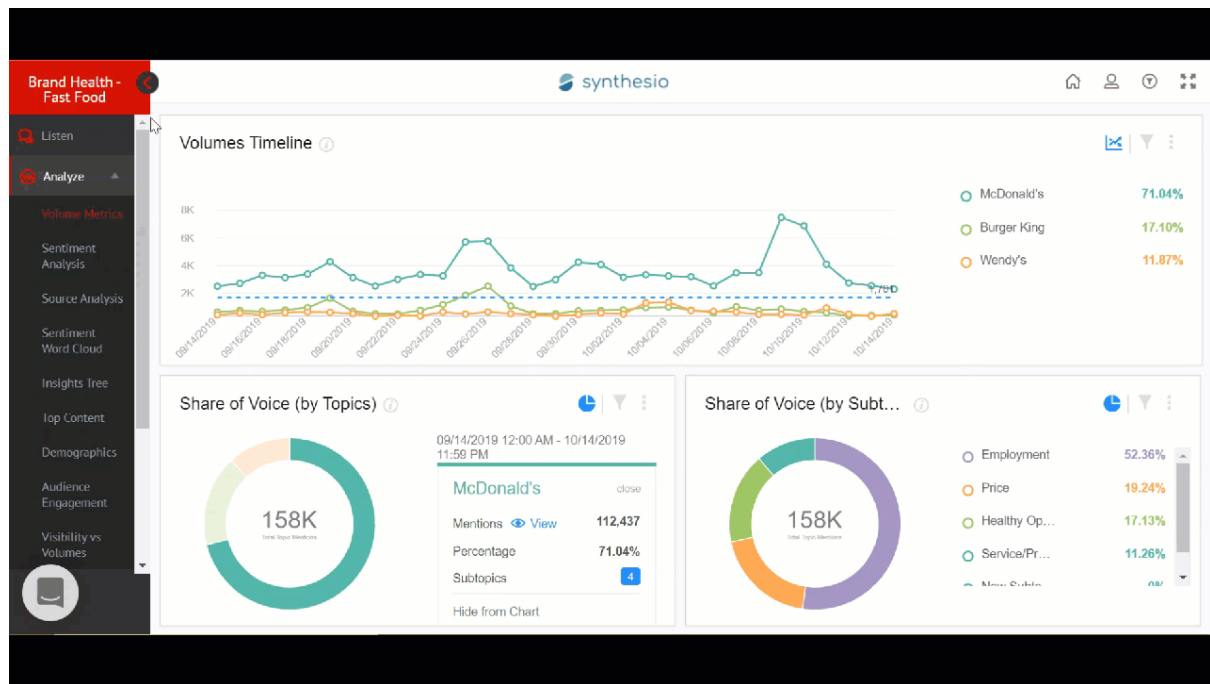
The Listen tab is also where you can choose to export your data to view as a CSV or XLSX. See the [Data Export](#) article for more information.

## Sorting the Listen Tab

You can sort the order of the feed of mentions on the Listen tab. By default, when you open the Listen tab, it is pulling the latest information (date order).

## Accessing Underlying Mentions

The Listen view is also functionality that lives "under" every widget. While viewing any other visualization, clicking data points will bring you back to the Listen tab.



This gives you the ability to monitor KPIs, identify trend shifts, and, most importantly, better understand the full story.

Stay tuned for future edits!