eBook:
Set up a Social Engagement search for your product

Monitor your product on social media.

Microsoft Social Engagement

what is social engagement all about?

Social media and mobile technologies have changed the way people communicate.

Today's customers are more informed and decisions are influenced by discussions online.

Listen to what people think about your products and services to become a part of the conversation.

social engagement can help your business

Social Engagement helps you keep track of what people say about your product so you're better able to:

- Prepare sales pitches.

- Identify leads and opportunities.

- Track campaigns on the social web.

- Identify and connect with influencers.

- Act on potential issues that users report on in social media.

act on data-driven information

Some feature highlights:

- See public perception of search topics with automated sentiment analysis.

- Track your brand, products, and influence on social media sources - in a broad set of languages.

- Measure social impact on campaigns. Gain insight on what works and what doesn't.

- Connect with the most influential voices in your community.

- Get email notifications to stay on top of what's happening on the social web.
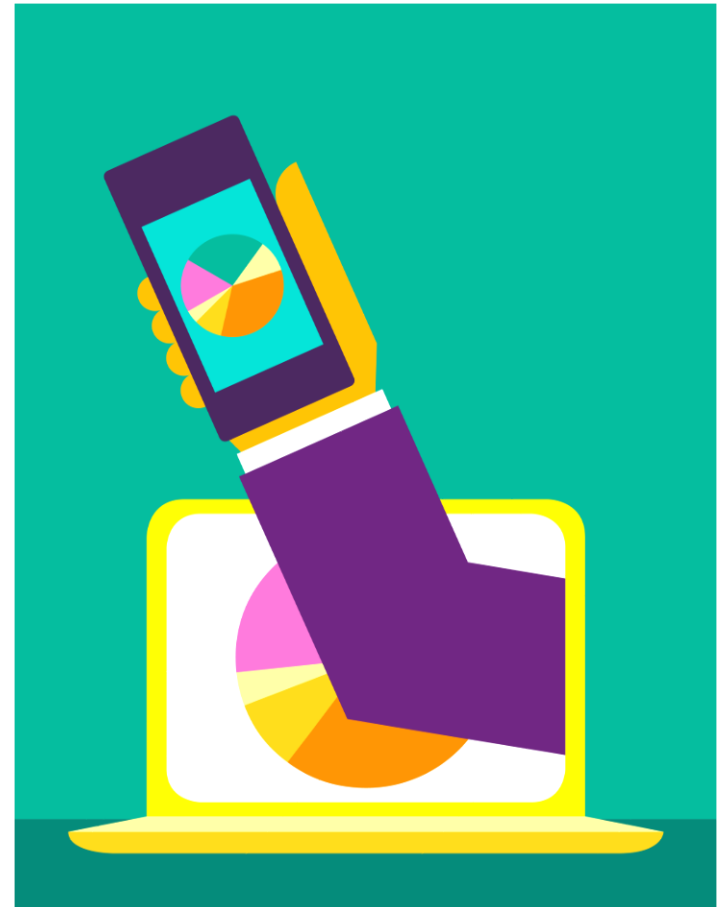
let's get started with an example

For the following steps, let's assume the company Contoso is offering a new model of a mobile phone to their customers.

Contoso's product manager for mobile phones wants to know what people post on the social web about their newly launched product.

Since it's a fairly new product, let's assume that many resellers are offering discounts and special offers.

To collect the right data, it's crucial to set up a good search topic.
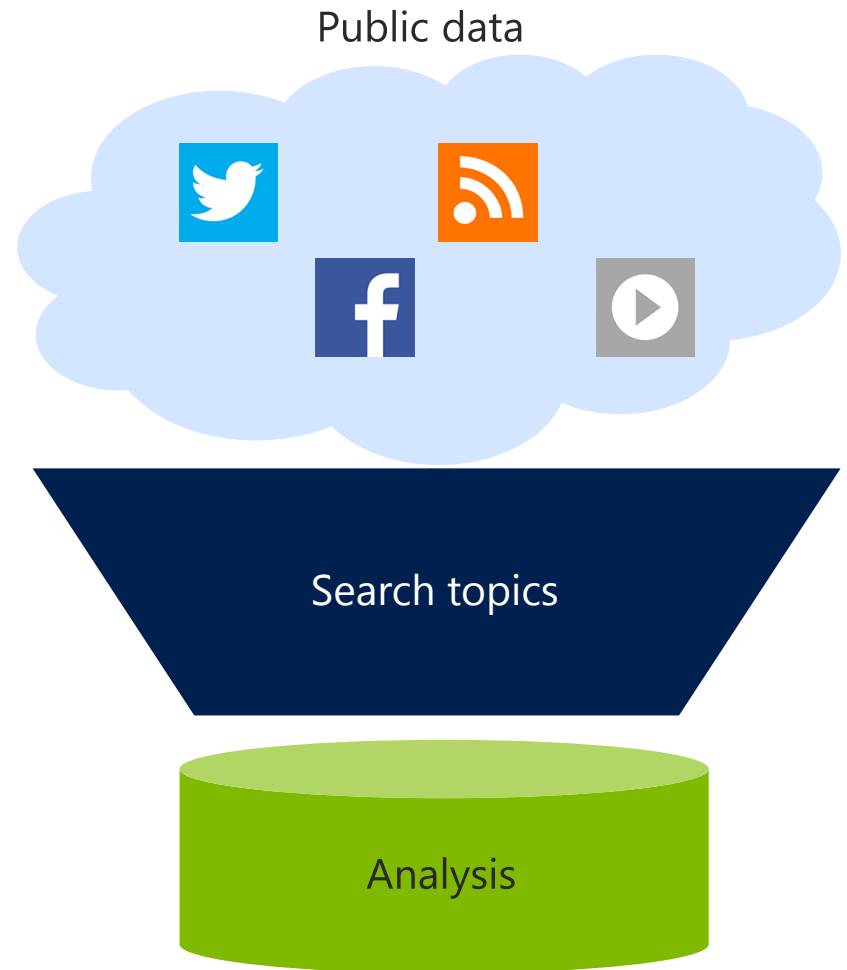
good search topic – good data

Search topics select data for analysis in Microsoft Social Engagement.

The better you define your search topics, the more relevant data you'll find.

Follow an example of how you set up a search to keep track of conversations around a product.

Public data
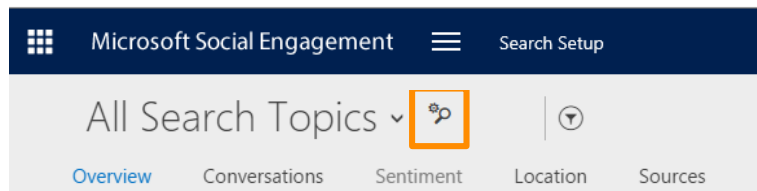
Search topics

Analysis

navigate to your search topics

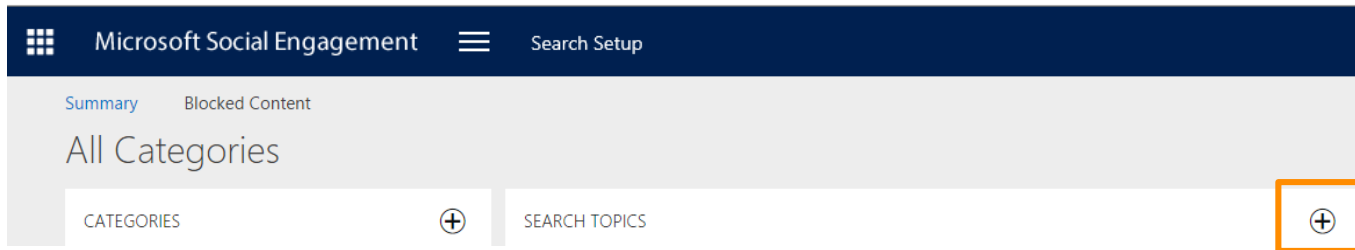First, sign in to Social Engagement and navigate to **Search Setup**.
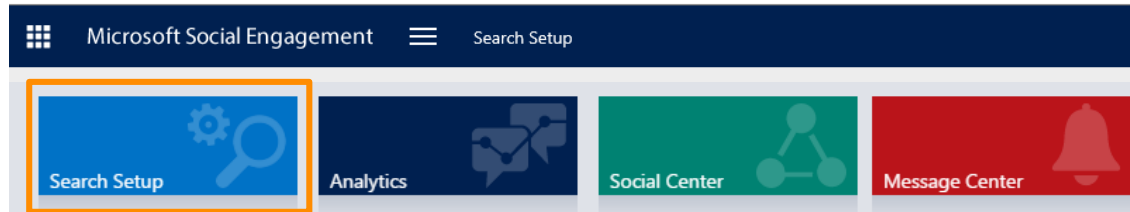
Or you can access **Search Setup** while analyzing data.

You must be a Social Engagement Administrator or Power Analyst to perform the following tasks.
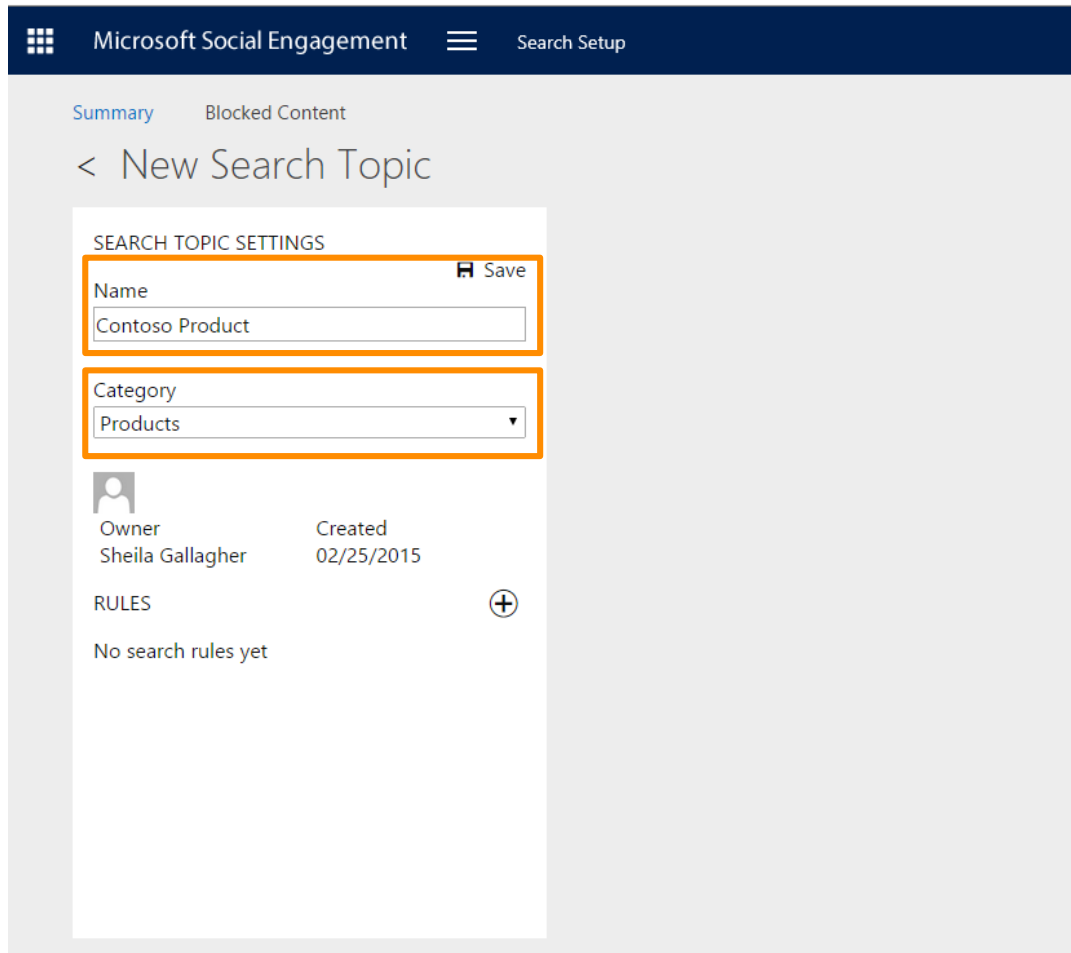
create a new search topic

In **Search Setup**, under **SEARCH TOPICS**, choose ⊕.

name and categorize your topic

In this example, the topic "Contoso Product" is categorized under "Products."

Names and categories are for your reference and have no impact on search results, but they let you organize them easily.
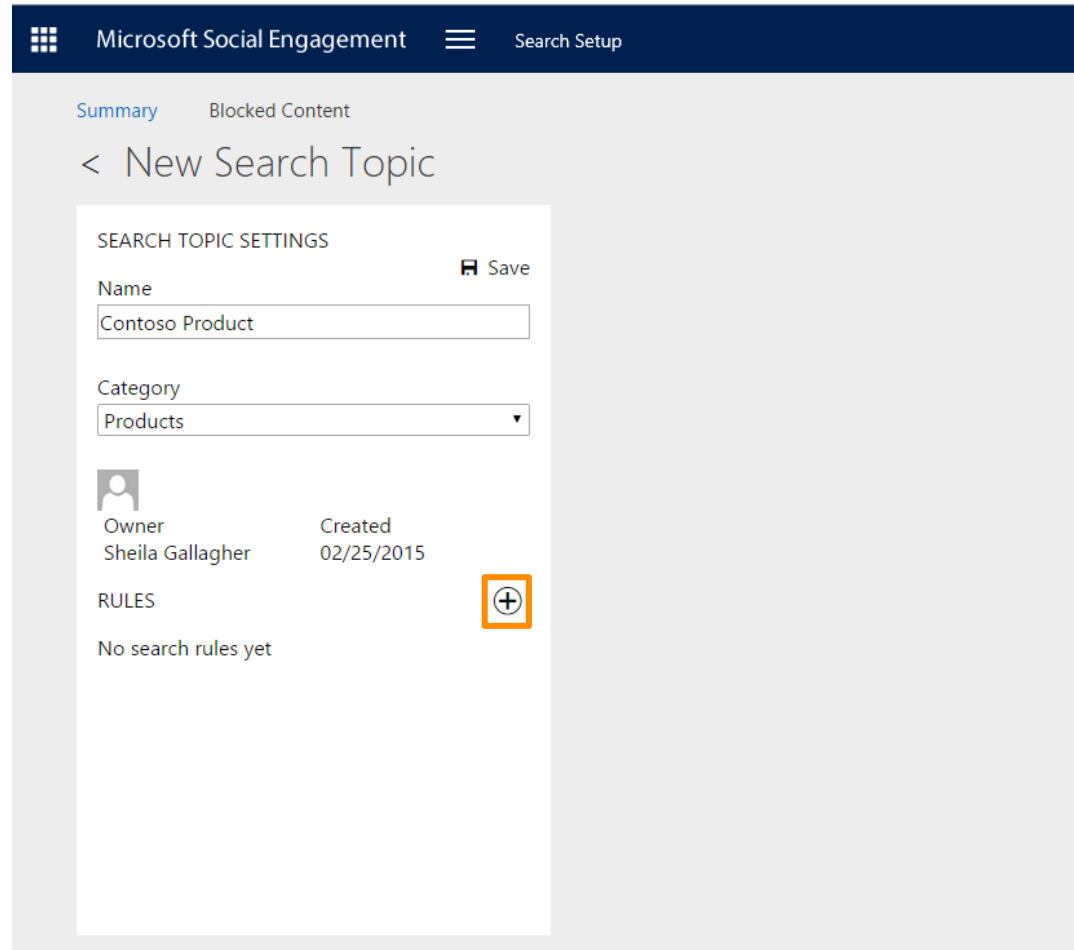
add a rule to a topic

Now that name and category are set, add the first search rule to your topic.

Rules select the posts that will be available for analysis in Social Engagement.

In **SEARCH TOPIC SETTINGS**, under **RULES**, choose ⊕ and choose **Keywords rule**.

understand terms you add to a rule
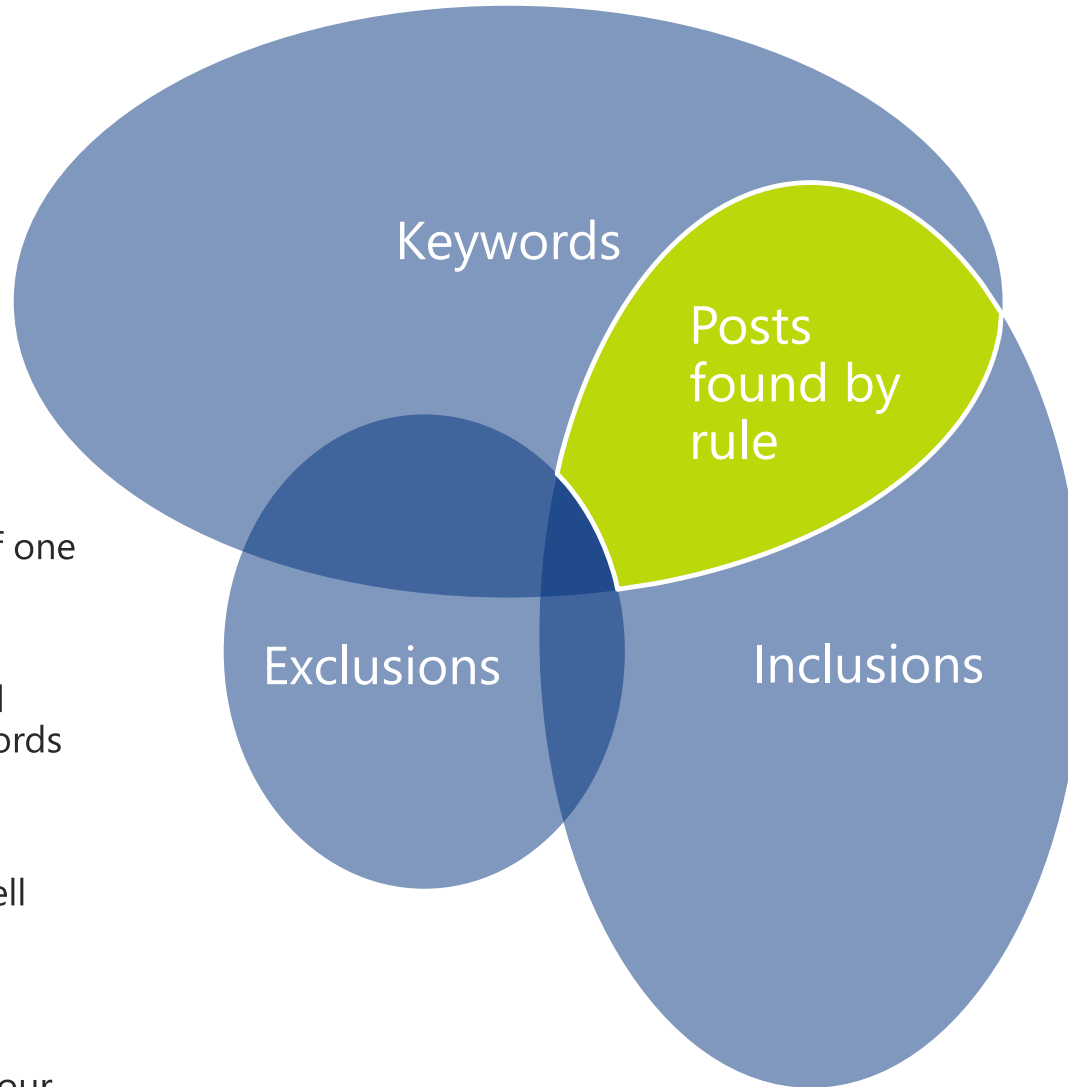
A search topic consists of one or more rules.

Keywords, inclusions, and exclusions define a keywords rule.

Sources and languages tell the searchr rule where to look for data.

Posts that are found by your rules show up in your analysis.

Keywords

Posts found by rule

Exclusions

Inclusions

start by selecting sources and languages

Decide on which data sources and in which languages to execute your rule.

Check all the sources that you want to listen to with this rule.

Check all languages that you want the rule to run on.

ACTIVE RULE
CONTINUE ✕ CANCEL
Filter

▲ 🔽 Sources 3/4   Languages 19/20

▲ Sources 3/4
SELECT ALL
☑ 🟠 Blogs
☑ 🐦 Twitter
☐ ▶ Videos
☑ 🟪 News ℹ

ℹ News coverage is limited to the following languages: English, French, German, Spanish, and Portuguese.
ℹ You have the right to reproduce, display and distribute copyrighted News for your internal business purposes only, and shall not modify or publicly display copyrighted News.

▲ Languages 19/20
SELECT ALL
☑ Arabic
☑ Chinese
☑ Danish
☑ Dutch
☑ English

Note: Your keywords, inclusions, and exclusions aren't translated if you select more than one search language. Add more rules with the translated terms if neccessary.

add keywords

Define the keywords that your rule searches the social web for. Keywords are used to calculate the sentiment value of a post in its context.

To find out what public perception is towards a product, add the product's name to the list of keywords to search on.

Keywords are separated by commas.

Consider adding different spellings and abbreviations of the product name.

The rule will now look for posts that contain either one of the keywords (think "OR").

ADD RULE   ⊙ Continue   X

Filter

⬤   Sources 4/5   Languages 4/19

Keywords

Product name, #prodname, Name of the product

Note: You can add up to 15 keywords per rule.

→

focus your search on context

Inclusions define terms that must appear together with one of your keywords. Choose how close keywords and inclusions need to appear in a post to be picked up by the rule.

Inclusions are separated by commas.

Consider adding different forms of spelling to find posts that mention Contoso's product.

The rule will now look for posts that contain at least one of the inclusions within the same paragraph where at least one of the keywords is mentioned (think "AND").

Note: You can add up to 15 inclusions per rule.

ADD RULE   ⊕ Continue   ✕

Filter

> ▼   Sources 4/5   Languages 4/19

Keywords

> Product name, #prodname, Name of the product

Inclusions

> #contoso, Contoso, @contoso
>
> Keywords and inclusions must appear in the same:
> ◯ Sentence   ⦿ Paragraph   ◯ Post

avoid a term in your search results

Define terms that should not appear in the same paragraph of a post as the matching keywords and inclusions.

Keywords

Product name, #prodname, Name of the product

Inclusions

#contoso, Contoso, @contoso

Keywords and inclusions must appear in the same:

○ Sentence　◉ Paragraph　○ Post

Exclusions

discount, offer

Exclusions are separated by commas.

For this example, posts that mention an "offer" or a "discount" shouldn't be picked up.

The rule will now look for posts that don't contain either one of the exclusions but contain at least one of the inclusions within the same paragraph where at least one of the keywords is mentioned (think "AND NOT").

Note: You can add up to 25 exclusions per rule.

→

test your rule and save your topic

In this final step, you need to validate your rule to see an estimation of the resulting monthly post volume.

Choose **Continue**.

ACTIVE RULE

⊕ Continue ✕

Filter

▷ ▼ Sources 3/5 Languages 7/19

Keywords

Product name, #prodname, Name of the product

Inclusions

#contoso, Contoso, @contoso

If your rule is within the post quota, choose **Save** in the search topic area, or select **Add rule** to create an additional rule in this topic.

< New Search Topic

SEARCH TOPIC SETTINGS

💾 Save

QUOTA CHECK

✓ Selecting approximately 136 POSTS/MONTH

Your configured rule will collect approximately 136 posts per month. You can save your search topic now.

congratulations!

You successfully set up a search topic to listen to conversations around a product.

Do you want to optimize your search?

Some suggestions to improve your rule:

- Add rules where you search for the translated product name in other languages.

- Add special terms (such as abbreviations) for your product that people use on the social web.

- Identify words or phrases that are irrelevant to your context that occur regularly in posts. Add those terms to your rule's exclusions.

keep an eye on the post quota

To avoid an interruption of data acquisition, make sure you stay within your post quota.

Some tips to reduce the number of posts that count towards the post quota:

- Remove an existing search topic.

- Remove rules from a topic.

- Remove keywords from a rule.

- Add inclusions or exclusions to a rules.

- Remove languages or sources from a search topic.

come back regularly

Review the topics, rules, and posts that result from your searches on a regular basis.

Update and optimize your rules from time to time to constantly improve the quality of your data and to stay within your post quota.

Thanks for reading!

Did this eBook help you?
Send us a quick note.
We'd love to know what you think.

Version 2.1

Microsoft