

BRAND24

ONBOARDING EBOOK



BRAND24

Search through mentions, authors & domains...

Mike

PROJECTS

OREO

- >100 New mentions
- Mentions**
- Summary
- Analysis
- Sources
- Quotes
- Reports
- Email reports
- PDF report
- Excel report

Analytics

15 — Mentions — Reach

600k

400k

200k

0k

1 Aug 4 Aug 7 Aug 13 Aug 16 Aug 19 Aug 31 Aug

30 Heavenly OREO Dessert Recipes Positive

reddit.com · 1,6B visits · 2022-10-10 06:39

A list of desserts using **OREO** cookies as a base for a crust. Tons of great ideas here that are sure to please you and be ideal for your next party or event!

JohnnyNYC Positive

nytimes.com · 547M visits · 2022-09-21 02:00

The new OREO reminds me of chocolate-covered cherries, but way better! By the way, cute idea with different sayings on the cookies.

Why Does Oreo Keep Releasing New Flav... Neutral

twitter.com · 93K followers · 2022-10-10 06:39

The team of people who come up with limited-edition Oreo flavors and

Sources Show all (226171)

- Facebook
- Twitter
- Videos
- Forums
- Web
- Instagram
- News
- Podcasts
- Blogs

Sentiment

Negative Neutral Positive

Importance

All mentions Important mentions

Visited

All mentions Only visited Only not visited

Tags

Untagged pdf mentions

About Brand24

10+ Years Experience



25M

ACTIVE DOMAINS MONITORED



25B+

MENTIONS DELIVERED



154

WE'RE CURRENTLY WORKING WITH CUSTOMERS FROM 154 COUNTRIES



„We're excited you decided to learn more about social listening.

Our goal is to help you in turning brand data into insights. Our Team will help you to tweak your settings to get the best possible results. We don't just go the extra mile. We run marathons for our clients' brands.

So, buckle up and get ready for a wild ride because we're going to make your brand the talk of the town!"

Michael Sadowski

CEO at Brand24

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Vocabulary

Advertising Value Equivalent (AVE) – an additional metric that helps estimate the value of collected articles and mentions. It represents the approximate amount of money that would have to be spent on paid advertising to achieve similar exposure.

Boolean Search – projects that track popular keywords like “Tesla” may generate hundreds of pages of mentions. Boolean search can make your query more specific, and narrow down the results.

Estimated social media reach (ESMR) – number of people that could have seen the social media mentions containing the monitored phrase(s). We base this number on four things, such as:

- number of people using your monitored keyword on social media,
- number of followers, subscribers, or friends they have,
- number of interactions (likes, comments, and shares) under collected posts,
- Visibility Percentage for the selected social network, which says how many of them (followers, subscribers, or friends) actually see those posts on average

Estimated non-social reach – number of contacts (impressions) with the relevant mentions (containing the monitored keyword(s) beyond social media . Non-Social Reach is based on:

- number of domains mentioning your monitored phrases,
- average monthly visits number on a given domain,
- Visibility Ratio for the mention.

Influencer Score gives you insight into which source or author has the greatest impact on social media or the web – the higher the number, the more popular a given source is! The algorithm here is based on the number of followers on social media. For a website – it’s the number of visits.

Keyword – any word or phrase that you would like to track across the web. It can be a single word like Nike or a slogan like Just do it.

Mention – a single result. It is a unique URL to a social media post, blog post, message board post, news article, etc. – containing one of the keywords you are tracking.



Non-social mentions – mentions/threads found outside social media platforms (e.g. forums, news websites, etc).

Presence Score – a metric which helps to measure brand/topic online presence (popularity) at a given time. This metric can help to measure and benchmark brand awareness. Presence Score operates on a scale from 0 to 100, where 100 is a score achieved by globally recognizable brands.

Reach – a metric based on a source's audience size. It allows you to estimate how popular a given source is and how powerful its mention of you can be.

Reputation Score – a metric which helps to measure brand/topic online reputation at the given time. The two most significant contributors are the sentiment analysis and the total reach of mentions.

Social media interactions – interactions generated with collected mentions/threads on social media

Social media mentions – mentions / threads found on social media platforms (Facebook, Instagram, LinkedIn, etc.)

Social media reach – estimated number of people who could have seen the social media mentions containing your monitored keywords.

Storm alerts – instant notifications that let you know as soon as your mentions volume or social media reach change by a given percentage.

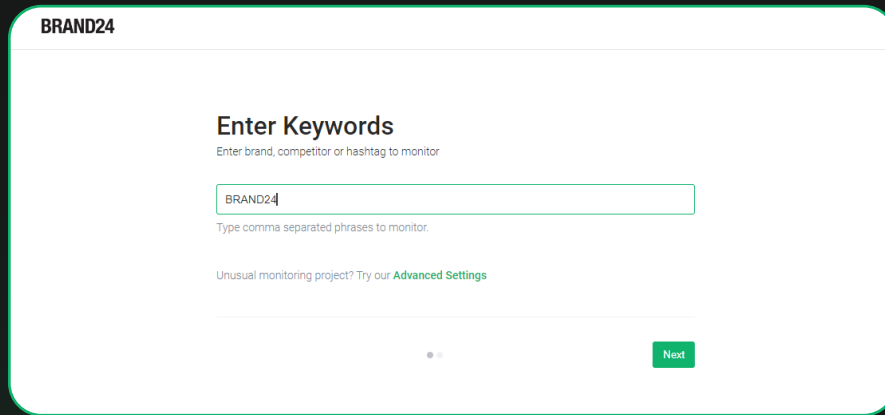
User generated content – number of mentions generated by users of social media platforms, forums, blogs, etc.

Voice Share – a metric which gives you insight about what part of the discussion around the keyword was generated by a specific social media user/profile/fanpage. It is calculated based on influence numbers, and can be treated as separate KPI.

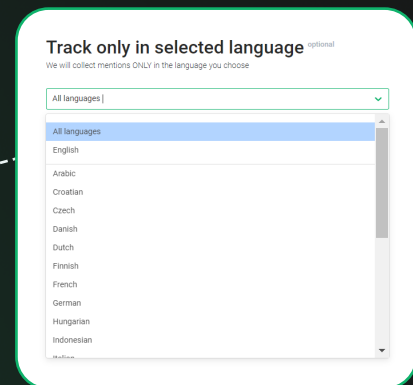
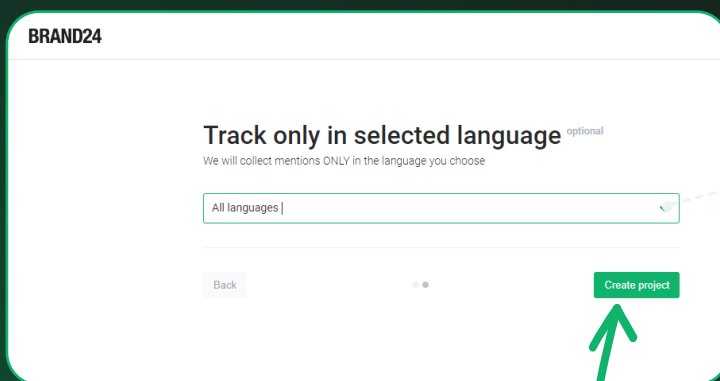


Setting up your first project

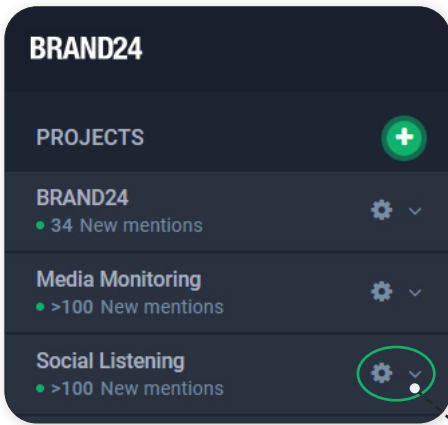
When you choose to add a new project, you'll be directed to a page where you can enter a brand, competitor or topic keyword to be monitored by the tool.



Hit **Next** and you'll be able to choose the language of the project. By default, Brand24 will collect mentions in all languages.

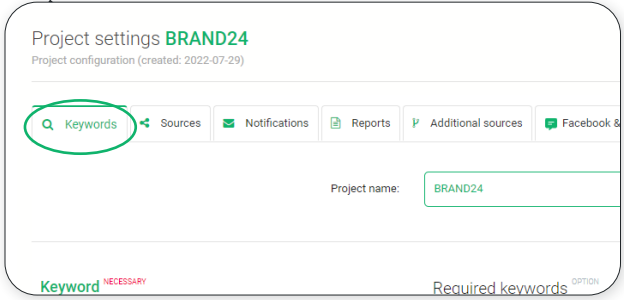


Click on **Create Project** and wait for your results to appear in your dashboard!



You can make changes to your project at any time by clicking the gear icon next to your project name.

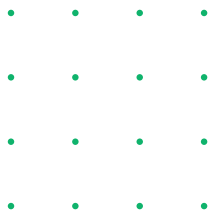
Using Brand24's Boolean search, you can exclude or include specific keywords in your results.



In every project you can choose:

- **keyword** – the main keyword or phrase for which your project will collect data,
- **required keywords** – additional keywords, each of which must appear in order for the mention to be collected,
- **excluded keywords** – additional keywords, none of which can appear if the mention is to be collected.

Go to our [Help Center](#) for more information on required and excluded keywords.



Project Settings

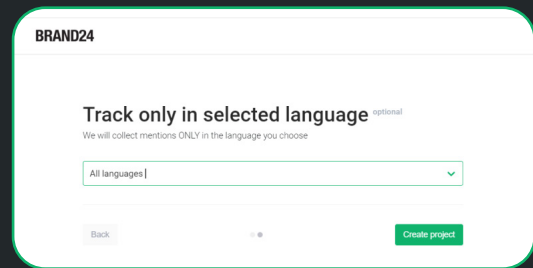
In Brand24, each project's settings are organized in six tabs, which allow you to fine-tune how your mentions are collected. From this point, you can change the language, add sources, block authors, and many more.

Keywords

This is where you can add more keywords, and required and excluded words (boolean search).



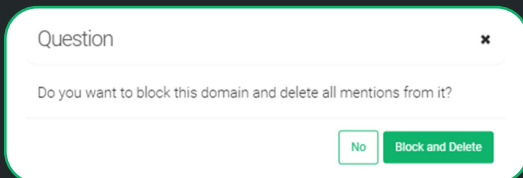
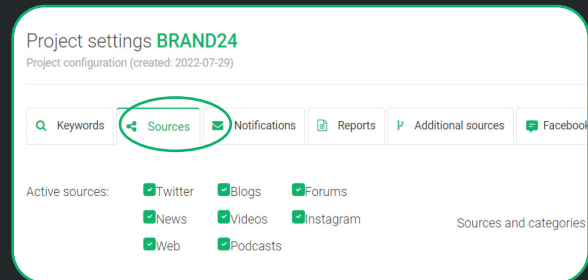
You can also narrow down your results to a specific language. By default, Brand24 collects mentions in all available languages.



Sources

In this tab, you can change:

Active sources – sources and categories which Brand24 will search for mentions.



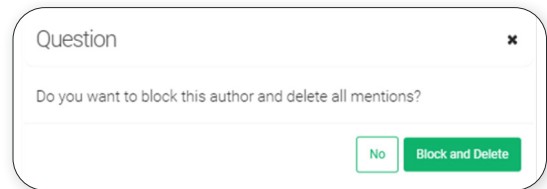
Excluded sites – sites that Brand24 will not search for mentions. If you have noticed that mentions are less valuable on certain sites, you can simply block them.

To block a site, pick an entry from the site and click, **Delete** then select **Delete the mention** and block the domain.



Excluded social media authors – authors that you don't want Brand24 to monitor. Any mentions created by them will not be collected for your project.

To block an author, pick an entry by them and click **Delete**, then select **Delete the mention** and select **Delete and block author**



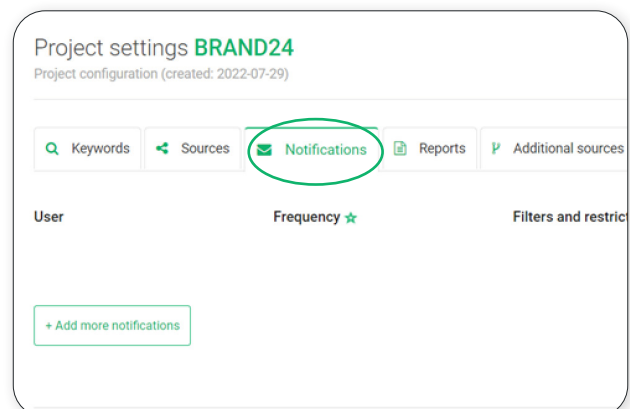
Add mentions manually – you can add additional mentions manually to include them in your project!

Notifications and Reports

You can set up notifications based on filters to get regular updates about your monitoring project.

To set up the notifications click the 'Add the new notification' button and fill in the fields. Learn more about setting up notifications [here](#).

Learn more about reports on page 21.




Additional sources



Project Settings

You can add specific Tripadvisor, Yelp, and Booking profiles you want to monitor for mentions. Paste the profile URL in the given dedicated field (along with https://) and press enter to add it.

You can add multiple profiles for each platform. You don't have to manage the profile to be able to add it. To delete a profile, just hit the garbage bin icon 

To find the mention and comments coming from these sources, go to the Mentions dashboard, and click on the Forums category.

Additional sources edit

Collect even more mentions about you and your competitors from review sites. To gather reviews and comments about a business, paste below the link to its profile on a review site. Your mentions will show up in the Forum category.

TripAdvisor

Yelp

Booking

App Store

Google Play

Sources info Show all (760)

<input type="checkbox"/> Facebook (99)	<input type="checkbox"/> Instagram (9)
<input type="checkbox"/> Twitter (458)	<input type="checkbox"/> News (12)
<input type="checkbox"/> Videos (9)	<input type="checkbox"/> Podcasts (0)
<input checked="" type="checkbox"/> Forums (10)	<input type="checkbox"/> Blogs (69)
<input type="checkbox"/> Web (94)	



Telegram

You can also set up Brand24 to gather mentions from specific Telegram profiles.

Telegram channels

Add telegram channels to follow, we will gather for you all mentions which match configuration of your project, just paste t.me links below.

Telegram



For Brand24 to start collecting mentions from LinkedIn, you need to set up your LinkedIn integration first.

Learn more about LinkedIn integration [here](#).

LinkedIn monitoring

Add your LinkedIn pages and profiles from your connected accounts to gather more mentions.

Add source

PAGE NAME	KEYWORD FILTERING	COMMENTS
Brand24 <small>edit</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <small>trash</small>

Facebook & Instagram sources

You can also use Brand24 to monitor your Instagram and Facebook. For Brand24 to start collecting mentions from these sources, make sure to integrate your Facebook and Instagram accounts first.

Learn more about Facebook & Instagram integration [here](#).


If you want to know more about data collected from those sources, click [here](#).


Connect Facebook & Instagram

Collect public mentions from Facebook & Instagram

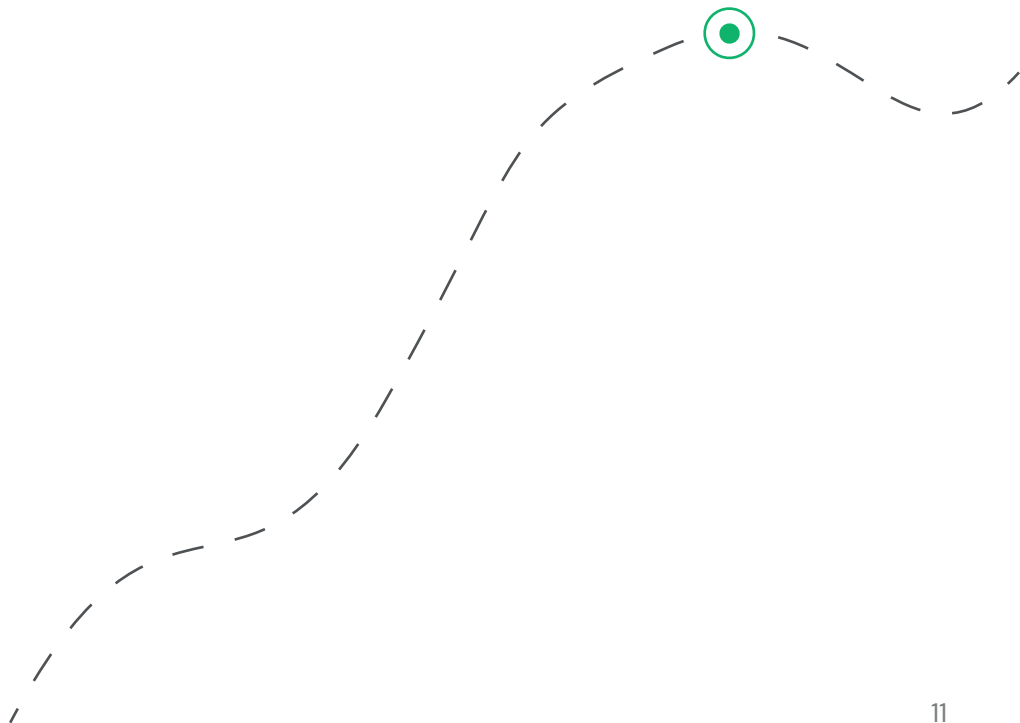
Important note: Please note that Brand24 is available for Instagram Business profiles and Facebook pages only. You will be redirected to Facebook Auth where you can select the Facebook and Instagram profile you would like to connect.

Brand24 does not collect any personal data. Your integration will be never used to manage or post to your Facebook Page or Instagram Profile. [See FAQ >](#)

 **Manage Facebook/Instagram connection**

 [How to start collecting Instagram & Facebook Data \(Video Walkthrough\).](#)

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Integrations

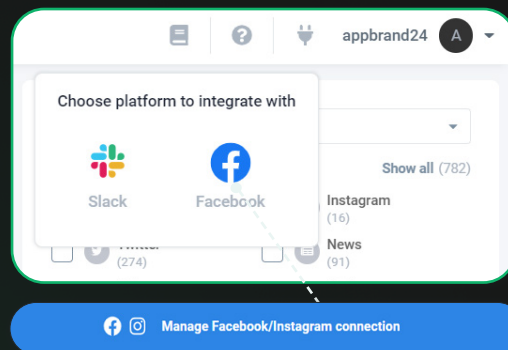
Various integrations can help you get the most from Brand24.

Facebook & Instagram Integration

Media monitoring couldn't be finished without collecting Facebook Instagram mentions!

Steps

1. Go to Integrations and click the Facebook icon.



2. Click the blue button and follow the instructions:

For more information, go to:

[CLICK HERE](#)

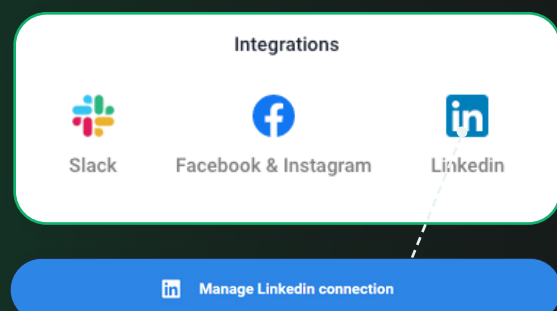
Note: Due to Facebook's privacy policy, Brand24 can only monitor channels that you add manually.

LinkedIn Integration

LinkedIn integration is something few media monitoring tools offer. We collect mentions from your profile and pages that you have Superadministrator rights to.

Steps:

1. To start collecting LinkedIn mentions, go to Integrations and click the LinkedIn icon.
2. Then click the blue button and follow the instructions:



Important notes: Brand24 can only gather data from company pages (posts and comments) that you or one of your Brand24 users are super admins of.

For more information go to:

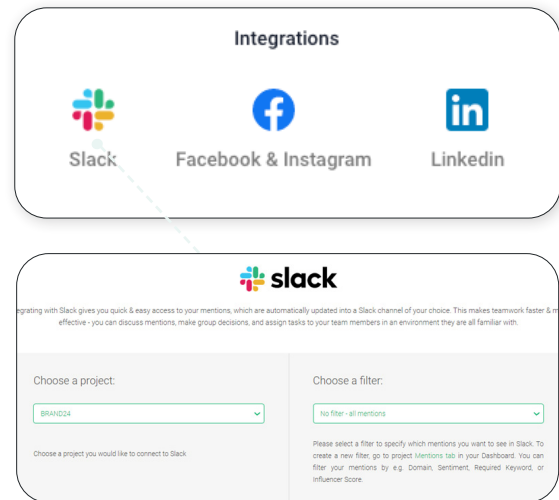
[CLICK HERE](#)

Slack Integration

Slack integration comes in handy when you want to track your mentions but don't have time to visit Brand24 a few times a day. It allows you to choose your own filters, and get only the notifications you need.

How to?

1. Just go to Integrations
2. Then pick the project for which you want to receive Slack notifications. Add filters if needed.



All set! With those integrations, you can enjoy Brand24 to the fullest! :)



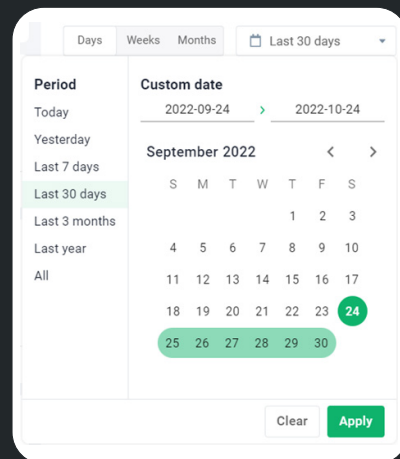
Mentions Tab

The Mentions tab is where all the magic happens ;)

There you have some cool options that will make your media monitoring easy peasy.

Date Range Tab

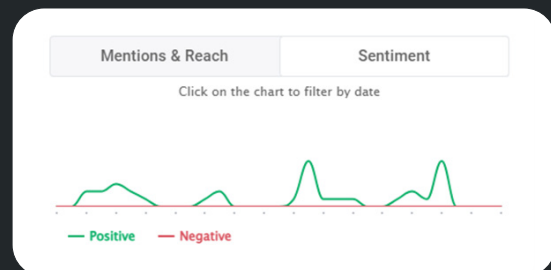
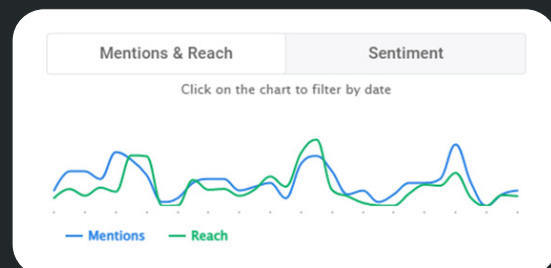
It is something every dashboard in Brand24 contains. You can choose a specific date range to display all collected data.



Graphs

Brand24 displays two crucial graphs that allow you to make more data-driven decisions:

- one with the number of mentions and their reach
- and one that shows the sentiment of mentions

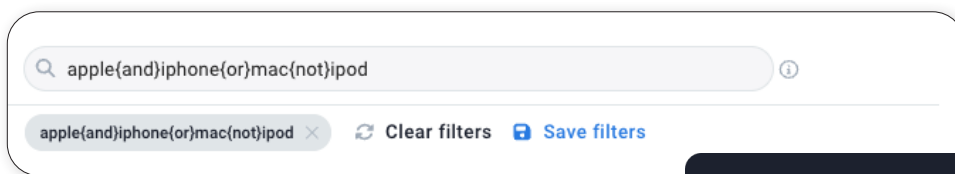


Boolean search

There are two places in Brand24 where you can use a Boolean search. When setting up your project, you can choose the required and excluded words that will be shown in your project.

If you want to know more about the required and excluded words in your project, please visit our [Help Center](#).

You can also use „boolean search filters” in the Mentions section of your project.



Here you can browse your mentions more thoroughly. To look even deeper within your project, you can use following operators: {AND}, {OR}, {NOT}.

Example: Tablet {AND}{NOR} laptop - in this case, Brand24 finds mentions containing the word tablet but laptop. Using {IS}, search results can be narrowed down to mentions containing an exactly specified word, e.g. with {IS} red the tool will find all mentions containing red but not redbull.

Note: with operators tool will search only amongst the text and title of mentions.

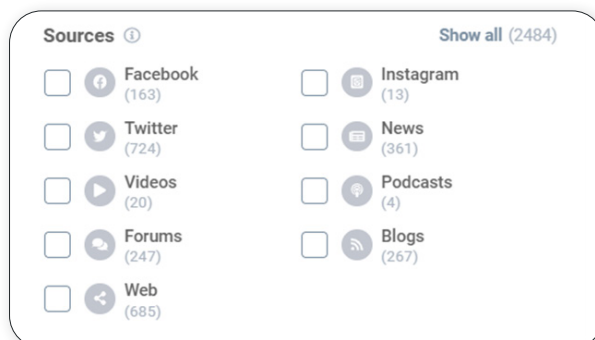
If you want to search for more than one keyword, you can narrow down your results with different variations of search using {curly brackets} and operators in the search bar.

WHAT'S IN IT FOR ME?

Projects based around popular keywords like “Tesla” may produce hundreds of pages of results. Boolean tracking allows your search to be more specific and result-oriented. Need more info about Boolean search? [Click here!](#)

Sources of Mentions

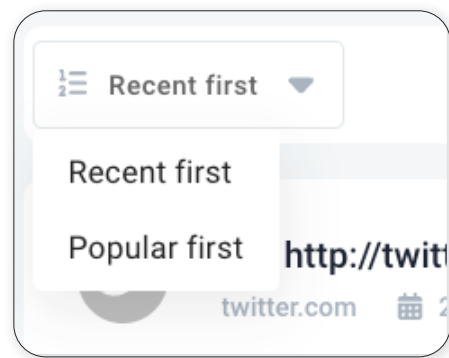
You can single out any of those sources by ticking the boxes below the numbers. This will allow you to focus on the data you want to see at the moment and not be distracted by unnecessary info.



Sorting Mentions

Brand24 gives you the possibility to sort mentions in two ways:

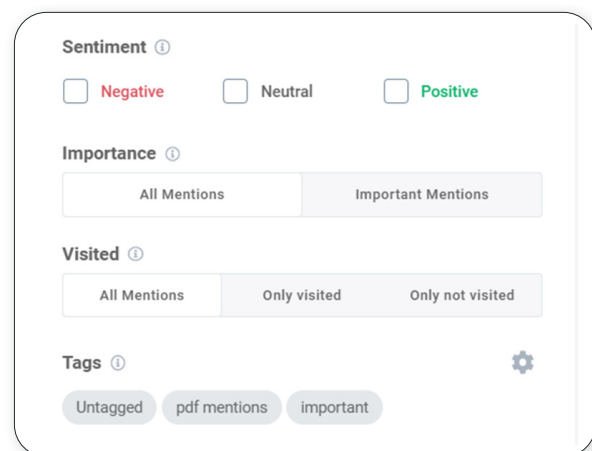
1. **Recent mentions first** – great if you visit Brand24 regularly, work on each mention one by one, and want to see the newest mentions as the first ones.
2. **Popular mentions first** – great if you want to see a whole range and variety of sources, but still keep an eye on the mentions with the biggest amount of interactions or influencer score.



Filtering Mentions

This option is good if you are interested only in specific mentions.

1. **Important mentions filter** – shows key mentions based on source popularity, influence, sentiment strength, or engagement (likes, shares, comments).
2. **Sentiment filter** – great if you are interested only in positive or negative mentions. Brand24 offers Sentiment Analysis. Moreover, we analyze over 90 languages, including Chinese, Arabic, and Greek! For more on this topic, [click here](#).
3. **Visited filter** – great if you don't want to see one mention twice.
4. **Tags filter** – you decide what is most important and tag it yourself!



Sounds cool, doesn't it? Now you can browse through thousands of mentions and find the crucial ones in a matter of seconds!

HINT: It's always a great practice to save your filter, not only to save time though. Our tool will give you the possibility to create a PDF report based on a saved query or only the tag.

 Save filters

Single Mentions

1 How do I claim an audience with digital marketing? 5 Neutral

2 quora.com 3 802M visits 4 2023-02-28 08:50 PM

This can include surveys, focus groups, and **social listening**. Develop buyer personas: Create valuable content: Optimize your website: Use social media: Implement email marketing: Use paid advertising: By following these steps, you can claim an audience with digital marketing and build a strong relationship with your target audience

6 Visit 7 Tags 8 Delete 9 Add to PDF report 10 More actions

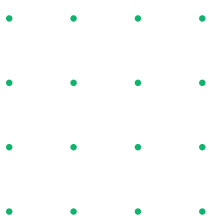
Mentions Tab

Each mention found by Brand24 contains:

- 1 **Title;**
- 2 **Source;**
- 3 Author's **number of followers** (for social media) or **monthly visits** (for websites)
- 4 **Time and date** of publication;
- 5 **Sentiment of mention** – positive, neutral, or negative; the sentiment of a mention can also be changed manually;
- 6 **Visit** button that will take you straight to the source of the mention;
- 7 **Tags** button that will let you tag a mention with an existing or a new tag;
- 8 **Delete** button that will let you delete an irrelevant mention or block irrelevant social media author's mentions or mark it as SPAM;
- 9 **Add to PDF** button that will allow you to add up to 100 single mentions to your PDF report;
- 10 **Mute site** and **mute author** for sites and authors you don't want to see mentions from.

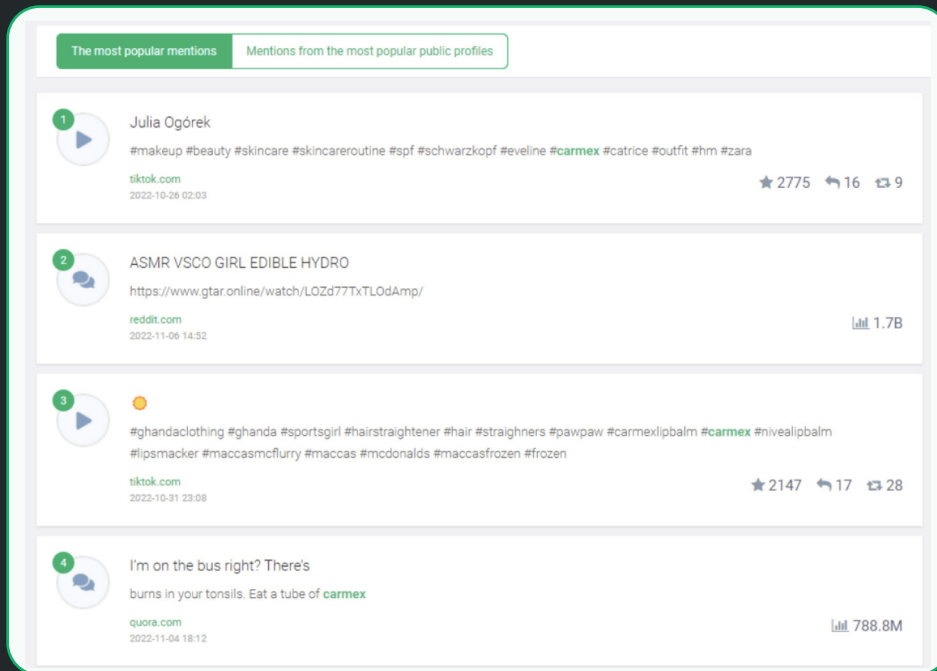
Every mention whose source you've visited will be tagged with a green eye icon in the upper left corner.

More on the the Mentions Tab can be found [here](#).



Analysis Tab

The Analysis tab is a real-time snapshot of your project's key metrics and data. Pick a time frame from the menu in the top right corner and let's dig into data and numbers!



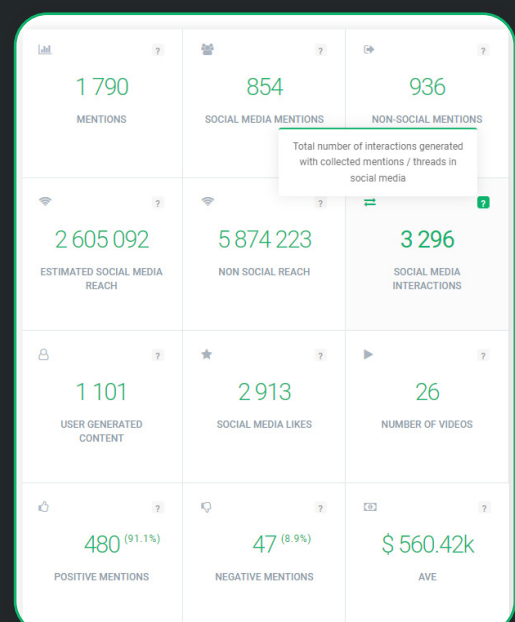
Analysis Tab

The most popular mentions – this part shows mentions of social media with the largest total number of interactions (likes, shares, comments etc.)

Mentions from the most popular public profiles – they come from the most popular authors and are based on the reach of their posts. What is more, you can check those profile's influencer score in one place.

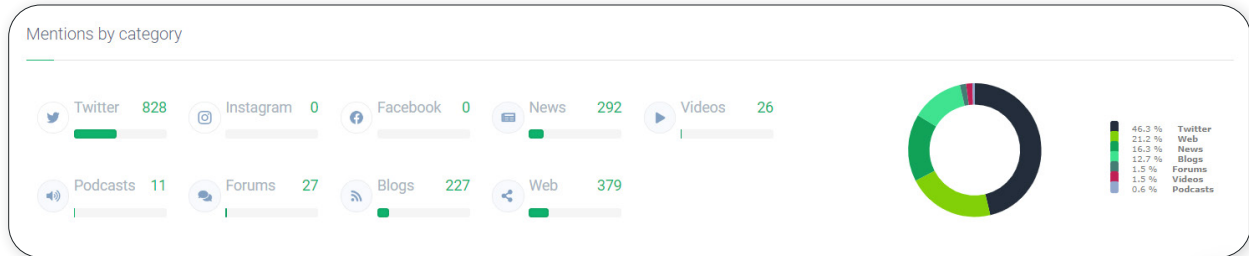
In the top right corner, apart from the date range, you can also **Filter mentions** by using your own filters.

In this section, you'll also find some of our metrics prepared to help you understand the performance of your project better. There is a question mark next to each metric – hover the mouse over it to see a description of the metric.



Scroll down a bit and you can find the **Presence Score** and **Reputation score** (this one will be visible once we have enough data to calculate it for your brand). The time range on the chart is the same as the one you selected at the top of the section.

Further down, you can see a breakdown of mention volumes per each source type:



The next part of the Analysis tab is the **Trending hashtags** section which shows the occurrences of each hashtag in real time.

Trending Links section contains the most frequently shared links in your project's mentions.

The sections below are lists of:

- **Top public profiles** – the people with the biggest voice of share and influence – those who generated a lot of discussions in selected social media. This will definitely help you out with the influencer search!
- **Most active public profiles** – shows the most active public profiles, their reach and how many times they have mentioned your brand.
- **Most active sites** – the sources on which your mentions appeared the most.
- **The most influential sites** – it gives you insight on which site has the greatest impact on the web – the higher the number, the more popular a given source is!

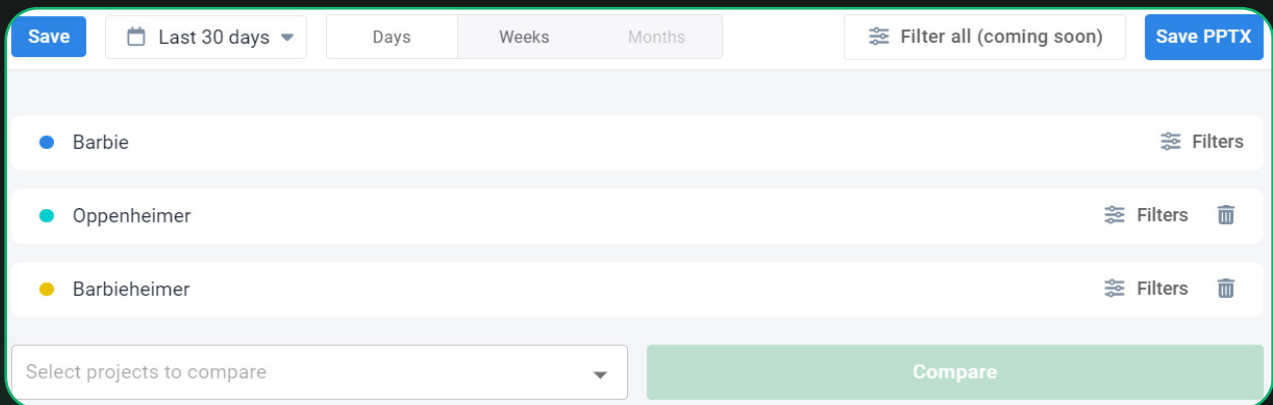
And last but not least, the Context of a discussion – this section lists the most popular words appearing with your monitored phrase. The words are color-coded to help you understand whether the context of the discussion was positive or negative. Green means positive, red is negative. Grey is neutral.

market power content marketing product competitor know #SocialListening strategy post provide valuable reputation include analysis project
 analytic create digital relevant online need scheduling learn say topic discover analyze insight discussion engagement follow people research time survey
 industry brand want trend offer consumer understand use find experience #BitScope monitoring twitter campaign new social media
 feature influencer #blockchain sprout team #community real join #web3 engage gather service relate leverage listening interesting good management
 listen conversation allow drive identify customer help growth datum tool report stay click feedback audience way #ai monitor
 platform mention sentiment social community start target track business bitscope gain

Comparison Tab

The **Comparison Tab** in Brand24 empowers users to compare their brand's online performance with that of their competitors. It enables you to monitor key metrics, track sentiment analysis, and identify emerging trends in real-time.

Project Comparison



Compare two or more projects effortlessly and save your settings for future reference. Customize your comparisons with filters as needed. Inside the Comparison Tab, you'll discover:

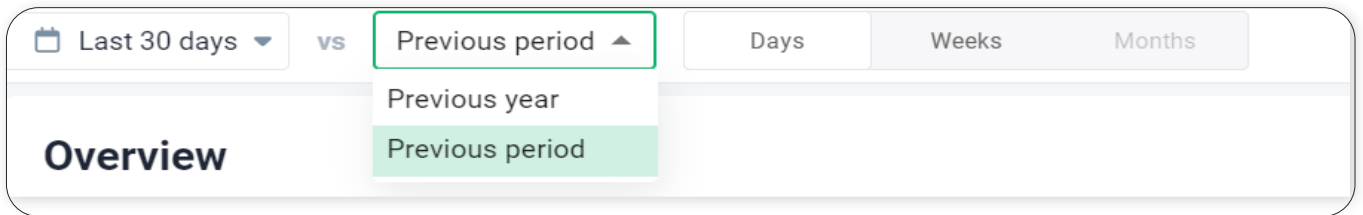
- An overview table displaying crucial metrics.
- Time charts for mentions, reach, and sentiment (positive and negative)
- Share of Voice metrics for both social media and non-social media mentions
- Sentiment breakdown
- Category share

Overview	Barbie	Oppenheimer	barbieheimer
Total mentions ⓘ	482K ★	40K	1337
Social media mentions ⓘ	434K ★	27K	1205
Non-Social media mentions ⓘ	48K ★	13K	132
Positive mentions ⓘ	42% (202 K) ★	20% (7828)	22% (283)
Negative mentions ⓘ	3% (9721) ★	5% (1794)	17% (223)
Social media reach ⓘ	1.9B ★	342M	3.7M
Non-Social media reach ⓘ	549M ★	153M	1.1M
Presence score ⓘ	91/100 ★	75/100	37/100
AVE ⓘ	\$ 177M ★	\$ 35M	\$ 309K
User generated content ⓘ	447K ★	30K	1228

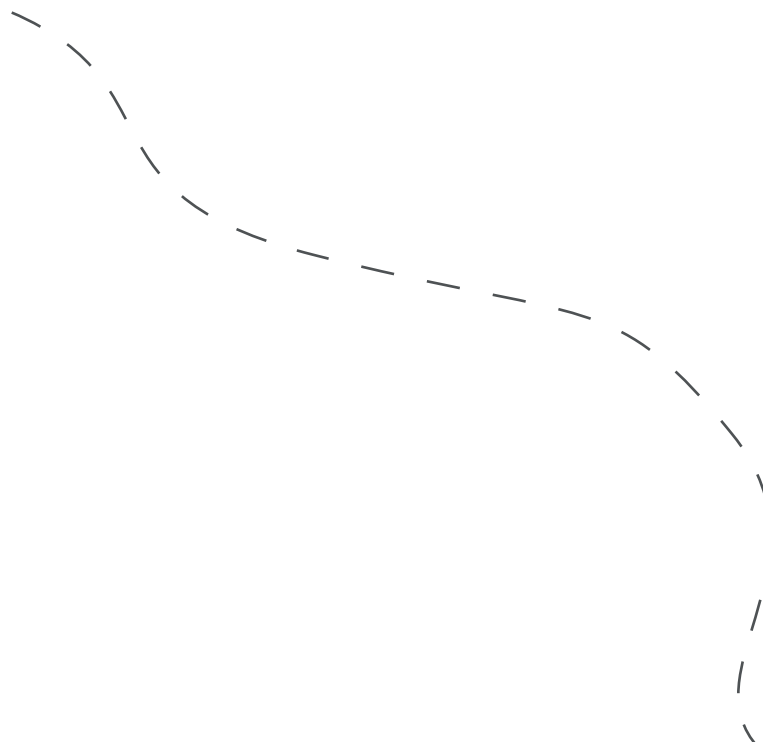
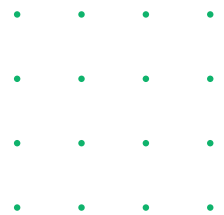
Period Comparison

With period comparison, you can analyze trends over time, assess marketing campaigns, optimize strategies, and gain a comprehensive view of your online performance.

Period Comparison provides all the charts found in project comparison but focuses on how specific keywords performed compared to previous periods or years.



Wanna know more? Check our [article!](#)



Reports

E-mail Reports

Daily or weekly updates of new mentions of your keyword are sent to your inbox. They are enabled by default, but you can easily manage which type of reports you want to receive.

You can also set the reports for your teammate by clicking

[+ Add new recipient](#)

The screenshot shows the configuration interface for email reports. At the top, there is a 'Select recipient' dropdown menu with 'add new recipient' and a 'Delete' button. Below this is an input field for the recipient's email address and an 'Add' button. The main configuration area includes three toggle switches: 'Daily reports' (checked), 'Weekly reports' (checked), and 'Storm alerts' (checked). Under 'Daily reports', it says 'Sent to your inbox every day.' and 'If there are no new mentions from the last 24 hours:' with a dropdown menu set to 'Do not send me empty reports'. Under 'Weekly reports', it says 'Sent to your inbox every Monday.' and 'If there are no new mentions from the last 7 days:' with a dropdown menu set to 'Do not send me empty reports'. On the right side, there are two numerical settings: 'Percent change in mention volume:' set to 200% and 'Percent change in social media reach:' set to 500%.

Storm Alerts are e-mail notifications that instantly let you know as soon as your mentions volume or social media reach changes by a given percentage set by you .

PDF Reports

Brand24 allows you to export tons of data about your projects from a selected date range into a neat and clean, and branded PDF Report. You can customize the report by choosing the content that will be included, such as your company logo or custom accent colours







The screenshot shows the 'Choose report content' interface. It features a grid of 18 items, each with a toggle switch. The items are: 'Summary of mentions' (checked), 'Volume of mentions graph' (checked), 'Social media reach graph' (checked), 'Non social reach graph' (checked), 'Volume of mentions per category' (checked), 'Numerical summary' (checked), 'Context of discussion' (checked), 'Most popular mentions' (checked), 'Recent mentions' (unchecked), 'Most active public profiles' (checked), 'Top public profiles' (checked), 'Most active sites' (unchecked), 'Most influential sites' (checked), 'Trending hashtags' (checked), and 'Quotes' (unchecked). A 'Restore to default' link is visible in the top right corner.

Lab24

Lab24 is the section where media monitoring meets science, and your data is transformed into valuable insights! Our Beta features are powered by AI and developed by the R&D team. This section aims to analyze data from your project and deliver it in a very accessible way. We use a lot of charts and graphs to make it easier for you to see dependencies and differences.



For now, we can proudly introduce you to the following features:

-  **Topic Analysis** delivers the most important topics and trends in your industry. You can get through your customers' expectations and the key communication channels for each subject.
-  **Influencer Analysis**, which provides a percentage share of the most influential authors in discussions on Social Media
-  **Emoji Analysis** unveils the emotional context of your discussion by extracting all mentioned emojis so you can see which are used in a discussion around your topic.
-  **Emotion Analysis** allows you to follow which emotion dominates your audience: sadness, admiration, anger, disgust, fear or joy? Or is it neutral?
-  **Geo Analysis** represents a global distribution of mentions count, reach, and interactions. Not every mention could have been geolocated, but the map will show the bigger picture over time!
-  **Metrics Analysis** - the whole summary of your data. There is no need to describe it; go to this tab and see it yourself.

Please keep in mind that this section is constantly growing, meaning some features may undergo slight modifications over time. Stay updated, and feel free to reach out if you have any questions or require assistance with any changes.



Let's Stay In Touch!

Hey! It's us - Brand24 team! We are here for you! :)

Chat

Can you see the blue bubble in the bottom right corner? It's our chat. Feel free to use it – your message will be redirected to your Success Advisor, who has the best knowledge about your projects and is ready to help you!

@ E-mail

When you sign up for a free trial, you are assigned a dedicated Success Advisor who is always willing to help. This is the person who sent you the Welcome Message on the first day of your trial – so you have their email address.

Webinars

Every week you have the chance to connect with us through our webinars! They are not only an opportunity to listen and learn about tips and tricks on media monitoring but also to ask the questions that bother you and get the explanation right after – with examples! Sounds cool, right? :) So, see you at our weekly webinar! To pick the date, check [HERE](#).

Community

[Join our community](#) and unlock endless opportunities to connect, collaborate, and thrive in the world of digital marketing and brand management.

