eBook:
Set up a Social Listening search for your product

This is prerelease documentation and is subject to change.

Listen to the right conversations.

Microsoft Social Listening

what is social listening 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 and become a part of the conversation.

social listening can help your business

Social Listening 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 social media.

act on data-driven information

Some feature highlights:

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

- Track your brand, products, and influence on social media sources and in a broad [set of languages](#).

- Measure social impact on campaigns. Gain insight on what's working and what isn't.

- Connect with the most influential voices in your community.

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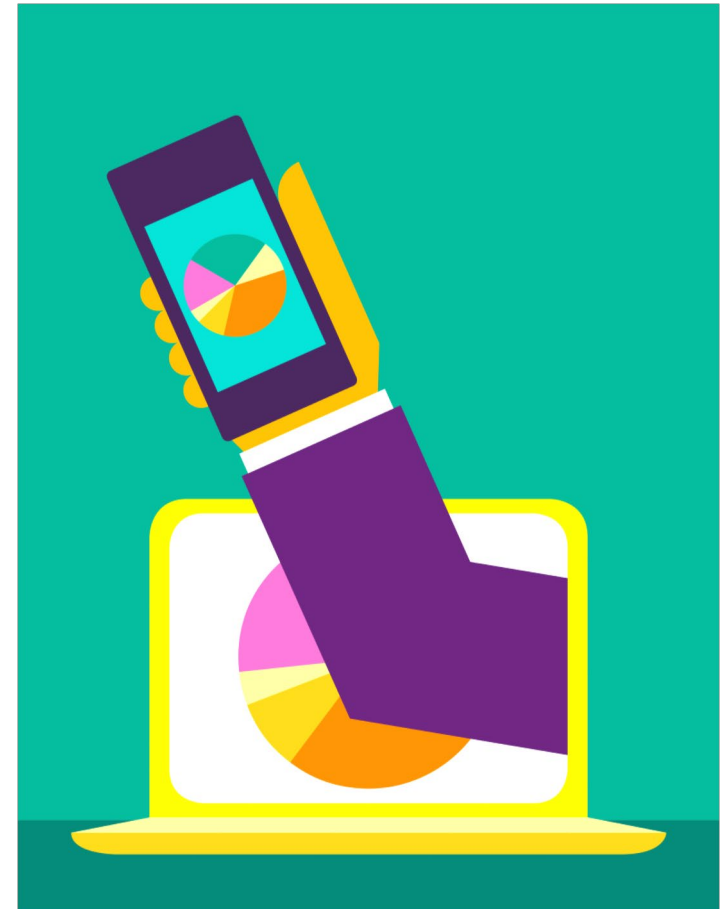
let's get started with an example

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.

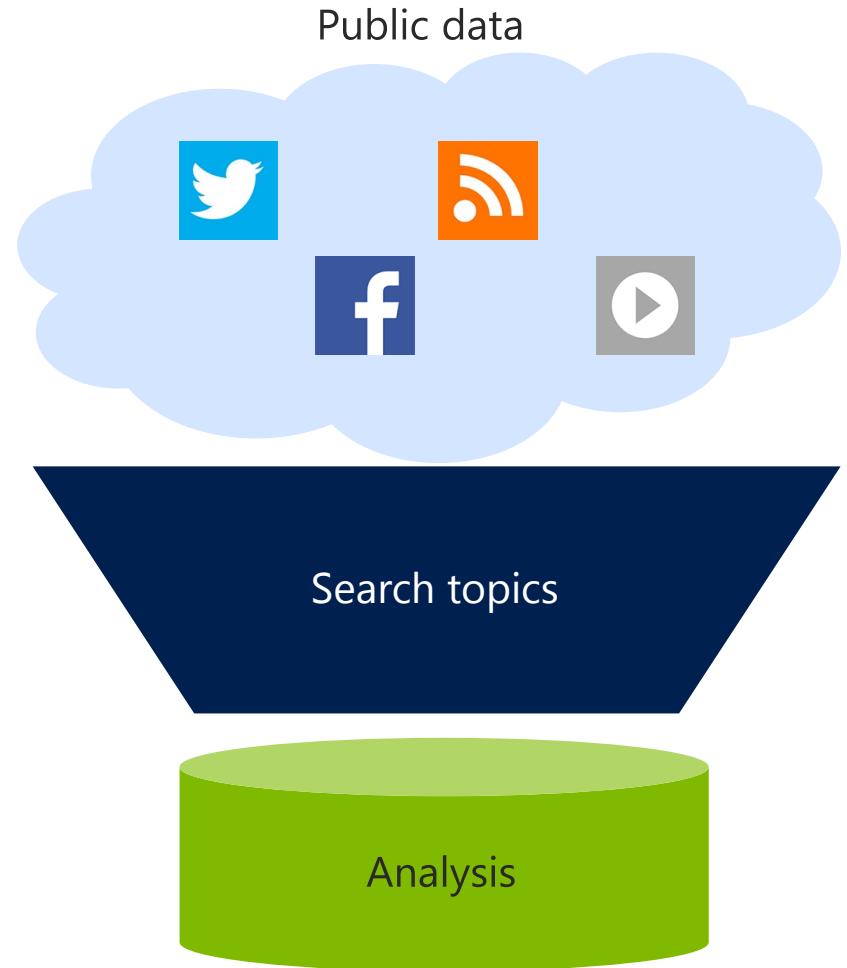To collect the right data, it's crucial to set up a good search topic.

good search topic – good data

Search topics select data for analysis in Microsoft Social Listening.

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.
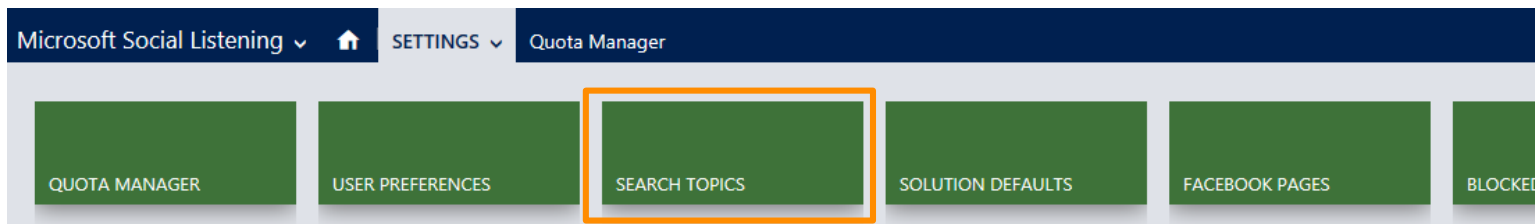
Public data

Search topics

Analysis

navigate to your search topics

First, sign in to Social Listening and navigate to **Settings**.
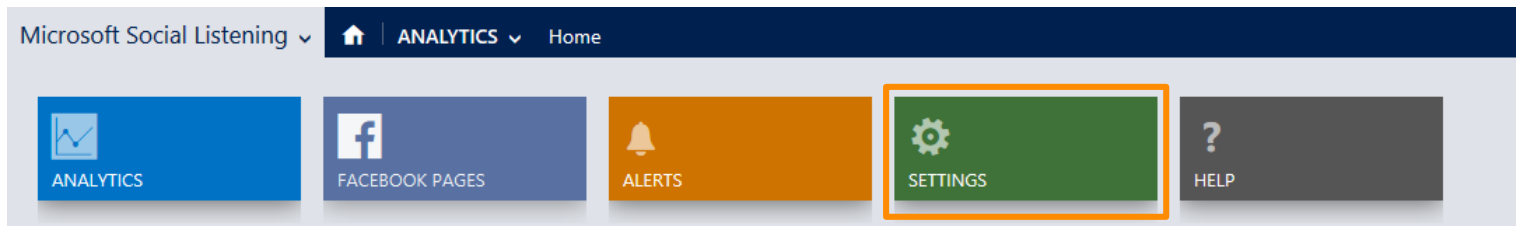
You must be a Social Listening Administrator or Power Analyst to perform the following tasks.

On **Settings**, navigate to **Search Topics**.

create a new search topic

In Search Topics, click or tap **Add search topic**.

Microsoft Social Listening ⌄ | 🏠 | **SETTINGS** ⌄ | Search Topics

Your Search Topics

Set up your search topics for companies, accounts, products, campaigns, or any topic you want to listen to.

Search topics consist of one or more search queries. Define the keywords, inclusions, exclusions, search sources and search languages for your queries.
Read more about search topics.

⊕ Add search topic

Search topic list

Sorted by Name ⌄

Search topics	Queries	Search topic category

name and categorize your topic

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

The name and category are for your reference and have no impact on search results, but they let you organize them easily.

Create New Search Topic

Owner
Sheila Gallagher

Created

Name

Contoso Product

Search topic category

Products

Search queries

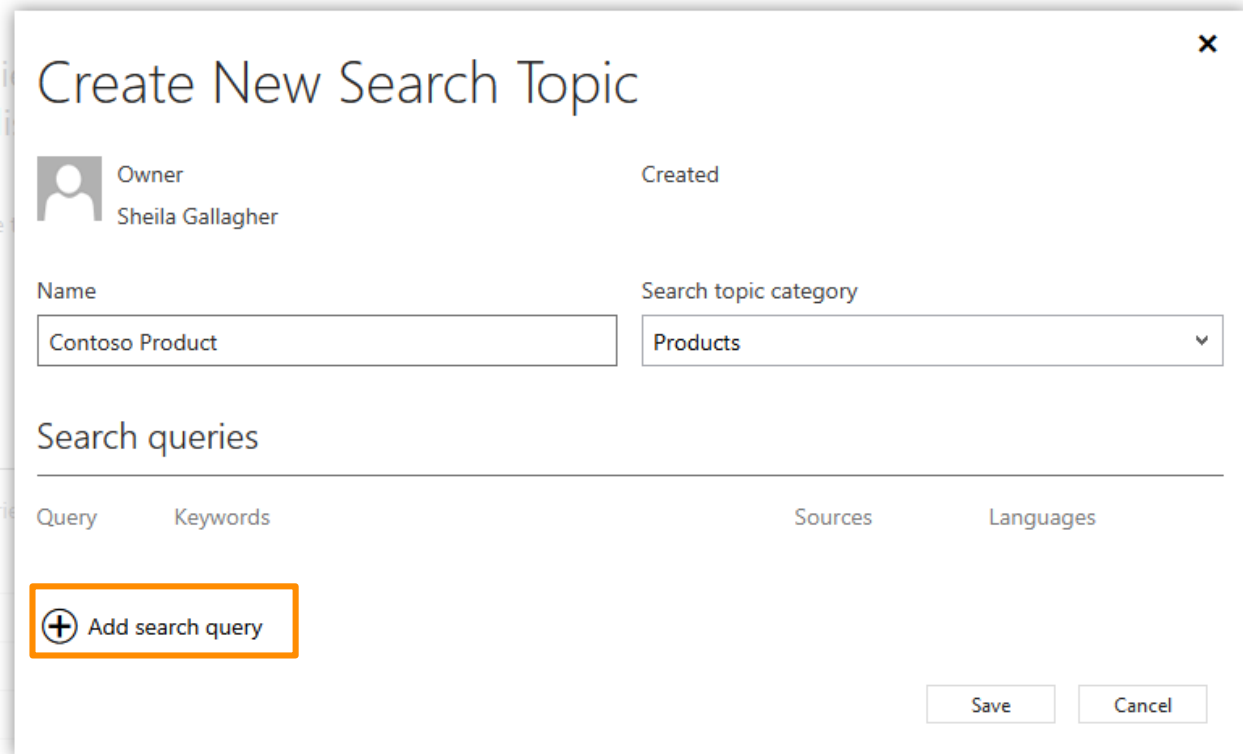| Query	Keywords		Sources	Languages

⊕ Add search query

Save   Cancel

⊗

add a query to a topic

Now that name and category are set, add the first search query to your topic.
Queries select the posts that will be available for analysis in Social Listening.

Under the list of Search queries, click or tap **Add search query**.

Create New Search Topic

Owner
Sheila Gallagher

Created

Name

Contoso Product

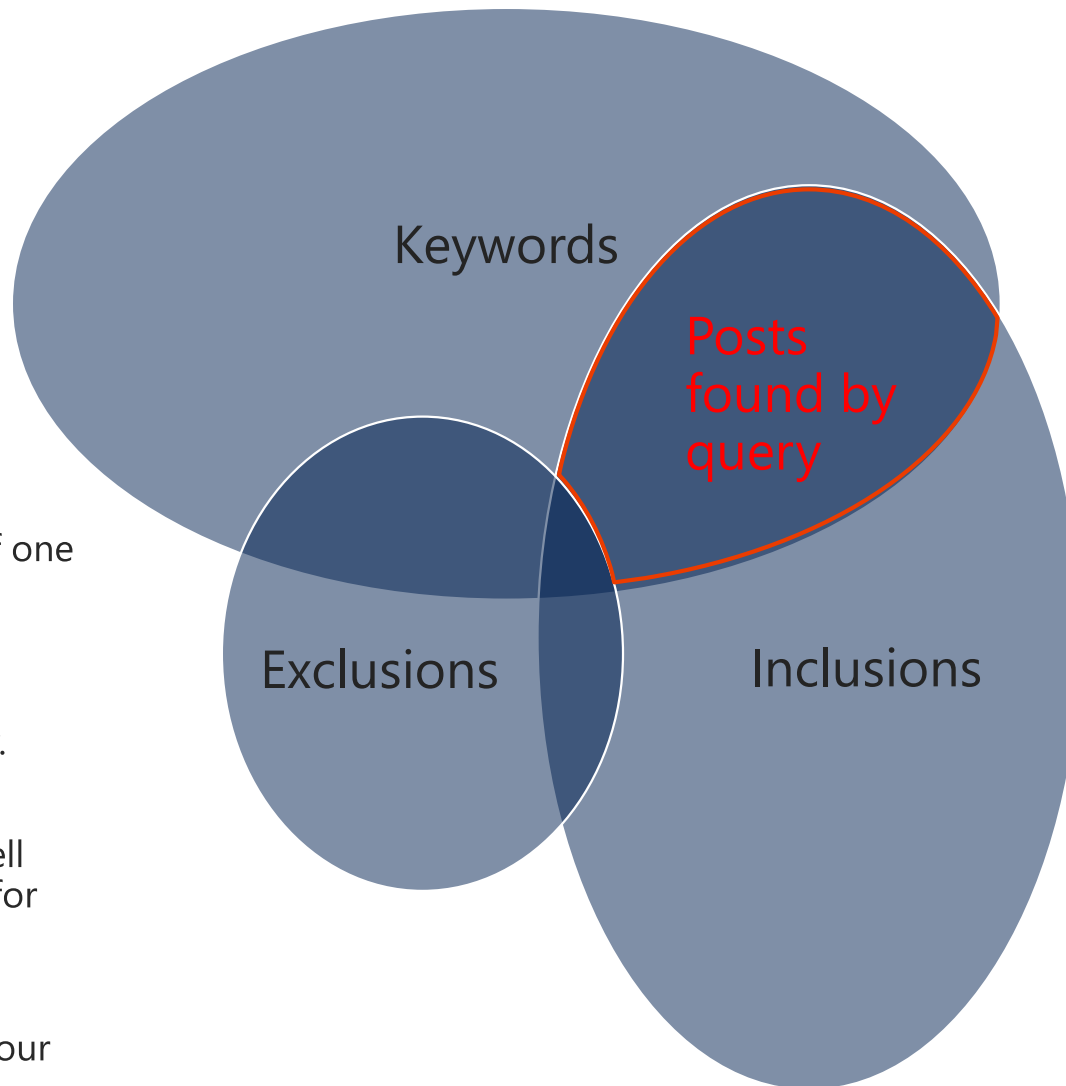Search topic category

Products

Search queries

Query	Keywords		Sources	Languages

⊕ Add search query

Save   Cancel

understand terms you add to a query

Keywords

Posts found by query

Exclusions

Inclusions

A search topic consists of one or more search queries.

Keywords, inclusions, and exclusions define a query.

Sources and languages tell the query where to look for data.

Posts that are found by your query show up in your analysis.
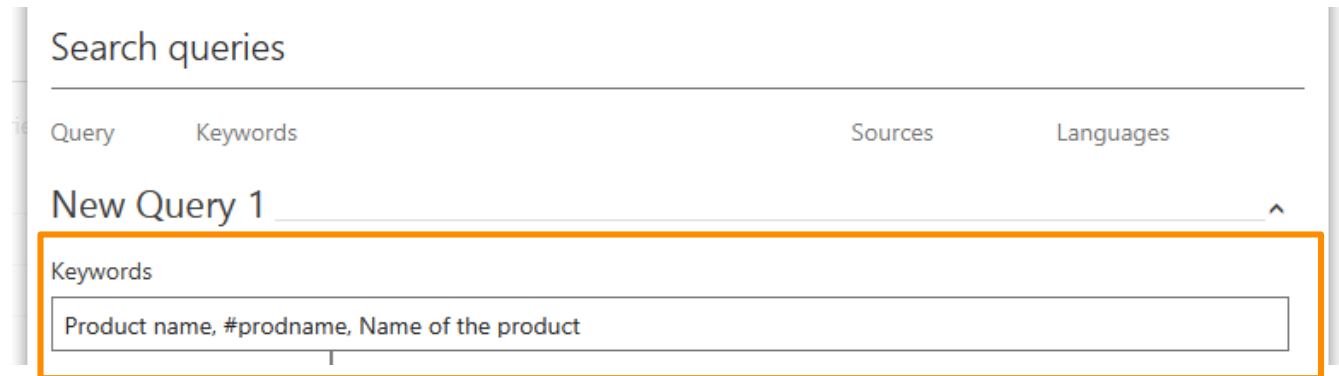
start by adding keywords

Define the keywords that your query 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 towards a product is, 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 query will now look for posts that contain either one of the keywords (think "OR").

Search queries

Query	Keywords		Sources	Languages

New Query 1

Keywords

Product name, #prodname, Name of the product

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

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 query.

Inclusions are separated by commas.

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

The query 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").

New Query 1

Keywords

Product name, #prodname, Name of the product

Inclusions

Contoso Inc., Contoso-inc, Contoso

Exclusions

Exclusion 1, Exclusion 2, Exclusion 3...

Keywords and inclusions must appear in the same:

○ sentence   ● paragraph   ○ post

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

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.

Exclusions are separated by commas.

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

The query 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 query.

select sources and languages

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

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

Sources	☑ Select all
☑ Blogs	
☑ Facebook	
☑ Twitter	
☑ Videos	

Languages	☑ Select all
☐ Chinese	
☐ Dutch	
☑ English	
☑ French	
☑ German	
☐ Greek	
☐ Italian	
☐ Japanese	
☑ Portuguese	
☑ Spanish	

Delete Search Query   Test Search Query

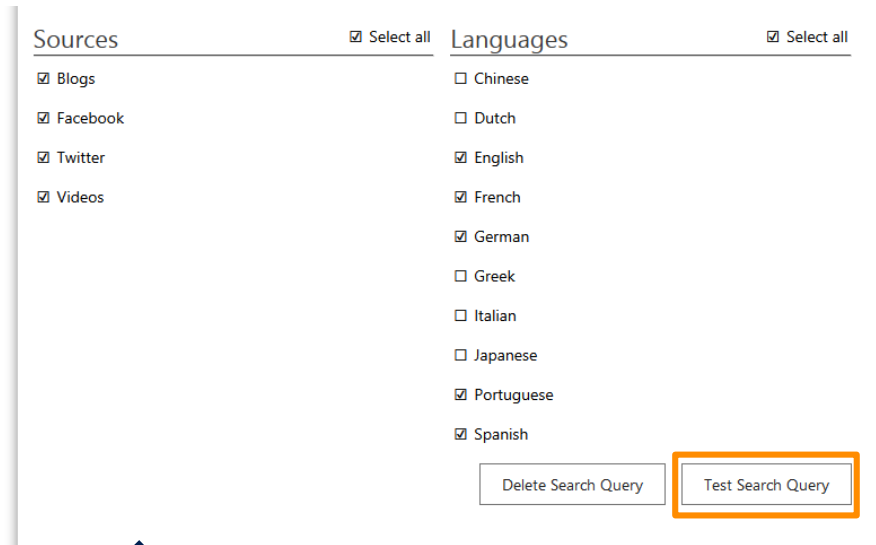Check all languages that you want the query executed on.

Note: Your keywords, inclusions, and exclusions aren't translated if you select more than one search language. Add more queries with the translated terms if neccessary.
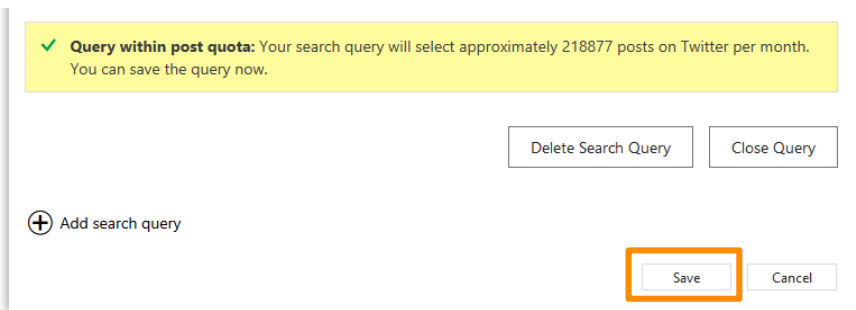
test your query and save your topic

In this final step, you need to test your query to see an estimation of the resulting monthly post volume on Twitter.

Sources	☑ Select all	Languages	☑ Select all
☑ Blogs		☐ Chinese	
☑ Facebook		☐ Dutch	
☑ Twitter		☑ English	
☑ Videos		☑ French	
		☑ German	
		☐ Greek	
		☐ Italian	
		☐ Japanese	
		☑ Portuguese	
		☑ Spanish	

Click or tap **Test Search Query**.

Delete Search Query | Test Search Query

✓ **Query within post quota:** Your search query will select approximately 218877 posts on Twitter per month. You can save the query now.

Delete Search Query | Close Query

⊕ Add search query

Save | Cancel

If your query is within the post quota, click or tap **Save**, or select **Add search query** to create an additional query in this topic.

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 query:

- Add queries 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 query'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 a query from a topic.

- Remove keywords from a query.

- Add inclusions or exclusions to a query.

- Remove languages or sources from a search topic.

come back regularly

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

Update and optimize your queries from time to time to constantly improve the quality of your data and to stay within your post quota.
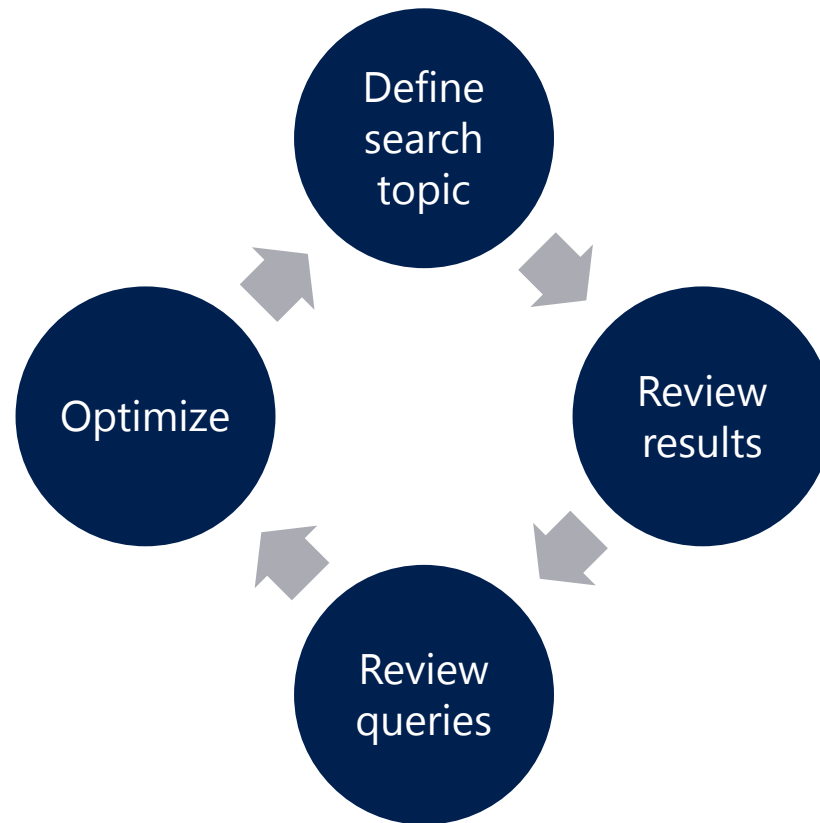
Thanks for reading!

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Send us a quick note.
We'd love to know what you think.

Version 1.0

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Microsoft