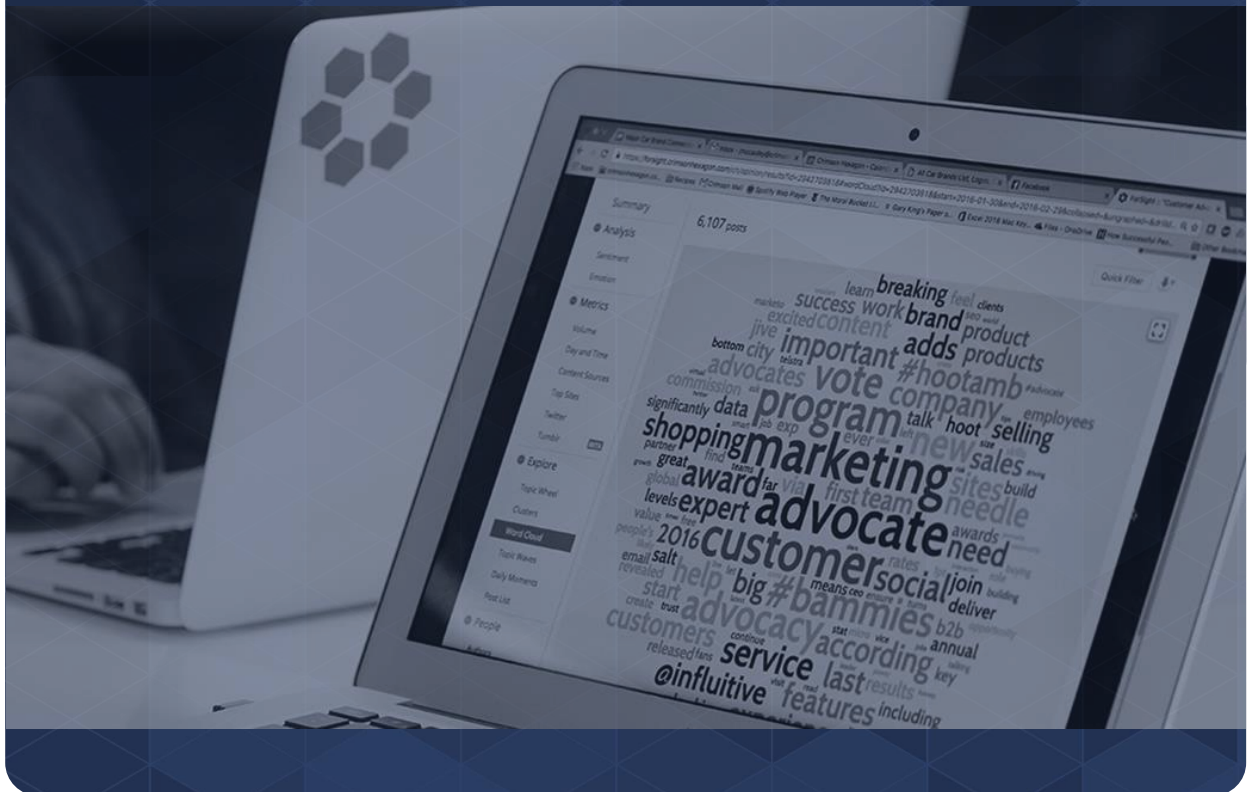


# New User Guide: Crimson Hexagon Platform

Version: 6.0

Release Date: December 2017

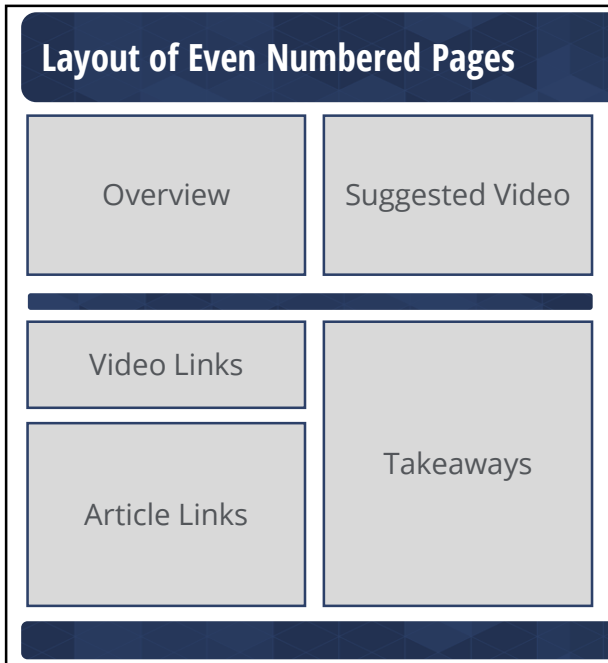


# New User Guide Purpose & Structure

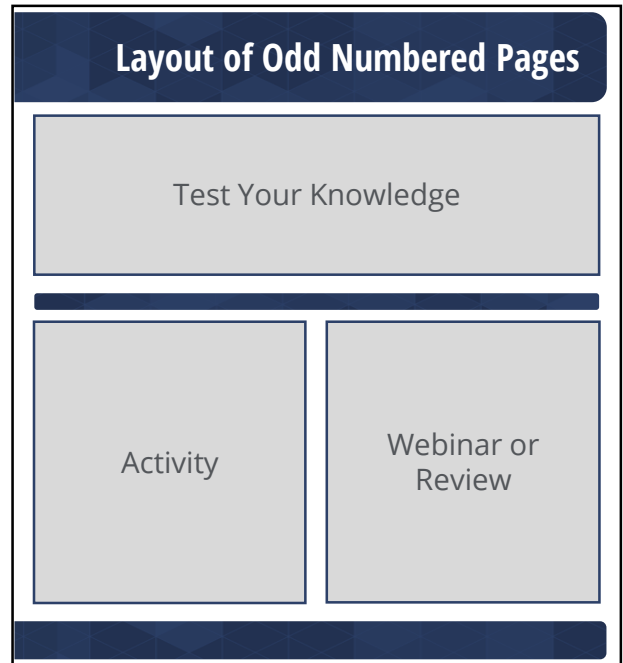
## Purpose:

This guide will help new users of the Crimson Hexagon platform understand the capabilities of social media analytics, learn about the different products and features, as well as teach users how to navigate.

## Structure:



This layout provides a quick overview of the topic of interest and provides resources to help reinforce your knowledge of the Crimson Hexagon platform.



This layout tests your knowledge based on what you've learned in the previous page and provides engaging activities to further develop your skills.

This button brings you back to Table of Contents page when clicked.

For sections with "Test Your Knowledge" exercises, the answer and a link to more information can be found at the bottom right.

# Table of Contents

*\*Click on the links below to navigate to the page desired*

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# Getting Started

## Overview

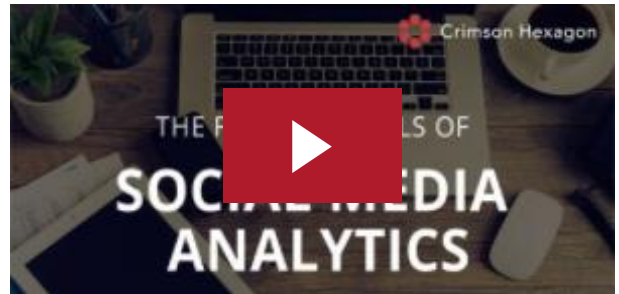
Through social media analytics, we can make better decisions and understand what people are saying organically by Monitoring unsolicited conversations on social media.

The total estimated time for completing the New User Guide is around 6 to 15 hours. Set your own schedule and finish these sections at your own pace.

## E-book:

### Fundamentals of Social Media Analytics

Estimated Reading Time: ~30 to 55 mins



## Requirements Before Starting

- Log in to the [Crimson Hexagon platform](#)
- Watch - [Home Page Walkthrough](#)
- Watch - [FTS: Approaching Crimson](#)

## Time Commitments

- Getting Started: 45 to 90 mins
- Social Account Monitors: 45 to 90 mins
- Buzz Monitors: 60 to 120 mins
- Opinion Monitors: 90 to 180 mins
- Extracting Data: 45 to 90 mins
- Leveraging CH for Analysis: 60 to 180 mins
- Next Steps: 30 to 180 mins

## Key Takeaways:

### Crafting Strong Business Questions

The first step of any analysis is to establish the reason for analysis.

Best practice is to identify a question and/or reason for an analysis that is targeted by utilizing the 5 W's: **Who, What, When, Where, and Why.**

*Example:*

Instead of asking...

“What’s the health of my brand?”

Try asking...

“What are the differences between how men vs. women mentioned my brand in the last year?”

# Getting Started

## Test Your Knowledge: Part 1

What are the 5 different W's used to enhance a business question? Circle all answer(s) that apply.

- A. Who
- B. Would
- C. What
- D. When
- E. Where
- F. Why

## Test Your Knowledge: Part 2

Which of the following are examples of unstructured data? Circle all answer(s) that apply.

- A. Social media posts
- B. Product reviews
- C. Images
- D. Sales figures
- E. Phone numbers
- F. Names

## Activity: Exploring your Needs

1. Take a few moments to think through why you or your team(s) have decided to utilize the Crimson Hexagon platform.
2. Explore one of the common types of analysis below and identify how your goals may align with these common use cases.

## Common Types of Analysis



[Brand Health](#)



[Industry](#)



[Campaign](#)

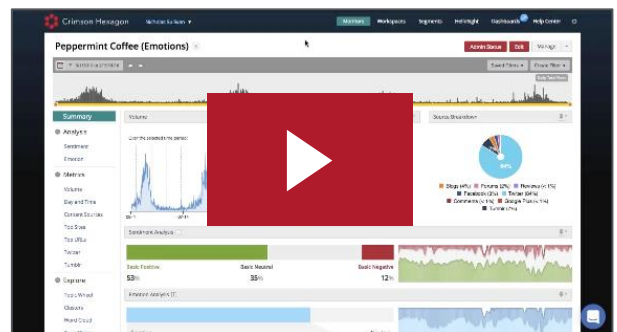


[Audience](#)



[Comparative](#)

## Review: Social Data Capabilities Webinar Length: ~28 minutes

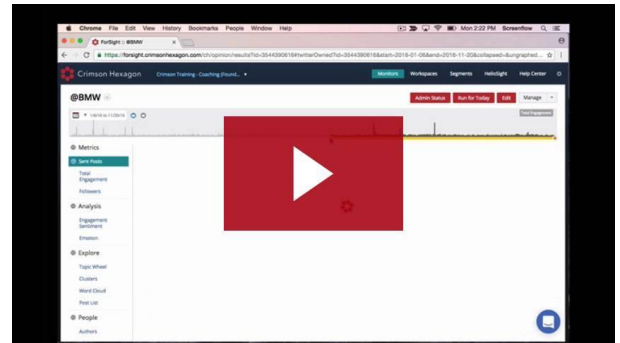


# Social Account Monitors

## Overview

A **Social Account Monitor** helps users track key metrics on a specific public Twitter Handle, Facebook Page or Instagram Account. It does not have to be an account associated with your organization - you can Monitor the public social accounts of your competitors, or an influencer you are interested in learning more about. For example, you can analyze the success of a campaign by tracking important owned engagement metrics.

## Video: What is a Social Account Monitor Length: ~1 minute



## Video Tutorials

The 15 min Foundation Training Series (FTS) video below provides an overview of Social Account Monitors, helps you understand use cases, walks through the Monitor, explains how it works, and shows you how to build a Social Account Monitor

 [FTS: Social Account Monitors](#)

## Guided Articles

These articles will explain why it's important to have you and your team(s) add their social credentials to avoid rate limiting.

 [Credentials Overview & How to Add](#)

 [Reauthorizing Credentials](#)

 [What are Rate Limits?](#)

## Key Takeaways:

- One Twitter/Facebook/Instagram social account can be tracked per Social Account Monitor.
- Twitter Social Account Monitors have historical data since Dec 13, 2013.
- Facebook Social Account Monitors will only collect data moving forwards, from date of creation.
- Instagram Social Account Monitors will collect data starting from date of creation.
- Social Account Monitors will be tied to the credential of the user who created it initially.



# Social Account Monitors

## Test Your Knowledge

Which of the following choices are next steps for a user after receiving the email on the right? Circle the correct answer.

- A. Re-authorize your Facebook Credentials
- B. Ensure the Facebook page link & name has not changed
- C. Add more Facebook Credentials from other team members

Hi User,

Your Facebook account 'Learning is Fun' is experiencing errors in ForSight. This could be due to a password change or expiration by Facebook.




Please re-authorize your account by visiting [forsight.crimsonhexagon.com/ch/admin/credentials](https://forsight.crimsonhexagon.com/ch/admin/credentials)

## Activity: Build Social Account Monitors

Watch the Training Videos on the previous page and build a Twitter Social Account Monitor for your brand and one of its major competitors.

*Note: If you do not see the option to build a Social Account Monitor, please refer to the video series & articles to review how to build a Social Account Monitor.*

## Practice finding insights:

-  Identify change in Twitter Follower count over the past 3 months.
-  Look for major topics of positive conversation in the past year on Twitter.
-  Look at a competitor's Twitter engagement and find their most retweeted post in the past 6 months.

**Review:** Explore the following sections and read articles on the Help Center to better understand the methodology.

 Twitter Social Account Monitors

- Sent Post Impressions
- Sent Post Engagement
- Followers
- Top URLs
- Total Engagement
- Engagement Sentiment

 Facebook Social Account Monitors

- Admin Post List
- Total Activity & Page Likes
- Engagement Sentiment

 Instagram Social Account Monitors

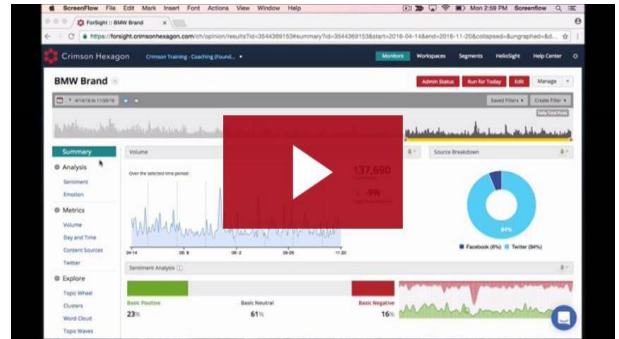
- Sent Posts
- Total Activity & Followers
- Engagement Sentiment

# Buzz Monitors

## Overview

If you are looking to get a general sense of a conversation or are interested in determining the volume of a conversation over time, you should create a **Buzz Monitor**. Buzz Monitors use the Auto-Sentiment algorithm. This allows you to quickly obtain a snapshot of the conversation. Customize your search to find conversations relevant to your business and derive actionable social insights.

## Video: What is a Buzz Monitor Length: ~1 minute



## Video Tutorials & Workshops

The Foundation Training Series (FTS) video and two workshop videos will help you understand how to build Buzz Monitors & utilize Boolean.

 [FTS: Buzz Monitors](#)

 [Basics of Boolean / Advanced Boolean](#)

## Guided Articles

These articles explain how to utilize Boolean, create a Buzz Monitor, as well as introduce you to machine automated Sentiment.

 [Official Boolean Guide!](#)

 [Creating a Buzz Monitor](#)

 [Overview: machine automated Sentiment](#)

## Key Takeaways:

- Buzz Monitors are focused on keywords and organic conversation.
- Perform unlimited searches across content sources based on keywords.
- Over 1 trillion posts collected within our content library, since 2008.
- [Basic content sources](#) include: Twitter, Facebook, Instagram, Blogs, Forums, Google +, and Tumblr.
- [Targeted content sources](#) include: Facebook pages, Google + pages, Instagram hashtags, and VK keywords.
- [Advanced content sources](#) include: Reviews, News, and YouTube



# Buzz Monitors

## Test Your Knowledge

Bobby Buleen has built a Boolean keyword string, shown by the image below, to explore the conversation around pizza. What mistake(s) did Bobby make? Circle all answer(s) that apply.




```
1 pizza OR pizzas or pizzadelivery and pizza party
```

- A. Incorrect capitalization of some Boolean operators and field specifiers
- B. Missing quotes around keyword phrases that are more than one keyword
- C. Improperly pairing “AND” with “OR” Boolean operators without use of parentheses
- D. Incorrectly using lowercase keywords

## Activity: Building a Buzz Monitor

1. After watching the videos in the “Video Tutorials and Workshops” section, try building Buzz Monitor(s).

2. Answer the following business question prompts using Buzz Monitors:

-  What are the three major topics of your brand’s positive and negative conversation?
-  How do conversational topics around your brand differ when comparing male vs. female conversation?
-  What was the daily average volume in the past year compared to your brand’s top three competitors?

[Read more](#) about the metrics & features within a Buzz Monitor in our Help Center!

**Review:** Explore the following sections and read articles on the Help Center to better understand the methodology.

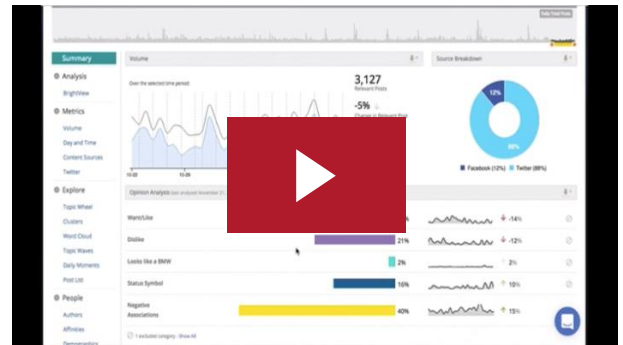
- Emotional Analysis
- Sentiment Analysis
- Volume
- Day and Time
- Twitter
- Topic Wheel
- Word Cloud
- Post List
- Authors
- Geography
- Affinities
- Demographics

# Opinion Monitors

## Overview

The BrightView algorithm makes the **Opinion Monitor** unique and powerful for analyzing social conversations in nuanced ways. Separate conversation into more nuanced definitions of Sentiment, understand trends within topics of a conversation, unravel the intent behind purchasing behaviors, and much more.

## Video: What is an Opinion Monitor Length: ~1 minute






## Video Tutorials & Workshops

Watching the Foundation Training Series (FTS) video and workshop video below will help you understand Opinion Monitors, how to train the BrightView algorithm, as well as provide an example use case.

-  [FTS: Opinion Monitors](#)
-  [Identifying Purchase Intent](#)

## Guided Articles

These articles provide instructions on how to train, run quality assurance, and understand the BrightView algorithm and aggregate analysis.

-  [Training the BrightView Algorithm](#)
-  [How to Run QA \(Quality Assurance\)](#)
-  [Understanding Aggregate Analysis](#)

## Key Takeaways:

- Opinion Monitors excel at analyzing the percentage of conversation through aggregate analysis, rather than analyzing the number of posts.
- The BrightView algorithm is trained by the user and allows the user to create a maximum of 12 categories.
- Each category requires a minimum of 10 posts trained. Aim for 15-25 training posts per category.
- Training the BrightView algorithm takes more time to complete than Buzz Monitors, schedule appropriately.
- Opinion Monitors contain the same sections as a Buzz Monitor, except for Sentiment and Emotion Analyses.

# Opinion Monitors

## Test Your Knowledge

Which of the statements below are true about training Opinion Monitors? Refer to the articles on the prior page to refresh your knowledge on how to train and QA Opinion Monitors. Circle all answer(s) that are true.

- A. You can create a maximum of 12 categories
- B. The best practice is to train around 15-25 posts per category
- C. Audit your training categories if new social expressions/phrases are added to conversations
- D. Training posts should fit into more than one of your categories/topics
- E. Training posts should vary in language patterns to increase the accuracy of a category

## Activity: Building an Opinion Monitor

After watching the Foundation Training Series video and workshop video, copy an existing Buzz Monitor into an Opinion Monitor and train posts into positive, neutral, and negative categories.

## Activity: Identifying Purchase Intent

After watching the [Purchase Intent Workshop](#), follow the steps outlined and create an Opinion Monitor around the purchase intent of the consumers for a brand of your choice or one of the brands below:

- Nike
- Mercedes-Benz
- Amazon
- Starbucks
- Coca-Cola

**Review:** Explore the following sections and read articles on the Help Center to better understand the methodology.

- BrightView
- Category Filters
- Volume
- Day and Time
- Twitter
- Topic Wheel
- Word Cloud
- Post List
- Authors
- Geography
- Affinities
- Demographics

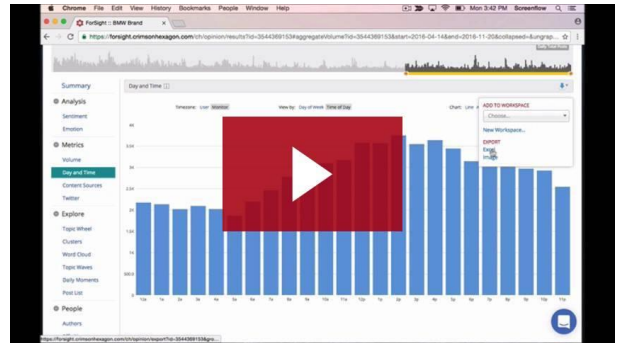
# Extracting Data

## Overview

Now that you've learned how to find the data by creating and editing your Monitors based on a business question, how do you disseminate the data and insights to the teams that can utilize them?




The Crimson Hexagon platform has several ways to help you increase efficiencies in your reporting workflow, share Monitor access, create alerts, and display the right visualizations to the right people at the right time.

## Video: Utilizing the Data Length: ~3 minutes







## Video Tutorials & Workshops

Watch the Foundation Training Series video and workshop video to understand exporting, Workspaces/Filters, and Dashboards.

-  [FTS: Utilizing Data](#)
-  [Workshop: Dashboards Overview](#)
-  [Workshop: Utilizing Long-form Content](#)

## Guided Articles

These articles explain the different features for disseminating data to others.

-  [Regular & Bulk Exports](#)
-  [Workspaces Overview](#)
-  [How to Create Dashboards](#)
-  [Global Filters](#) | [Explore Tab: Quick Filters](#)

## Key Takeaways: Ways to Utilize Data

- Export metrics to MS Excel, as an image, or to a Workspace
- Utilize Workspaces to aggregate key metrics
- Build Dashboards to visualize recent trends and metrics
- Filter your Monitor results with Filters

## Sampling

Conducting research on the social web involves huge numbers of data points, and therefore measuring a smaller sample of the conversation online, rather than measuring 100% of the conversation, is often necessary.

[Read more about how sampling affects Crimson Hexagon here](#)

# Extracting Data

## Test Your Knowledge: Part 1

Which of the following options are never sampled? Circle all the answer(s) that apply.

- A. A day with more than 10,000 Posts
- B. Volume
- C. Explore section metrics
- D. People section metrics
- E. Sentiment section metrics

## Test Your Knowledge: Part 2

When building a historical report that looks at metrics from 1 year ago, which of the following products or product features should you utilize? Circle all the answer(s) that apply.

- A. Workspaces
- B. Dashboards
- C. HelioSight
- D. Monitors

## Activity: Building a Dashboard

After watching the videos in the “Video Tutorials and Workshops” section, use the Buzz Monitor(s) you have built previously to create a Dashboard that answers the following questions.

-  How has the volume of our brand mentions changed in the past 28 days?
-  How has sentiment shifted for our brand in comparison to one of our competitor brands over the past 2 weeks?
-  Are males or females talking more actively about our brand compared to our competitor?

[Read more](#) about the features within a Dashboard in our help center!

## Review: Ways to Utilize Data in the Crimson Hexagon Platform

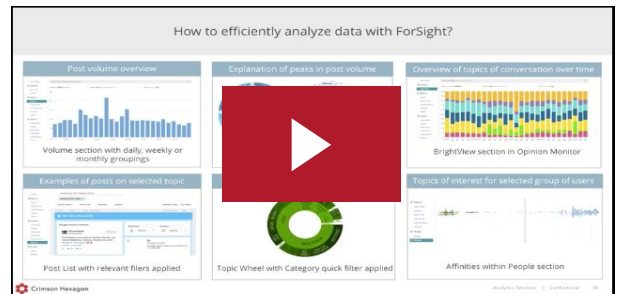
- Workspaces
- Dashboards
- Exporting to MS Excel
- Exporting to MS PowerPoint
- Filtering your results by:
  - Keywords
  - Gender
  - Location
  - Content Source
  - Author Interests
  - Authors
  - Author Influence
  - Categories
  - Time
- Quick-filter Explore Section Visualizations

# Leveraging Crimson Hexagon for Analysis

## Overview

Now that you've identified your business question(s), built and refined Monitors, and practiced using some of our reporting and dissemination features, watch the video to the right to see the entire process broken down step-by-step to ensure you're comfortable using the platform's data for your needs.

## Video: Brand Comparison Analysis of Toyota Prius vs. Honda Civic Length: ~40 minutes



## Video Workshops

Explore video workshops below to gain a better understanding of how to approach questions that may not be as common, using similar strategies you've already learned!

 [Workshop: Reputation Management](#)

 [Workshop: Holiday Shopping Trends](#)

## Guided Articles

These articles provide instructions on how to utilize the Crimson Hexagon platform to transform a business question into a detailed analysis using Monitors and product features.

 [Crimson Hexagon's Analysis Guides](#)

 [Crimson Hexagon's Case Studies](#)

## Key Takeaways: Using the Crimson Hexagon platform

- Ensure that you have a goal or question before entering the platform. This can be in the form of a business question or desire to explore a topic or theme.
- Meaningful insights will help drive action.
- There are many different ways to use the platform.  
Below are some additional use cases:
  - Track Events
  - Persona Exploration
  - Topical Analysis
  - Risk Assessment
  - Customer Service Analysis
  - Influencer Reporting



# Leveraging Crimson Hexagon for Analysis

## Test Your Knowledge: Part 1

If you wanted to answer the following question, what types of Monitors would you utilize? Circle all the answer(s) that apply.

*Question: What are the major themes for males vs. females in organic conversations about dieting and fitness on Twitter?*

- A. Social Account Monitors
- B. Buzz Monitors
- C. Opinion Monitors

## Test Your Knowledge: Part 2

After making keyword changes to your Monitor, how do you implement your changes to reflect historically? Circle the correct answer.

- A. Click the View Results button
- B. Click the Save button
- C. Click the Save & Reset button
- D. Exit the screen and don't save changes

## Activity: Complete an Analysis Guide

After reading through one of the Analysis Guides, try replicating the analysis in your Team Page and take a team member through your approach and analysis of choice.

[Link to Analysis Guides](#)

## Activity: QA with a Team Member

Take a few minutes to look at a Buzz or Opinion Monitor that a team member has built on your team page. Answer the following questions using the Monitor and the Monitor's post list.

- What is the business question/goal of the Monitor build?
- Are there any additional exclusions that they may have missed?
- What insights can be derived from the Monitor's data to help solve for the business question or goal?

## Review: Why metrics are important

Your organization has to define which metrics or key performance indicators are driving business decisions.

Once these metrics are identified, you can analyze social data with more direction and increase workflow efficiency.

For example, if daily average volume of brand mentions is a KPI for your organization, you can better determine the below factors for your analysis workflow:

1. What Monitor type(s) to build:  
Buzz or Opinion
2. What keywords to use:  
Brand Keywords
3. What date range to explore:  
1 year prior

# Next Steps

## Congratulations!

Now that you've completed this guide, you can safely say that you've covered the foundations for utilizing the Crimson Hexagon platform to build, refine, and derive actionable social insights.

These foundations will help you with your research and analysis of social data. Below, you will find resources to help you continue your education and stay in-touch with new product features and updates!



## Video Workshops & Webinars

View our recorded workshops to build new skills. Sign up for a live webinar; each month there is a 30 min webinar on a variety of specialized topics to help you better leverage the platform.

 [Explore our Recorded Workshops!](#)

 [Attend a Webinar!](#)

## Guided Articles

These article resources provide examples on how to utilize the Crimson Hexagon platform as well as cover our common use cases.

 [Additional Help Center Resources](#)

 [Learn More about HelioSight](#)

## Get Involved!

We, at Crimson Hexagon, would love the chance to meet you face to face.

Every quarter, we get on the road to host User Group Meetings throughout the U.S. and U.K.

Join us to network with others, hear how others use the platform, learn tips and tricks, and have your voice be heard.

[Learn more here!](#)

# Answer Sheet

## Getting Started (page 5):

Part 1 – The 5 W's are Who, What, When, Where, and Why. "Would" is not one of the 5 W's.

Part 2 – Structured data refers to the kind of data that is organized and displayed in a database with rows and columns, making it straightforward to work with. Examples of this include sales figures, names, phone numbers, and pretty much anything that can be categorized. Unstructured data lacks organization. Due to its variability and unidentifiable internal structure, unstructured data cannot be analyzed by the conventional technologies. Eg. Social media posts, Emails, Images, or Product Reviews.

Social Account Monitors (page 7): "Re-authorize your Facebook Credentials." is the correct answer and is even stated as the recommendation in the email example. Though ensuring the Facebook page link & name has not changed and adding more Facebook Credentials from other team members are also steps you should take to avoid rate limiting, these are not relevant to a reauthorization email.

## Buzz Monitors (page 9):

- "OR" and "AND" are Boolean operators and should be properly capitalized.
- When adding keyword phrases made up of more than one keyword or that include special characters, you need to utilize quotations around the keyword phrase: "pizza party"
- When using "AND" and "OR" operators within your keyword set, you should make sure to separate the keywords by utilizing parentheses: (pizza OR pizzas OR pizzadelivery) AND "pizza party"
- Though Boolean operators and field specifiers are case sensitive, keywords and keyword phrases are not.

✗ 1 pizza OR pizzas or pizzadelivery and pizza party

✓ 1 (pizza OR pizzas OR pizzadelivery) AND "pizza party"

Opinion Monitors (page 11): "Training posts should fit into more than one of your categories/topics." is incorrect because if you were to train a post into a positive category that states 'I love dogs but hate cats', the category will begin to sort posts with the language patterns of "I hate" into the positive category as well. Therefore, whenever you train a post, make sure it only contains one sentiment or contextual cue to ensure that your Opinion Monitor results are accurately sorting posts into your user-defined categories.

## Extracting Data (page 13):

Part 1 – volume is not sampled in the Crimson Hexagon platform.

Part 2 – For a historical analysis, Workspaces and Monitors are the two options that allow a user to look at social insights that is able to look back more than 28 days. Dashboards and HelioSight are both currently limited to the past 28 days as their maximum date range. (As of August 2017)

## Leveraging Crimson Hexagon for Analysis (page 15):

Part 1 – The key indicator for which Monitors to use lies in the question. We see three key indicators: themes, organic conversation, and topic of dieting and fitness. Social Account monitors would look for owned content engagement around a social account handle/user and doesn't allow the user to search organic conversations based on keywords. Both Buzz and Opinion Monitors also allow the user to refine for male vs female conversations and with keywords used in dieting and fitness conversations.

Part 2 – Save & Reset is the best way to ensure that any keyword changes you've made to your Monitor build are applied to the Monitor. Clicking on "Save" and not "Save & Reset" will only apply changes to your Monitor moving forward and will not apply the changes to your historical data set. Exiting the screen without saving will remove any changes you've made to your Monitor. Clicking on view results will also remove your changes if you leave the Monitor build page.

# Glossary (page 1)

**Affinities:** the interests of an audience and the comparison of which interests that audience is more or less likely to hold compared to the general population

**Aggregate Analysis:** the process in which information is gathered and displayed in a summarized form for the purpose of statistical analysis, commonly used to get more information about particular audiences based on specific variables (age, gender, location, etc.)

**Analysis API:** The Analysis API is a tool which allows users to create a new, one-time analysis without logging into the platform (this is not saved as a Monitor). This is done programmatically and is typically utilized by developers. For more information, please refer to the analysis API docs

**API:** Otherwise known as “Application Programming Interface”, the API is a way to gather data without logging into the platform. See “Analysis API”, “Results API”, and “Upload API” in this document for more information

**Audience Analysis:** the process in which information is gathered revolving around a particular group of people, or audience, in order to gather overarching information about interests and demographics

**Blacklist:** a list of specific content sources (such as websites or particular authors) that can be designated by the user which will not be included in the collection of data

**Boolean Operator:** a simple word (AND, OR, NOT) that is used as a conjunction to combine or exclude keywords in a search in order to provide more focused and personalized results

**Brand Health:** a company's ability to clearly and consistently portray its vision, mission and values through marketing materials and language

**Bulk Export:** the mass collection of data and graphics from within a specified date range that is limited to 10,000 posts for use outside of the platform

**Buzz Monitor:** a unit of analysis, consisting of a saved query or search, which measures the themes and auto-sentiment of social conversation by way of customized, user-defined parameters

**Card:** a single insight module including a headline and visualization Content Source: types of data sources that are available to collect information from

**Content Source Latency:** refers to the delay that could potentially occur between the call for data and the collection of that data into the results

**Crimson Hexagon Platform:** a collection of products created by Crimson Hexagon meant to be utilized by businesses in order to run social media analysis and gain valuable insights

**Dashboard:** a virtual, shareable canvas with the ability to customize a collection of meaningful metrics in an easy, straightforward way

**Data Library:** the collection of information that the platform has on hand from previous searches and content sources to be used for future analysis

**Demographics:** audience breakdown by age, gender, and location

**Earned Content:** organic conversations that occur on social media involving a brand or product

**Extrapolation:** the action of estimating or concluding something by assuming that existing trends will continue or a current method will remain applicable

**Filters:** Default parameters applied to a search, such as the first layer of audience results or the second layer of audience results cards

# Glossary (page 2)

**Geography:** Audience breakdown by location

**Global Affinities:** general indexed interests of an at-large population

**Historical Content:** data that has been stored within the platform before the specific Monitor for information was requested

**Image Analysis:** the process in which information is gathered by looking at smaller pieces of a bigger picture, such as determining the scenery and recognizing logos

**Local Affinities:** indexed interests of a population within a given Monitor

**Machine Learning:** the process of training a computer or software through algorithms in order to collect more accurate data

**Methodology:** the specific process that is used in order to collect information and data

**Metrics:** a quantitative method of measuring a piece of data (volume, day, time, etc.)

**Monitor:** the overarching term for a basic analysis tool utilized by the Crimson Hexagon platform

**Monitor Status [Active]:** identifies that a Monitor is actively pulling in new results each day

**Monitor Status [Generating]:** identifies a Monitor that has been run for the first time or has been reset by the user

**Monitor Status [Never Run]:** identifies a Monitor that has been created within the platform but has not yet been run for results

**Monitor Status [Inactive]:** identifies a Monitor that has been run for results but is no longer actively gathering data

**Most Influential Authors:** social media users from the Monitor who are most influential on a specific content source as determined by the size and activity of their following

**Most Prolific Authors:** social media users with the highest amount of times their name is mentioned in conjunction with the topic being searched

**Net Sentiment:** Measures the extent to which a conversation is primarily positive or negative

**Opinion Monitor:** a unit of analysis, consisting of a saved query or search, which measures sentiment by way of user-trained, manually categorized posts using the BrightView(TM) algorithm

**Owned Content:** content gathered from a specific source, such as a Twitter handle or Facebook page

**Query:** a request for information from a database

**Quick Start Dashboard:** Collection of data visualizations based on five sample Monitors available at the onset of a subscription

**Rate Limit:** a restriction on how many calls for data you can make over a period of time as dictated by specific content sources

**Regular Export:** the collection of data and graphics within the Crimson Hexagon Monitor for use outside of the platform

**Relevance:** an interest's relevance to an audience, a combined measure of both affinity and percentage of audience

**Report:** A customized collection of static visualizations that can be scheduled, shared, and exported

**Results API:** The results API is a product which allows someone (typically a developer) to programmatically pull Monitor results without logging into the platform

# Glossary (page 3)

**Sampling:** smaller samples of the data at large that represents the mass of information accurately for drawing necessary conclusions

**Segments:** analyses that focus on who is saying what, not necessarily what is being said, and chooses a group of people, based on interests, to determine what they are talking about

**Sentiment:** the basic feeling or attitude that is conveyed in a post, separated into positive, neutral, or negative

**Social Account Credential:** username and password from a social media site that will allow users to pull content from that social media source in the platform

**Social Media Analytics:** the process in which data is collected from social media sources that can be used by companies for marketing and social insights

**Social Monitor:** a unit of analysis, consisting of a saved query or search, which measures metrics associated with public Twitter handles, Facebook pages, or Instagram user accounts

**Social Insights:** conclusions and supporting information that can be gathered or inferred by collecting data from social media content sources

**Specifier:** keywords (site, url, title, author, etc.) that can be implemented during a data search to refine results based on a specific location or name

**SSO (Single Sign-On):** SSO is a secure way to log into our platform, and is typically utilized by larger enterprise customers. This works by having clients log into their own unique portal which is Monitored by their SSO provider. We integrate with this provider, and it allows them to use their own secure credentials within their own system to access Crimson Hexagon's products.

**Summary:** time range and count of total posts analyzed for a given search term

**Tag:** a name or descriptor that can be associated with a Monitor in order to make searching, organizing and filtering easier for the user

**Target Audience:** the audience, or group of consumers, that is most relevant to a specific company, product, or business questions

**Targeted Content:** sources that allow you to search specific content by narrowing a search to certain parameters, such as walls on Facebook and hashtags on Instagram

**Team:** A collective group of users with permission controlled access to shared analyses and data

**Upload API:** The Upload API is a product which allows a user (typically a developer) to programmatically upload their own custom content into Crimson Hexagon's data library. This data is stored securely and is inaccessible to other clients

**Users:** There are three types of ForSight users: Admin, Power, and Basic. **Admin** users manage and view teams and permissions and track monitor usage for their organization. **Power** users are limited by contract and participate in Coaching sessions during Onboarding. **Basic** users are unlimited in number

**Volume:** measures the amount of unique posts for a given search term

**Whitelist:** a list of specific content sources (such as websites or particular authors) that can be designated by the user which will only be included in the collection of data