Radian6 Basics

Overview
Radian6 allows companies to find and listen to what is being said online regarding their brand, industry and competitors. The results contain information such as who posted the comment, their demographics, how many people have seen the post along with other subjects he or she may be taking about. After listening for these comments Radian6 measures and analyzes the results by creating numerous types of reports.

Throughout the examples in the document, the topic profile will be Clemson University on campus student dorms.

REMEMBER: You will need to scroll to the bottom of the page and click Save Topic Profile Changes after you make changes.
Topic Profile Details

Each topic profile can only have one owner and he or she is the only person with the ability to alter the profile settings. (Clemson University Radian6 administrators will need to assign you to a Topic Profile as an owner.)

To find the Topic Profile Manager page:

1. Click on Configuration in the upper left hand corner

2. Located on the left side of the screen is a list of Topic Profiles, click on the assigned profile and the Topic Profiles Details screen will appear.

   - **Topic Profile Name** – Here the topic profile name can be changed.
   - **Topic Profile Owner** – The owner’s name will appear in this box. To switch owners, click on the down arrow and find his or her name.

   - **Visibility** – The visibility tab controls who is allowed to view the topic profile. If it is set on Private, it is viewable only to the owner and if it is on Public, it is viewable to everyone in the system (Clemson University faculty, staff and students with a Radian6 account). If you are interested in customizing your profiles’ visibility to only group members or certain people you can contact Radian 6 administrators at ithelp@clemson.edu for assistance.

   ![Topic Profile Details](image-url)
In this example, CCIT Training, Comm 399 and COMM 810 are three different projects. By selecting Comm 399 only the people included in that project can view the topic profile.

- **Days of Historical Data** – The number of days that the account has been active.
- **Estimated Monthly Volume** – The estimated number of results or “mentions” that will be retrieved in one month. The estimate is determined by the keywords.

*Per Clemson University Radian6 policy, do not allow this number exceed 10,000 a month. After creating your keywords ([directions are provided later in documentation](#)) it is very important to go back to this tab and ensure the estimate is fewer than 10,000.*

- **Languages** – Click on one of the languages listed beneath Available Languages and click the PLUS (+) tab located between the two boxes.

- **Media Types** – This section involves choosing which types of websites will be included in the results. By clicking the radio button for **Include All**, the results will be generated from the entire list. To customize the media types, select **Filter by Media Type**.

- **Regions** – By selecting **Include All**, results will be pulled from every region. To select a particular region(s) choose **Filter by Region**, click on a region and press the PLUS (+) tab.

*Remember that many websites are specifically hosted in the United States, such as Twitter, so it is always a good idea to include the United States. However, by choosing to include all regions, the monthly estimated volume will dramatically increase.*
• **Source Filters** – This section will allow you to include or exclude particular websites. To include all Radian6 sources, choose **Include All**. If you wish to include or exclude particular sites, you must first create **Source Filters** by navigating to the Manage Source Filters page. Once you have created your Source Filters, they will appear in the Available Source Filters box in the **Topic Profile Details** area. There are three variations available for the source filters: **Include all content from these sources**, **Include keyword-matched content from these sources**, and **Exclude content from these sources**. To add a source filter to one of the three categories, click on the source filter and then choose the “+” in the particular search area you prefer. To reverse this action, click on the source filter in the search area and choose “-”.

**Add Keywords and Key Groups**

The **Keyword and Keyword Groups** section is located near the bottom of the **Topic Profile Manager** page.

Two choices are given **Simple** or **Advanced Features**.

1. **SIMPLE FEATURE:**
   a. Click the **Simple** radio button.
   b. To add a keyword, click the **Add Keywords** tab and type in a word.
   c. To add additional keywords, repeat this process.
   d. To exclude a keyword, click **ADD KEYWORDS** and type in a word to be included. Then, click **ADD+** and select **POST CONTENT**. You will be given two choices, **THAT CONTAINS** or **THAT DOES NOT CONTAIN**, choose **THAT DOES NOT CONTAIN** and type in a word. Select **DONE**.

2. **ADVANCED FEATURE:**
   1. Click on the **ADVANCED FEATURES** option
   2. To add a keyword click on the **ADD** tab under **INCLUDE CONTENT THAT CONTAINS ANY OF THE FOLLOWING KEYWORDS**. The **KEYBORD QUERY BUILDER** will open
Type keywords into the KEYWORDS box as shown above
If there are multiple words such as Clemson University, the PROXIMITY tab determines how close the words must be to one another to be included in the results. For example, if the proximity tab is set to 5 then Clemson and University can have 5 words in-between them and still be in the results. By selecting NO PROXIMITY, the number of words in-between them will not be counted.

The AND CONTAINS ANY OF THE FOLLOWING KEYWORDS section includes words that will be contained in the results (in addition to the keywords that have been entered above).

In the example under the include content that contains section Lever (as in the dorm on campus) is listed. In the AND CONTAINS portion Clemson and Clemson U is listed. This narrows down the results from every post that contains the word Lever to only the ones that include both Lever and Clemson or Lever and Clemson U.

The ENSURE CONTENT DOES NOT CONTAIN ANY OF THE FOLLOWING KEYWORDS section filters out posts that contain certain words.

In the example, Lever is in the include content that contains section. Therefore, the results will include posts about Lever soap. To exclude these posts, add words to the does not contain section that someone might use when talking about Lever Soap (ie soap or bar).

At the bottom of each of the three boxes there are five tabs: ADD, EDIT, COPY AND DELETE.
To add a new keyword, click ADD
➢ To edit a keyword, click EDIT
➢ To copy certain keywords to another keyword group in your profile, select COPY
➢ To delete a keyword, click DELETE

- There can be multiple keyword groups. This can be advantageous when running reports. You can choose to only receive results from one of the groups instead of all or you can categorize the results based off of the keyword groups.
  ➢ At the bottom of the CHOOSE/CREATE KEYWORD GROUP click ADD for a new group and give it a name
  ➢ The CHOOSE A GROUP TYPE option classifies the group as competitors, brands, or industry
Sentiment Subjects

The AUTOMATED SENTIMATE ANALYSIS regulates the sentiment of a specific word. Sentiment can be positive, negative or neutral but it can only be measured around one subject. If there are multiple subjects listed, such as your company and your competitors, Radian6 may be confused as to which one to gather results about.

Also, measuring solely by word choice can be difficult, so it is always a good idea go back and evaluate the results. For example, someone might post a sarcastic comment about how they just, ‘love Clemson’s new increase in tuition.’ Radian6 may recognize it as a positive post when the person meant something very negative.

- Click on CONFIGURATION in the top left hand corner
- Chose the TOPIC PROFILE
- Click on Sentiment Subjects located at the bottom of the screen

1. Click ADD SENTIMENT SUBJECT
2. Enter keywords in the box
   - It is a good idea to include the brand
   - Do not use positive or negative words (e.g. amazing, outstanding, awful)

Influencer EQ Weightings

This section allows you to customize values that regulate a particular website’s influence according to your topic profile keywords. Only the topic profile manager can change these settings.

Clicking on each slider and moving it up or down will alter the importance of each metric.