Radian6: New Topic Trends Widget

What is a New Topic Trends Widget

The **New Topic Trends Widget** allows you to see how your Topic Profile has changed over time. This widget is a neat way for allowing businesses and corporations to get a snapshot of what people are saying about their product(s). Marketers are able to get a view of change over time on what social media is saying about the product, brand, or industry that is in the Topic Profile. This is a great tool to gather data on when it would be best for companies to advertise their product(s), when the topic is hot in a certain time period, and when the topic is fading away. In addition, these organizations can get insight on what people are saying about their relevant competition.

New Topic Trends Widget

1. Click on the Dashboard tab

2. Click on the **New Topic Trend** icon (the fourth down from the top) on the left side of the Dashboard screen.

3. Assign a **Title** that is uniquely identifiable for your Topic Trend widget. *(This will help with exporting and importing reports later on in this guide.)*

4. Under the **Available Profiles** window, select the appropriate profile you wish to run the widget on. When the profile is highlighted in grey, click on the (+) to move the profile to the **Selected Profiles** window.

5. There are two ways to gather results, **Use Keywords** or **Use Topic(s)**
**Use Keywords**

The **Use Keywords** approach allows for more customization when gathering results. It makes it possible to pick a word and run reports pertaining to that word from the entire topic profile or from an individual keyword group in that profile.

For instance, assume a profile has gathered one thousand results in the past month. The user can type in the word *help* and the results will show how many posts (from the one thousand) contain the word *help*. Additionally, assume that profile has three keyword groups. The user can then create a report to gather results that contain the word *help*, for only one of the three keyword groups.

A. Click the **Use Keywords** tab
   
   ![Use Keywords tab](image)

   a.

B. Directly below, type a word in the box and click **Add Query**.
   
   a. This word will be the title of this portion of the bar/pie chart. It does not have to be the same word results will be gathered for.

   ![Add Query](image)

   b.

C. The **Query Builder** box will open. The word previously typed in will automatically appear. If this is not the word you would like to gather results for, erase it and type in the desired word.

   ![Query Builder](image)

   a.

   b. *The section will now be labeled “On-campus housing” but will be gathering results for the word “dorm.”*

D. For this section to include results for more than one word click on the plus (+) tab.

   ![Plus tab](image)

   i.

E. Click on the down arrow beside **AND**. Two options will be given **AND** and **OR**. **AND** will only gather results from posts that contain both words, whereas **OR** will gather results where either word is present.
In the box beside post content two options are given: contains and does not contain. Select the desired option.

In this example, posts that contain both dorm and roommate will be included in the results.

Click Add Query.

Remember: the word typed here will be the title for this section of the pie/bar charts.

The Query Builder will open. Click on the Keywords tab to type in the word for which results will be gathered.
For example, Bryan Mall (as shown in the photo above) was entered as the title. After selecting Add Query Bryan Mall was erased and Lever was entered. The results will now be gathered according to the keyword Lever.

J. Click on the Keyword Groups tab and select one of the keyword groups from the dropdown tab.

Now, this section of the report will include only posts pertaining to the keyword group selected, Bryan Mall, that also contains the word Lever.

As shown in the photo above, CCIT Training1 / Bryan Mall, the first word will be the topic profile name (CCIT Training1) and the second is the keyword group name (Bryan Mall).

If the profile is not set up with multiple keyword groups then only one option will appear.

K. Click Add Query

L. To gather results on additional sections or topics, repeat this process.

M. Real Time Monitoring gives the option of choosing how many days will be included in the results. By clicking 30 Days Ago results will be gathered from the past 30 days.
N. **Specify Date Range** is more customizable and can gather results from specific dates.

For example, results will include content from October 1, 2012 until November 10, 2012.

O. Media types are listed along the bottom of the widget. If the box is checked, then information will be pulled from that media source and will be included in the results.

For example, if a large portion of the results had been from Amazon or eBay and were irrelevant, unselect the **Buy/Sell** box and they will no longer be included in the results.

P. Select **Done** and a chart will appear. The X-axis represents the time and date of when the posts were uploaded and the Y-axis corresponded to the number of posts.
Q. When hovering your cursor over a specific time period on the graph, it shows how many posts were made for each keyword group. This is a great representation for marketers. They can see when each topic is being most discussed and why. Marketers can also click on a specific line graph to select the River of News option to see what people were saying at that specific time.

In this example above, we can see that at 10am, Feb. 14, 12 posts out of the 321 were made about Bryan Mall, 10 posts out of 268 were about the Shoeboxes, and 2 posts were about the Stadium Suites since 11pm the previous day. In addition, we could select 11pm, Feb. 14, and open the River of News to see why Bryan Mall had more posts than the other on-campus housing units.

R. At the bottom left of the widget there is a gear symbol, 🔧. By clicking this icon, the New Topic Trends widget will export the data collected on the keyword groups to select locations. The format can be sent as an Image(.png file) or XML(.xml file). Resolution can be Print Quality or Web Quality.

S. When selecting the Export Method, the two options are either Direct Download or Email.

T. Direct Download will direct save the report to the computer’s C:\ drive, under a specified folder, or an external drive of your choice.
U. Email will allow to send your reports to your clients or coworkers. First, select the file type and quality that you would like to send. Then type the recipients’ email address into the To field, and any additional recipients into the CC field.