

TALKWALKER

User Manual

MAIN MENU



Topic Analytics

Listen to conversations about brands, products, industries and campaigns.



Channel Analytics

Channels enable the monitoring of all activity on specific pages of social media networks.



Dashboard

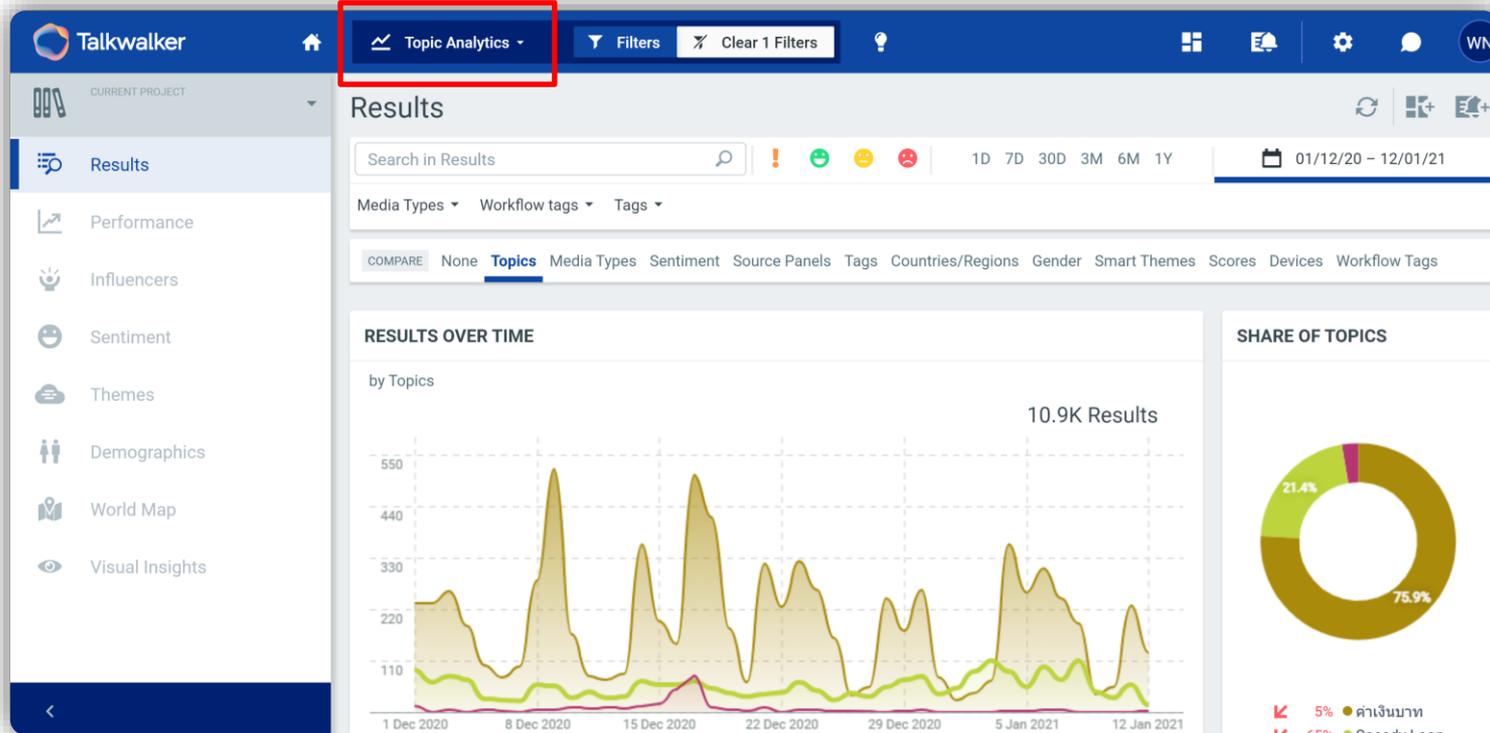
Dashboards are comprised of a selection of custom chosen widgets which have been selected from your Analytics screen.



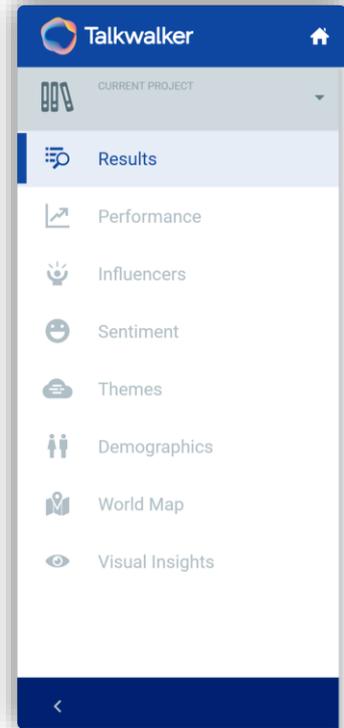
Setting

Manage the settings of your projects, topics and users.

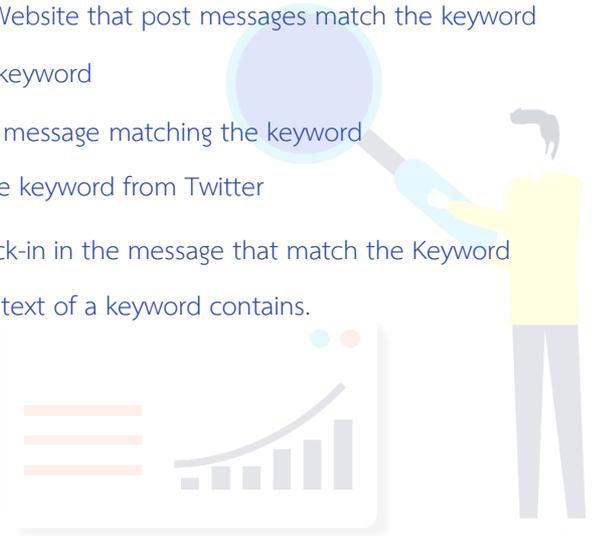
TOPIC ANALYTICS



TOPIC ANALYTICS



- ➔ Able to view the Message matching the keyword that the system collected
- ➔ Able to view Engagement (Like, Comment, Share) of the message matching the keyword
- ➔ Able to view the frequency and engagement of the User / Website that post messages match the keyword
- ➔ Able to view the sentiment in the message that match the keyword
- ➔ Able to view the surrounding text or Hashtag related to the message matching the keyword
- ➔ Able to view the demographics of the Message matching the keyword from Twitter
- ➔ Able to view the province or country that the user has Check-in in the message that match the Keyword
- ➔ AI can help evaluate what kind of image or video the exact text of a keyword contains.



TOPIC ANALYTICS



➔ Select a Filter to help define the desired message

The screenshot shows the Talkwalker Topic Analytics interface. At the top, there is a navigation bar with the Talkwalker logo, a home icon, a dropdown menu for 'Topic Analytics', a 'Close Filters' button (highlighted with a red box), and a 'Clear 1 Filters' button. Below the navigation bar, the main content area is titled 'Filters' and contains a search bar 'Search in Results'. To the right of the search bar are several status icons and a date range selector set to '01/12/20 - 12/01/21'. The filters are organized into a grid of 10 categories, each with a 'No filter on [category]' button and a list of options:

- MEDIA TYPES:** All media types, News, Newsletter, Blogs, Forums, Facebook, Twitter, Google+, YouTube, LinkedIn, more.
- COUNTRIES/REGIONS:** All countries, Africa, Asia, Oceania, Europe, North America, South America.
- LANGUAGES:** All languages, Thai.
- WORKFLOW TAGS:** No filter on workflow tags, checked, read, unchecked, unread.
- SOURCE PANELS:** No filter on panels, 5 stars, Ungrouped, 4 Pantip.
- TAGS:** No filter on tags, ungrouped, 4 Branding, more.
- SMART THEMES:** No filter on smart themes, Brands, Celebrities.
- SMART FILTERS:** Show all smart filters, Emotion, Humor.
- DEMOGRAPHICS:** No filter on demographics, Interests, Occupations.
- CONTENT:** No filter on content, Contains Audio, Contains Images.
- DEVICES:** No filter on devices, Official website, 4 Mobile devices.

TOPIC ANALYTICS



Select the desired topic for the graph and text on the right side to be displayed

3.6K Results

RESULTS OVER TIME

by Topics

3.6K Results

SHARE OF TOPICS

27.1%

72.9%

3.6K Results

GROUP None - SORT BY Engagement (Most engaging) -

babechi @minichanii tweeted

ไม่ถนัดขยับวงเงินบัตรเครดิตให้เพิ่มแล้วกับบัตรเครดิตนะ มาจากเดิมมาสิบถึงหกจากสิบคือสองพันนะ ขอวงเลย อยากรู้เงินกับวงแล้วแต่ตรงๆขุดดูมันเสียกว่าที่คิดนะ หละหลวมง

published on 28/12/20 at 22:53 | Twitter | Thailand | twitter.com

लग्नแมน shared an image

..] คำเงินบาทนะ 29 บาทแล้ว เงินบาทไทยมีสัญญาแต่คำนี้มันในช่วงกลางปี จอดอนปีได้วงไปนะ 29.98 บาท .."กหพ (ก.ส.) แต่คำเงินบาทก็แข็งค่าขึ้น งาม่าละนะ 29.98 บาทตลอดกาลหรือแล้ว.. Reference...

published on 09/12/20 at 10:54 | Facebook | Thailand | facebook.com

MATCHES Speedy Loan

METRICS 34.7K 34.1K 0/10

30.7K Retweets, 4K Twitter Likes, 34.1K Twitter Followers

MATCHES คำเงินบาท คำเงินบาท

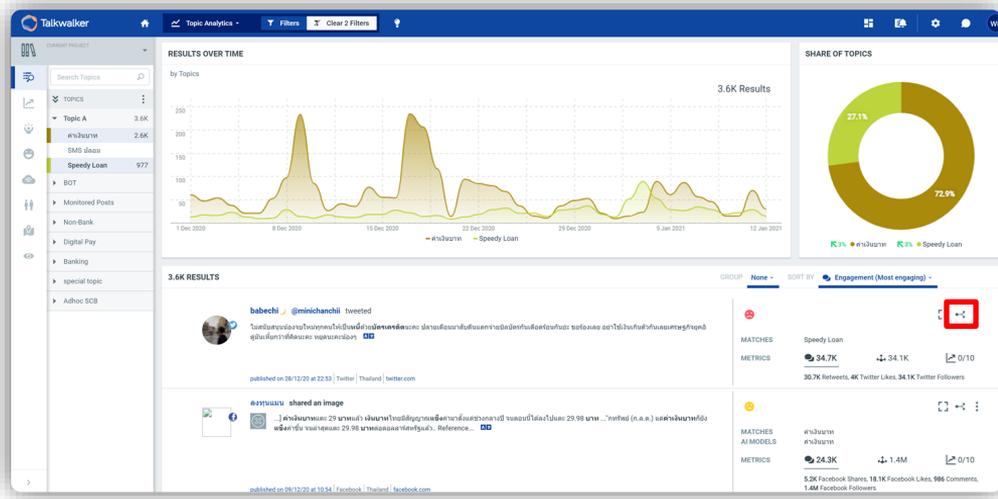
METRICS 24.3K 1.4M 0/10

5.2K Facebook Shares, 18.1K Facebook Likes, 986 Comments, 1.4M Facebook Followers



Able to view messages matching the selected Topic.

TOPIC ANALYTICS



➔ You can see where the message is spread.

TOPIC ANALYTICS



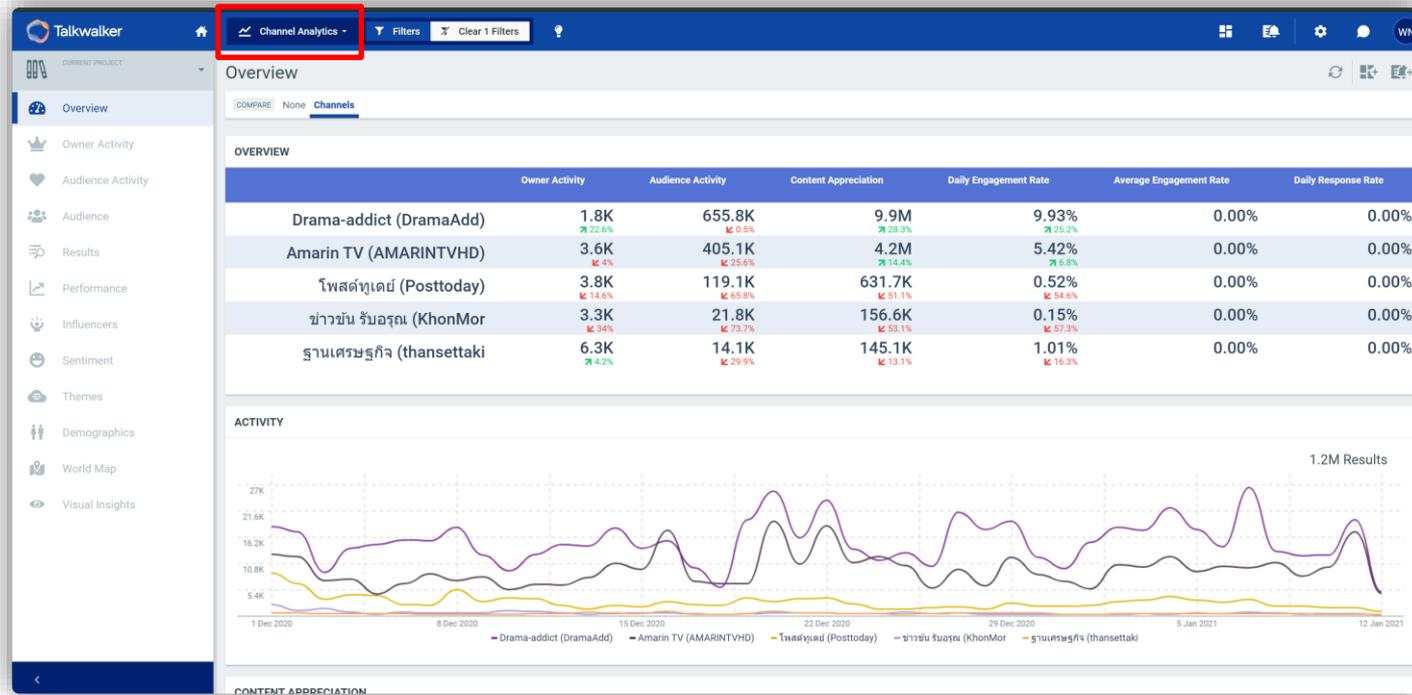
Threaded view means that all messages matching the keyword from the same post

The screenshot shows the Talkwalker Topic Analytics interface. On the left is a sidebar with a search bar and a list of topics including 'Topic A' (3.6K), 'คำเงินบาท' (2.6K), 'SMS ป้าย', 'Speedy Loan' (977), 'BOT', 'Monitored Posts', 'Non-Bank', 'Digital Pay', 'Banking', 'special topic', and 'Adhoc SCB'. The main content area displays '3.6K RESULTS' for the topic 'Speedy Loan'. Two posts are visible: a tweet from @minichanchii and a Facebook post from 'ลงทุนแมน'. A red box highlights the 'Threaded view -' dropdown menu in the top right of the results area. Below the Facebook post, another red box highlights the 'MATCHING COMMENTS (ALL)' section, which contains four comments related to the keyword 'คำเงินบาท'.



Display messages matching the keyword from the same post would be grouped together

CHANNEL ANALYTICS

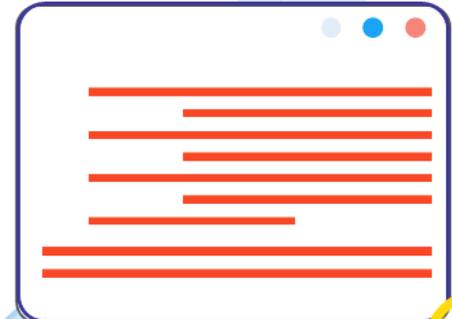


CHANNEL ANALYTICS

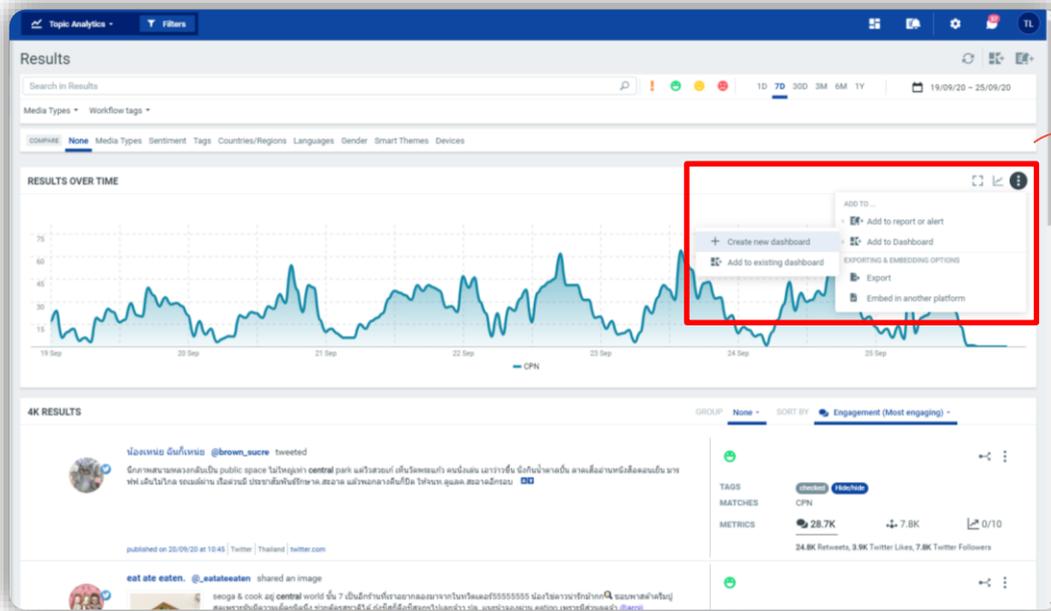


- ➔ Able to see an overview of the selected channels in both the Brand Movement and the Audience
- ➔ Able to see the movement of the selected channel, both the number of owner posts and the number of comments.
- ➔ Able to see the movement of the selected channel, both the number of audience posts and the number of comments.
- ➔ Able to see the movement of the number of followers of the selected channel.

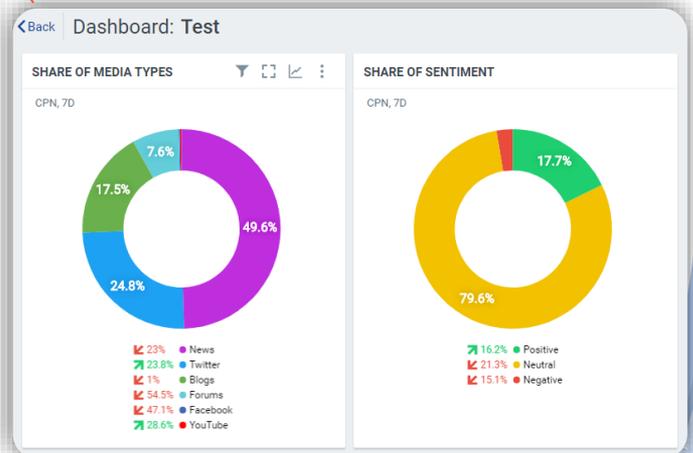
That functions can be used similar as Topic analytics



DASHBOARD



➔ Select the graph you want to pin from the Analytics page and click "Add to Dashboard" to place it in dashboard



THANK YOU

