

## Meltwater Assignment

This semester, we are participating in a special Meltwater Classroom program. You have an opportunity to learn the basics of how to use this software through this assignment. You can list it on your resume and share your experience with prospective employers or internship supervisors.

### What is Meltwater?

Meltwater Buzz is a social media marketing solution to help brands increase engagement and better understand the behavior of their audiences on social channels. The app provides social media listening and monitoring across multiple channels, along with social analytics, to better understand trends and hot topics.

Along with social media listening and monitoring, Meltwater can also locate influencers on a variety of topics that can allow public relations professionals to pitch stories.

In this assignment, you will use Meltwater to first monitor and analyze traditional news and social media conversation surrounding your brand. Then, you will locate journalists and other influencers who are part of the conversation.

The Getting Started Assignment includes Steps 1-3

### Step 1: Fill out this form

You might have already done this if you saw the announcement about it.

<https://docs.google.com/forms/d/e/1FAIpQLSfQKVUXS8alOR5jYsMIMYs7hxTI62h6gZ8u-sF8BJFqI9-K-w/viewform>

### Step 2: Login to Meltwater

<https://app.meltwater.com>

ID: pur3000@usf.edu

Password: meltwateredu

### Step 3: Conduct your news and social search

**In your report, explain what company/brand/team/issue/etc. you would like track and what timeframe you are going to explore. Your project must be original so make sure that nobody else has selected your topic (check the dashboards page).**

As far as timeframes go, you can use the default (one week) or change it to something relevant. For example, if your brand experienced a crisis several months ago, you could just look at a timeframe around that date.

Select the magnifying glass icon in the left column. **You will do both a news search and then a social search.** Just put a simple word in the search box and then it goes to the real search page.

Pay attention to the differences between the three search boxes. In the first one, all the words must be in the search. In the second one, any of the words must be in the search. You use the third box to exclude words from the search. For example, if I want to search of mentions of both Clearwater and Tampa (all my results must mention both cities), I would enter Clearwater in the first box, hit enter, then enter Tampa, and hit enter. If I wanted mentions of either city, I would list both in the second box. And maybe if I didn't want mentions of a certain topic, I could enter it in the third box. You might have to be creative here. Also consider different spellings of the word. For example, if I wanted to search something related to St. Pete, I would probably use the second box and enter St. Pete and St. Petersburg so that it picked up either mention.

You can see my search here for the Starbucks Zombie Frappuccino. After conducting the search, hit the green save button and save it as your last name, then the topic, then news or social. Again, you will search for both news and social.

**Take a screenshot of the searches for both news and social (similar to what I have below) and then a screenshot for each that shows a handful of results (the lower part of the page).**

