

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
The rest of the Assignment includes Steps 4-7

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:

Password:

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).

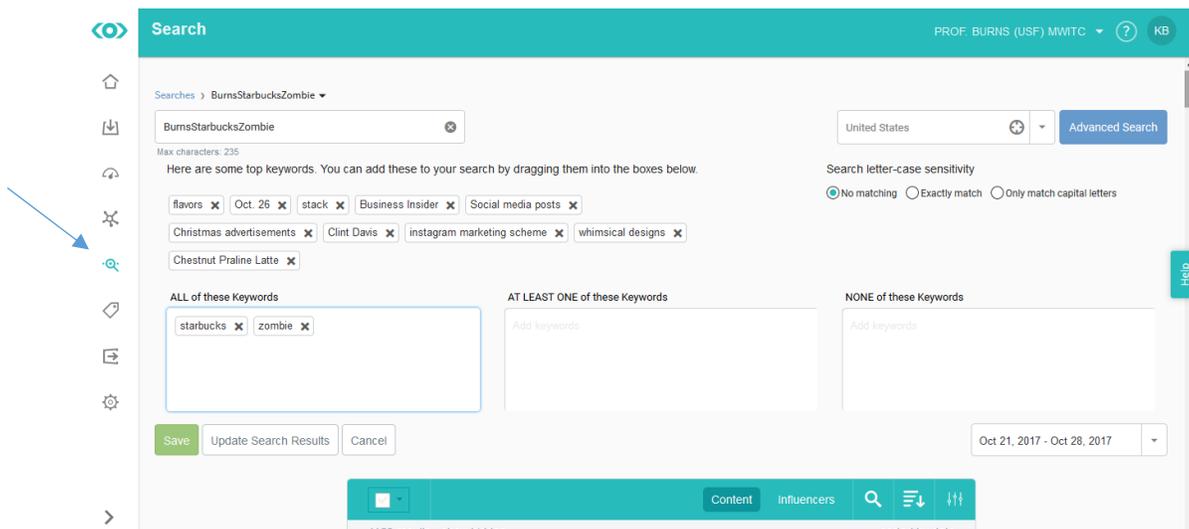
As far as timeframes go, you can use the default (one week) or change it to something relevant. For example, if your brand experienced a crisis several months ago, you could just look at a timeframe around that date.

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.

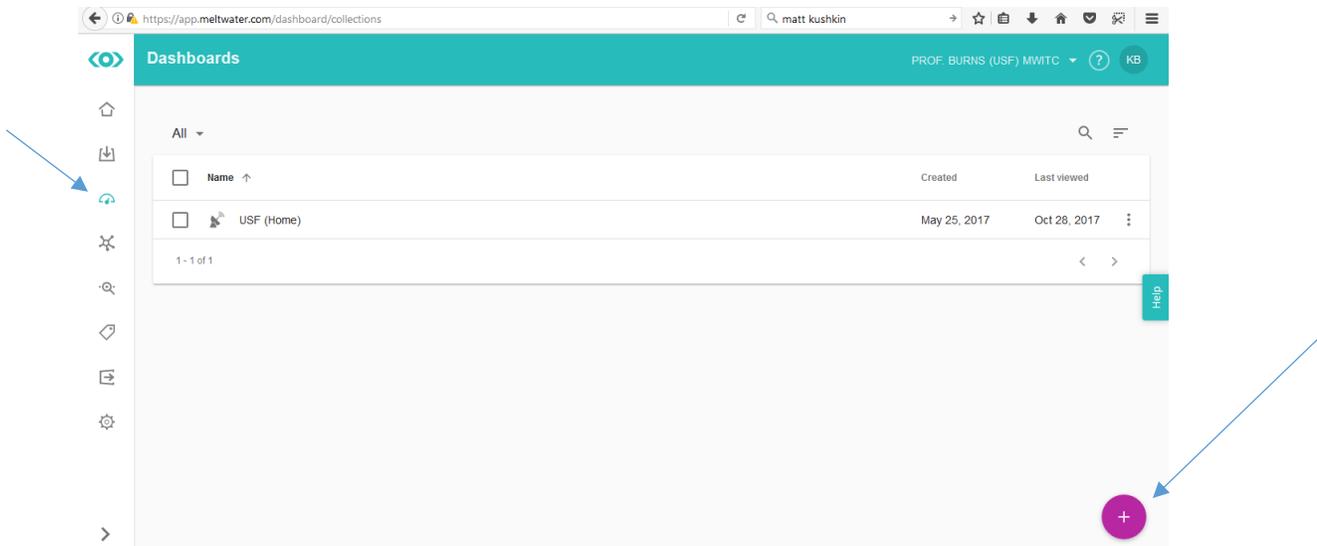
You can see my search here for the Starbucks Zombie Frappuccino. After conducting the search, hit the green save button and save it as your last name, then the topic, then news or social. Again, you will search for both news and social.

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).



Step 4: Set up your dashboard

Select the dashboards tab (icon looks like a windshield) from the left-hand column and then the purple plus symbol from the bottom right. Create a monitoring dashboard. Change the name of the dashboard to your last name and a basic summary of your search. For example, I would name mine "BurnsUSF" if I wanted to follow USF news.

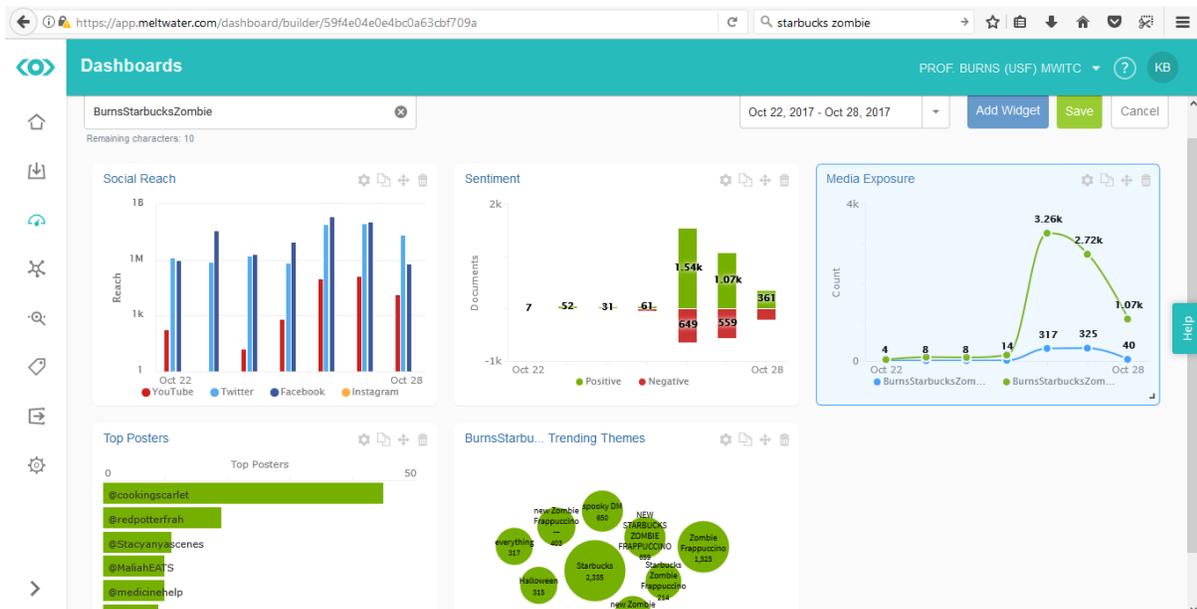


Take a screenshot of the default dashboard and then answer the following question: What information are the widgets providing on this dashboard? (You don't have to analyze the data. Say something like, I can see the most recent news stories on this topic, etc.)

Step 5: Set up your dashboard (adding widgets)

Now delete each widget on the page **except for the media exposure widget and the trending topics widget** by going to the top right of each one and hit the trash button. (You can only have a limited number on the page at a time.) Change the trending topics widget from the wordcloud to bubbles. Add labels on the media exposure graph. Add the following widgets: Sentiment (not sentiment score), top posters, and social reach. The widgets have to be added individually. For sentiment, click on your social search and also turn labels on. For top posters, click on your social search and Twitter. You will obviously use your social search for social reach. You can adjust data granularity on any of these graphs if it's hard to read. All changes can be made to widgets by clicking on the gear button at the top right.

Take a screenshot of the new dashboard page. Here is a copy of mine:



Then answer the following questions:

- What are the trends in media exposure for both the news coverage and social media coverage?
- What are the largest bubbles in trending topics (besides your search terms)?
- On what day did your search have the most positive mentions and how many positive mentions did it have on that day? On what day did your search have the most negative mentions and how many negative mentions did it have on that day?
- Who are the top posters on this topic?
- What are the trends in the social reach? Is there one platform that achieves the highest social reach across the timeframe? If so, which one?

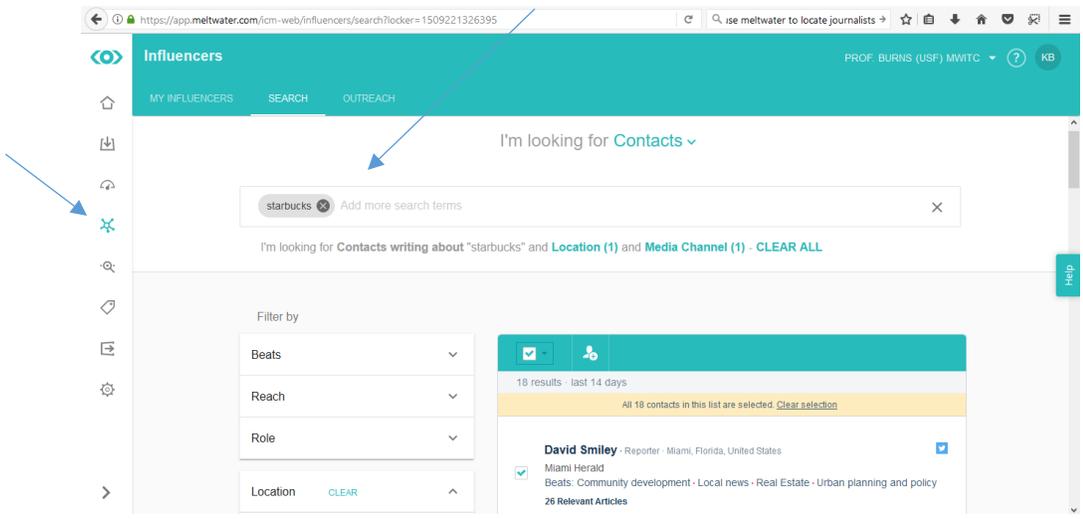
Step 5: Summarize your findings

Write a few sentences that explain what you learned. Are there any action items?

Step 6: Build a media list

Now we are going to find some reporters that cover your topic. Use the influencer tab (fourth down on left). You don't have to put anything in the search box, but if you do, make sure you are searching for "contacts that write about..." instead of "contacts with that name." If your topic was the Starbucks Zombie Frappuccino, then you could search for reporters with a Food & Beverage beat. Then, I want you to select two additional filters (in addition to beat if you used that) to narrow down your list. Here, I chose Florida from the Location dropdown and Newspapers from the Media Channel dropdown. **Take a screenshot of this page so that I can see your search with your two filters.**

In your report, explain your search.



Step 7: Answer this question.

Why do public relations professionals need to build a media list? What will we use this list for?