

Getting Started with Social Studio

Begin your listening journey



Access to Social Studio

Set up your account

The global team will grant you access to Social Studio:

1. You will receive an email from “activations”
2. Open the email and select “Set your password”
3. You will be prompted to create a password.

Note: Make sure you remember this password, you will need this every time you access Social Studio. Your user name will be your email address.

Hello gerstf@grace.edu,

Welcome! You've been granted access to Social Studio for social media management. Your username is:

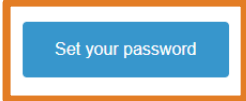
Username	gerstf@grace.edu
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To activate your user account, please click https://socialstudio.radian6.com/sig_nup?key=830b9fb0027e0b62a0ae4fd5cbe4af3faa56c50e5164a4eec777b7f5e64c354fcdfe242b6c6408ed3aa4aeac13d01ec30686e8492f28b9fbfe1efaa008c9016b (or the button below) where you will be prompted to choose and verify a password.

Once you have successfully activated your account, we recommend that you record your username and bookmark the application for easy future access:

<https://socialstudio.radian6.com>

Find everything you need to get started in our [Help Portal](#).

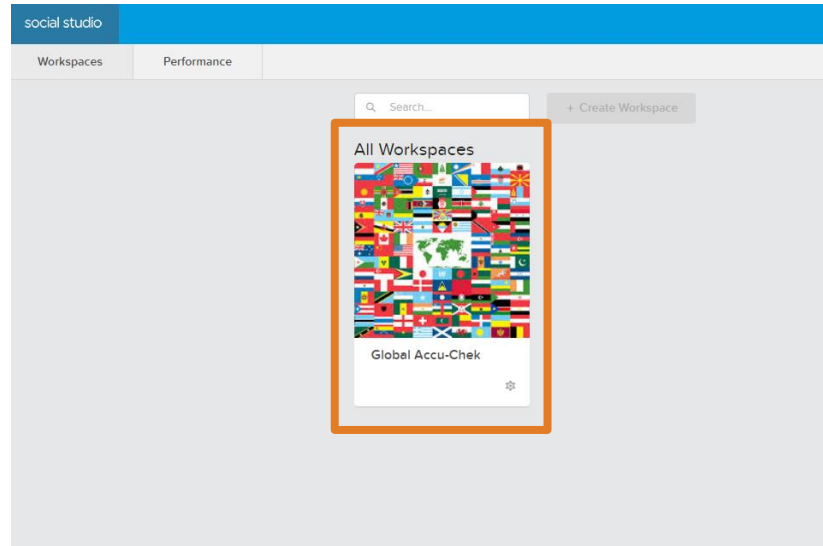


Set your password

Setting up your Dashboard



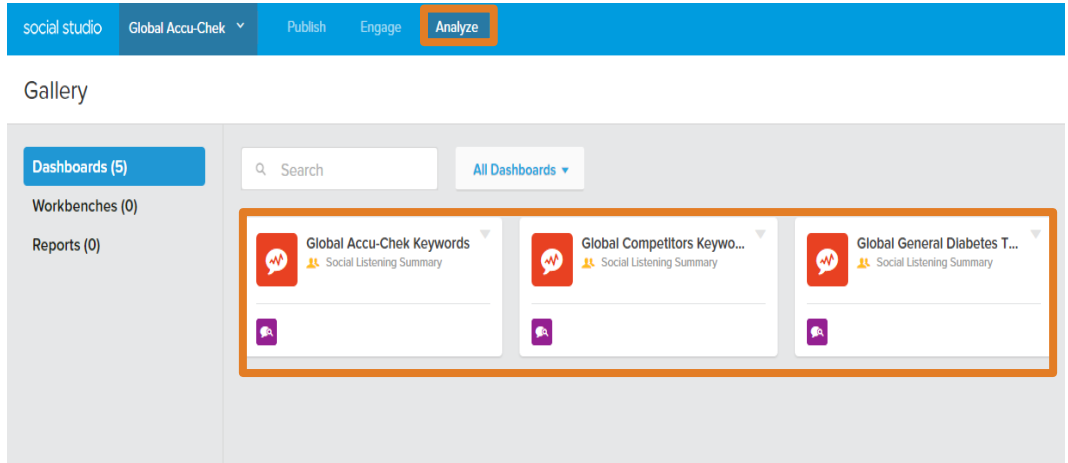
When you log in to Social Studio you will see a workspace that has been configured for your country. Select the workspace.



Analyze Tab

After you select the workspace, navigate to the analyze tab and you will see three Dashboards:

- <Your country Name> Accu-Chek
- <Your Country Name> Diabetes Competition
- <Your Country Name> Diabetes Overall

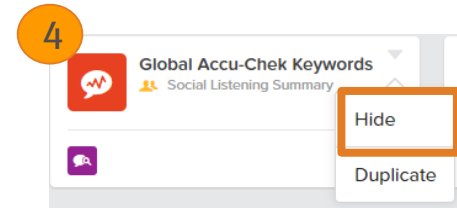
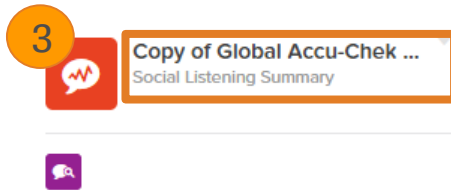
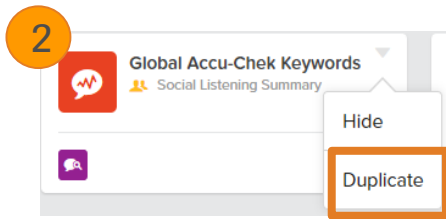


The screenshot shows the 'Analyze' tab interface. At the top, there is a navigation bar with 'social studio', 'Global Accu-Chek', 'Publish', 'Engage', and 'Analyze' (highlighted with an orange box). Below the navigation bar is a 'Gallery' section. On the left, there is a sidebar with 'Dashboards (5)', 'Workbenches (0)', and 'Reports (0)'. The main content area features a search bar and 'All Dashboards' dropdown. Three dashboard cards are displayed, each with a red speech bubble icon and a yellow bell icon: 'Global Accu-Chek Keywords', 'Global Competitors Keywo...', and 'Global General Diabetes T...'. Each card also includes the text 'Social Listening Summary' and a purple icon at the bottom.

Setting up your Dashboards

In order to have the capability to edit the date range in your dashboards, you will need to duplicate each dashboard. Follow the steps below to duplicate each dashboard, change the name, and hide the original.

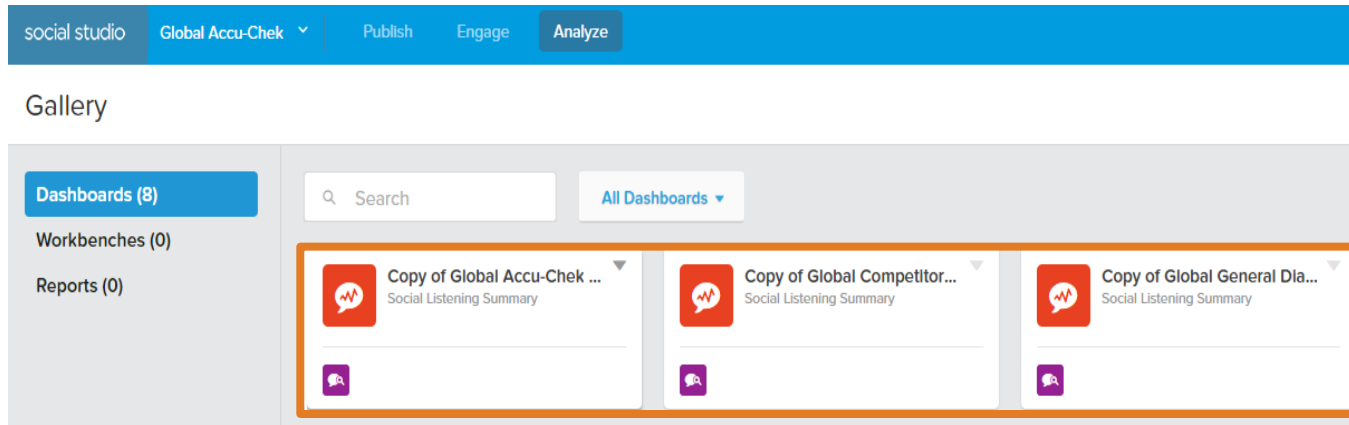
1. Navigate to the first dashboard: <**Your country name**> Accu-Chek
2. Select the drop down on the dashboard and select “Duplicate”
3. This will populate another dashboard titled “Copy of <**Your country name**> Accu-Chek
4. Next, go back to the original dashboard and hide it
5. Repeat steps 2-4 for the other two dashboards



Setting up your Dashboards Contd.



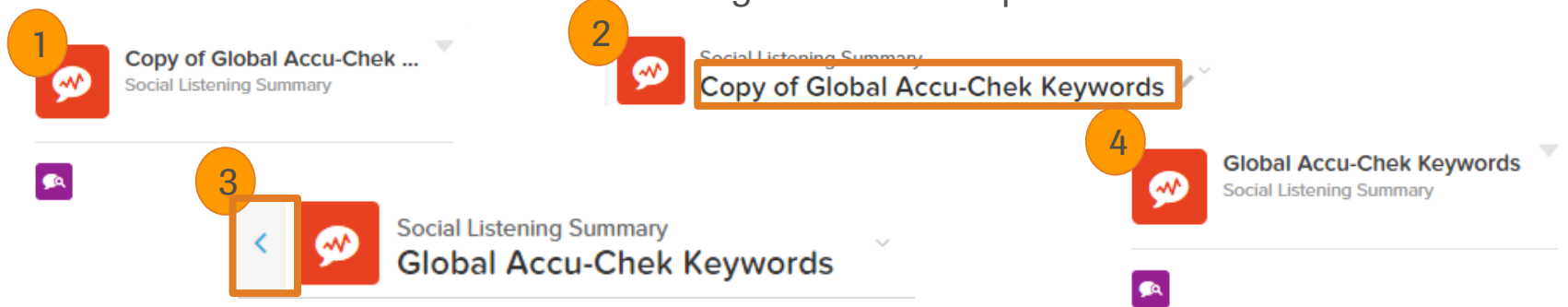
You will now have the three copies of the dashboards in your workspace.



Setting up your Dashboards Contd.

You can edit the title of each individual dashboard and remove “Copy of” in the title.

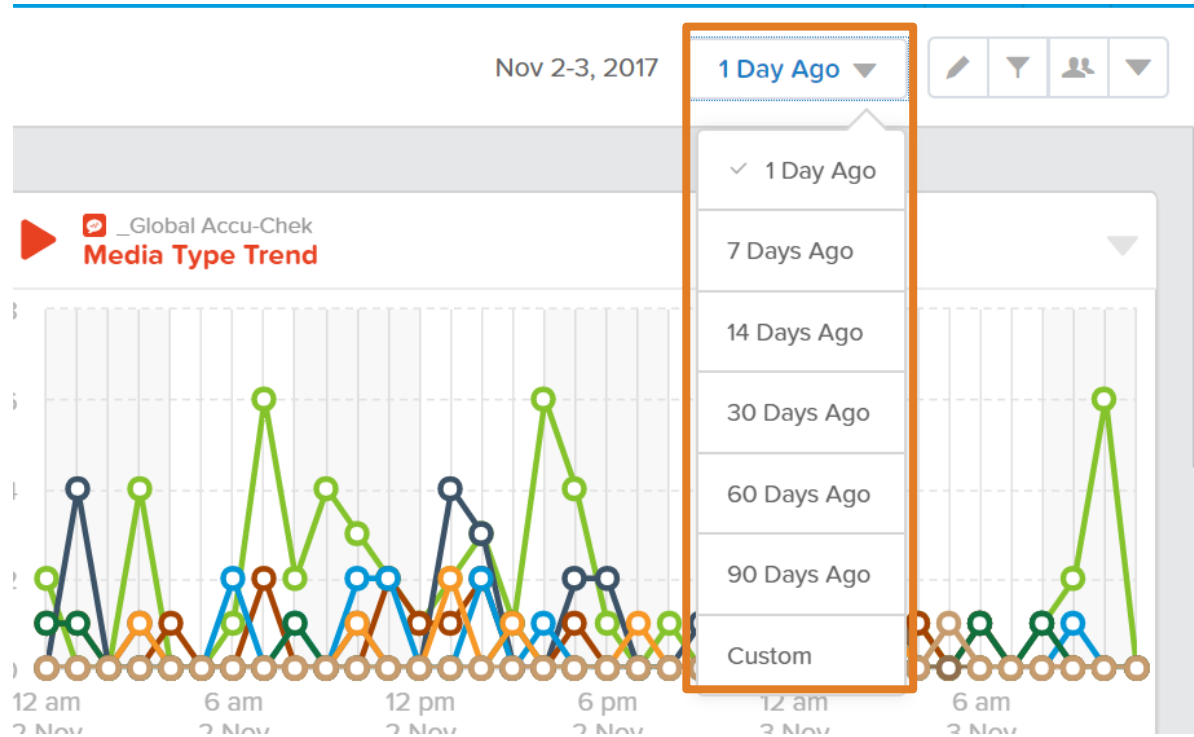
1. Select the dashboard
2. Double click on the title so that you can edit it
3. Remove “Copy of” from the title and then select back
4. The dashboard will now reflect the changes in the workspace



Dashboards

Date Range

You can adjust the date range on each dashboard. After you select a specific date range, the dashboard will refresh and pull in all relevant data to reflect the time period selected.



Dashboards

- Each dashboard is configured the same way.
- In the dashboard view there are multiple tiles with different information in each tile.
- The next slides will walk through each different tile



Dashboards

The feed

On the left hand side you will see a running feed of real-time posts that are related to the specific dashboard.

For example the Accu-Chek dashboard will pull in all related brand keywords including: mysugr, Senseonics, any common misspellings of Accu-Chek, and all relevant languages.

Note: You can click on any post to inspect it individually

Global Accu-Chek Feed

Accu-Chek Canada @accuchek_ca 9m
Women with **diabetes** often neglect their own medical care? Self-care is not selfish. [#diabetesknowledge](#) [#WDD](#)

Juvenile Johnny @TID.Johnny 11m
mySugr @mysugr
Announcing the **mySugr Bundle!** Unlimited [@accuchek_us](#) test strips, automated delivery & more! [mysugr.com/announcing-mys...](#) [#mySugrBundle](#) [pic.twitter.com/iRcfSCRHSO](#)

Accu-Chek Chile @AccuChekChile 11h
¿Sabías que el nuevo medidor **Accu-Chek® Instant** funciona con un solo botón, no requiere configuración y tiene indicador de rango por color?

Molly McElwee Malloy @MollyMacTID 11h
As FDA wait continues, **Senseonics** starts consumer push in early European markets [shar.es/1Py9IO](#) via [@MobiHealthNews](#)

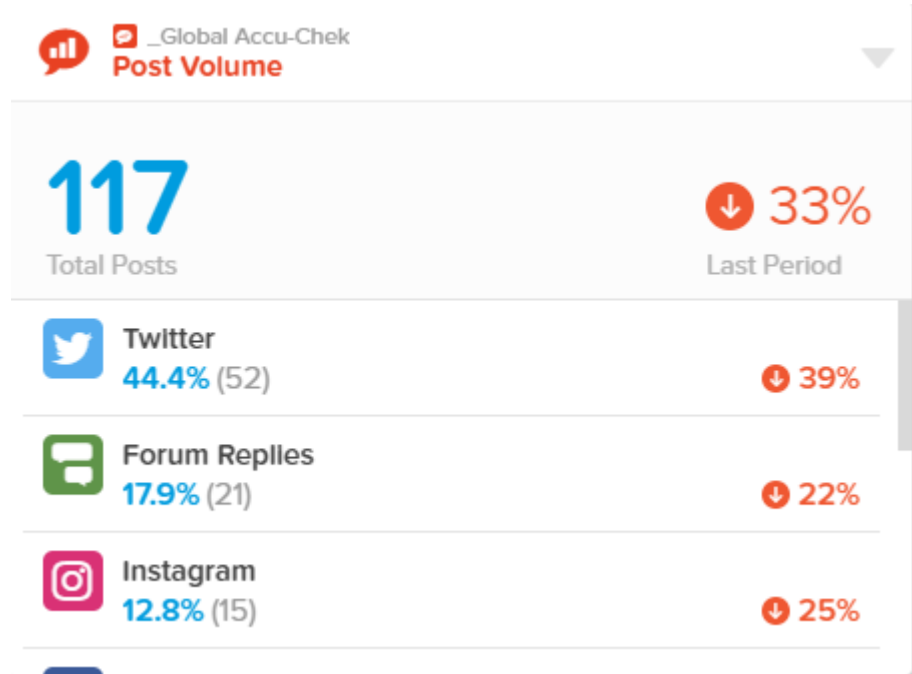
Accu-Chek US @accuchek_us 2h
See how to "fall back" with your **Accu-Chek Guide** meter ([bit.ly/2ymlOzO](#)) [#diabetes](#) [#daylightsavings](#)

Dashboards

Post Volume

The post volume will show the total number of posts from the selected time period and the percentage of increase or decrease from the time period before. Under the total you will find a list of the platforms where the volume is coming from- listed based on highest volume first.

Note: you can click on any of the platforms to look at the running feed where the information was pulled from

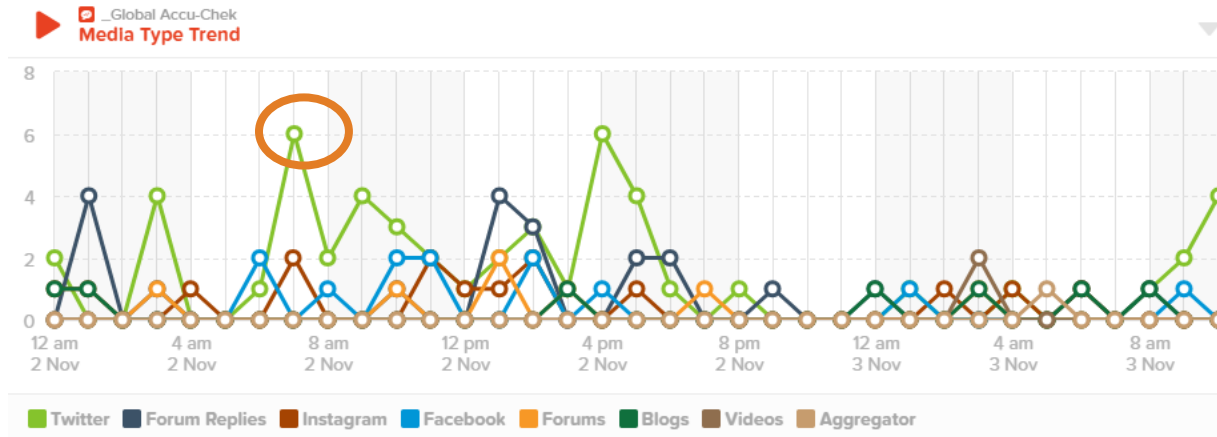


Dashboards

Media Type Trend

Media Type Trend shows each different channel and the volume change over the specific time period. The spikes and declines usually revolve around hot topics, conferences, new products, or campaigns.

Note: You can click on any of the open bubbles to drill down to see the spike or decline in the feed



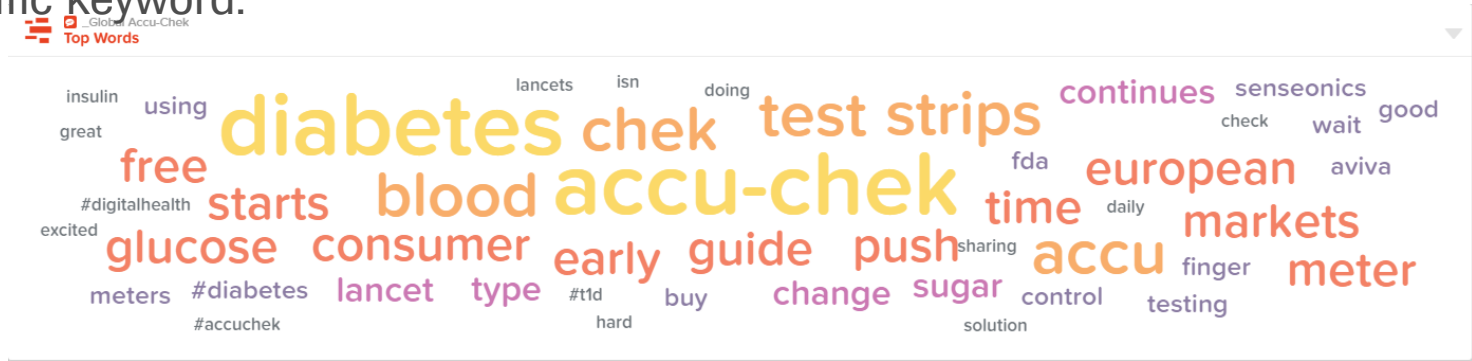
Dashboards



Top words

Review top words daily to see what is trending. When analyzing top words, it is most effective to change the date range to “One day ago” for the most accurate picture of trending words. Look for any words that should not be there and address those accordingly. Make note of product, brand, and campaign related words, as well as words that would open up future marketing opportunities.

Note: You can click on any of the keywords to drill down the direct feed related to the specific keyword.

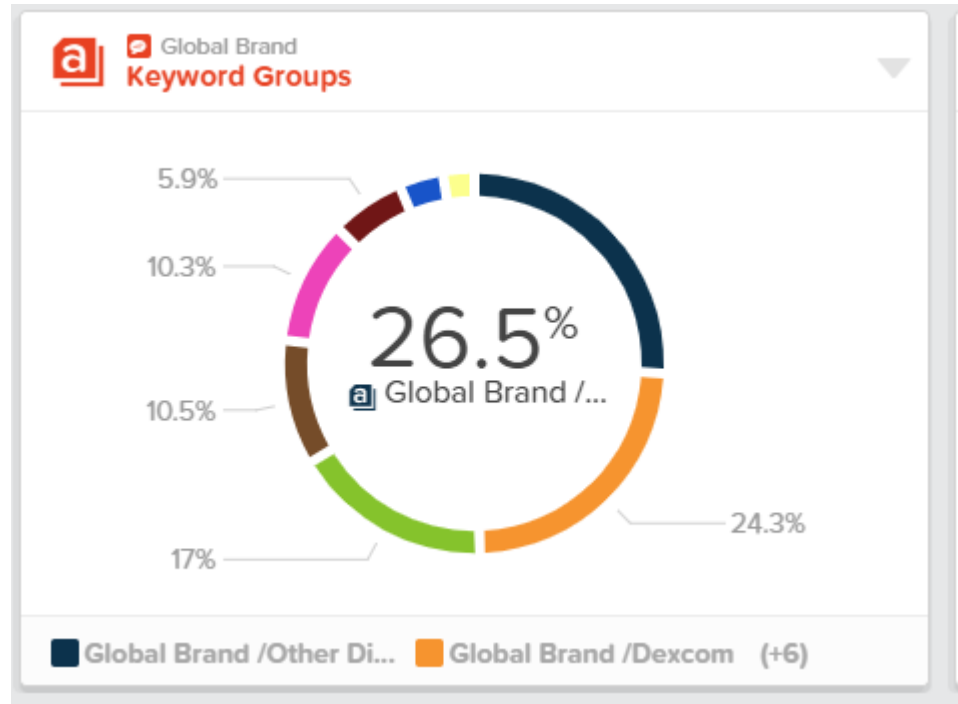


Dashboards

Keyword Groups

You can hover over the different colors in the graph to identify the percentage of content coming from each keyword group.

Note: You can drill down to each feed by clicking on any of the keyword groups.

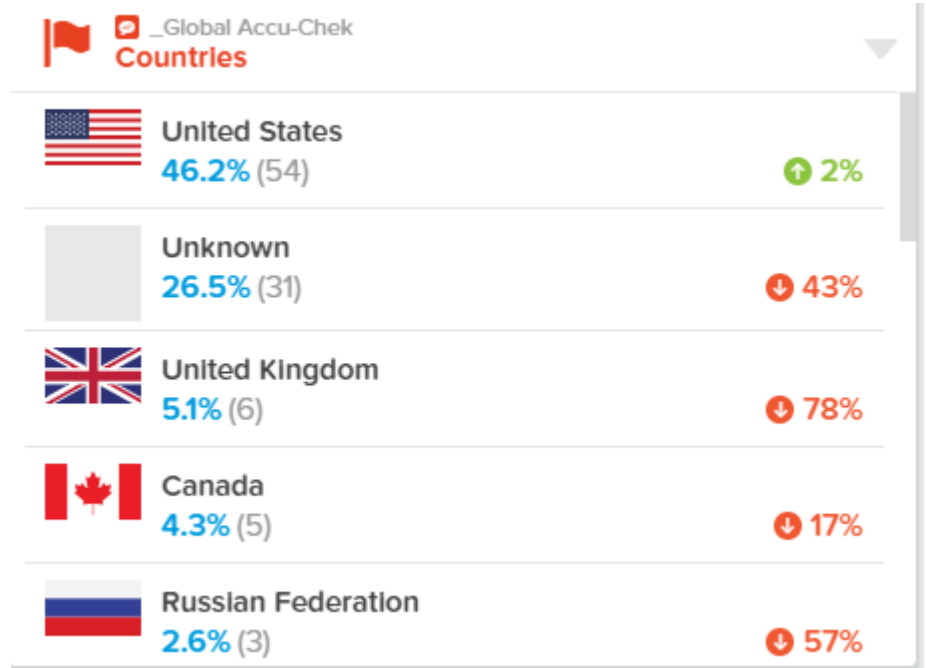


Dashboards

Countries

You can see the countries where the information is being pulled from. This is based on domain.

Note: Your dashboard will be configured to only pull data from your local country.

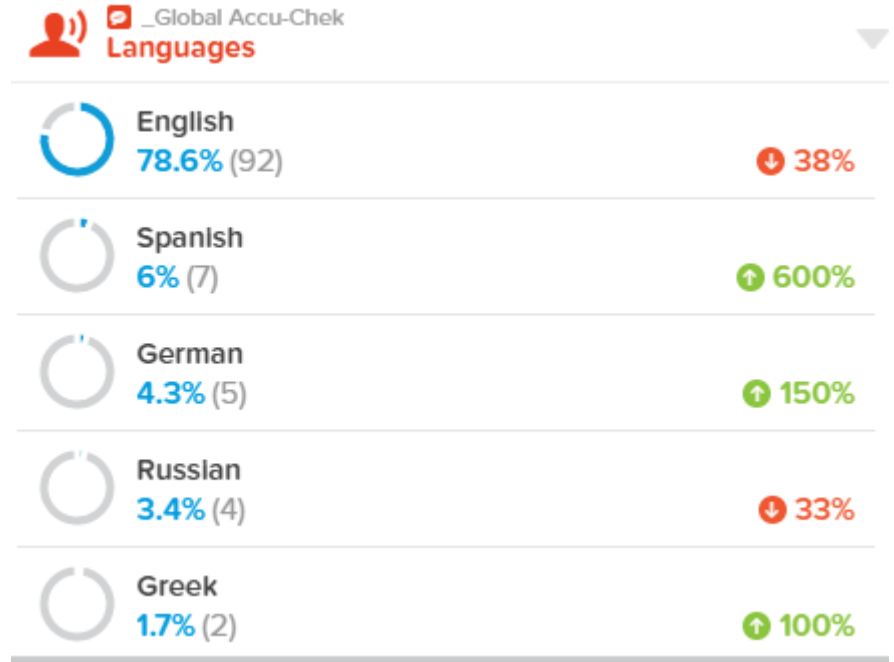


Dashboards

Languages

In the language tile you can see a list of the languages that are used within your country based on percentage of consent.

Note: You can drill down into each individual feed by clicking on any of the languages.

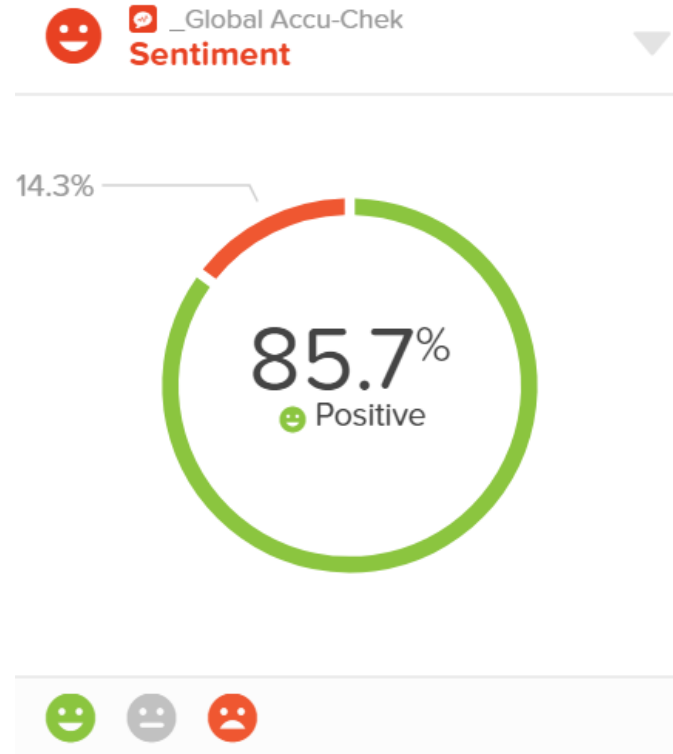


Dashboards

Sentiment

The sentiment tile shows the breakdown of positive and negative posts.

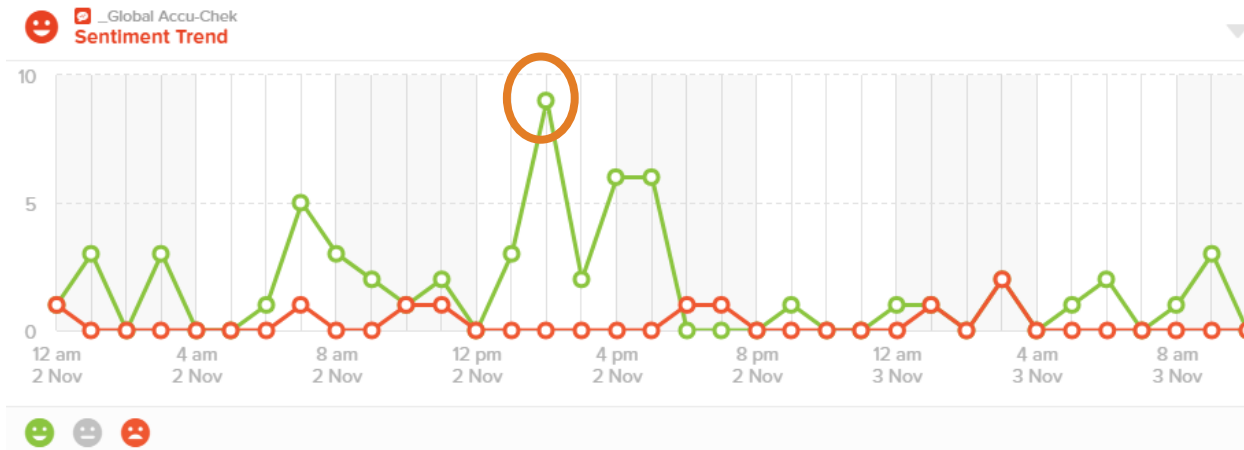
Note: you can drill down to inspect the feed of positive and negative posts by clicking on either word.



Dashboards

Sentiment Trend

The sentiment trend allows you to analyze the spike or decline in sentiment based on the time period selected. You can drill down to each feed by selecting any of the open circles in the trend.



Next Steps...



After two weeks of listening the global team will set up a follow up call to review any questions, concerns, and next steps.

Doing now what patients need next