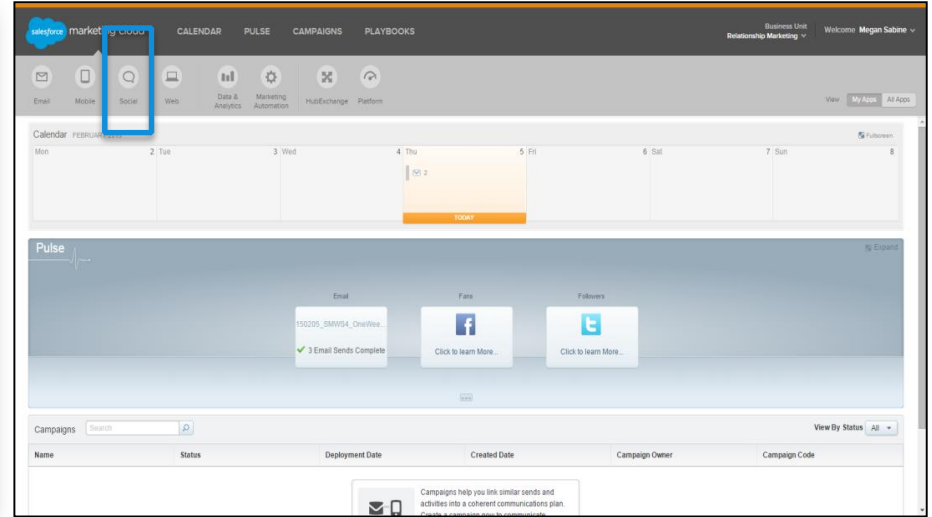
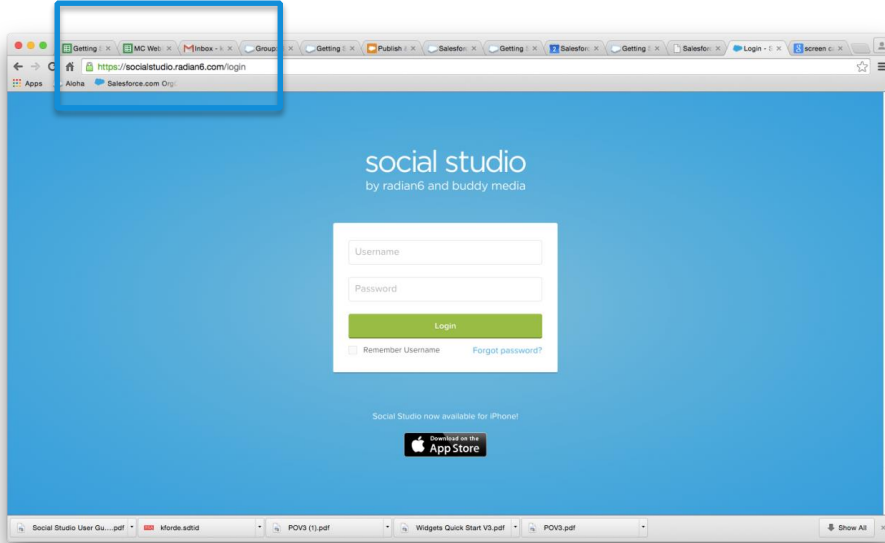


Getting Started with Social Studio: Listen & Analyze

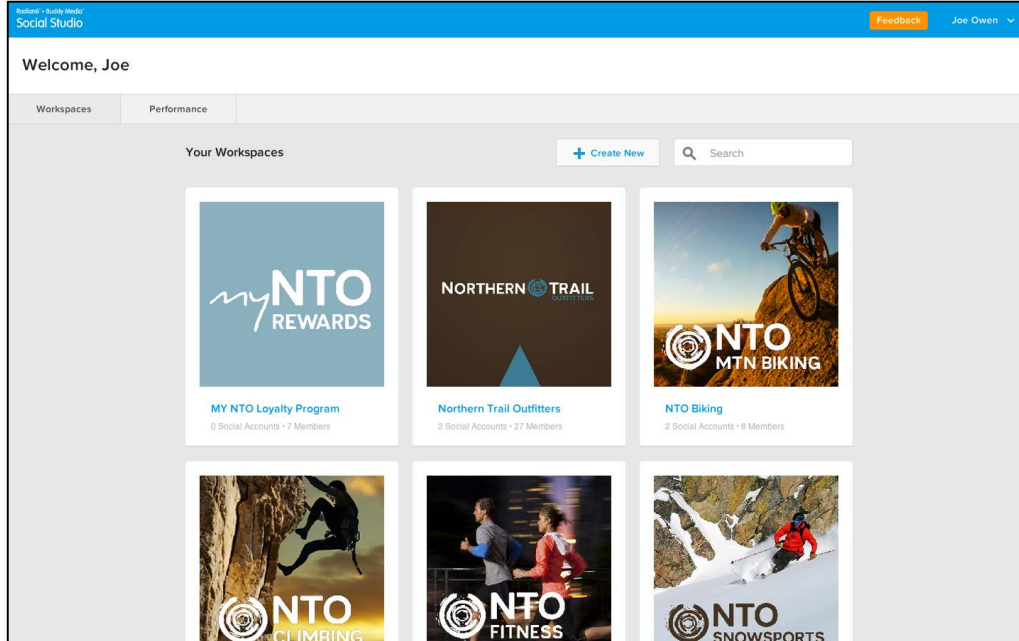
Presented by: Your Getting Started with Salesforce Marketing Cloud Team



SOCIAL STUDIO: LOGGING IN

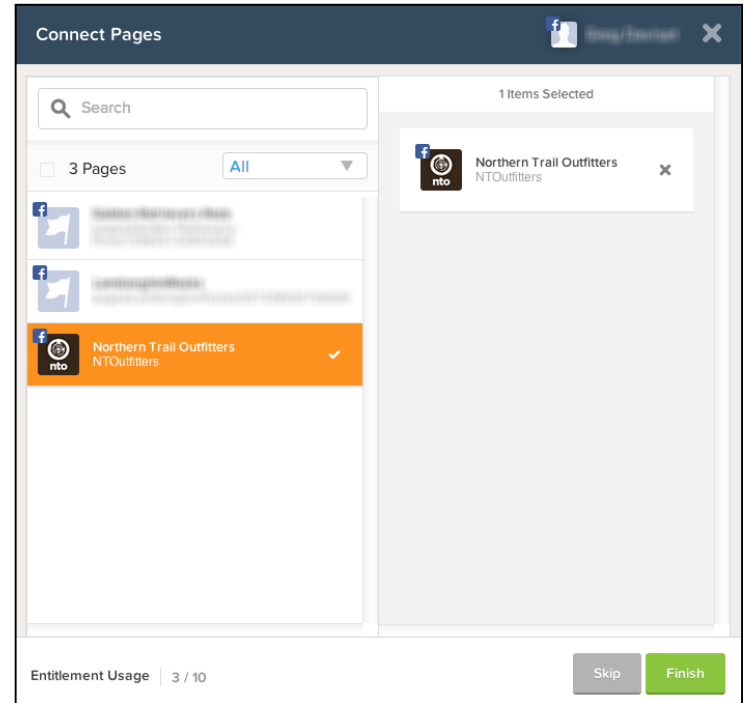
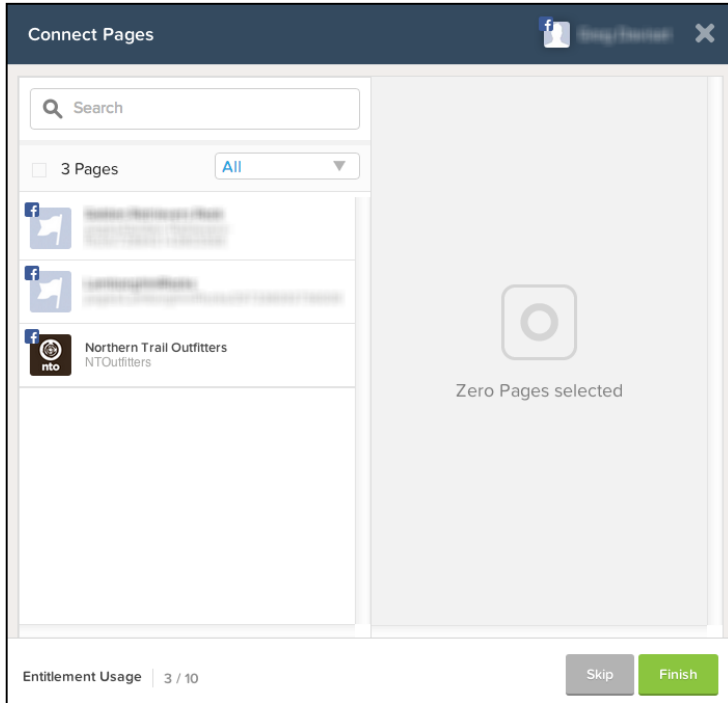


SOCIAL STUDIO: WORKSPACES

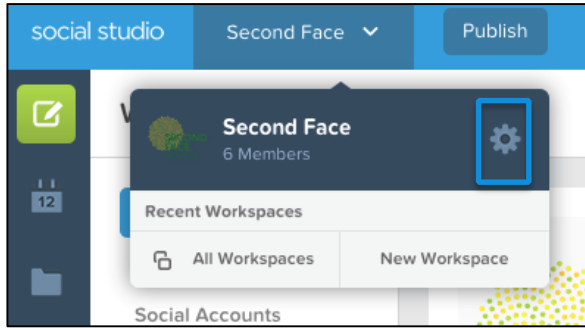


- Key to organizing your teams and the social accounts they work on.
- Only **Full Users** and **Super Users** can create workspaces

ADDING A SOCIAL CHANNEL



SOCIAL STUDIO: WORKSPACE PERMISSIONS



Workspace Settings

Summary

Users 0 6 Items Transfer Workspace Ownership + Add New

Social Accounts

Topic Profiles

Publish Labels

Bitly Tracking

Approval Rules

Engagement Macros

Publish Macros

<input type="checkbox"/>	Hazel Training hazel.richardson@salesforce.com	Owner	<input checked="" type="radio"/> Can publish to all <input checked="" type="radio"/> Can engage with all
<input type="checkbox"/>	April amaclias@salesforce.com	Limited Member	<input type="radio"/> Cannot publish <input type="radio"/> Cannot engage
<input type="checkbox"/>	Katrina Abrams kabrams@salesforce.com	Limited Member	<input type="radio"/> Cannot publish <input type="radio"/> Cannot engage
<input type="checkbox"/>	Kelsey kforde@salesforce.com	Limited Member	<input type="radio"/> Cannot publish <input type="radio"/> Cannot engage
<input type="checkbox"/>	Patty-Ann Gaudet pgaudet@salesforce.com	Admin	<input checked="" type="radio"/> Can publish to all <input checked="" type="radio"/> Can engage with all

Up Next: Getting Started with Social Studio: Users



marketing cloud

SOCIAL STUDIO: ORGANIZATION USER ROLES

	Super User	Full User	Basic User
Add Workspace	✔	✔	✘
Manage Workspace Settings	✔	✔ (edit the workspace they created)	✘
Add Social Accounts	✔	✔	✘
Register Social Accounts in a Tenant	✔	✘	✘
Add Users	✔	✘	✘
Modify User Settings	✔	Own settings	Own Settings
Create/Edit Macros	✔	✔ (can edit their own macros and create their own)	✘
View Workspace Content plus Calendar/Performance	✔	✔ (only if they are workspaces members)	✔ (only if they are workspaces members)

SOCIAL STUDIO: USER AVATARS

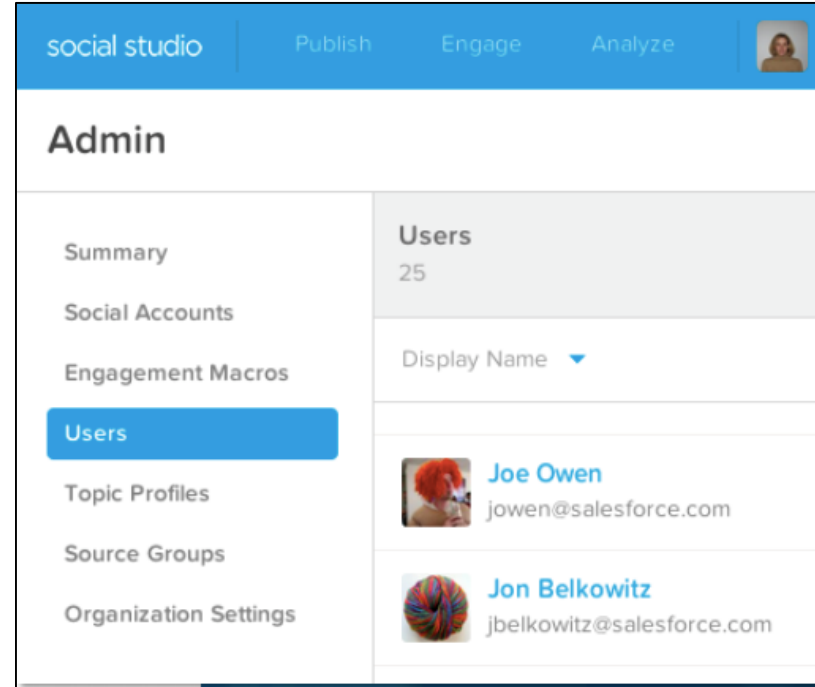
Personalize your representation in Social Studio

Help colleagues put a face to a name with User Avatars. You can:

- Easily upload and switch out images, or keep the default
- See your chosen image as a permanent menu fixture
- Help colleagues quickly recognize one another within the user list

Notes

- Does not support animated gifs or advanced image editing
- Super users cannot upload images on behalf of other users



Up Next:
Getting Started with Social Studio:
Topic Profiles



ANALYZE: TOPIC PROFILE CONFIGURATION

The screenshot displays the 'Topic Profiles' configuration page in Salesforce Marketing Cloud. The interface includes a navigation sidebar on the left with a 'Topic Pro...' button highlighted. The main content area features a table of topic profiles. A 'Create Topic Profile' dialog is open on the right side of the screen.

Name	Owner	FIM	Status
All Reps	Sherry Howley	41,800	Active
ARAG Group	Sherry Howley	17,600	Active
ARAG Group 2	Sherry Howley	100	Active
Brand Mentions (English & Region Focus)	Courtney Zwicker	4,100	Active
Cigna	Sherry Howley	15,700	Active
Cigna - Customer Experience (Brand)	Sherry Howley	3,400	Active
Current	Hazel Training	3,700	Active
Dayco	Sherry Howley	7,000	Active
MTanner	Sherry Howley	4,100	Active
MWesney	Sherry Howley	4,600	Active
NBesheer	Sherry Howley	9,300	Active
NCamus Test	Nathalie Camus	143,600	Active
Social Studio	Hazel Training	600	Active
TOMS	Courtney Zwicker	13,400	Active

The 'Create Topic Profile' dialog on the right includes a 'New Topl...' button and three sections for keyword management: 'Contains Keywords (0)', 'And Contains Keywords (0)', and 'Exclude Keywords (0)', each with an 'Add Keywords' button.

Up Next:

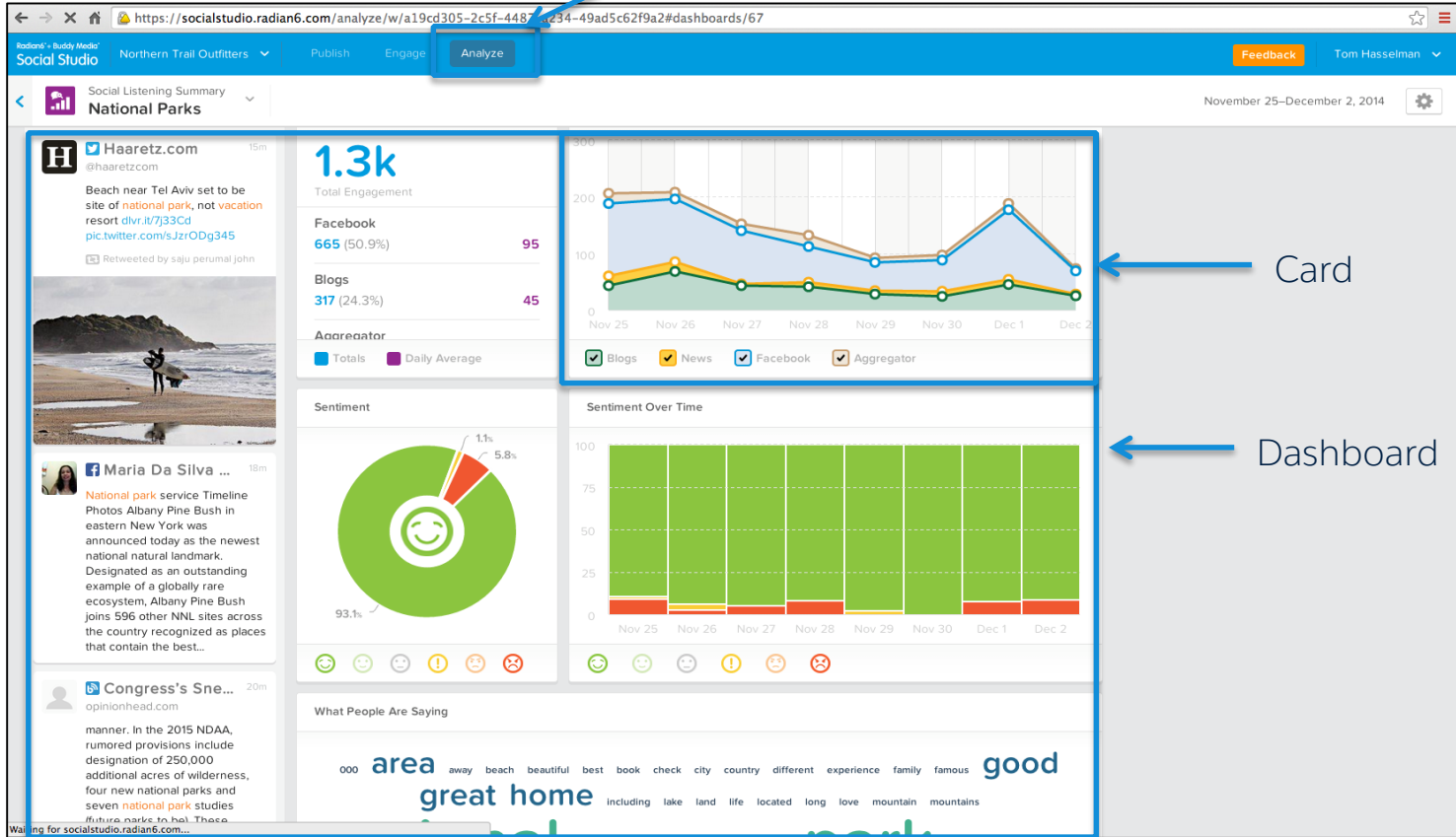
Getting Started with Social Studio: Dashboards



marketing cloud

ANALYZE OVERVIEW

Analyze Tab

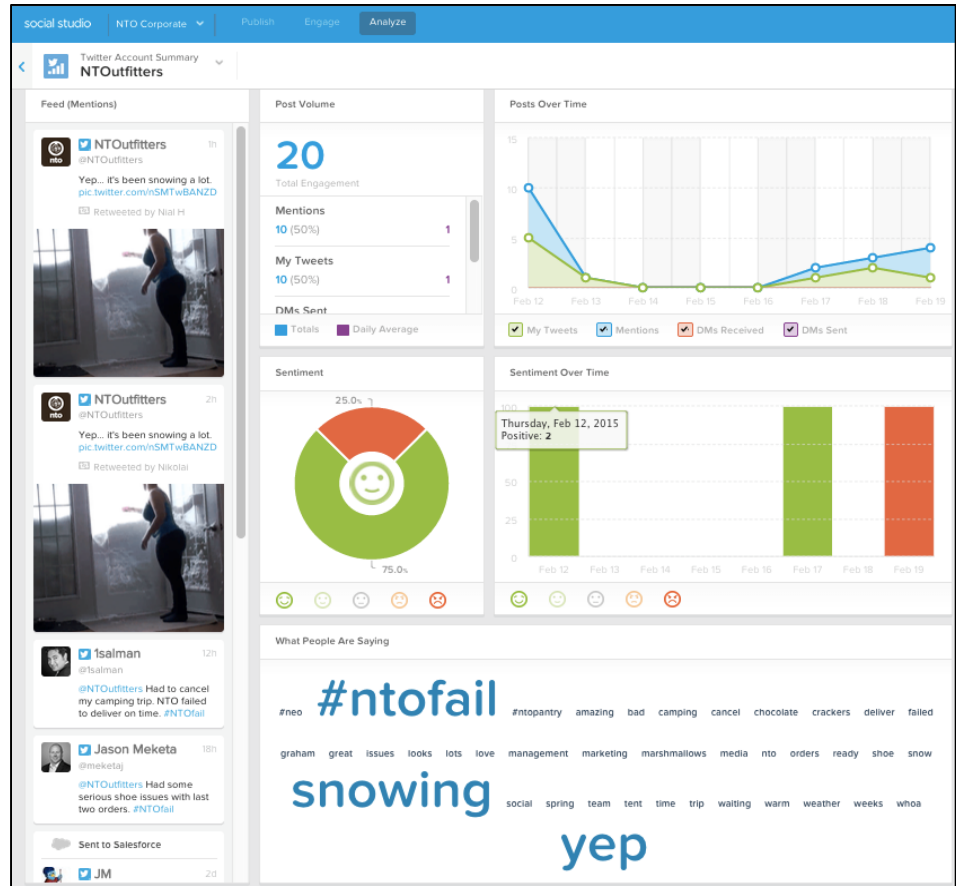


Card

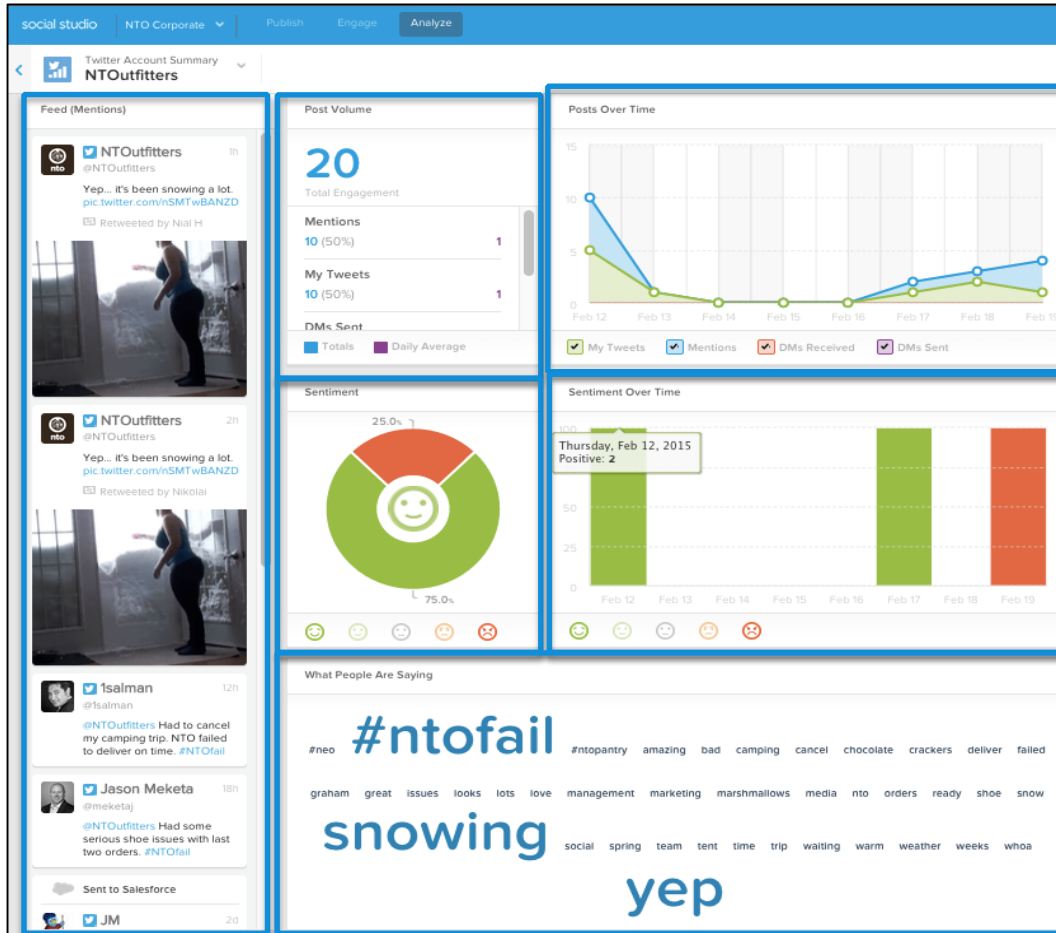
Dashboard

DASHBOARD TYPES

- Twitter Account Summary
- Facebook Account Summary
- Social Listening Summary
- LinkedIn Account Summary
- Google + Account Summary
- YouTube Account Summary
- Instagram Account Summary

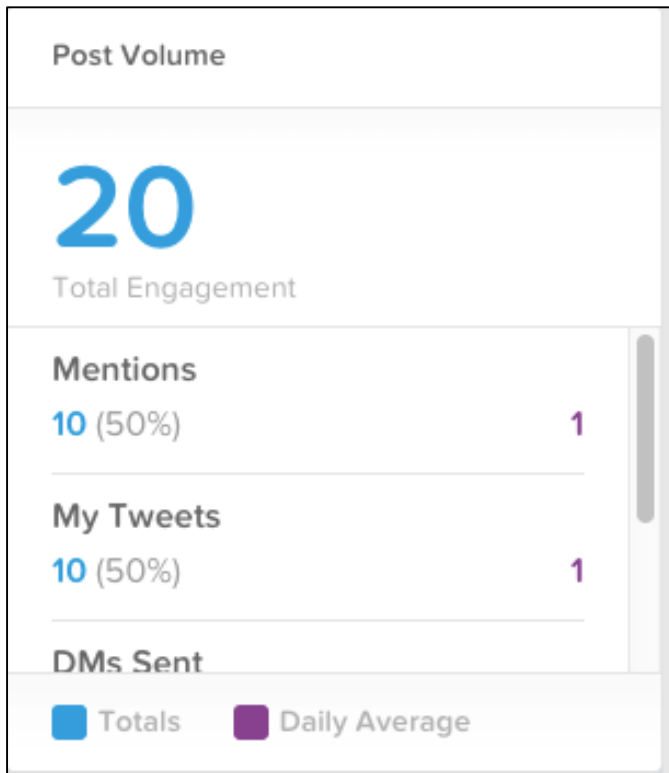


DASHBOARD CARDS



DASHBOARD CARDS: ENGAGEMENT SUMMARY

Twitter Account Summary

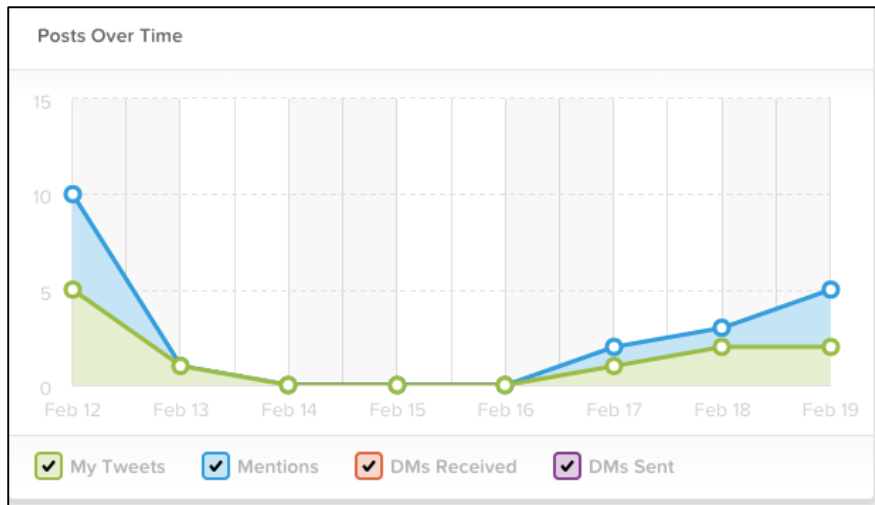


Social Listening Summary

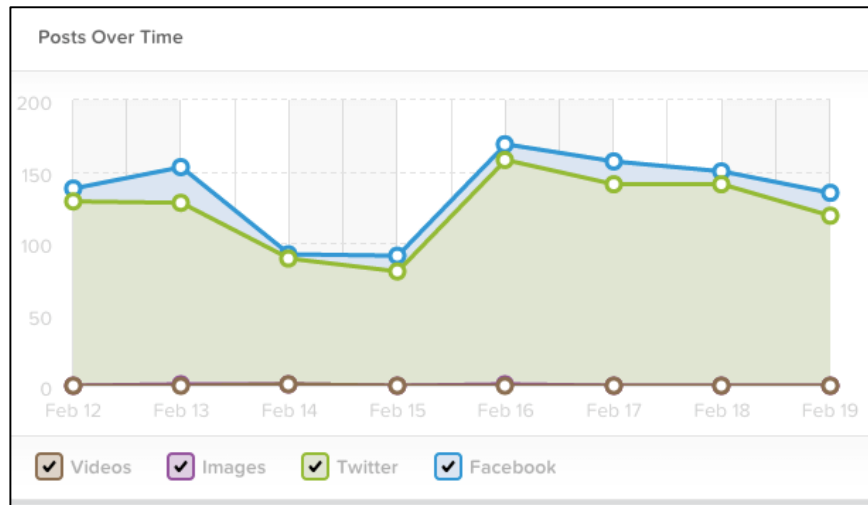


DASHBOARD CARDS: ENGAGEMENT TREND

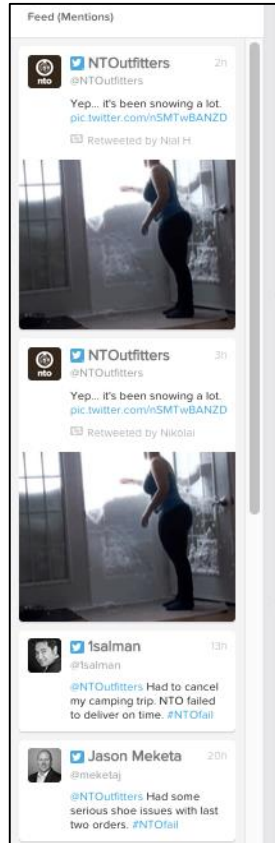
Twitter Account Summary






Social Listening Summary



DASHBOARD CARDS: FEED CARD

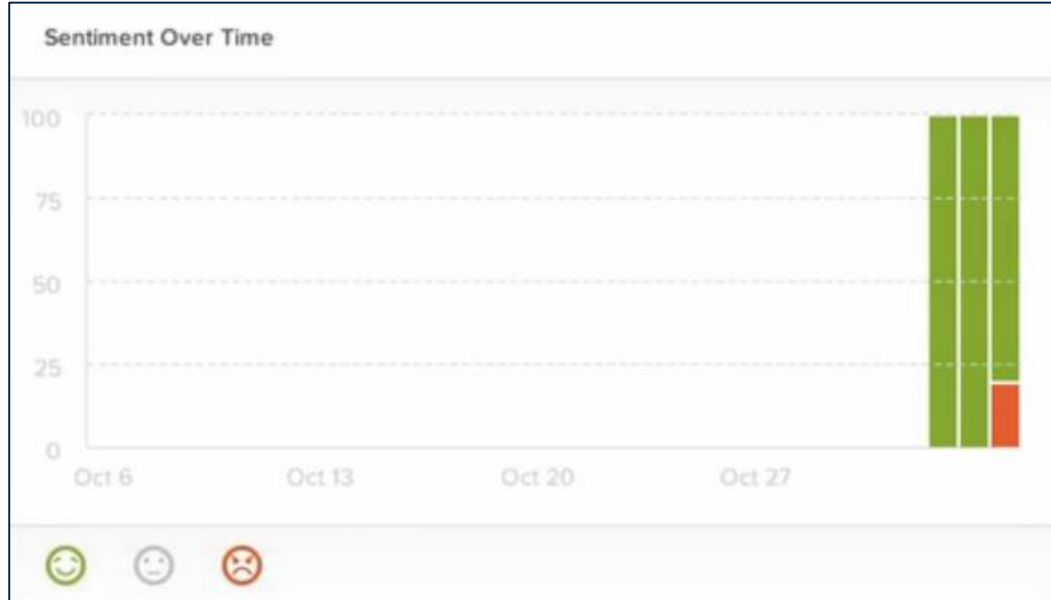


Feed Card Additional Features	
Engagement Workflow Status	<p>If it exists, the post will also show user assignment (hover to see the assigned users' name), priority and workflow status.</p> 
Inline labels (post tags)	<p>If the post has labels applied, they will be shown inline below the post.</p> 
Images	Images are shown inline for the post for both dashboard types.
Sent to Salesforce Status	If the post has been sent to Salesforce the status above the post will inform the user.
Scrolling & Date Range	The card allows the user to scroll through the posts for the respective date range (7 days).
Image Lightbox	<p>Hovers over an image in the feed, a magnifying glass icon appears and clicking on the image opens it in a larger format in a lightbox.</p> 

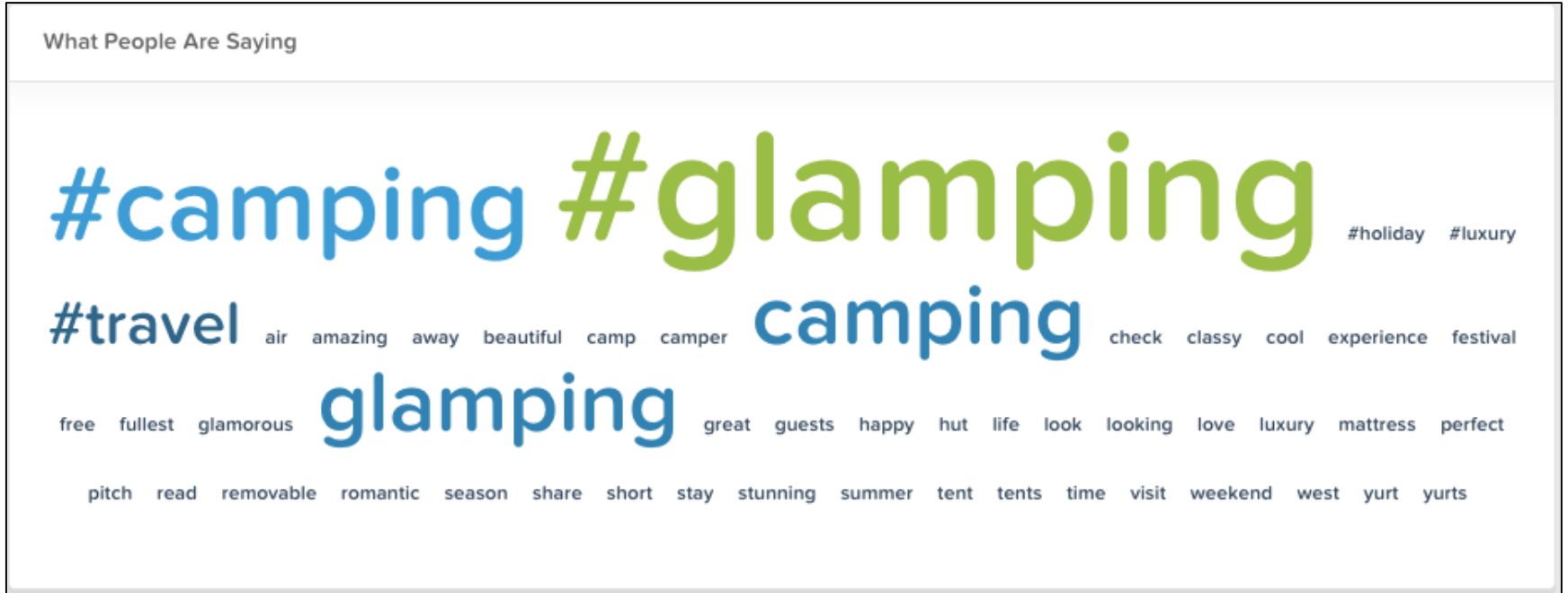
DASHBOARD CARDS: SENTIMENT SUMMARY CARD



DASHBOARD CARDS: SENTIMENT TREND CARD



DASHBOARD CARDS: CONVERSATION CLOUD CARD



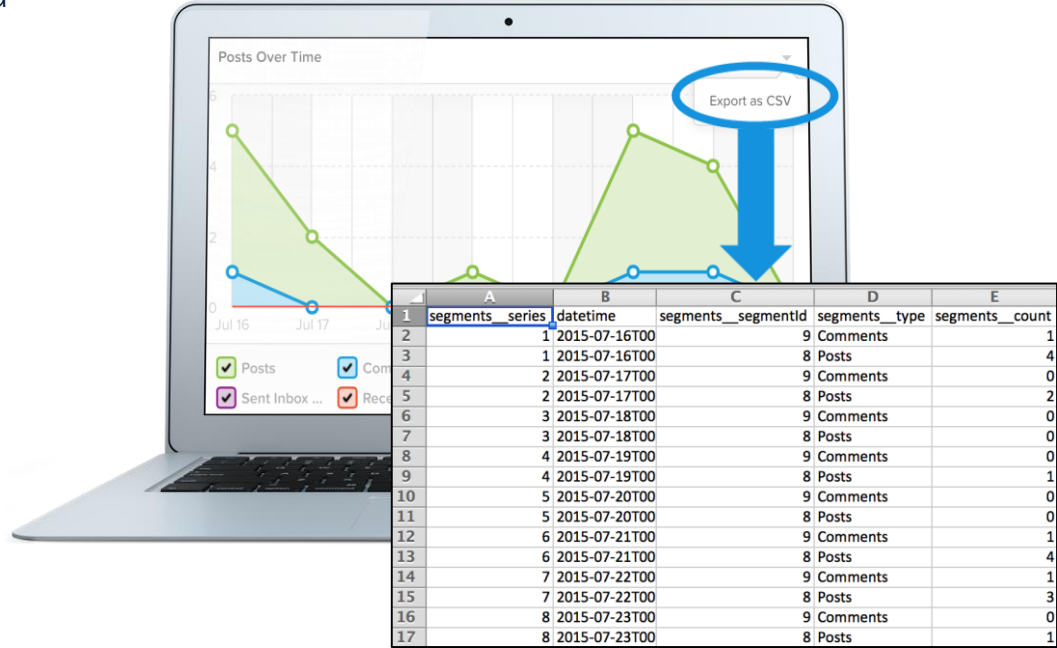
Up Next:
Getting Started with Social Studio:
Actionable Insights



EXPORTING DATA FOR CUSTOM REPORTING

Extract CSV data for further analysis and reporting. Available for:

- Post Volume
- Posts Over Time
- Feed
- Sentiment
- Sentiment over Time
- Top Countries (*Social Listening Dashboard only*)
- Top Languages (*Social Listening Dashboard only*)
- Engagement Over Time (*Twitter, Facebook, YouTube, and Instagram*)



ANALYZE: ACTIONABLE INSIGHTS

See a post and want to respond? No need to leave Analyze!

- Facebook – Reply and Like posts right from your Facebook dashboard
- Twitter – Reply, Retweet, Quote, and Direct Message from your Twitter or Social Listening dashboard
- LinkedIn – Reply to posts from your LinkedIn dashboard

Notes:

- Any engagement from Analyze is reflected in Social Studio Engage as well.
- Engagement options are not available for Google+ at this time



KEY RESOURCES



Essential follow-ups from this video

- Export dashboard data
- Explore Post Inspector in your account



Background viewing, reading, and doing

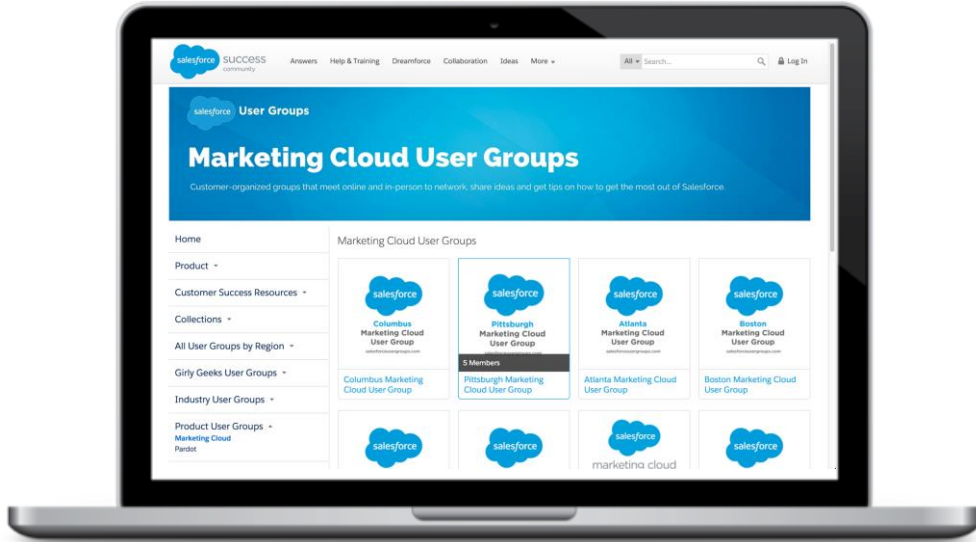
- Download the [Getting Started with Social Studio Workbook](#) to help keep you on track during your implementation
- [Review Social Studio User Guide](#) for additional information



And don't forget!

- Follow [@SocialStudioCRM](#) on Twitter to receive all the latest updates on Social Studio

JOIN A MARKETING CLOUD USER GROUP



CLICK TO JOIN

We currently have 26 User Groups and are growing every day!

As a member of a User Group, you will have prime access to the Success Community, which will also give you additional insight to ALL Salesforce User Groups and much more!

If you do not see a User Group in your area but would like to start one, please reach out to your Success Manager or AE.

Thank You

