

## Crimson Hexagon Foresight tool: Social media analytics platform

For academics: Reduced-fee access for non-profit, classroom and research communities.

### What can it do?

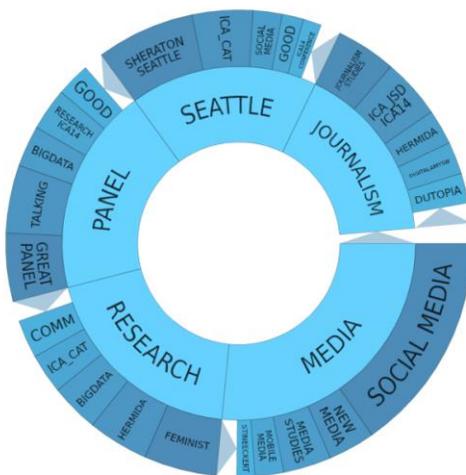


- Search and analyse social media conversations using keywords or hashtags. Includes Twitter, Facebook, Google+, Youtube, Instagram and Weibo. Tweets specifically can be searched as far back as July 2009. E.g. #WMMA

- Analysis for Twitter includes: total tweets, frequency over time, top influencers, related topics and words, geography (global), demographics, sentiment. E.g. #WMMA

Most Prolific on Twitter		Top Mentions		Top Hashtags	
@SchenkMMA	3,222	@invictafights	20,000+	#wmma	180,000+
@WMMANews	2,127	@rondarousey	10,000+	#mma	62,000+
@DJ_2BoUnCe	1,890	@ufc	8,700+	#ufc	22,000+
@babesofmma	1,710	@mieshatate	7,600+	#bjj	6,200+
@ChickfightsRock	1,539	@shanknapp	6,300+	#ff	5,500+
@LanaoftheGeeks	1,419	@kenneymyers	4,900+	#kenneymyersmma	4,900+
@capebreton1973	1,190	@criscyborg	3,400+	#ufcsuperfan	4,900+
@SRychel	1,139	@catzingano	3,000+	#boxing	4,500+
@SportsGeeks	1,129	@iamgirlrilla	2,800+	#muaythai	4,100+
@Rad1310	1,087	@danawhite	2,600+	#tuf20	4,000+

- Analyse main issues and keywords used through the Topic Wheel / Word Cloud: eg #ICA14



- Can be trained to understand the sentiment or category of different posts which it will then learn and automatically code the entirety of a search.
- Analyse a specific Twitter account to see which of tweets are the most popular (by re-tweet) on a given day or over a period of time.

## Three types of monitors

### Buzz Monitor

The Buzz Monitor is useful for obtaining a general feel of the social network conversations containing the keywords you have specified. It provides basic information on volume, source breakdown, top sites, top influencers, auto-sentiment analysis, etc. The monitor also allows you to export small quantities of data (10,000 posts) in Excel spreadsheets.

### Social Account Monitor

Useful to analyse the output and interactions of one specific social media account.

- Twitter handle, including follower count, engagement, and impressions.
- Facebook page, including Likes, Shares, and Comments to posts.
- Instagram user account, including image posts, hashtags, and comments.

### Opinion Monitor

Analyse tone or frame of discussions through automatic categorization of posts. For each monitor, human coders manually assign categories for a minimum of 20 posts (per category). Based on your choices, the software uses an algorithm to categorise the remaining posts. If posts fall in the wrong category, you can reassign them. Monitor can be trained to obtain information in four ways:

- An on/off topic monitor to get clearer volume trends for topics that are difficult to define with strict keyword rules.
- Define for tone tailored to your conversation's unique context and classify posts based on these categories.
- Measure sentiment with additional granularity by defining sub categories within Positive, Negative, and Neutral.
- Measure topics or themes of your choosing, by creating specific categories.