

Spider

Welcome to Spider by oneQube! Spider is a powerful Tactical Listening Platform that has many practical uses:

- General Listening
- Social Prospecting
- “Person of Interest”/Influencer Identification
- Social Audience Measurement

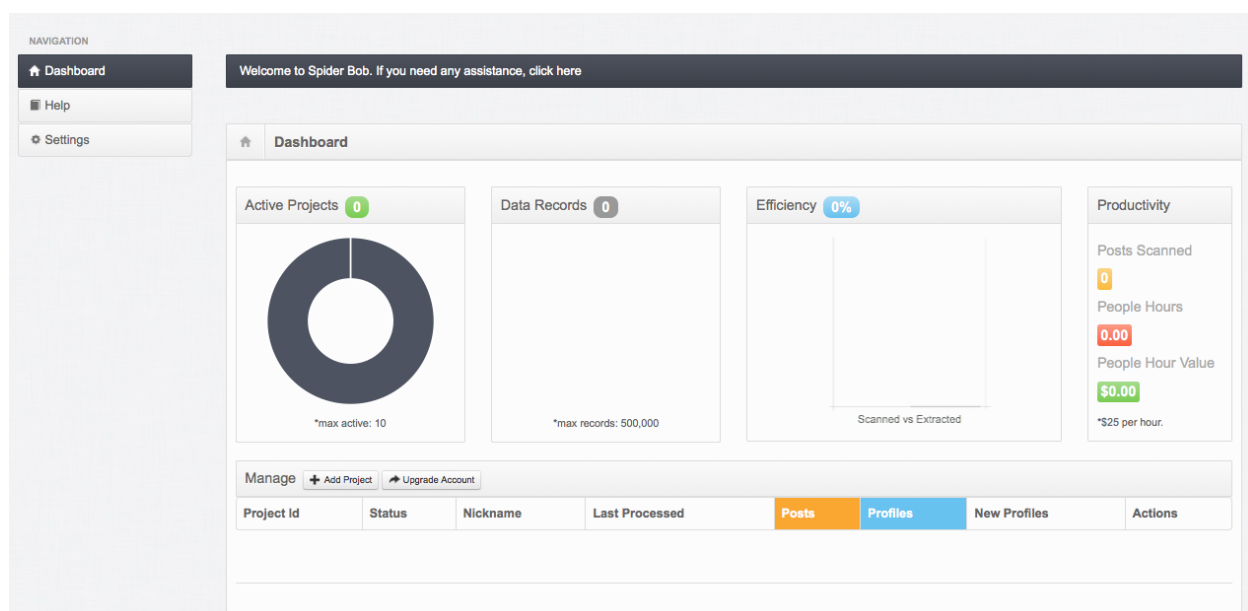
Spider is a “Project” based platform. Each project has the capacity to collect and analyze about 6,000 Tweets an hour, or about 144,000 Tweets a day. Results will vary, of course, depending on the volume of conversation around any one Project.

The way you set up your Spider Projects will vary depending on your desired end result. We will try to cover as many possible use cases in this document to make it easy for you to get started

Getting Started - Basic Projects

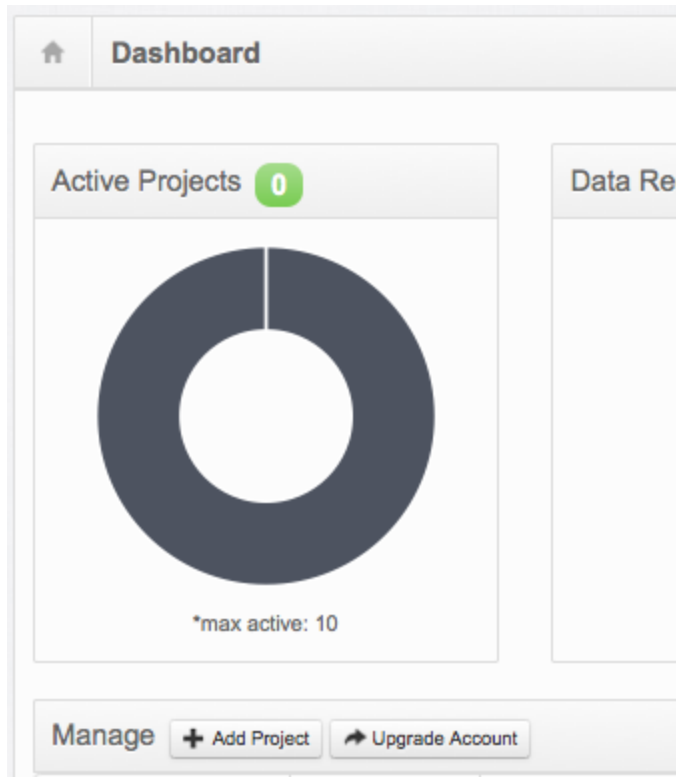
Setting up a Project in Spider is easy - even the most complex Projects should take no more than 5 minutes to create.

After you create your account, you will land on your Project dashboard. This will always be your landing page on subsequent log-ins.



Upon your initial log-in, you will see an empty Project dashboard. Time to start filling it up with Projects! To create a Project, follow these easy steps:

Click “Add Project” button located directly underneath the “Active Project” doughnut on your dashboard



This will land you on the “Create New Project” Page:

Create New Project

Save Changes

Section 1 - General Settings

To Create a New Project, start by entering a unique project Nickname and configure your General Settings. Then, complete the following sections as they apply to your project objectives. If you want to save what you have configured so far, but are not ready for the project to be Active, keep the Status set at Inactive and click the Save Changes Button. If you want this Project to be active immediately after you configure it, change the Status to ACTIVE and click the Save Changes Button. See detailed Instructions below.

Nickname:

Status:

Scan/Minutes:

Pages Deep:

Archive Users:

Archive Posts:

Inactive

1

1

no

no

Email Distribution List:

Auto Email:

Min Delivery:

no

10

Instructions

Note: Some features might not be available with your subscription.

Nickname

This is a unique identifier and label for this project.

Status

The Status is either Active or Inactive, when Active, the Project will run automatically every amount of Minutes selected in Scan/minutes.

Scan/Minutes

This setting determines how often the project will automatically fetch more posts. So for example, if the Status of your Project is Active and you have Scan/Minutes set to 5, the system will fetch more Posts (and send auto emails of matches if configured) every 5 minutes.

Pages Deep

This setting determines how many requests for Posts are made each time the project seeks to fetch more posts. Up to 100 posts are returned on a single page request. so for example, if you have your project set at 3 Pages Deep, up to 300 Posts will be retrieved on each fetch request.

You must create a “Nickname” for your project - this will allow you to easily identify different projects in your log-in dashboard. Enter in a Nickname and change the “Status” drop down from Inactive to Active.

The other action items on this page will be covered in “Setting Up Advanced Projects”...for example purposes we will be setting up a simple listening campaign to start. In this example, we are calling our test Project “Social Media”:

Internet Media Labs | www.Spideronecube.com | Page 3

Save Changes

- Section 1 - General Settings

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| | | | | | |
|---|-------------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------------|
| Nickname: | Status: | Scan/Minutes: | Pages Deep: | Archive Users: | Archive Posts: |
| <input type="text" value="Social Media"/> | <input type="text" value="Active"/> | <input type="text" value="1"/> | <input type="text" value="1"/> | <input type="text" value="no"/> | <input type="text" value="no"/> |
| Email Distribution List: | Auto Email: | Min Delivery: | | | |
| <div></div> | <input type="text" value="no"/> | <input type="text" value="10"/> | | | |

Instructions

Note: Some features might not be available with your subscription.

- Nickname** This is a unique identifier and label for this project.
- Status** The Status is either Active or Inactive, when Active, the Project will run automatically every amount of Minutes selected in Scan/minutes.
- Scan/Minutes** This setting determines how often the project will automatically fetch more posts. So for example, if the Status of your Project is Active and you have Scan/Minutes set to 5, the system will fetch more Posts (and send auto emails of matches if configured) every 5 minutes.
- Pages Deep** This setting determines how many requests for Posts are made each time the project seeks to fetch more posts. Up to 100 posts are returned on a single page request, so for example, if you have your project set at 3 Pages Deep, up to 300 Posts will be retrieved on each fetch request.

Scroll down the page a bit until you see this look in your screen - click on "+Section 2 - Hashtags, @Mentions, Keywords and Links"

Instructions

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Archive

When Archive Users and/or Posts are set to Yes, this feature will archive all of the Posts and Profiles retrieved by a Project whether or not such Profiles and corresponding Posts match your Project criteria.

Email

When Auto Email is set to Yes and 1 or more Email Addresses are entered into the Email Distribution List, matching profiles will be emailed to each recipient, when the Minimum Delivery number of Profiles are accumulated. Automatic Email is triggered each time your Project seeks to fetch more Posts. You can enter up to 5 Email Addresses.

Auto Drill

When Auto Drill is set to Yes, where available, the project will fetch extended information about a Profile/User (who includes a Web Address in their BIO), including other Social Links, meta data from the Websites, contact form links, email addresses and telephone numbers.

+ Section 2 - Hashtags, Keywords, @mentions, and Links

+ Section 3 - Twitter Specific Settings

+ Section 4 - Type Settings

+ Section 5 - Ranking

+ Section 6 - Geography

Save Changes

That will open up a screen that will allow you to input your Project parameters:

Create New Project

Save Changes

- Section 1 - General Settings

+ Section 2 - Hashtags, Keywords, @mentions, and Links

In this section you can enter Keywords and/or Hashtags and/or @mentions to be found in tweets and/or in BIOS, as well as Keywords to be found in Screen Names. You can also enter Links to be found in tweets and Validators which are keywords that must be in either a Tweet, BIO or Screen Name.

Hashtags/Keywords/@mentions In Tweets

Instructions

Enter up to 10 (total combined) Hashtags, Keywords or @mentions, 1 per line. To enter a phrase such as Social Media, enter it wrapped in quotes "Social Media". One or more of the entries here must be found in a Tweet.

Example

#socialmedia
"social media"
#marketing
@onecube

Links In Tweets

Instructions

Enter up to 3 links, 1 per line. One or more of the entries here must be found in a Tweet. Do not include http:// or www.

Example

youtube.com
vimeo.com

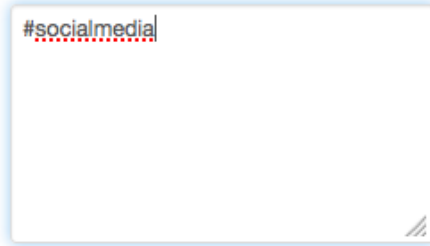
Hashtags/Keywords In BIO

Please note that to create a Project, one or both of these boxes must have inputs. For this example, we

will just consider inputting queries into the into the the first box: *Hashtags/Keywords/@mentions in Tweets*

Spider allows you to enter up to 10 different search queries into one project. This can be any combination of hashtags, keywords or key phrases, or @mentions. This combination will vary depending on the goal of a particular project. We will start test campaign simply with the hashtag #socialmedia.

Hashtags/Keywords/@mentions In Tweets



#socialmedia

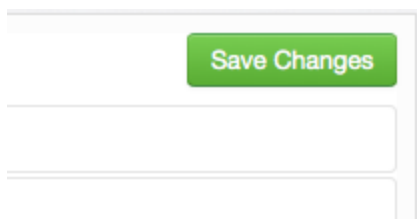
Instructions

Enter up to 10 (total combined) Hashtags, Keywords or @mentions, 1 per line. To enter a phrase such as Social Media, enter it wrapped in quotes "Social Media". One or more of the entries here must be found in a Tweet.

Example

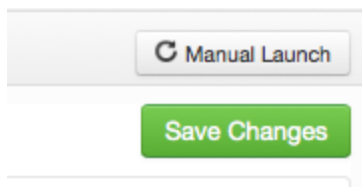
#socialmedia
"social media"
#marketing
@onecube

Click the green “Save Changes” button, upper right, and your Project is ready to start collecting data.



Save Changes

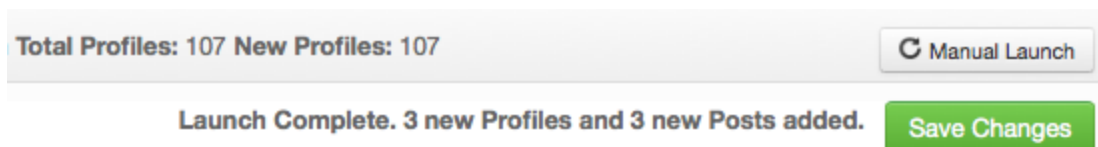
You will land back at the top of the page. If you would like to seed your Project with immediate results, click the “Manual Launch” button on top of the “Save Changes” button.



Manual Launch

Save Changes

Manual Launch immediately will load up 100 Tweets into your project (depending on available Tweets for that particular query).



Total Profiles: 107 New Profiles: 107

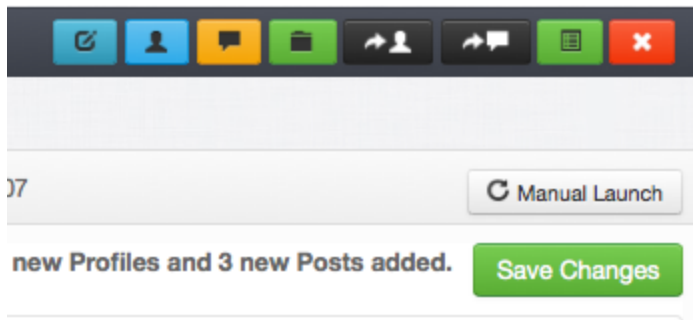
Manual Launch

Launch Complete. 3 new Profiles and 3 new Posts added.

Save Changes

The data from your project is now accessible from the Project action buttons in the top right nav of this

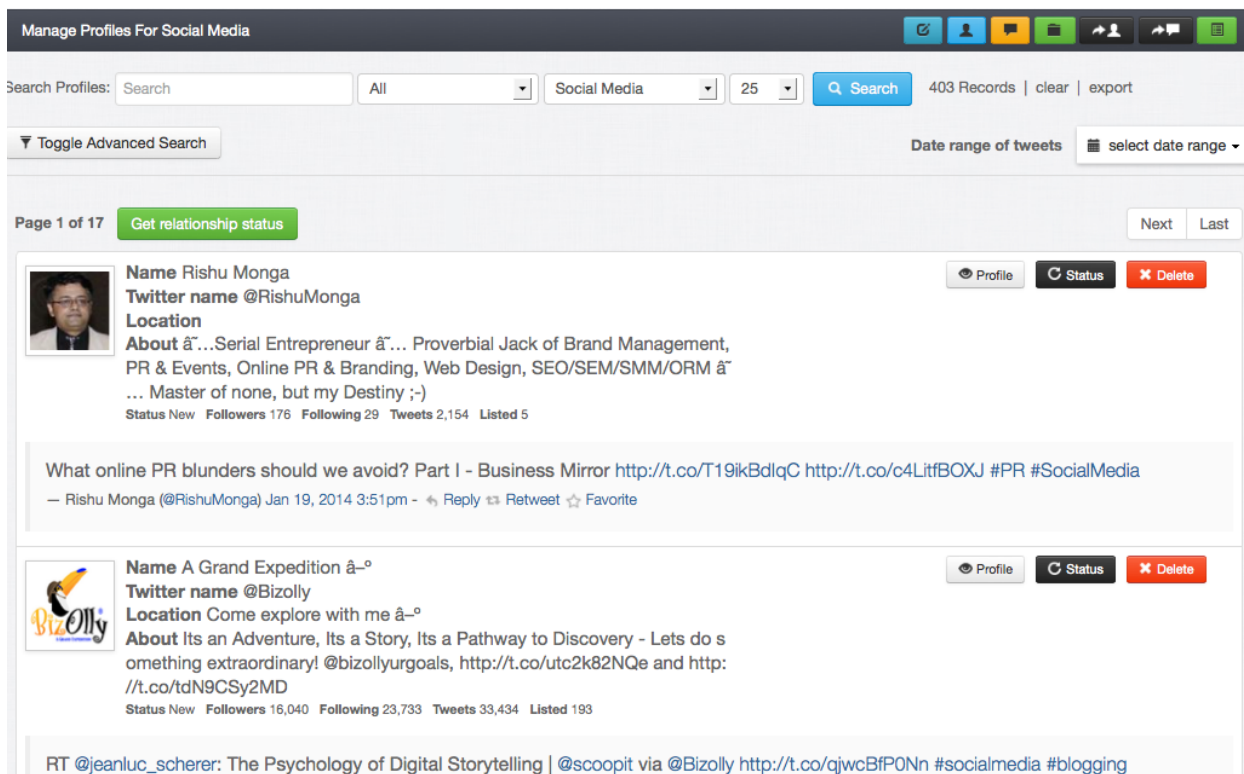
screen. They will also be available from the Dashboard, or any other place where you might be accessing data for a particular project



From left to right, the buttons are:

View/Edit Project, View Profiles, View Posts (Tweets), View Archive, Export Profiles, Export Posts (Tweets), Access Analytics, Delete Project.

Click on View Profiles to start diving into the rich data that you have collected in your project:



Spider has created a proprietary “Multi-Point, Open Text” search engine that will allow you to slice and dice your Projects in amazing ways to find the perfect people to follow, engage, & connect with. Click on “Toggle Advanced Search” to open up the query screen:

Manage Profiles For Social Media

Search Profiles: All Social Media 25 403 Records | clear | export

Date range of tweets

☐ Use Rich Tweet Display (tweets display with embedded images, media cards, and conversation threads; may take longer to render on slower connections)

Search Focus

- ☒ Profiles and Posts
- ☐ Profiles only
- ☐ Posts only
- ☐ Screen Names only

Additional Keywords Or

Geographic Location

Type/Links

- ☐ Male
- ☐ Female
- ☐ Commercial
- ☐ Has Website

Rank

- ☐ Newbie
- ☐ Emerging
- ☐ Rising
- ☐ Leader
- ☐ Star
- ☐ Powerhouse
- ☐ Superstar

Followers Count > <

Friends Count > <

Tweets Count > <

Listed Count > <

In this particular Project, we can now start filtering results by criteria that is important to us: bio keywords, geographic location, gender, Twitter attributes like follower or listed count, or any combination thereof.

Let's say that we are looking for writers, reporters, journalists, or bloggers to connect with. You would enter those keywords in the boxes under “Additional Keywords” and click the “Profiles only” radial button. Click the blue Search button to get your results:

Date range of tweets

☐ Use Rich Tweet Display (tweets display with embedded images, media cards, and conversation threads; may take longer to render on slower connections)

Search Focus

- ☐ Profiles and Posts
- ☒ Profiles only
- ☐ Posts only
- ☐ Screen Names only

Additional Keywords Or

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- ☐ Male
- ☐ Female
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Followers Count > <

Friends Count > <

Tweets Count > <

Listed Count > <


Our query yielded 69 records. Notice the appropriate keywords in the bio's displayed:

Manage Profiles For Social Media

Search Profiles: All Social Media 25 69 Records | clear | export


advanced filters are set

Page 1 of 3



Name Silvia Renauer
Twitter name @SilviaRenauer
Location Munich
About Journalistin. Bayerischer Rundfunk. PBS. Twittert aus Politik, Wirtschaft, Medien & Gesellschaft.
Status New Followers 260 Following 454 Tweets 854 Listed 20

Beckstrom on new digital technologies: "This is like the nuclear landscape of the 1950s and 60s". Duck and Cover? #socialmedia #DLD14
— Silvia Renauer (@SilviaRenauer) Jan 19, 2014 4:51pm -



Name Manon Leroux
Twitter name @SociallySavvy4U
Location Mississauga, Ontario
About Good old Canadian #hockeymom animal lover #SocialMedia Coach, Trainer, Blogger. Passionate about teaching solopreneurs Savvy Social Solutions!
Status New Followers 7,044 Following 6,266 Tweets 34,457 Listed 380

Don't forget to add your own unique voice to your #socialmedia strategy! #savvysocial
— Manon Leroux (@SociallySavvy4U) Jan 19, 2014 4:51pm -


By clicking the green “Get Relationship Status” button, we can determine immediately see if we are following these profiles. If we want to start following the people we find in the query, all you have to do is click on the blue “+Follow” that will now appear on the upper right corner of the profile box:

Manage Profiles For Social Media

Search Profiles: All Social Media 25 69 Records | clear | export


advanced filters are set

Page 1 of 3 Relationships status available in 42



Name Silvia Renauer
Twitter name @SilviaRenauer
Location Munich
About Journalistin. Bayerischer Rundfunk. PBS. Twittert aus Politik, Wirtschafft, Medien & Gesellschaft.
 Status New Followers 260 Following 454 Tweets 854 Listed 20

Beckstrom on new digital technologies: "This is like the nuclear landscape of the 1950s and 60s". Duck and Cover? #socialmedia #DLD14
 — Silvia Renauer (@SilviaRenauer) Jan 19, 2014 4:51pm -



Name Manon Leroux
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Don't forget to add your own unique voice to your #socialmedia strategy! #savvysocial
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If you are already following someone, the button will be orange.

Let's say we now want to find out if any of these people are located in New York City. You would reopen Advanced Search, and add geo filters to your query:

Manage Profiles For Social Media

Search Profiles: All Social Media 25 69 Records | clear | export

advanced filters are set

☐ Use Rich Tweet Display (tweets display with embedded images, media cards, and conversation threads; may take longer to render on slower connections)

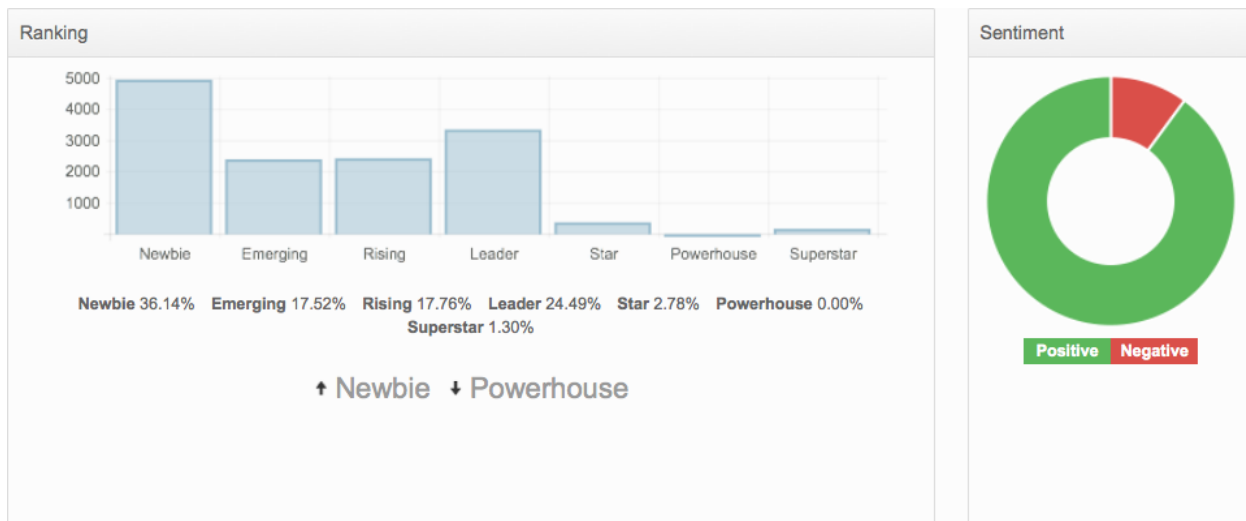
| | | | | |
|--|---|--|--|---|
| Search Focus <input type="radio"/> Profiles and Posts <input checked="" type="radio"/> Profiles only <input type="radio"/> Posts only <input type="radio"/> Screen Names only | Additional Keywords Or <input type="button" value="Add"/> <input type="text" value="writer"/> <input type="text" value="journalist"/> <input type="text" value="reporter"/> <input type="text" value="blogger"/> | Geographic Location <input type="text" value="new york"/> <input type="text" value="new york city"/> <input type="text" value="NYC"/> <input checked="" type="text" value="new york city"/> | Type/Links <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Commercial <input type="checkbox"/> Has Website | Rank <input type="checkbox"/> Newbie <input type="checkbox"/> Emerging <input type="checkbox"/> Rising <input type="checkbox"/> Leader <input type="checkbox"/> Star <input type="checkbox"/> Powerhouse <input type="checkbox"/> Superstar |
|--|---|--|--|---|

| | | | | |
|---|---|--|--|---------------------------------------|
| Followers Count > <input type="text" value=""/> < <input type="text" value=""/> | Friends Count > <input type="text" value=""/> < <input type="text" value=""/> | Tweets Count > <input type="text" value=""/> < <input type="text" value=""/> | Listed Count > <input type="text" value=""/> < <input type="text" value=""/> | <input type="button" value="Search"/> |
|---|---|--|--|---------------------------------------|

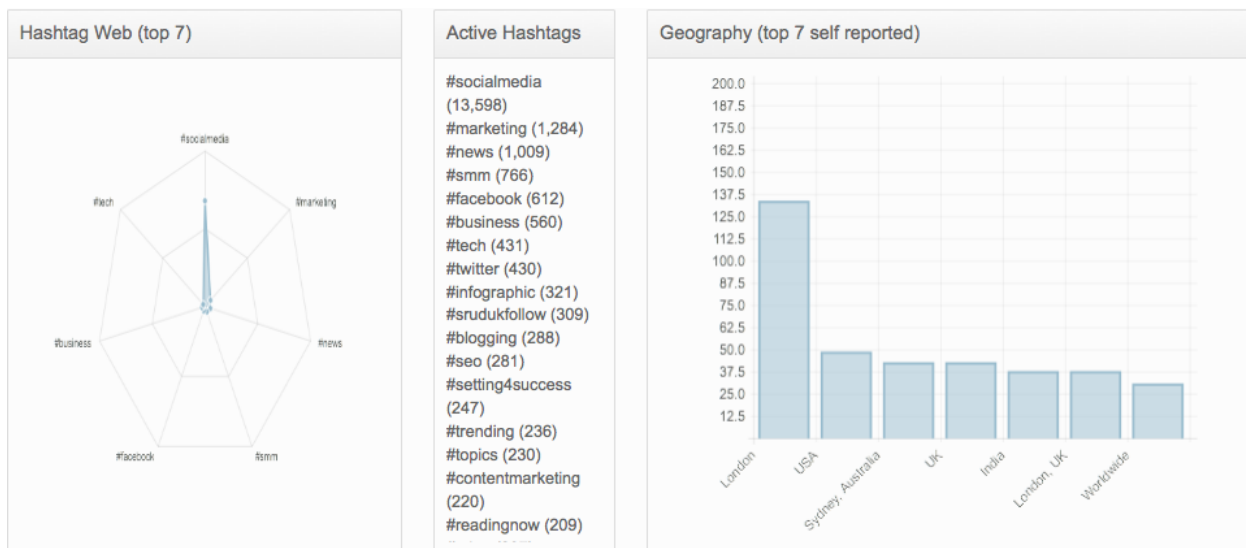
This would yield 2 profiles:

The “Statistics” box shows you the profiles and posts collected in the project to date, “Gender/Type Analysis” show your a graphic breakdown between Male, Female, or Commercial accounts, “Efficiency” shows you how many posts were analyzed to yield a certain type of profile (important on Projects that have filters), and a “Productivity” meter that shows manpower hours saved by Spider.

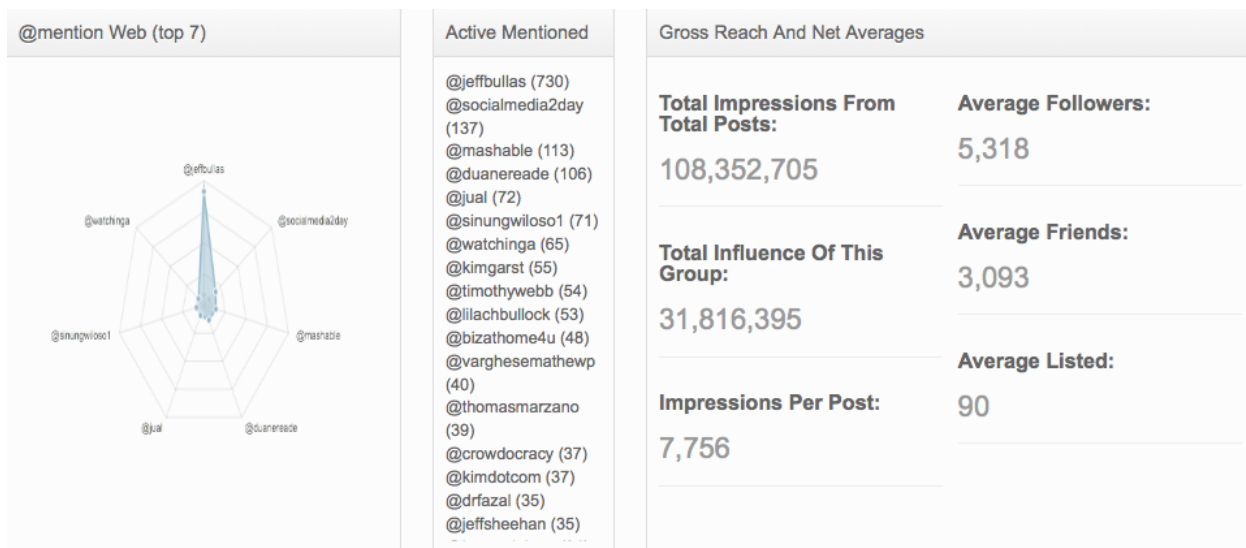
The next set of analysis includes our proprietary “Ranking” and “Sentiment” meters. Our ranking system considers over 20 Twitter attributes when creating a rank. Please note that our ranking system is directional only, and is not meant to infer the “influence” of any particular participant. Rather, it is a general measure of the “Signal” Strength of a project or conversation. The Sentiment meter could be considered directional as well, and is a measure of positive or negative keywords contained in your Project Tweets.



Following Ranking and Sentiment, you will find a visual representation of the other hashtag's associated with your Project. This can be very valuable when you are looking to expand the scope of your Query. You also see the top self reported geo's:



The next group of boxes show you the profiles most mentioned in your query, as well as impression, reach, and average profile statistics:



At the end of the report, we algorithmically pull out the top 20 participants in your Project and display them for you convenience and easy engagement:

Top Participants



Name TweetSmarter

Twitter name @TweetSmarter

Location Minnesota, USA

About Now in our 7th year helping everyone get the most out of #Twitter and #SocialMedia. Tweet us anytime! Tips, tools, Twitter news and tech support for everyone.

Status New Followers 394,128 Following 146,085 Tweets 105,072 Listed 18,082

 Profile

22 #SocialMedia Facts and Statistics You Should Know in 2014 <http://t.co/fva4pcVbu0>

— TweetSmarter (@TweetSmarter) Jan 20, 2014 12:45pm -  Reply  Retweet  Favorite

Top 10 #SocialMedia Competencies for Teachers Infographic <http://t.co/dTz5JL7vCw>

— TweetSmarter (@TweetSmarter) Jan 19, 2014 11:15pm -  Reply  Retweet  Favorite



Name Jeff Bullas

Twitter name @jeffbullas

Location Sydney, Australia

About Social Media Marketing Blogger, Strategist & Speaker, Forbes Top 50 Social Media Power Influencer 2013, Huffington Post Top 100 Business Twitter Accounts

Status New Followers 214,146 Following 161,626 Tweets 160,514 Listed 11,573

 Profile

How To Send A Power #Tweet That Increases #Engagement by 400% <http://t.co/QCOu78cBYv> #Twitter #SMM #SocialMedia #Blogging

— Jeff Bullas (@jeffbullas) Jan 20, 2014 12:45pm -  Reply  Retweet  Favorite

5 Lessons from Coca Cola's New #ContentMarketing Strategy <http://t.co/lCcRUfjmR1> #Mktg #SocialMedia

— Jeff Bullas (@jeffbullas) Jan 20, 2014 12:30pm -  Reply  Retweet  Favorite

Check out our other Spider tutorials for advance techniques and tips on to put your Spider Tactical Social Listening Platform to work for you!