Spider

Spider Advanced Techniques

After you have created some different types of general listening campaigns, it is time use the power of Spider to create targeted Projects that find the exact profiles that you are looking to connect with. By letting the platform do the work for you, you will save time and never miss an opportunity to connect with the perfect person.

Using Real-Time Filters

If you only want to capture profiles that meet certain criteria, you can use Spider's powerful real-time filtering capabilities to deliver those profiles right to your email inbox.

Let's examine our #SocialMedia project again (available in the Downloads section of our Help Desk), this time with a bio keyword filter in place.

First, we enter the bio keywords that we looking for, in this case blogger, reporter, journalist and writer. This is an OR query, so if a bio contains any of these words it will populate the project.

Next Page...

+ 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 Ke
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

| #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

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

blogger
reporter
writer
journalist

Instructions

Enter up to 5 (total combined) Hashtags or Keywords, 1 per line. To enter a phrase such as News Reporter, enter it wrapped in quotes "News Reporter". One or more of the entries here must be found in a User's BIO.

Example

"news reporter"
#newsreporter
writer

Because these profiles are of high interest to us, we also enable the email delivery of profiles in section 1. Please note that new profiles, up to 25 at a time, will be sent to the email address(es) you enter into the Email Distribution List box.

− 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:	Archive Users:	Archive Posts:
SocialMedia	Active	1	no	no

| Email Distribution List:	Auto Email:	Min Delivery:
rmoore@internetmedialabs.com	yes	5

In high Tweet volume projects, these emails can be frequent, so we recommend using this function for more targeted campaigns, or setting up a dedicated folder in your email client so your inbox doesn't get overwhelmed.

The emails will come from: Spider, with the subject line the name of the Project. When you first set up email delivery, you may have to check your spam folder and tag these emails as not being spam:
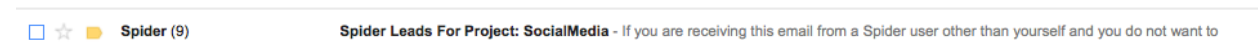
The email that you get from Spider can contain up to 25 profiles at a time, along with their associated tweets:

You can engage the Tweets right from your inbox!

Other Real-Time Filters - Links

One of the most powerful features of Spider is its ability to track, measure, and quantify the people that are sharing your content on Twitter, or sharing content from your competitors site. It is also a great way to find good people to connect with that have a share interest or passion.

Setting up a link tracking project is easy. Just drop the web address of the site you want to track in the link box, without the Http://. In our test project, we are tracking wsj.com (Wall Street Journal).

Links In Tweets

wsj.com

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

Although you can enter an additional 2 links to a link tracking Project, we recommend tracking links individually for best results.

Please note that if you want to apply filters to a link tracking campaign, you can do that as well. So in the example below, we will only be capturing Tweets that contain a link to WSJ.com content that also contains the #politics, Tweeted by a CEO. It is important to note that the more filters that you apply to ANY Spider campaign, the more targeted the results will be.

Hashtags/Keywords/@mentions In Tweets

#politcs

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

Links In Tweets

wsj.com

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

CEO

Instructions

Enter up to 5 (total combined) Hashtags or Keywords, 1 per line. To enter a phrase such as News Reporter, enter it wrapped in quotes "News Reporter". One or more of the entries here must be found in a User's BIO.

Example

"news reporter"
#newsreporter
writer

If you are a blogger, publisher or ecommerce site, knowing whose is sharing your content is a MUST! Do forget to spy on your competition while you are at it :)

Other Real-Time Filters - Twitter Specific Settings

You can also filter in Real-Time by Twitter attributes like follower count, # of lists a person is on, # times they have tweeted, or presence of a website in their bio:

How you use these filters can be dependent on what you are trying to accomplish with your Project. If you are using Twitter for social business prospecting, capturing a profile with a link to a website is essential to do additional research about that person and their business.

Looking for influencers? Follower count is important, although we put heavy emphasis on how many times a person has been put on other peoples Twitter lists as a greater indication of their "Signal Strength".

Looking for consumers or super fans? Typically, these profiles have low follower counts, and have low or non-existent influencer scores. That doesn't mean they aren't passionate about your brand or social initiative. We use # of times they have Tweeted as a good indicator of an advocate or super-fan mindset.

Remember, these inputs can be combined with any other filter to create a custom, Real-Time algorithm that meets your exact criteria for engagement.

So for example, we could create a Project that scans Twitter for people that are:

- CEO's, Founders, or Entrepreneurs
- Share content from the Wall Street Journal
- Live in New York
- Have 5000 or more followers
- Have been listed 100+ times
- Are female

Out of 108,000 profiles scanned, we found 10 women that met this EXACT criteria - powerful

targeting! You can also change your criteria on the fly to expand or contract your search.

Other Real-Time Filters - Type Settings

The Type Setting filter is very straight forward - it filters for gender or commercial accounts. If you are specifically looking for male or female profiles, this is a great filter to use. Simply choose the appropriate drop down, and this filter is set:

Important Note: Spider makes gender calls using a proprietary algorithm based on the first name of the profile. A low percentage of unisex or unusual names may get miscategorized in this process, but in general the algorithm is highly accurate.

Other Real-Time Filters - Rankings

An easy way to filter Project results is to use our proprietary 7 category ranking system. This system considers over 20 different point of analysis before ranking a profile. Choose one or more ranking from the available drop down to just get (or suppress) the profiles that meet that ranking criteria.

Please note that our ranking system is a directional indicator based on the Twitter attributes of a profile and is not indicator of "influence" like Klout and Kred purport to be. That said, profiles in the top third of the ranking system will tend to be exert greater influence than their counterparts at the lower end of the scale.

Other Real-Time Filters - Geography

Perhaps the most powerful filter available in Spider is the Geography filter. With a geo-filter you can create geo-targeted Projects that only pull Tweets from a specific location, within a certain mile radius that you can adjust as per your requirements.

You can use geo as a stand-alone query, or in combination with other filters to create hyper targeted Projects.

For instance, you can enter in New York NY USA, and you will start to accumulate Tweets that are being generated from people in New York City;

Add a hashtag or keyword, and you can find who is Tweeting about a particular topic from a specific location.

IMPORTANT NOTE: When you enter in a geo-filter, we are making a location determination in one of two ways - 1) the meta data in their Tweet indicates that they are in the location we are tracking, or 2) we are using the location they indicated in their Twitter bio.

The default query is Twitter meta data. If there is no geo-location contained in the meta data of the tweet, we used the self-reported information from the profile's bio.

You can use countries, states, and cities as geo-queries. You can even use famous landmarks like the Eiffel Tower or the Empire State building as a query. Please note if you use a landmark as a query, it doesn't necessarily mean that someone is actually Tweeting from that landmark, rather that they are in close proximity, depending on the radius you use.

If you have any questions, feel free to contact us by submitting questions to our Help Desk.