



FPinfomart Heartbeat Social Media Monitoring

FPinfomart's new Heartbeat social media monitoring platform allows you to monitor and understand social media conversations, measure key metrics, conduct comparisons between competitors and topics, identify and engage with top influencers and opinion leaders and manage workflow within your organization.

Monitor and Understand Social Media Conversations

Our FPinfomart staff will work with you to set up your Heartbeat application based on your keywords and topics, to create an application which allows you to comprehensively monitor, measure, and engage in the social media conversations that matter to your organization.

FPinfomart Heartbeat monitors a variety of sources globally, with 15-20 million new documents scanned every day, in realtime, including:

- Blogs
- Message Boards and Forums
- Twitter
- Youtube
- Facebook
- Online News Sites

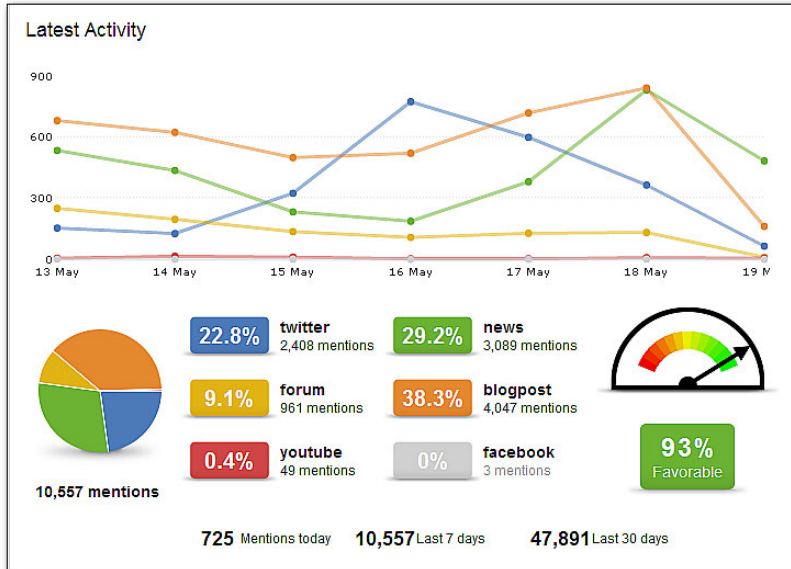
With your personalized and comprehensive set of social media data, you have the ability to monitor, measure, and manipulate your results to understand industry trends, identify consumer demographics, track product feedback, and handle crisis situations with early warning signs.

Measure Key Metrics

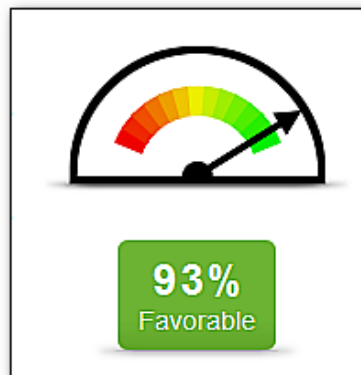
The 'Measure' tab allows you to view detailed information for your company, your competitors, and important issues based on the following metrics:

- Number of Mentions
- Sentiment
- Demographics (including age and gender)
- Geography
- Top Influencers
- Key concepts and conversations

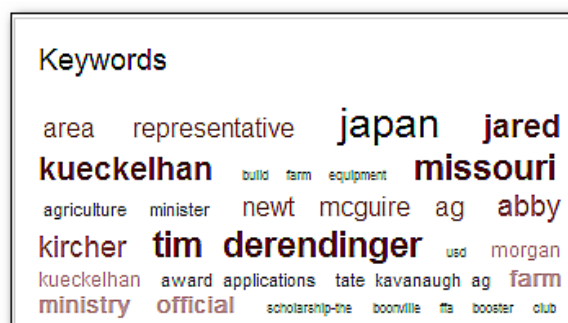
The number of mentions is broken down further by source type and a convenient pie chart shows which source types are the most prominent within your results set (see picture on following page).



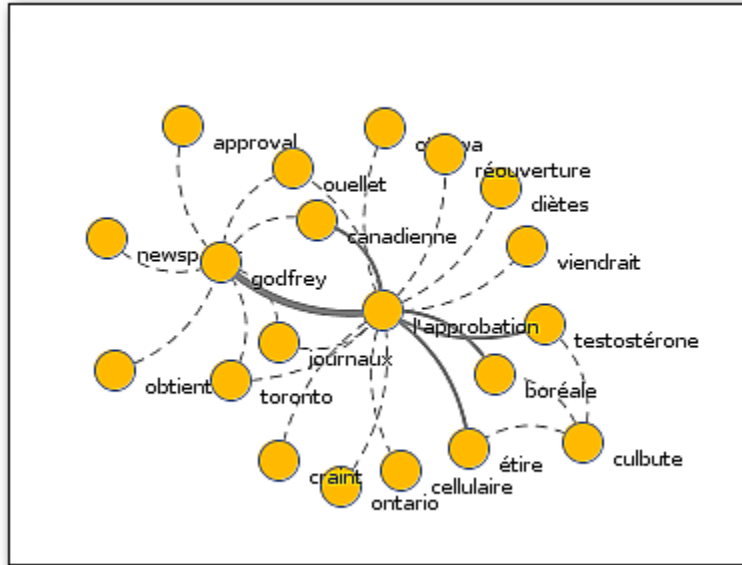
Sentiment is a rating of either 'Positive', 'Negative', or 'None' and is assigned to each result. The rating is determined through a complex analysis of words, language, and phrases and it also considers context for greater accuracy. The Sentiment Meter gives an overall snapshot of the Sentiment Rating for your data set.



You can easily identify recurring themes and words using the Keyword entities tag cloud. Words are colour coded depending on the word type (e.g. company, person, place) and larger words occur more often within your results.



The Buzz Graph identifies connections between common keywords. It provides a quick glance at the most talked about words relating to your search terms. A thicker line denotes a strong correlation between words. There is no significance related to the placement of the words.



The Measure tab also allows you to identify top influencers and key conversations (see below for more details).

Conduct Comparisons

The 'Compare' tab allows you to filter and compare your data on a variety of insightful metrics, to produce a set of customized results.

Compare

Within

Based on your choice of filters, you can compare competitors or issues on the following Metrics:

- Share of Mentions
- Sentiment
- Age
- Language
- Location (Country and State/Province)
- Gender

Identify Influencers

A top influencer is a person engaging in social media conversations that has a relatively high 'authority rating' AND who is participating prominently in the conversations that you are monitoring. Authority rating refers to a number between 0 and 10 which is assigned to each data source based on factors such as:

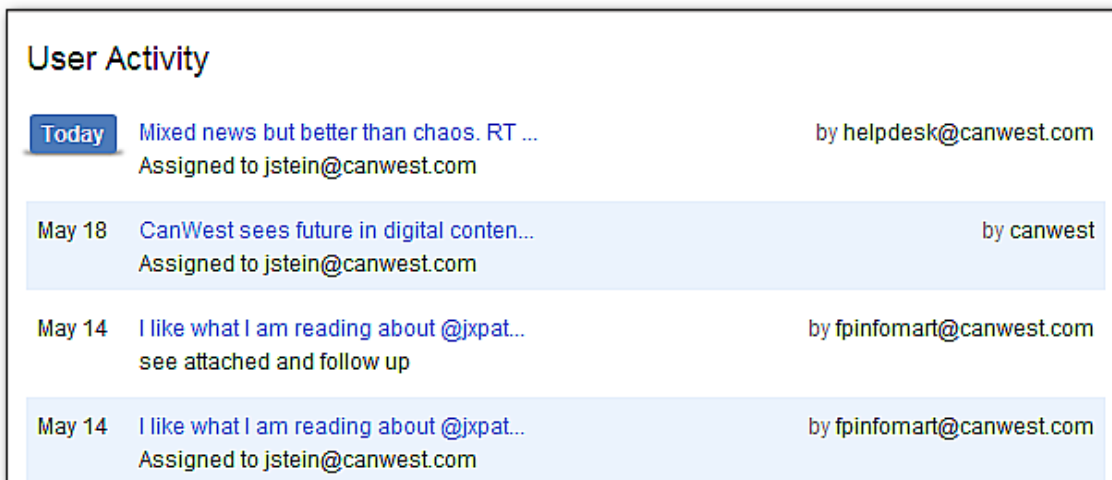
- Number of followers/following (Twitter)
- Number of tweets and re-tweets (Twitter)
- Readership, posting frequency, and number of follow-up comments (Blogs)
- Inlink count (Blogs, Forums, and Traditional Media)
 - Inlink count refers to the number of times a particular data source is linked to from within other online sources
- Reach (Forums and Traditional Media)
- Posting frequency (Blogs and Forums)
- The number of bookmarks on social sites (Blogs)

Identifying top influencers allows your organization to monitor and engage with key social media participants and take part in important conversations.

Manage Workflow

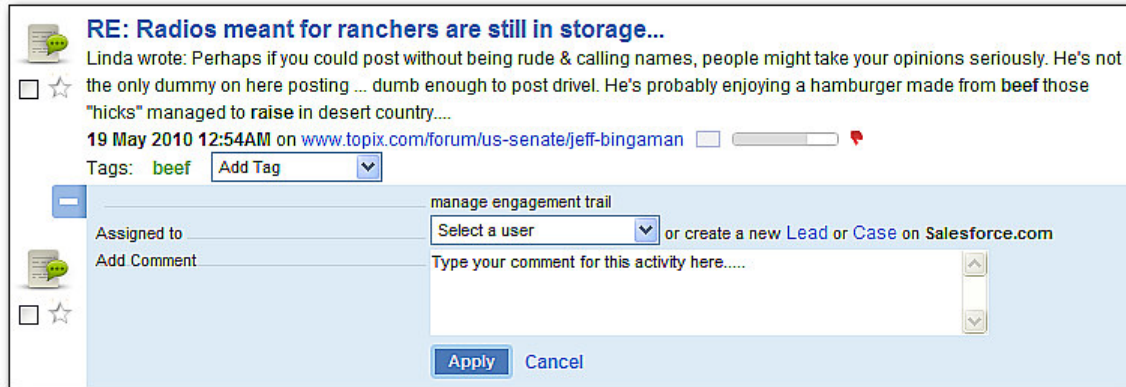
FPinfomart Heartbeat contains tools to allow you to assign tasks to users, subscribe to alerts, and respond to tweets directly from within the Heartbeat platform.

The User Activity section of the Dashboard will display a timeline of your activity assignments and their status.



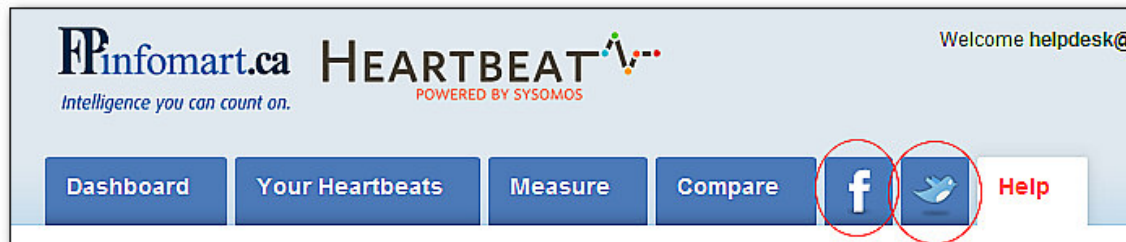
User Activity		
Today	Mixed news but better than chaos. RT ... Assigned to jstein@canwest.com	by helpdesk@canwest.com
May 18	CanWest sees future in digital conten... Assigned to jstein@canwest.com	by canwest
May 14	I like what I am reading about @jxpat... see attached and follow up	by fpinfomart@canwest.com
May 14	I like what I am reading about @jxpat... Assigned to jstein@canwest.com	by fpinfomart@canwest.com

To assign an activity to a colleague use the 'Manage Engagement Trail' option which becomes available when hovering below any heartbeat (result).



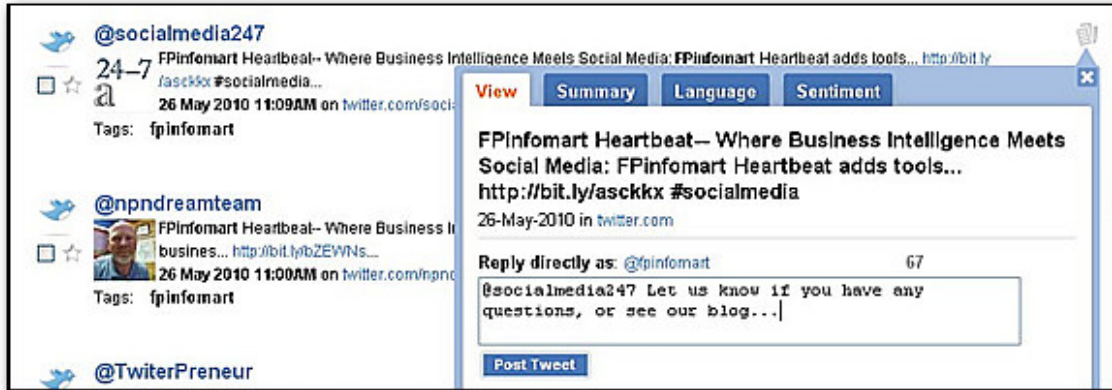
Facebook and Twitter Content on FPinfomart Heartbeat

The Facebook and Twitter tabs allow you to integrate your Facebook and Twitter accounts into the Heartbeat application.



To facilitate engagement with the social community, you may pair your Twitter account, and administration of any public Facebook pages (i.e. Fan pages) with your Heartbeat account.

Once you've paired your Twitter account with Heartbeat you may @reply or ReTweet from directly within Heartbeat. Locate a Tweet you'd like to respond to, and click the "Content" icon to the right of the Tweet result. A Tweet entry box will pop up, allowing you to enter your @ reply. A record of your reply will then be recorded in the User Activity section.



To integrate management of your public Facebook page(s) into Heartbeat, visit the Facebook tab in the application and follow the detailed instructions. You will be able to post content to your Wall, engage with your visitors, and track metrics above and beyond the insight provided to you by Facebook.

Did you Know?

- Metadata (username, location, gender, age, etc) is entered by bloggers and tweeters when they sign up for their accounts and this is completed approximately 40% of the time. You can also manually over-ride this metadata for each result, if you wish.
- FPinfomart Heartbeat uses sophisticated filters to keep spam (which accounts for 60% of the blogosphere) out of your results
- There is no cap on the number of results you will see in Heartbeat.
- Your archive of results begins to build from the time you sign on with us. Results are never deleted from your own archive.

To learn more about FPinfomart Heartbeat, or to schedule a complementary demo, please contact our Client Service department at 1-800-661-7678 or helpdesk@canwest.com.