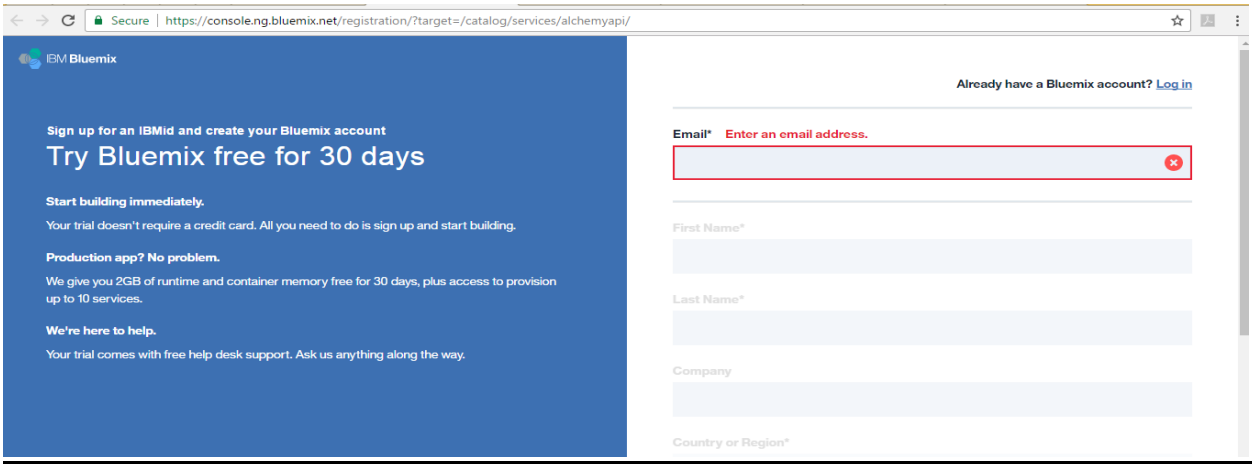
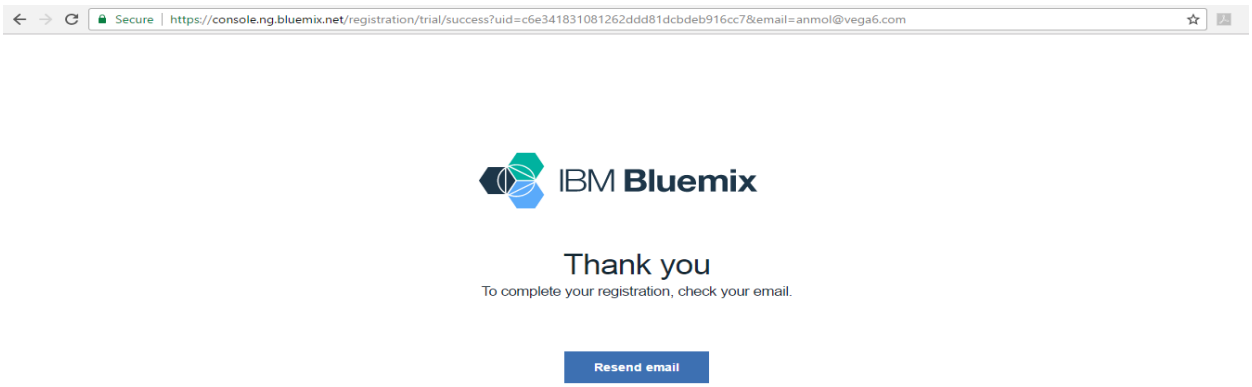
Sharp Social

Natural Language Understanding

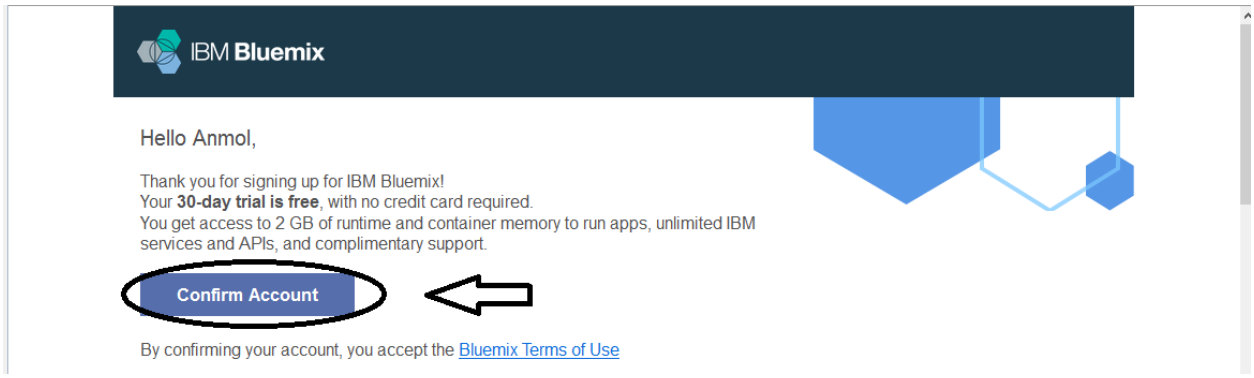
Step 1 – Go to the URL https://console.ng.bluemix.net/ and press enter.
A new window appears of IBM Bluemix which asks you to sign up and create a Bluemix account. Just enter the credentials asked for in the signup page. Finally click on Create Account button present at the end of the page.



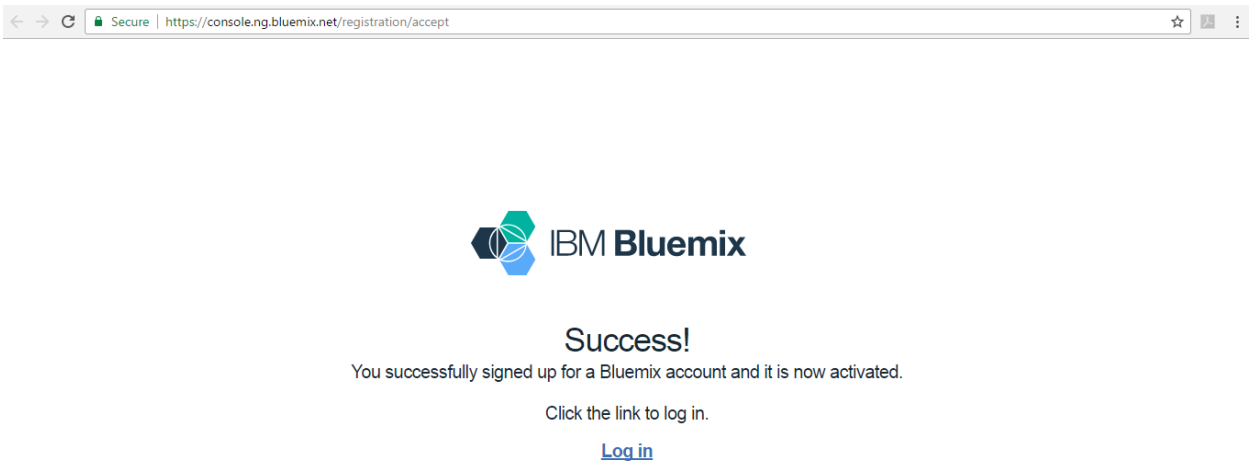
Step 2 – A thanking you window will appear asking you to verify your email account. If you don't receive the email from IBM Bluemix then you can ask to resend the email by clicking on "Resend Mail" button.



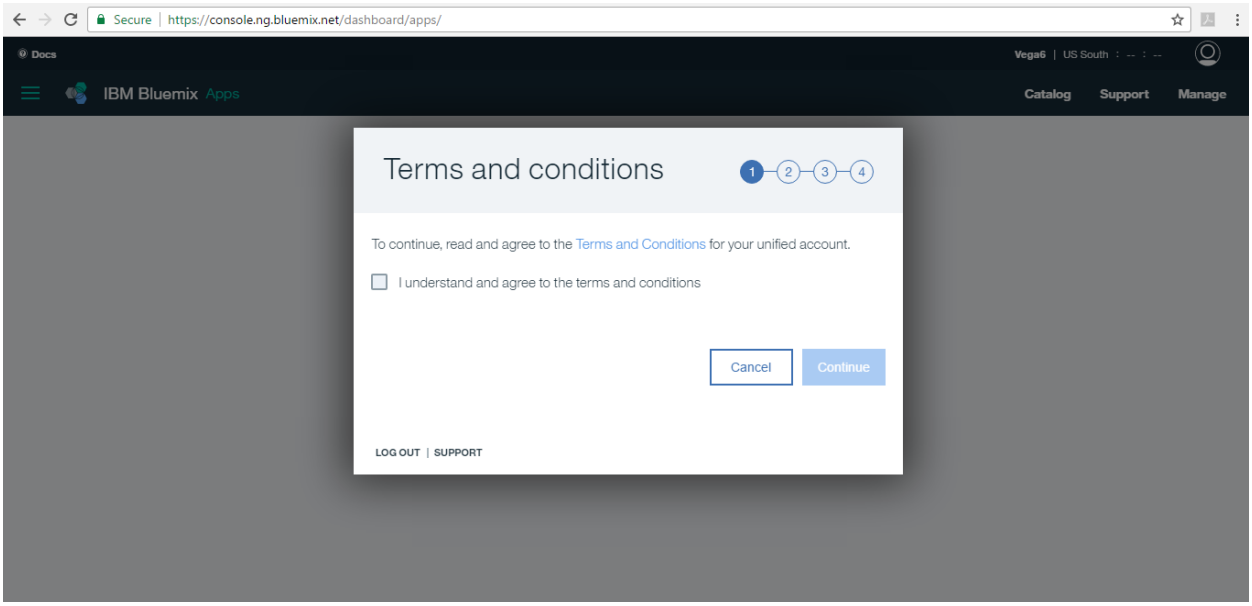
The sample mail is shown below for your reference and you just need to click on the button of “Confirm Account”.



Step 3 – A successful account creation window will appear. Click on the link of “Log in” mentioned on the bottom of the page.

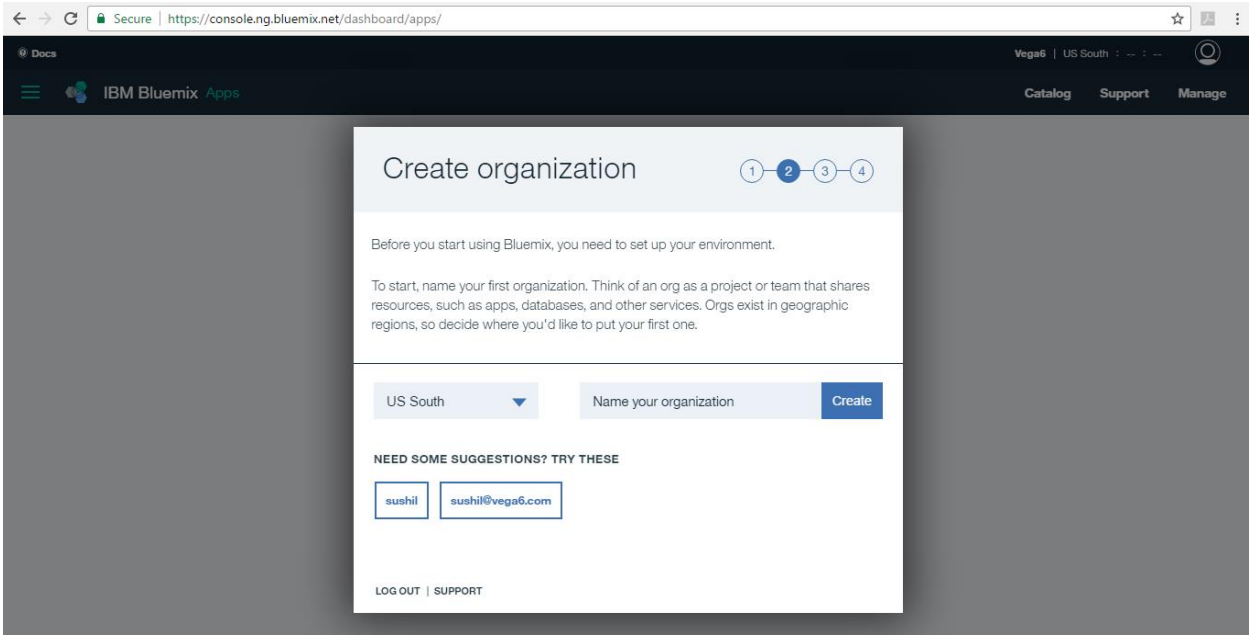


Step 4 – After successful login to your Bluemix account a dialog box would appear asking you to accept the Terms and Conditions. You can read the T&C by clicking on the Link mentioned over there and then simply check the box of "I accept and Agree to the Terms and Conditions". Finally click on the Continue button.

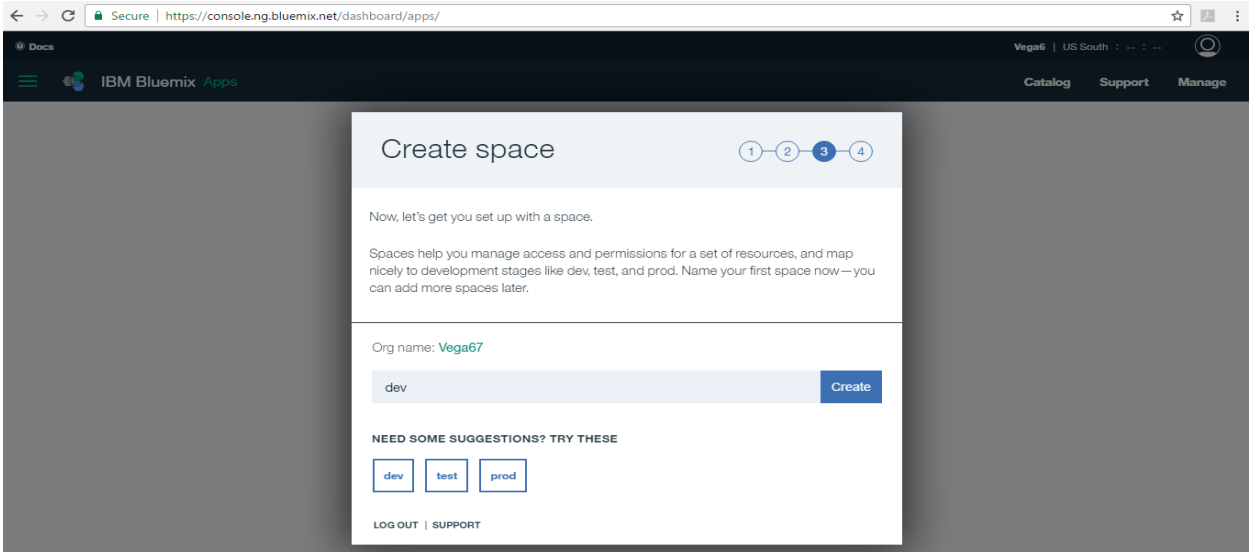


Step 5 – A create organization dialog box would appear next wherein you need to select your organization location and mention the name of your organization. Some of the names would be given as suggestions to choose your organization name for easy reference. Click on the "Create" button as choosing the location

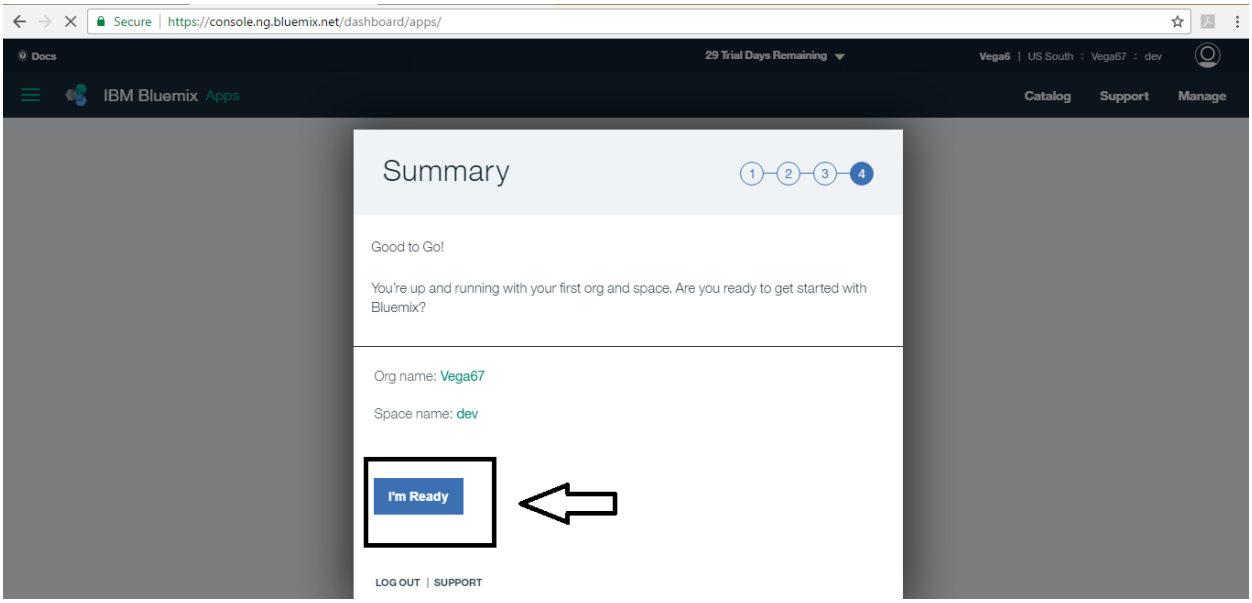
and the organization name.



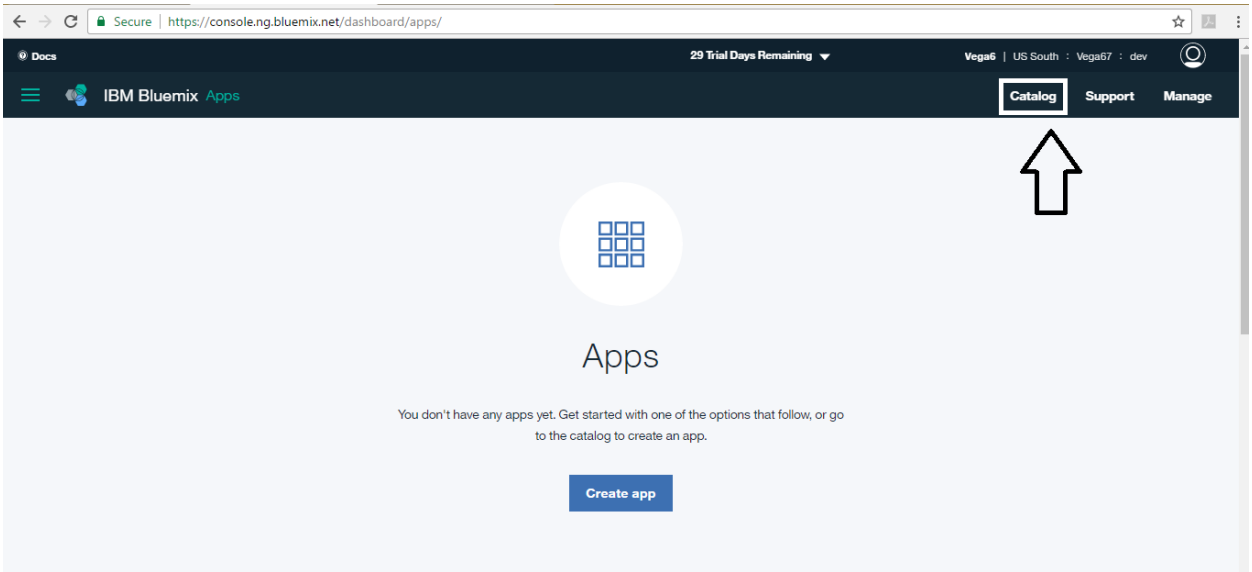
Step 6 – The next dialog box which appears would be of “Create Space” wherein you need to select the type of Space. Some suggestions like developer (dev), testing (test) and product (prod) would be mentioned from which you can choose for your reference. Click on the “Create” button thereafter.



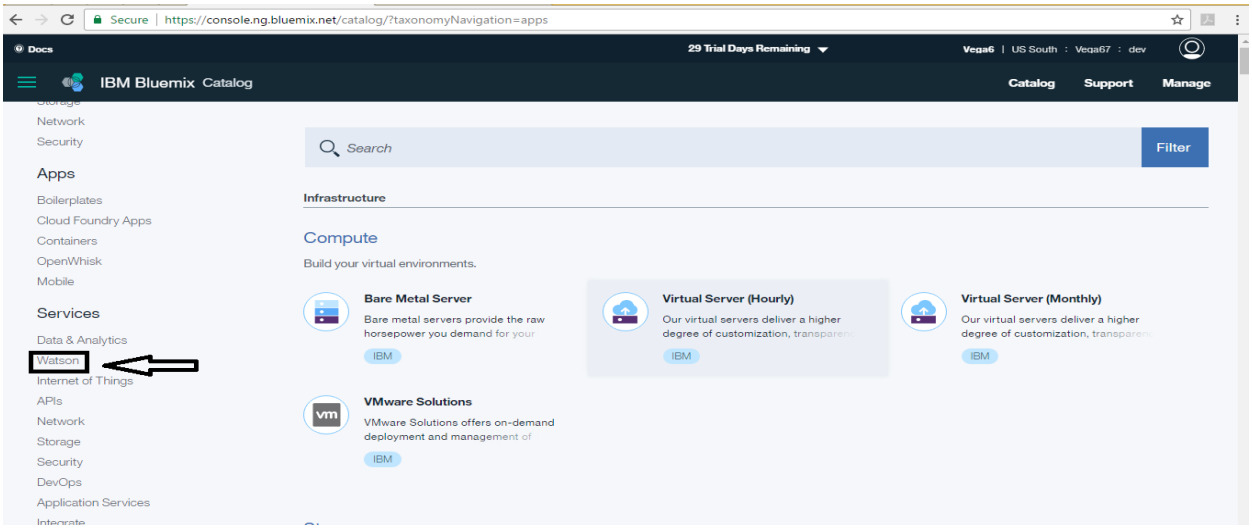
Step 7 – A summary page giving the details of your organistion name and space name would appear. Click on the button of “I’m ready” to proceed further.



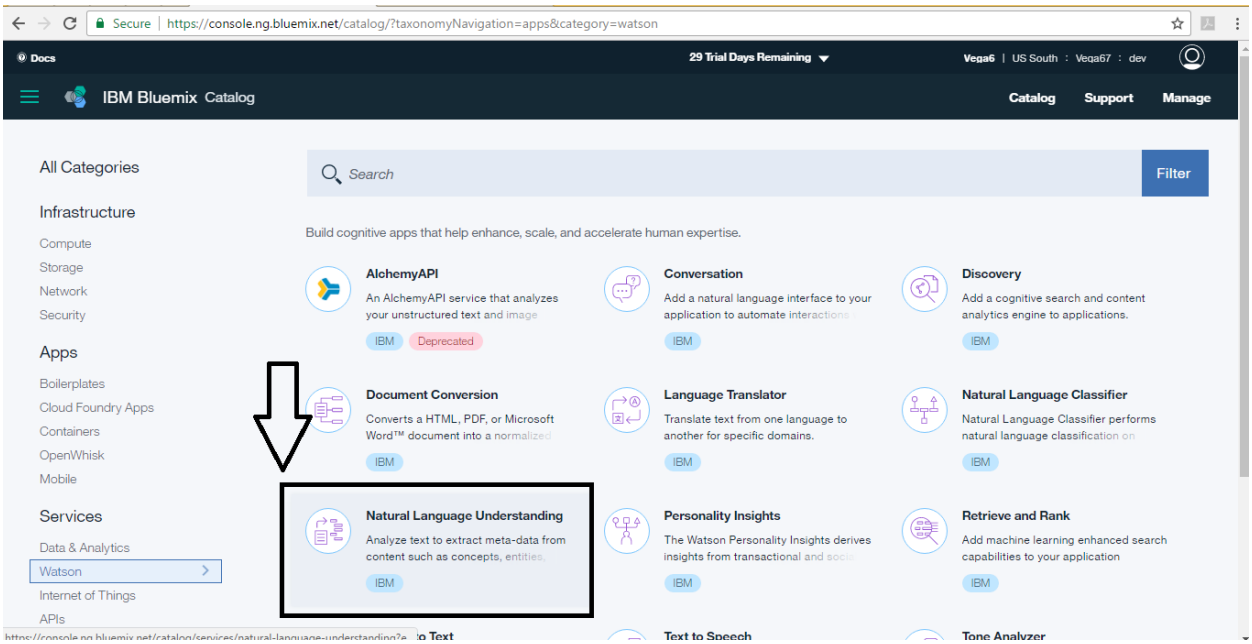
Step 8 – A new window will appear telling you that you haven’t created any apps. In that window click on the “Catalog” option on the top right corner.



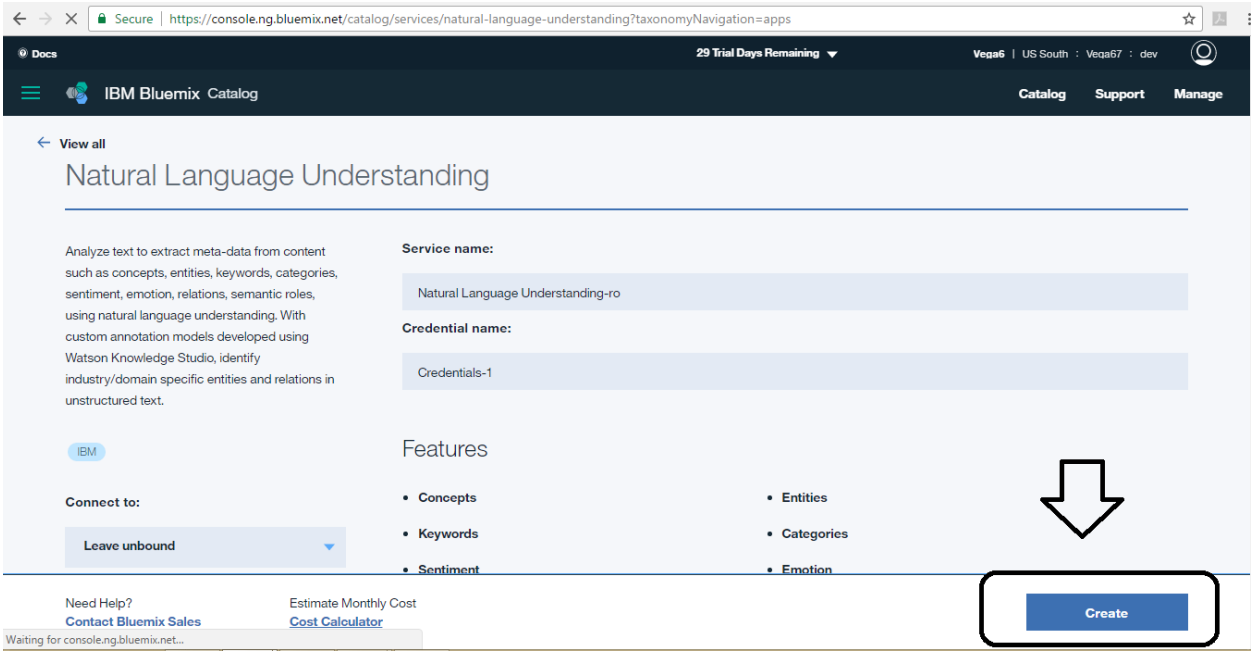
Step 9 – In the side bar of All Categories option, select the “Watson” option present in the Services sub section.



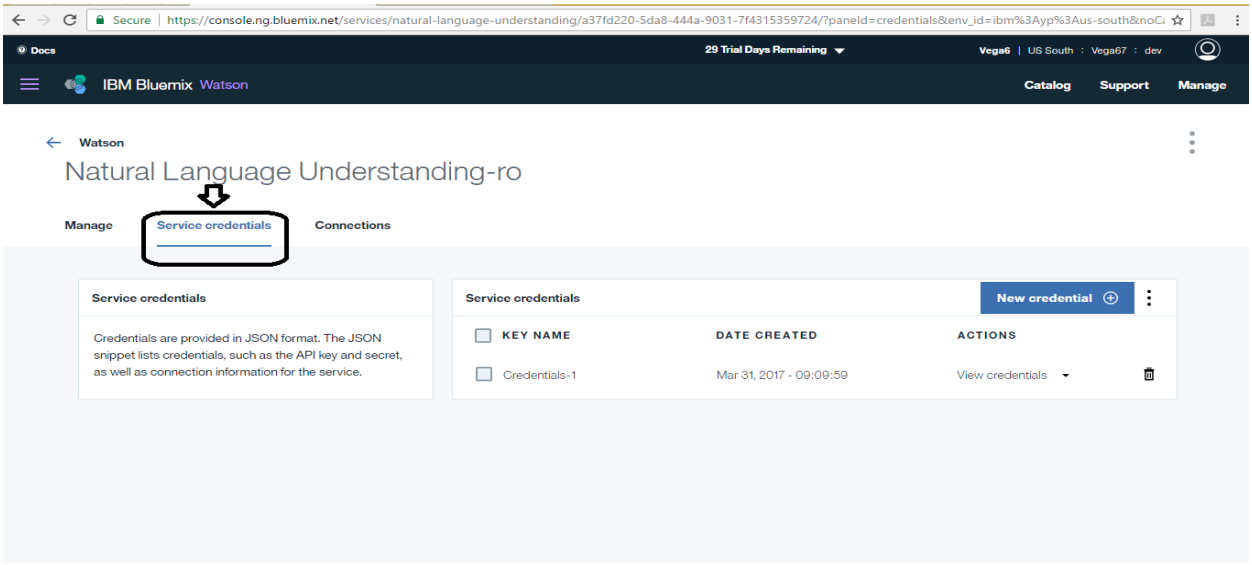
A new window will appear. Select “National Language Understanding “in that.



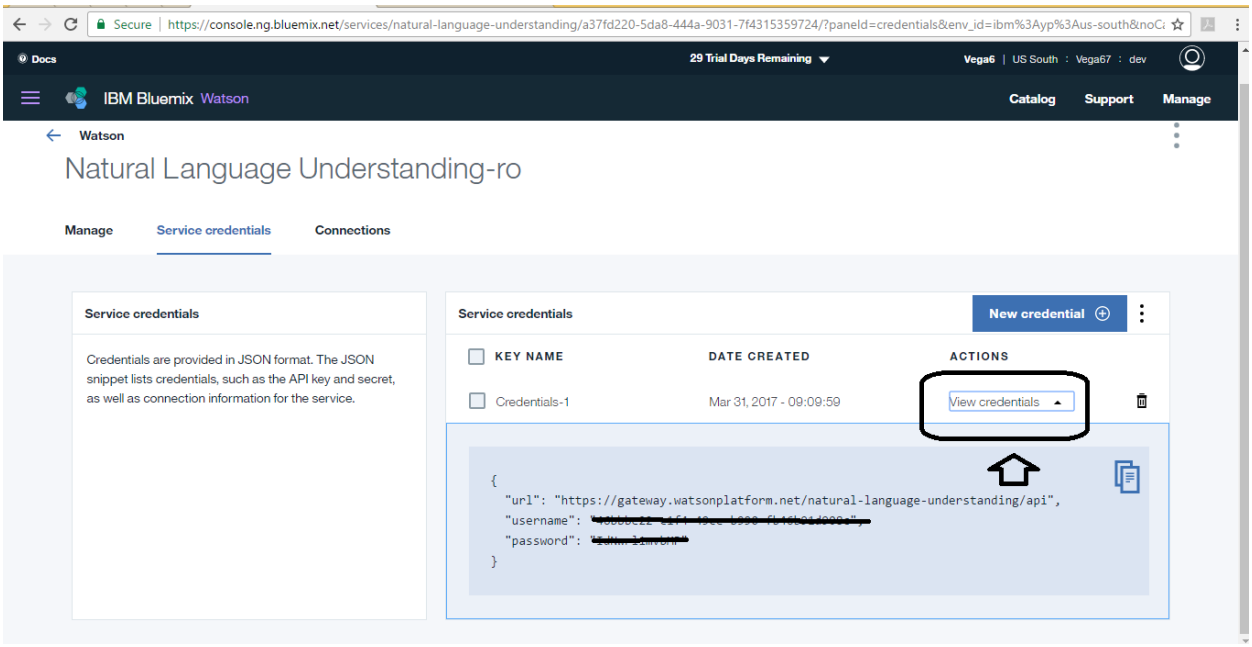
Step 10 - A new window would appear mentioning the service name and the credential name. Click on the “Create” button next at the bottom of the screen.



Step 11 – A Natural Language Understanding – ro would appear next on the screen. Click on the “service credentials” tab on it.

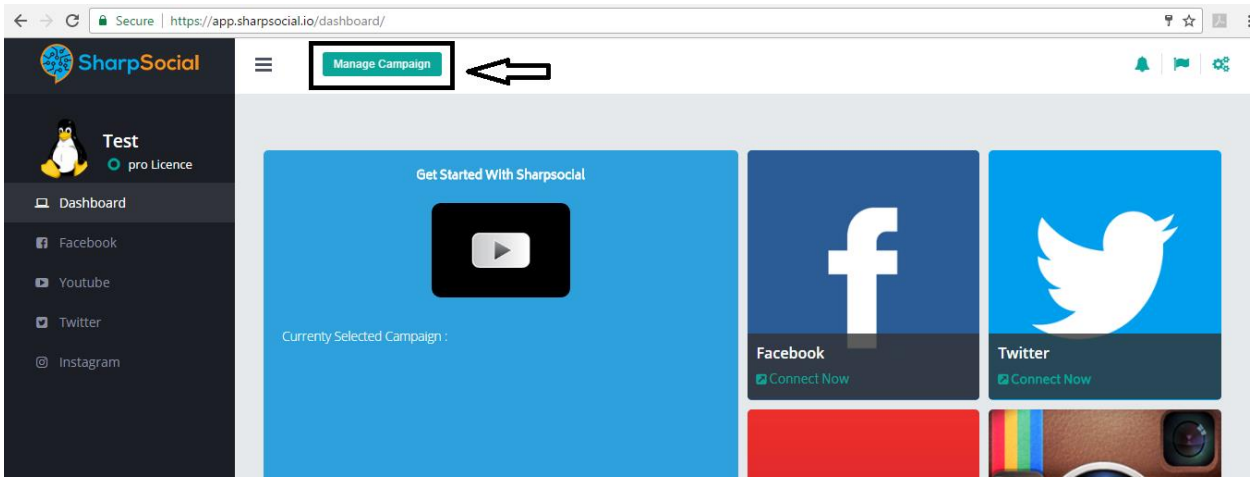


Step 12 – In the Actions option, select the dropdown menu of “View Credentials”. Your username and password would appear under that dropdown menu.



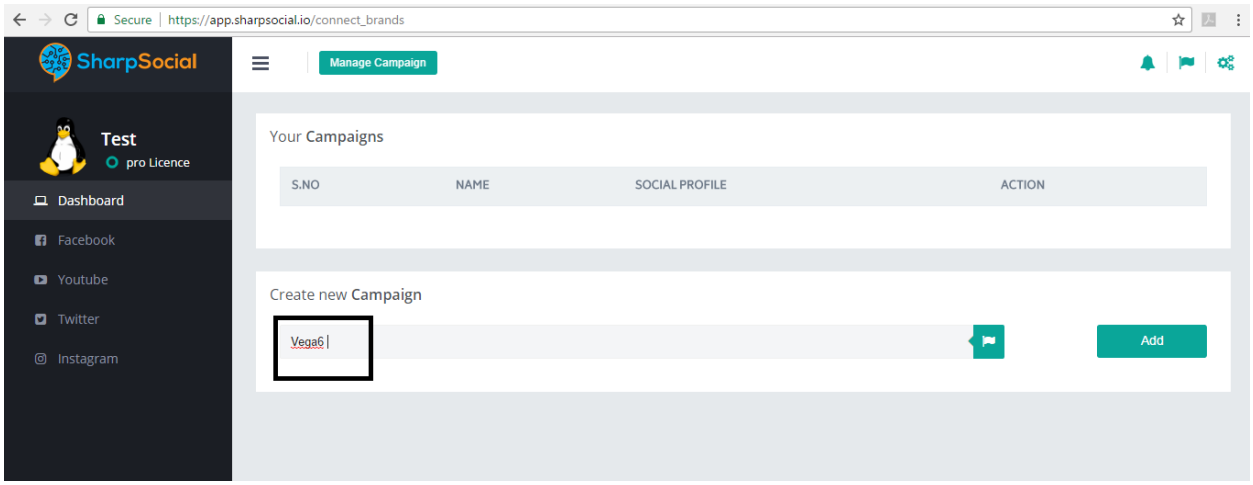
How to ‘Manage Campaigns’ and connect to Sharp Social ?

- Click on the button of ‘Manage Campaigns’ present on the top of the Sharp Social home page as shown here.



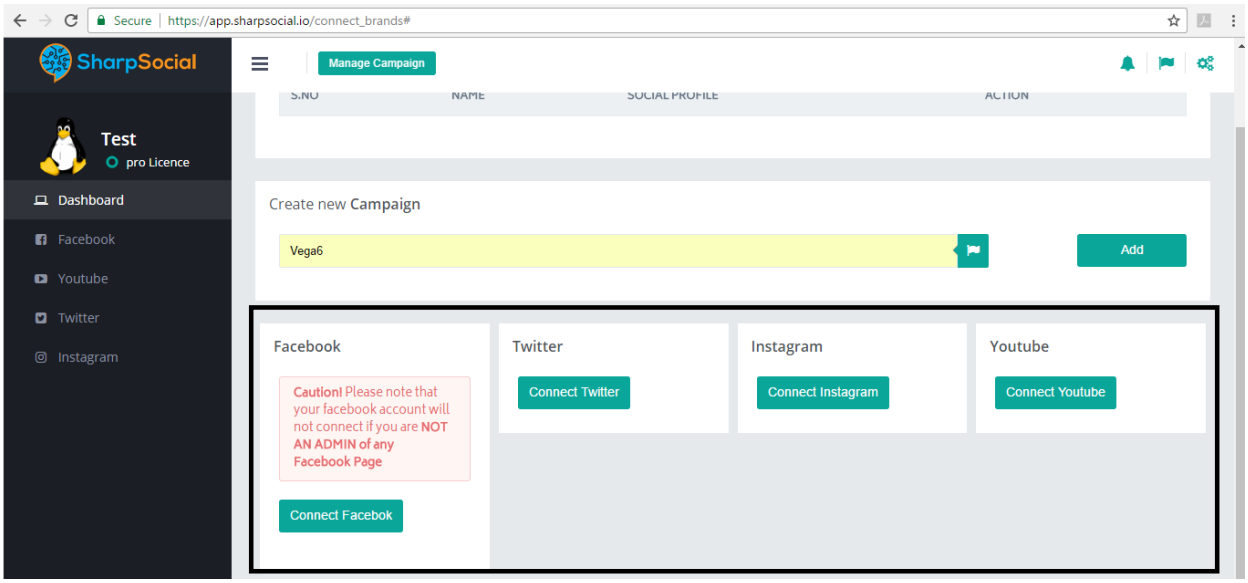
- A new window will appear mentioning the names of all the campaigns that you have created earlier and the actions which you can take with all of these campaigns.

  For creating a new campaign a text box titled as ‘Create new campaign appears’ on the screen wherein you can mention the name of the campaign for which you need to get the insights. An example with the campaign name as Vega6 is shown below:



- After successful creation of your campaign, a message appears on the screen informing that the campaign is created and asks you to connect the social media accounts for this campaign for which you require the engagement analytics.

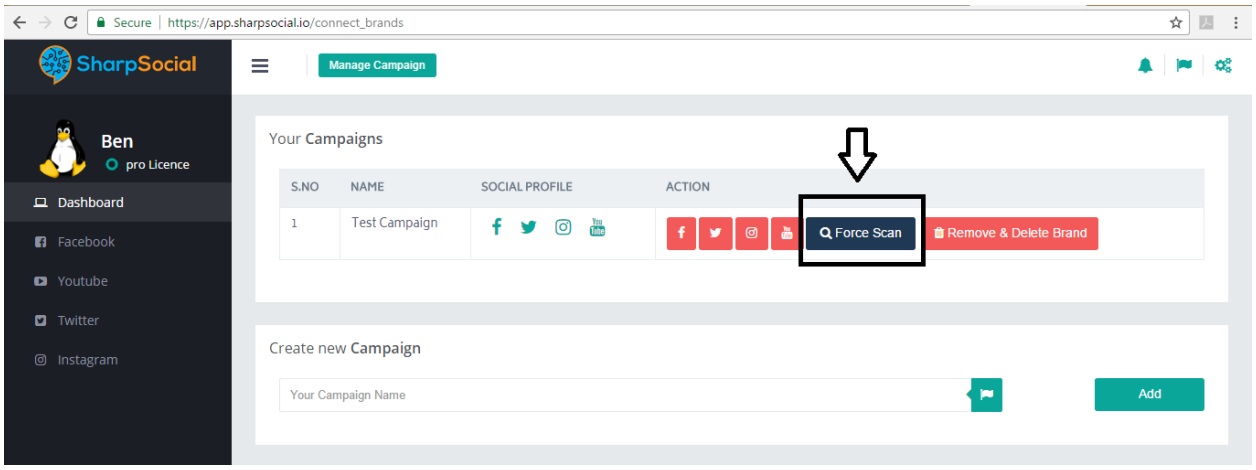
  Connect to each of the campaigns by entering your respective login information.



Note: Your Facebook account will not connect if you aren't an ADMIN of any Facebook Page. The caution message stating the same would be displayed while connecting your account.

<u>The Force Scan option</u>:

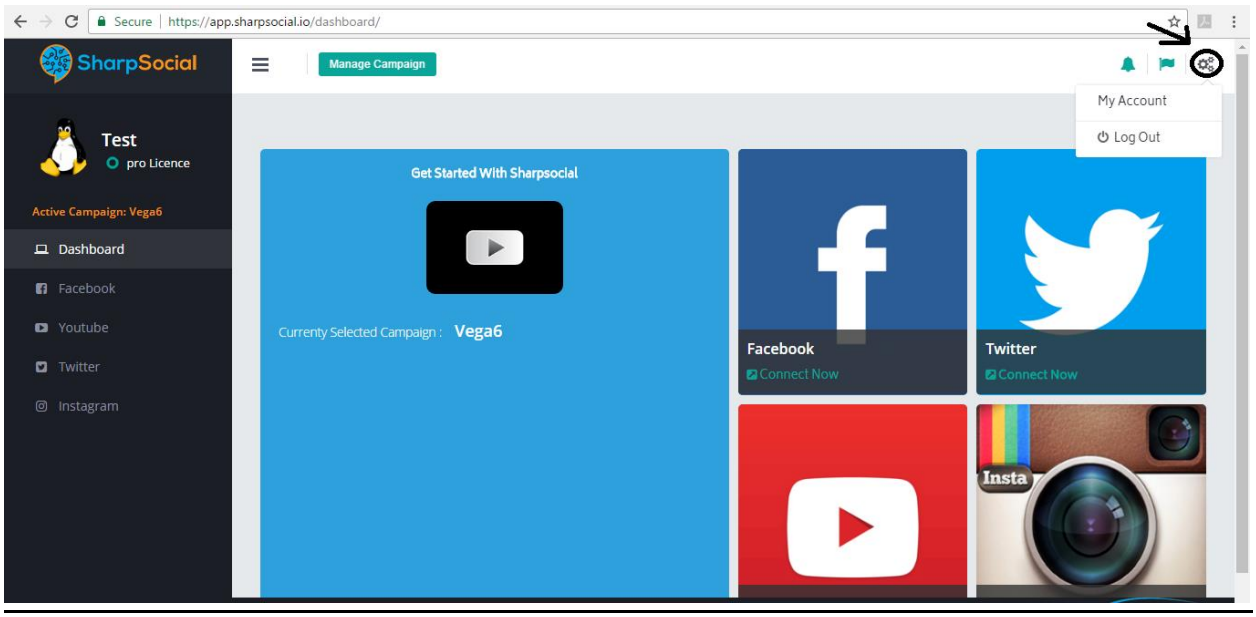
Clicking on the Force Scan option present in the "Action" handle would start the analytics of each of the connected accounts at the back end. Hence complete engagement stats for each of your campaigns and for each of the connected accounts would be presented.



But please avoid making use of this option of “Force Scan” as it may exhaust the daily limit of your Alchemy API. This would also be cautioned to you through a message as soon you click on the option of Force Scan. If you want to continue then only click the Yes option or you can go with the No option and prevent Force scan.

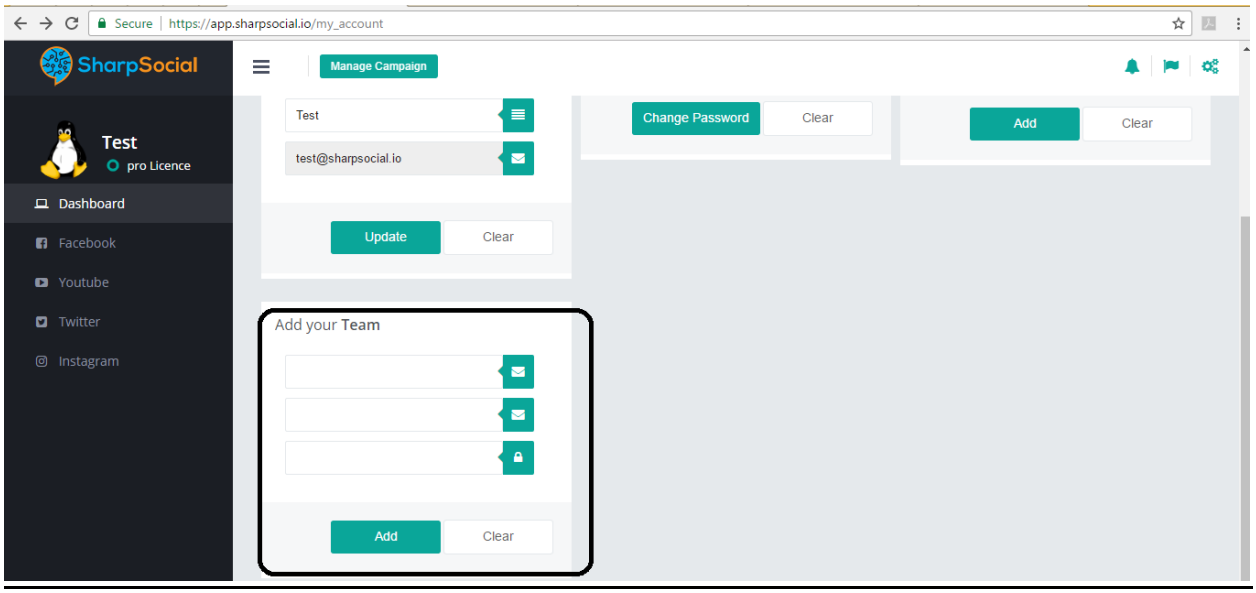
The Settings option:

Clicking on the settings button on the top right corner gives you 2 options in the dropdown menu – My Account and Logout.



My Account: Once you click the My Account option, a new window will appear where you can update your profile picture, change the password of current account or add an Alchemy API.

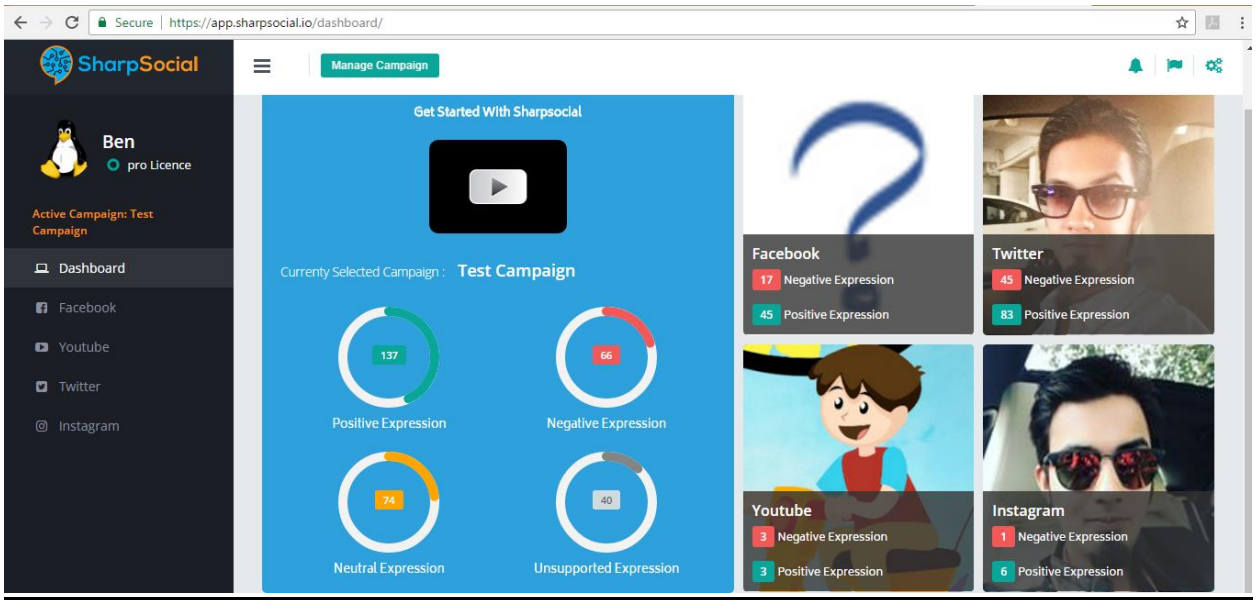
Add your team: You can add your team members with this option by mentioning their emails and the password. Finally press on the Add button to get your team going.



Logout: The logout option is used to log off from your current account from Sharp Social.

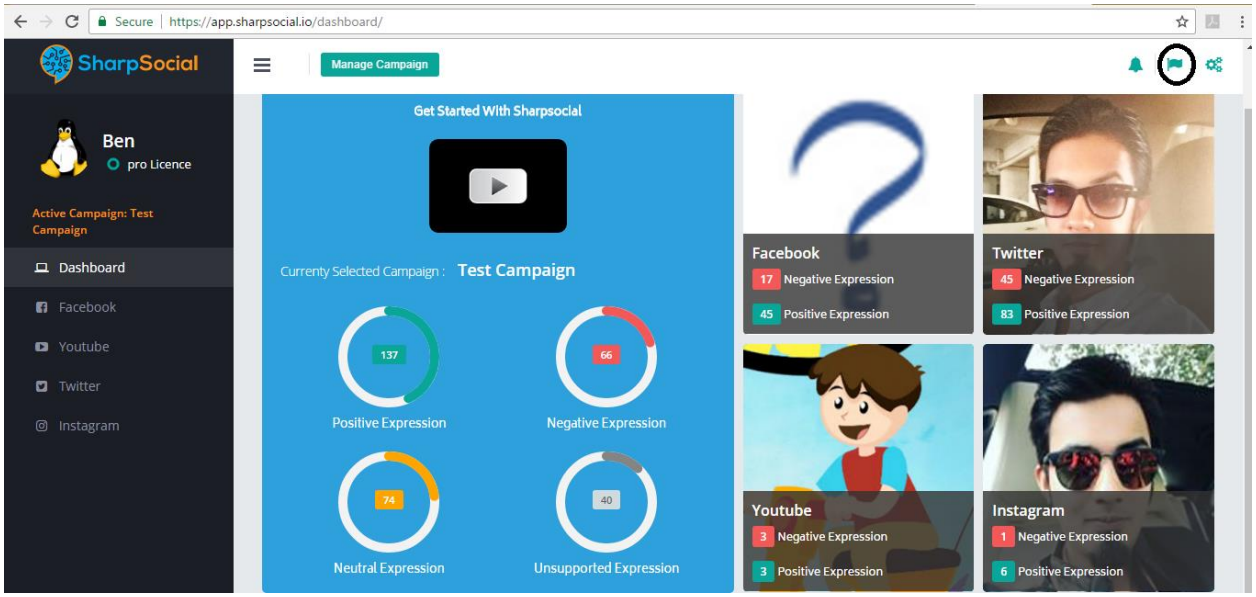
Dashboard:

The dashboard option provides you a complete glimpse of the expressions your campaign has got from the connected social media accounts. They are subdivided into 4 categories as Negative/Positive/Neutral/Unsupported expressions.



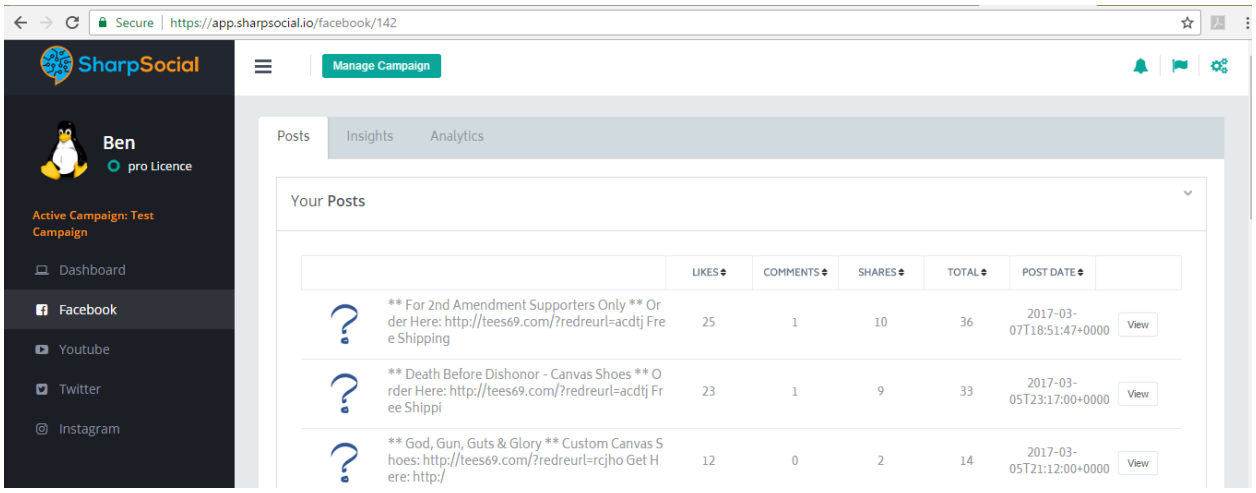
Also the individual account expressions are available in the dashboard menu.

If you wish to change the current campaign, then you can do so using the flag button placed at the top right corner as shown below.

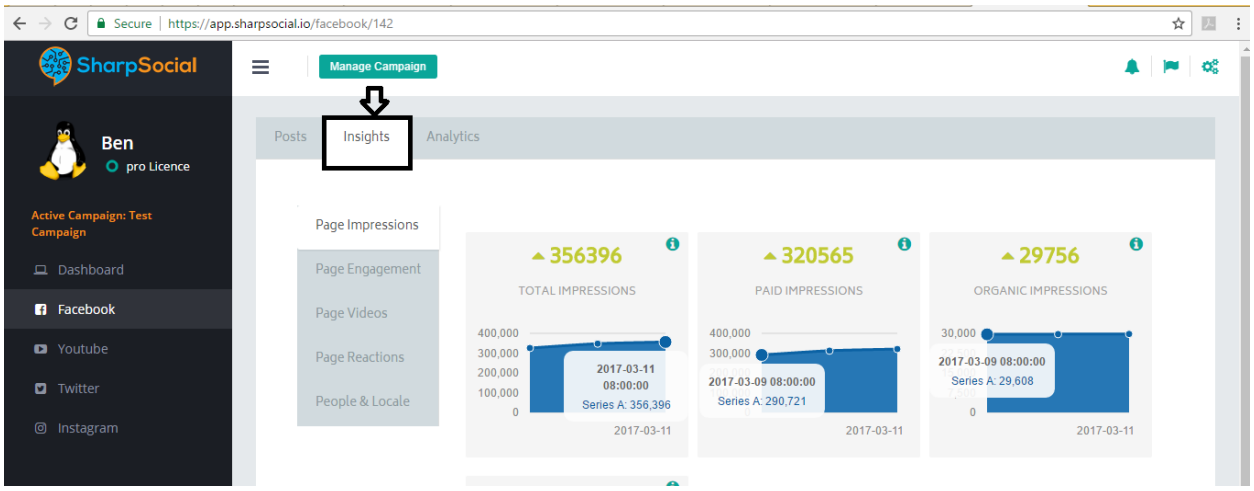


Facebook:

Under the Facebook section a list of all the posts that your fan page has received will be listed. It will also include the likes, comments and shares each of the individual post has got along with the comment post date.



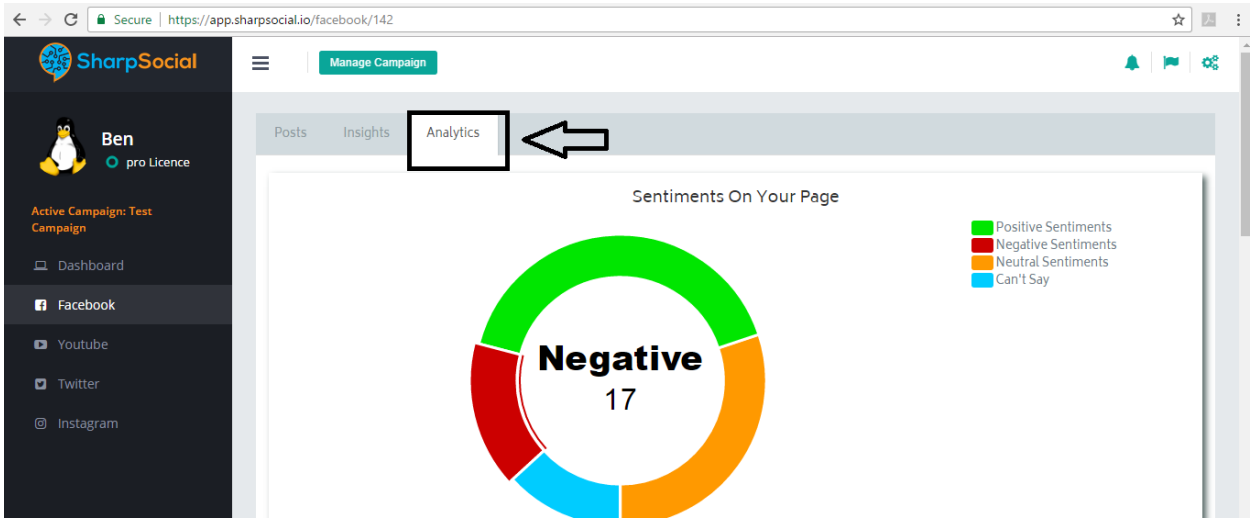
The overall insights about your fan page can be gained through the 'Insights' tab present on the top. The same is shown below.



In the insights tab various features can be obtained like page impressions,

page engagement, page videos, page reactions and people and locale for your fan page.

The overall analytics about your Facebook Fan page can be gathered through the ‘Analytics’ Tab:



The analytics include-

Sentiments on your page: A pie chart gives the breakdown of positive/neutral/negative/can’t say comments. The green bar denotes the positive sentiments received, the red bar is for the number of negative comments and the orange bar shows the number of neutral comments. Also some of the comments cannot be analysed through NLP(Natural Language Processing) which fall under the blue bar as unsupported comments.

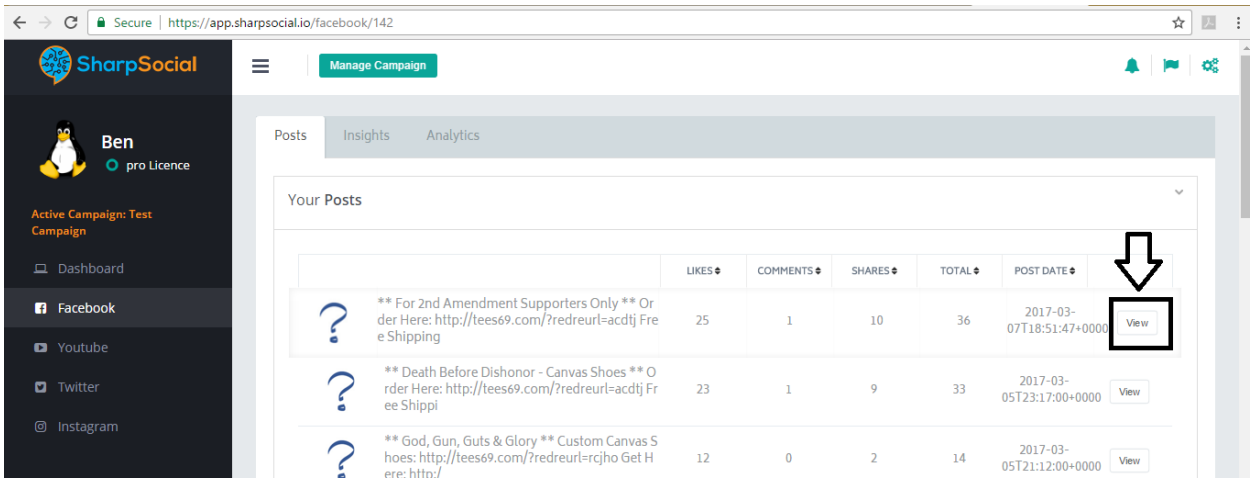
Total Likes gained per day: A chart gives the year wise breakup of total number of likes your fan page has got.

Page Impressions, Page Engagement, Page Consumption and Page Views: All these activities are broken down on daily basis and represented by a bar chart.

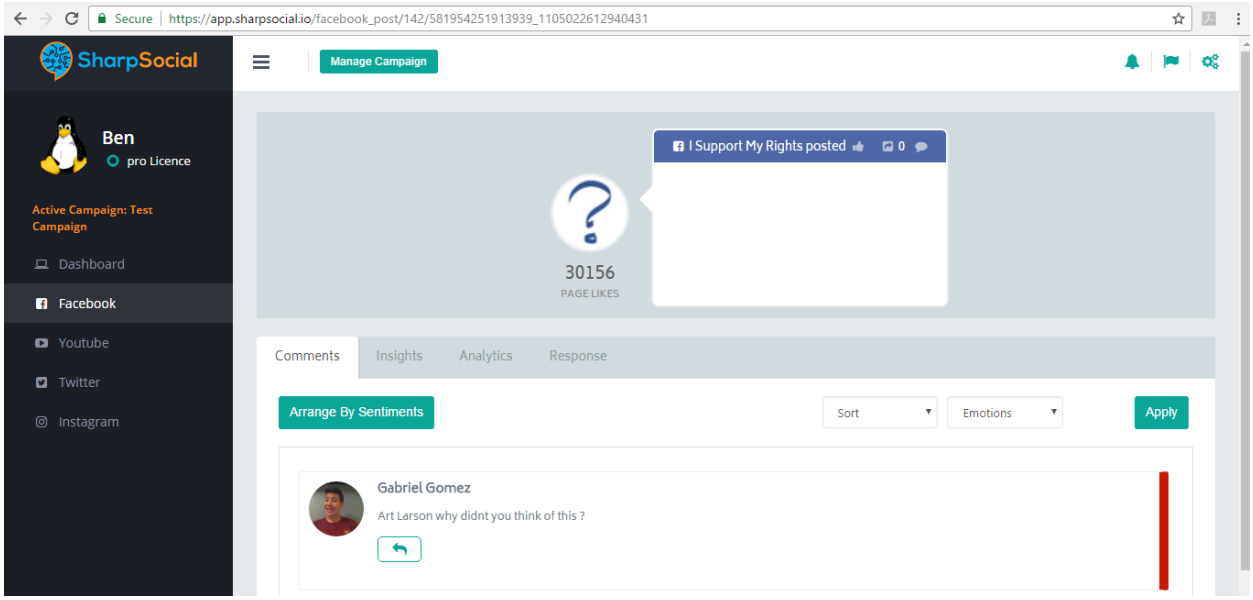
Daily video views analysis: It gives an yearly breakup of all your user activities on videos of your fan page.

Users per country: A breakdown of country-wise users is presented in it.

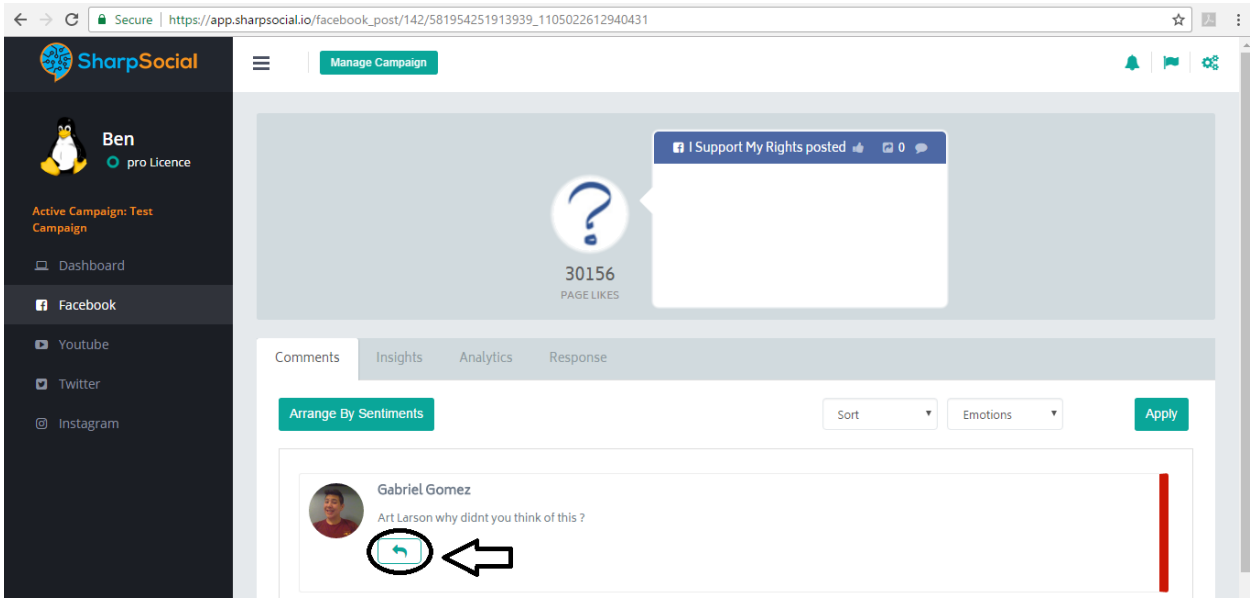
The same insights and analytics can be gathered for each individual post on the fan page by clicking on the view option which appears at the end of each comment listed under the posts tab.



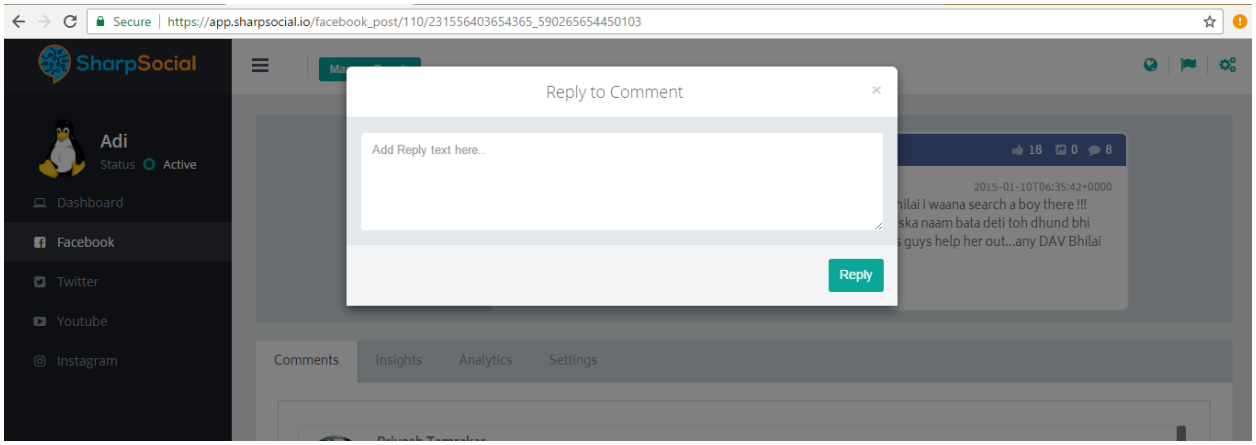
Clicking on the view button as mentioned above lists that particular post with its comments and insights.



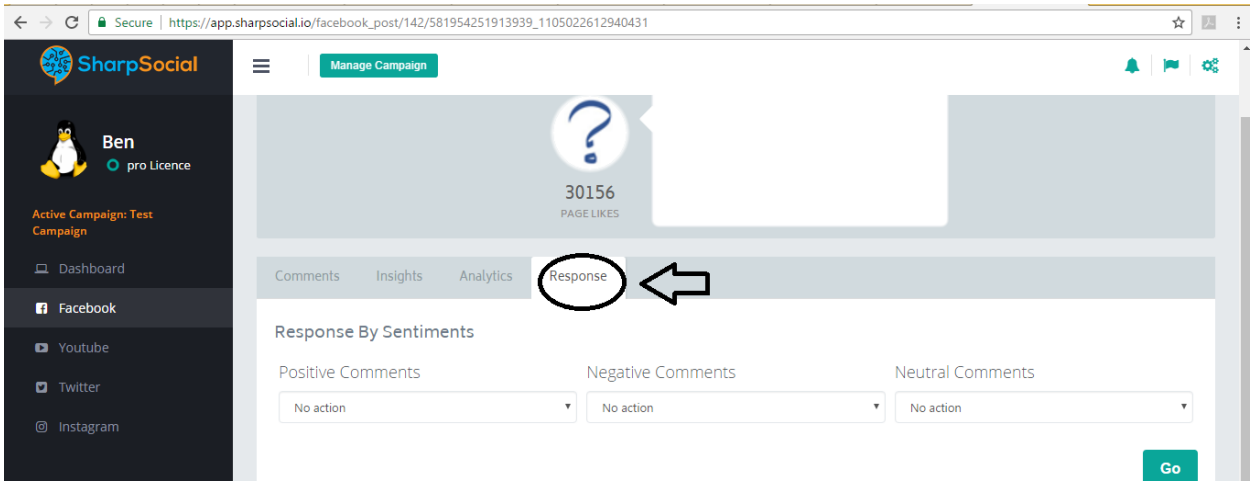
You can reply individually to each comment for the particular post by clicking on the reply button present under that particular comment.



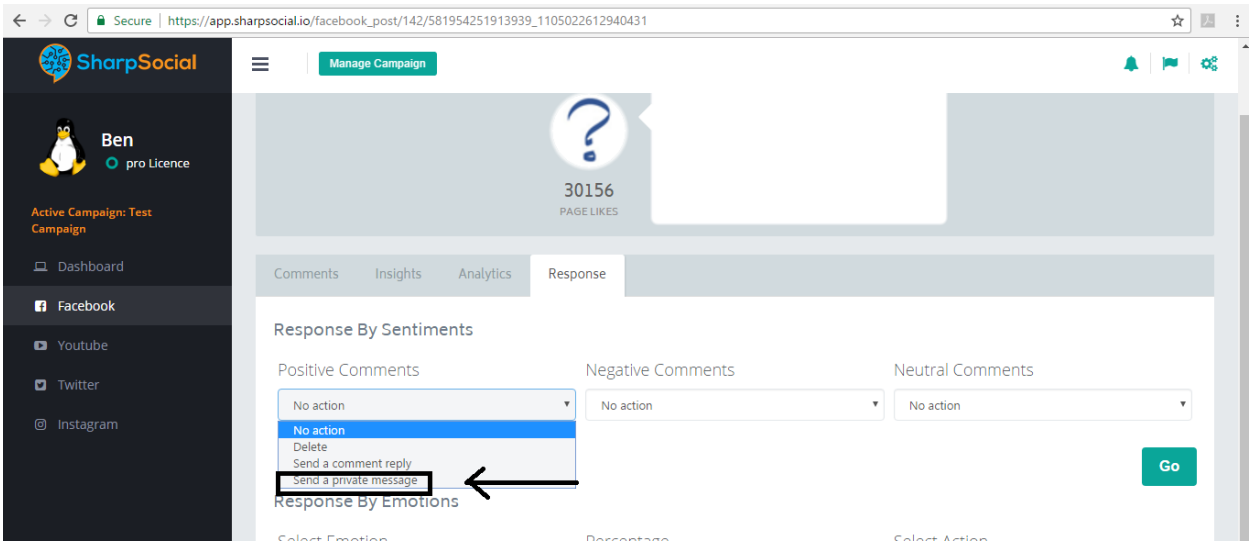
Clicking on the reply button would open a reply to comment dialog box as shown wherein you can enter your comment and hit the reply button to post the reply.



You can even reply to multiple comments under the response tab which gives a reply based on all the positive/negative/neutral comments. Also a response based on emotions can be given.



An option of private message is also included in the action dropdown menu as shown below for your better convenience and including a personal touch with your customers.

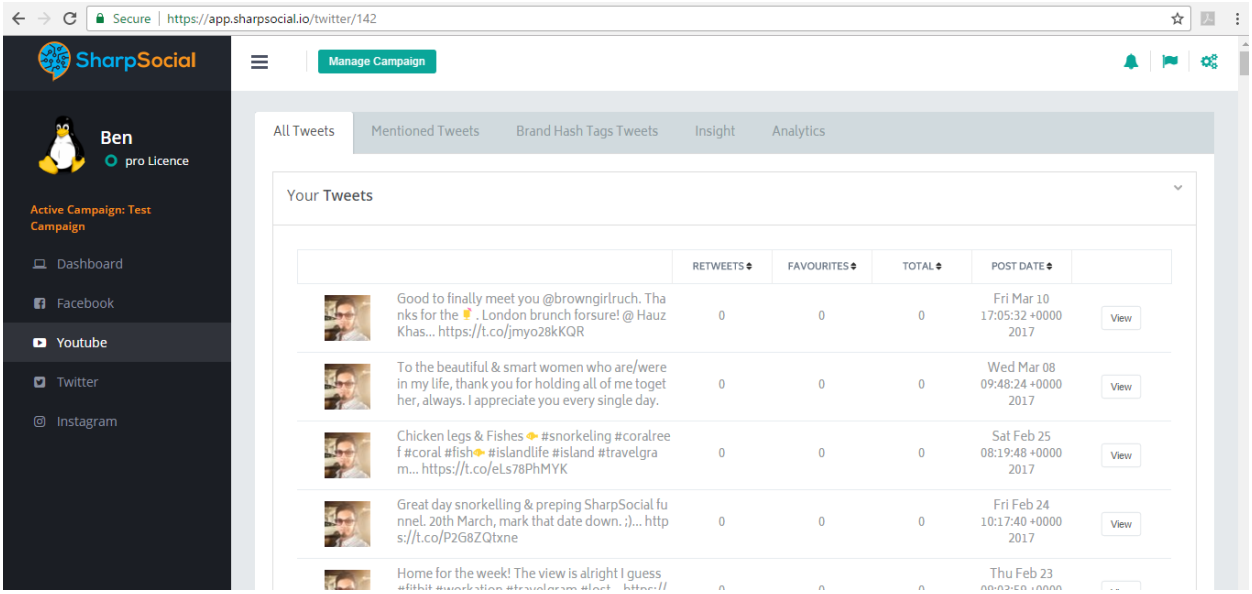


Also, the use of delete option from the dropdown menu would delete those comments of the respective class of positive/negative/neutral comments.

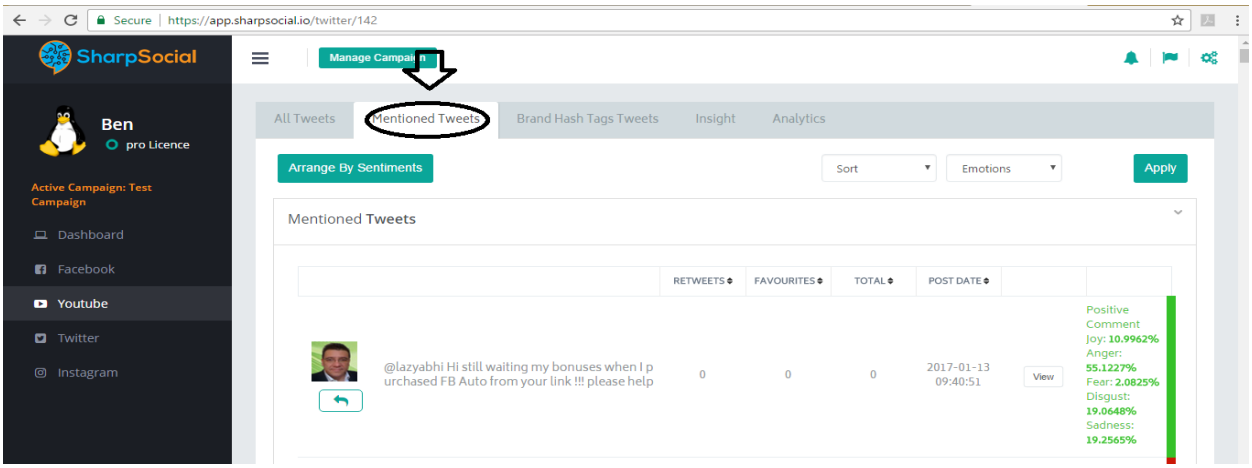
The user has full discretion on the replies to the comments and can always wish to go with the option of “No Action”.

Twitter:

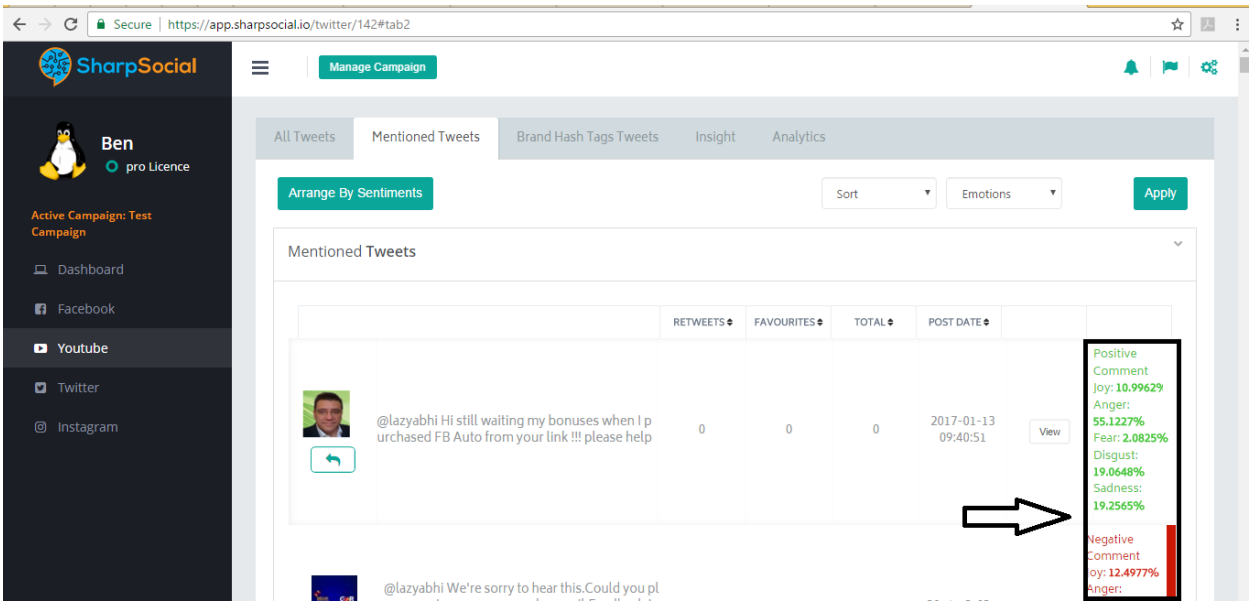
In the Twitter tab a list of all your Tweets is displayed. It also displays the number of retweets, favorites and post date for each individual tweet.



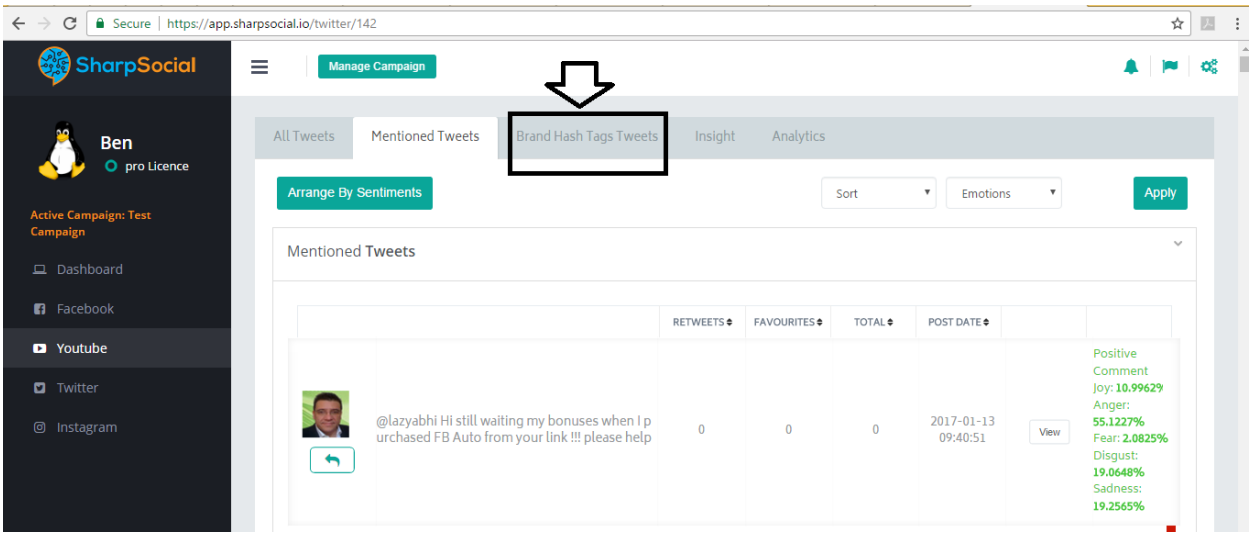
A list of mentioned tweets can be obtained through the ‘Mentioned Tweets’ tab.



The retweet sentiment can be known through the sideband colour present just at the right edge of that particular tweet. A green band shows a positive sentiment, a red is for negative and grey band is when it can’t analyse the same. Also the percentage breakup is mentioned for better analysis

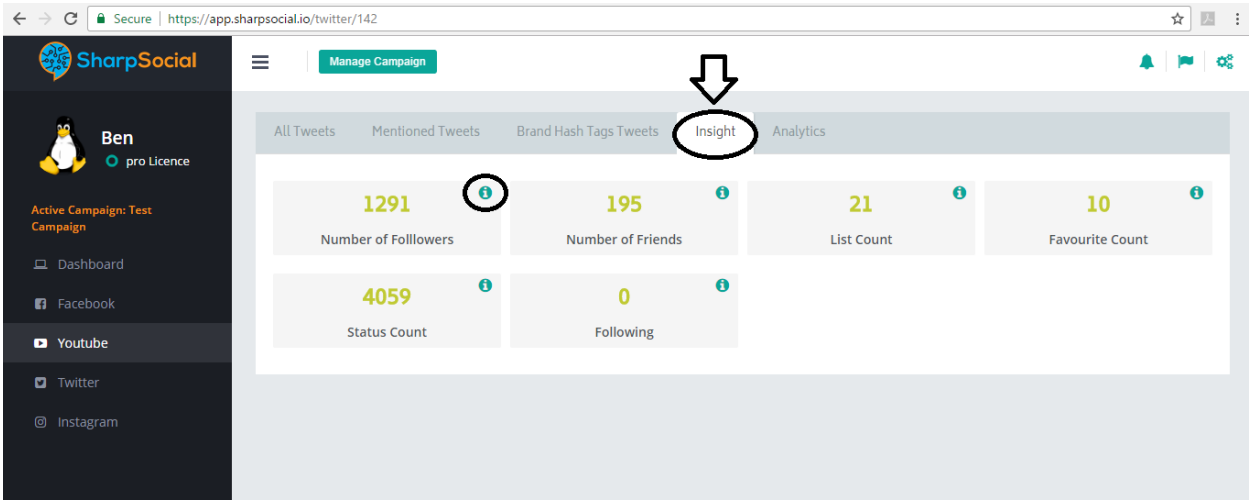


The “Brand Hash Tags Tweets” tab lists out all the tweets where your brand has been mentioned specifically and actions taken on the same.

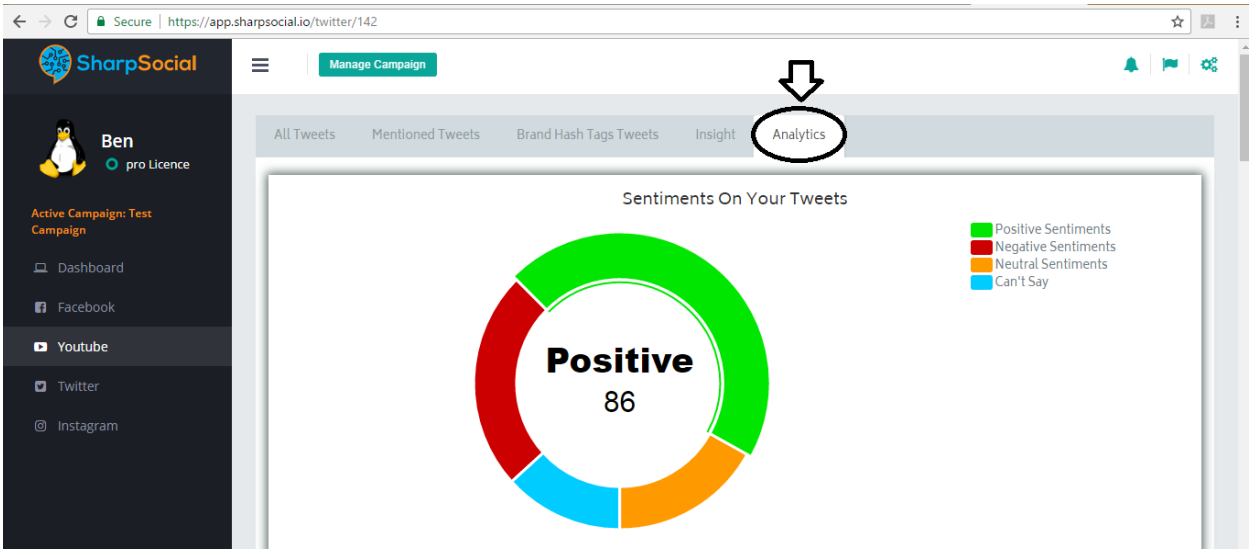


An overall insight about your Twitter campaign page can be obtained through the ‘Insights’ tab. It includes the number of followers, number of friends, list counts, favorite count, status count and following stats. Further information about each of the feature can be obtained by placing the cursor over the information icon ‘i’

present over each option tab.



The analytics about your Twitter campaign page can be obtained from the ‘Analytics’ tab.

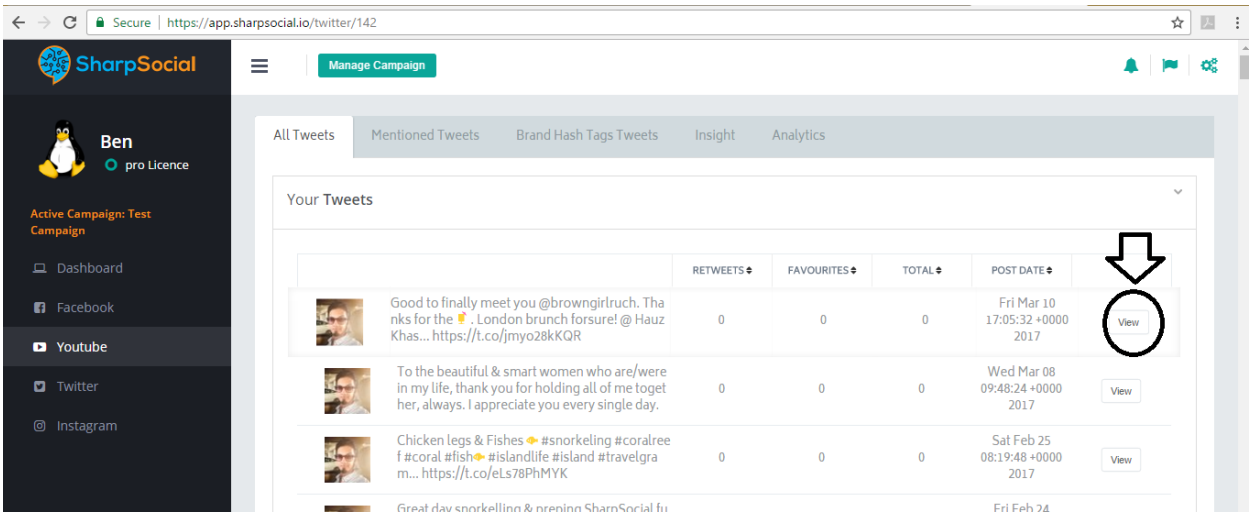


The analytics include-

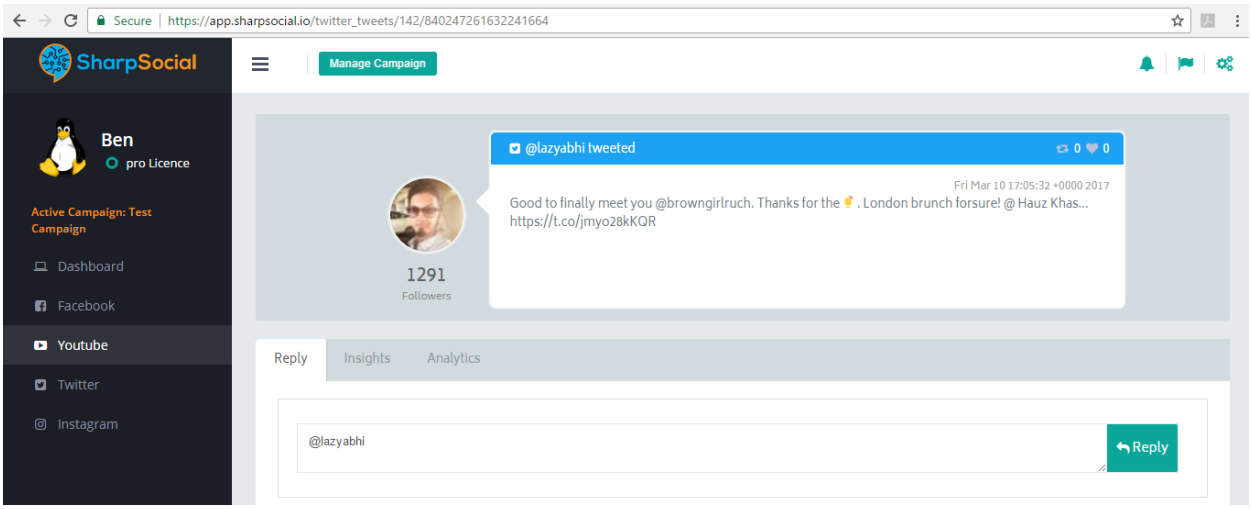
Sentiments on your Tweets: A pie chart gives the breakdown of positive/neutral/negative/can't say sentiments. The green bar denotes the positive sentiments received, the red bar is for the number of negative comments and the orange bar shows the number of neutral comments. Also some of the tweets cannot be analysed through NLP(Natural Language Processing) which fall under the blue bar as unsupported tweets.

Positive mentions Retweet and favorite count: It gives the breakdown of total number of times your positive mentions have been retweeted and marked favorite.
The same breakdown can be obtained for negative, neutral and unsupported mentiones retweet and favorite count.

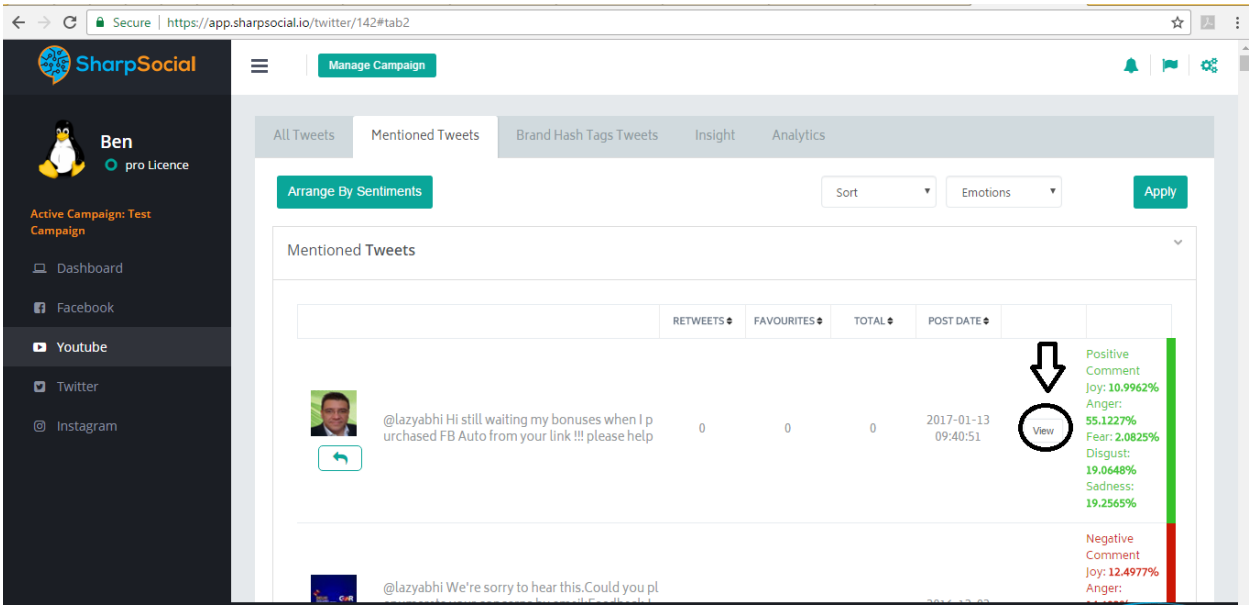
Positive mentions from locations: A pie chart about the positive mentions from various locations is obtained. A same analysis can also be obtained for negative, neutral and unsupported tweets.
Also individual Tweet analysis can be done by clicking on the view button present on the right edge of every tweet.



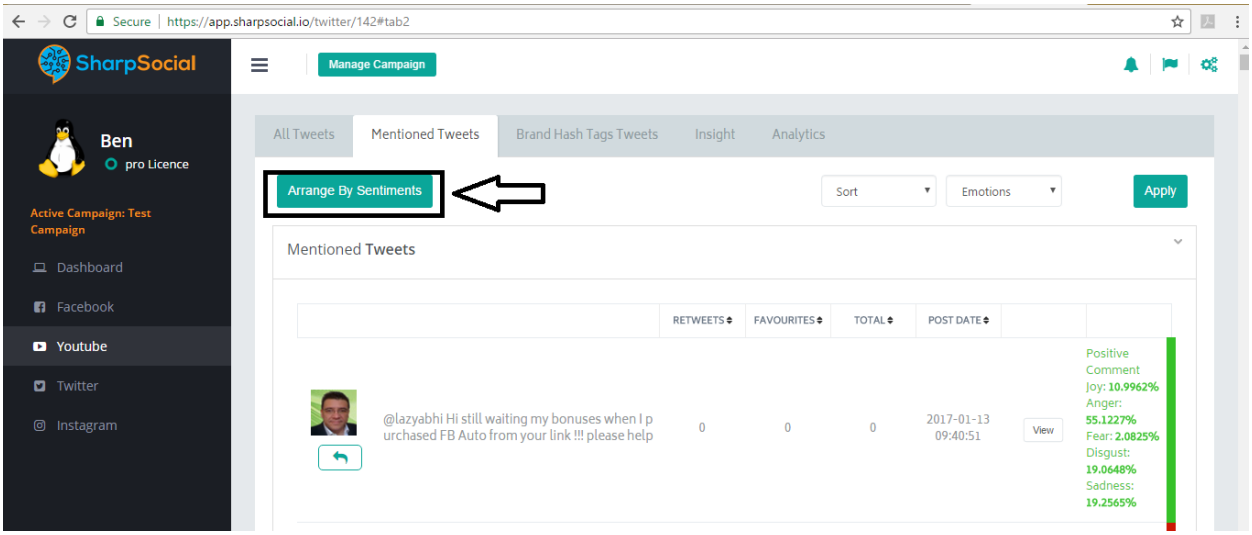
The desired tweet would open on the screen with the option of replying for the same. Also the insights and analytics for this individual tweet can be obtained from the insights and analytics tab.



The same analysis can be done for the ‘Mentioned Tweets’ and ‘Brand Hash Tags Tweets’.



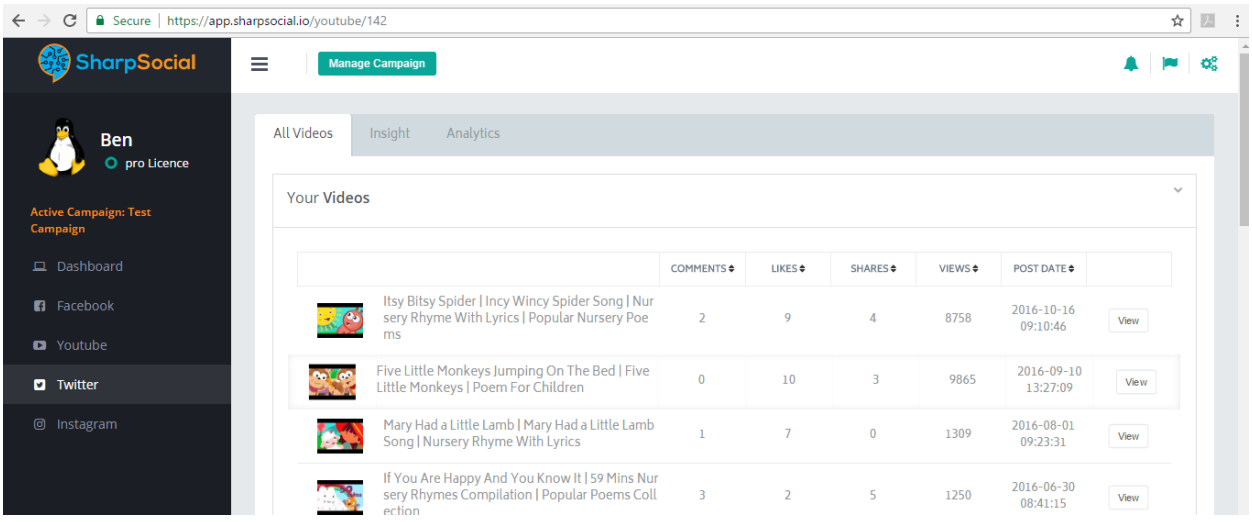
An option of “Arrange By Sentiments” appears which can be used to sort the tweets in the priority of highest to lowest or lowest to highest in terms of response. Also through emotions the sorting can be done.



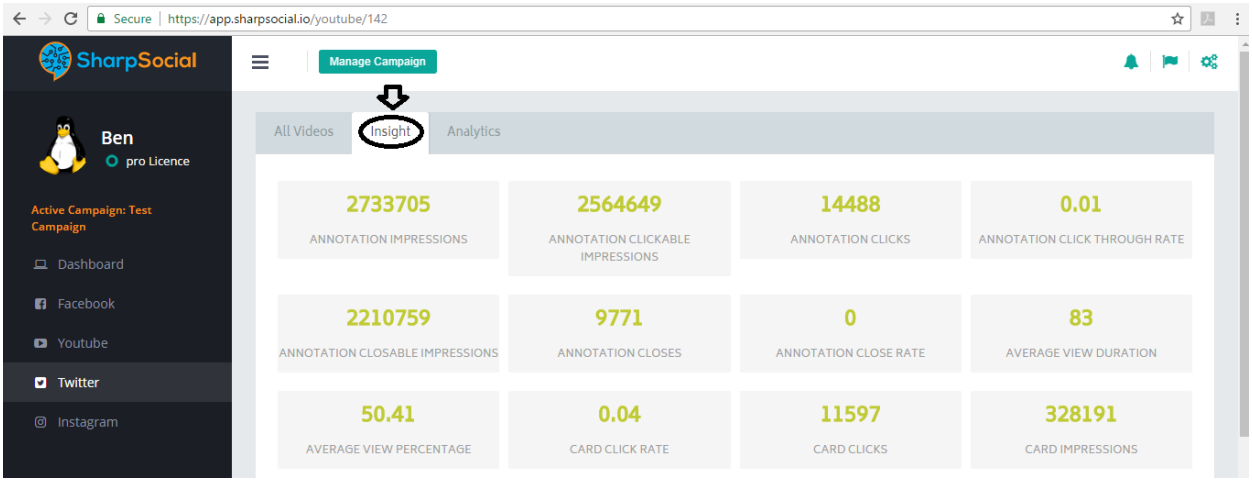
YouTube:

In the YouTube tab a list of all your uploaded videos is displayed. It also mentions the comments, likes, shares, views and post date of each uploaded video.

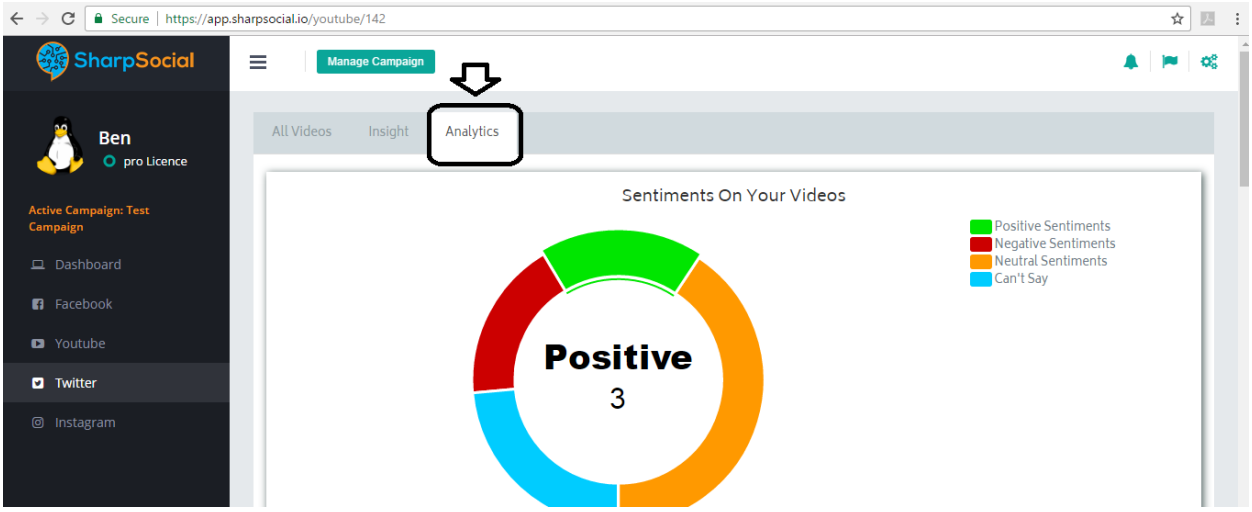
A YouTube connected account is shown below for your reference.



The insights about your YouTube channel can be gained through the ‘Insights’ Tab. The various insights available under this section are annotation impressions, annotation clickable impressions, annotation clicks, annotation click through rate, annotation closable impressions etc.



The analytics about your YouTube page can be obtained from the ‘Analytics’ tab.



The analytics include-

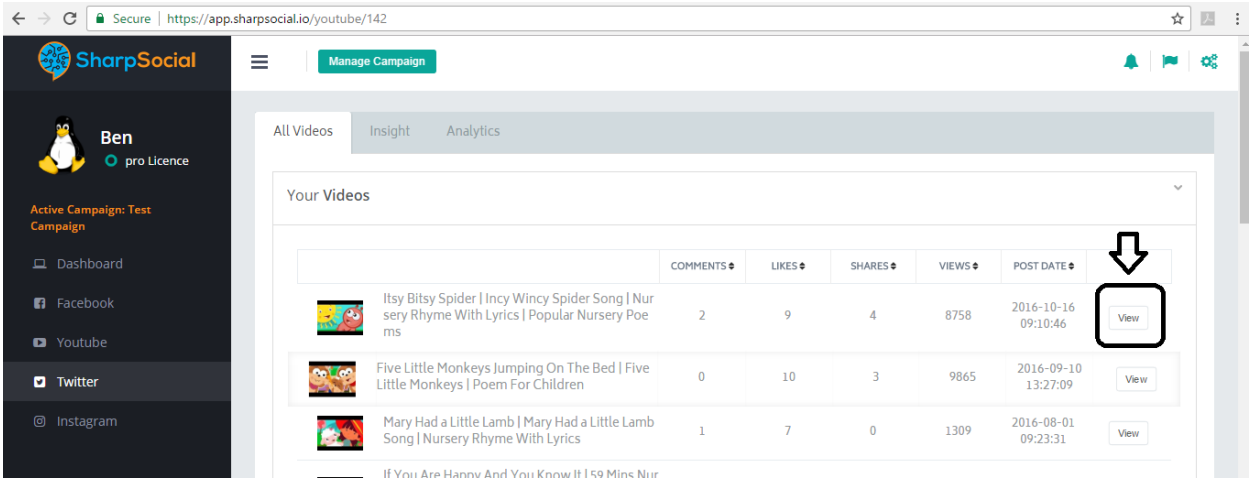
Sentiments on your Videos: A pie chart gives the breakdown of positive/neutral/negative/can't say sentiments. The green bar denotes the positive sentiments received, the red bar is for the number of negative comments and the orange bar shows the number of neutral comments. Also some of the comments cannot be analysed through NLP(Natural Language Processing) which fall under the blue bar as unsupported comments.

Subscribers gained this month: It gives the breakdown of total number of subscribers gained from the last month for your campaign channel.
A same analysis can be obtained for the subscribers lost from the last month.

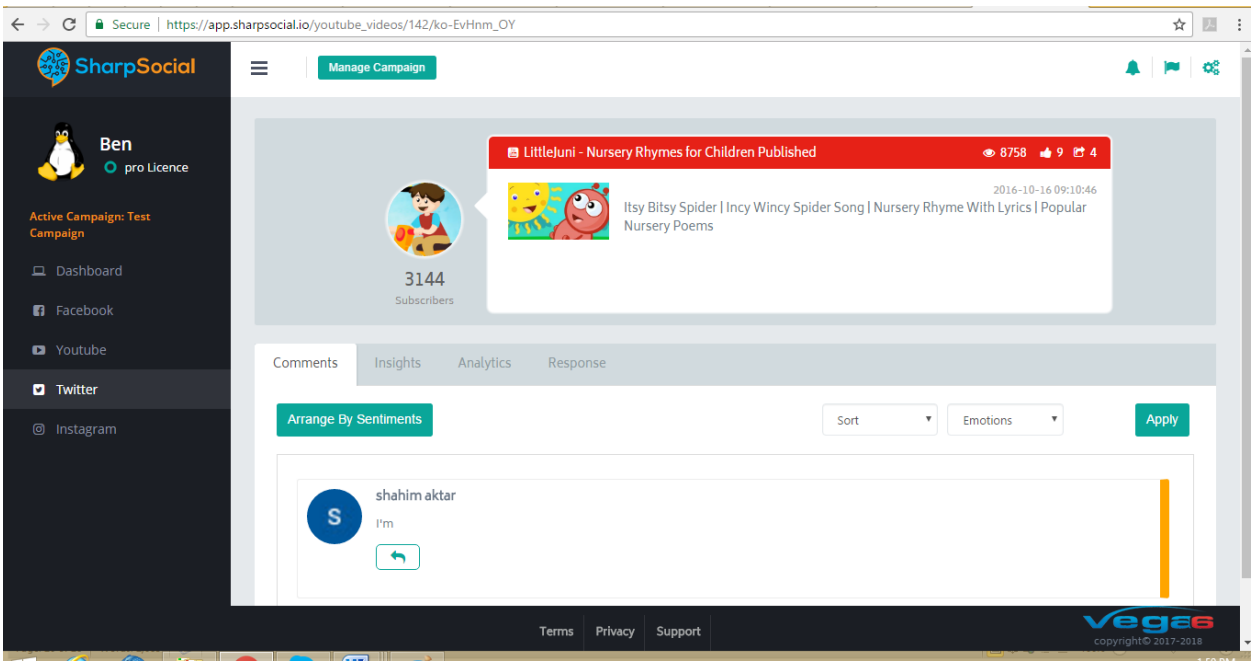
Likes, Shares and Dislikes: A bar chart representing the likes, shares and dislikes can be found in this section.

Views this month: It gives the breakdown of total number of views gained this month for your campaign channel.
Estimated time spent this month: Gives the breakdown of total estimated minutes spent on your channel this month.

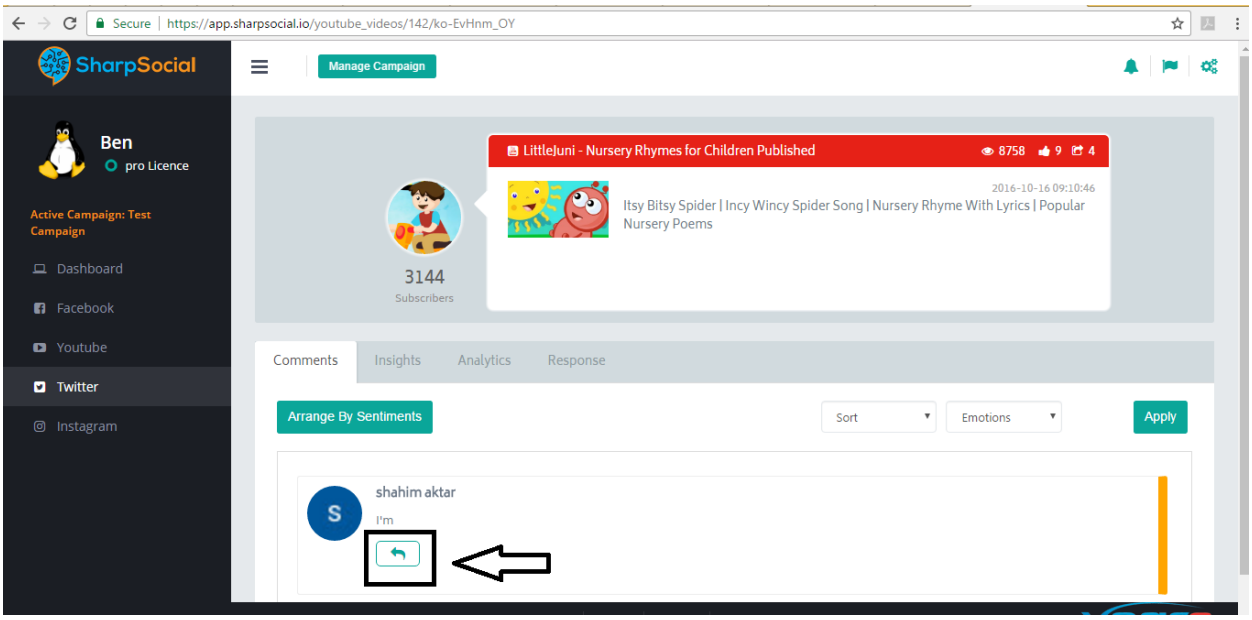
Also individual Video analysis can be done by clicking on the view button present on the right edge of every uploaded video.



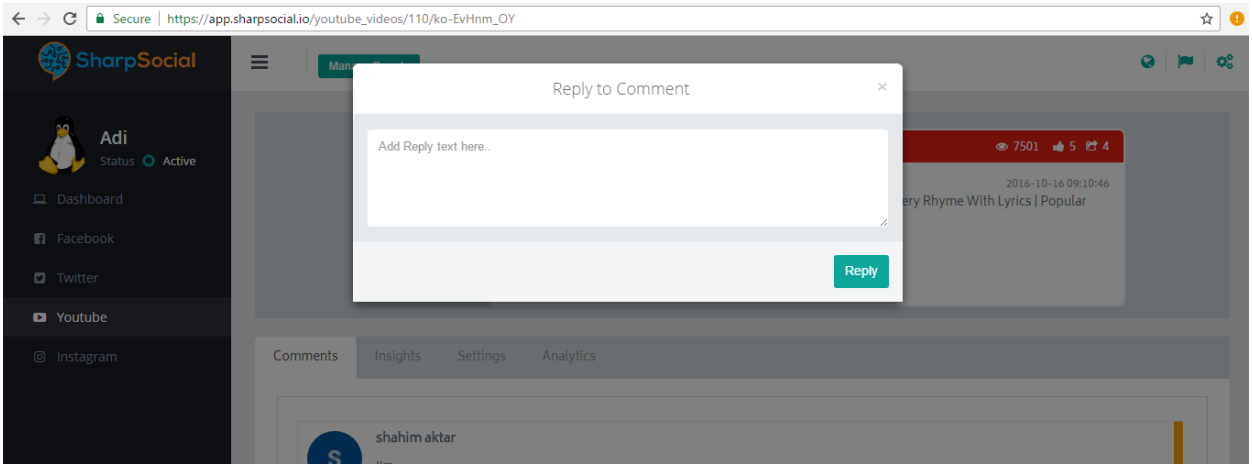
Clicking on the view button as mentioned above lists that particular video with its comments, insights and analytics.



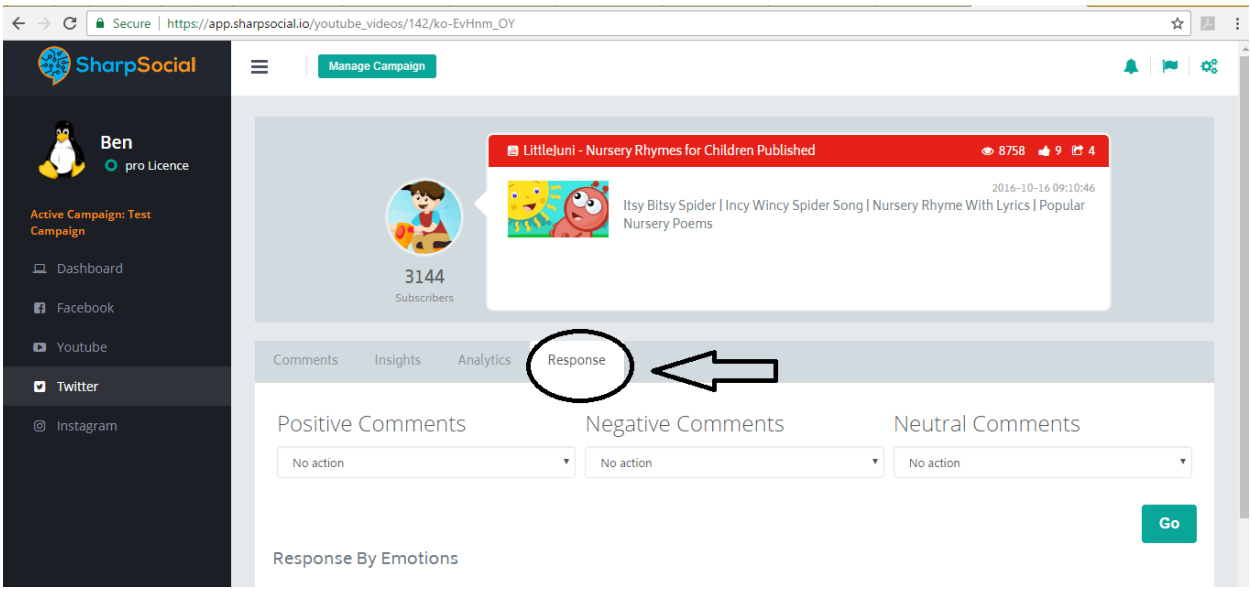
You can reply individually to each comment for the particular video by clicking on the reply button present under that particular comment.



Clicking on the reply button would open a reply to comment dialog box as shown wherein you can enter your comment and hit the reply button to post it.



You can even reply to multiple comments under the response tab which gives a reply based on all the positive/negative/neutral comments. Also a response based on emotions can be given.

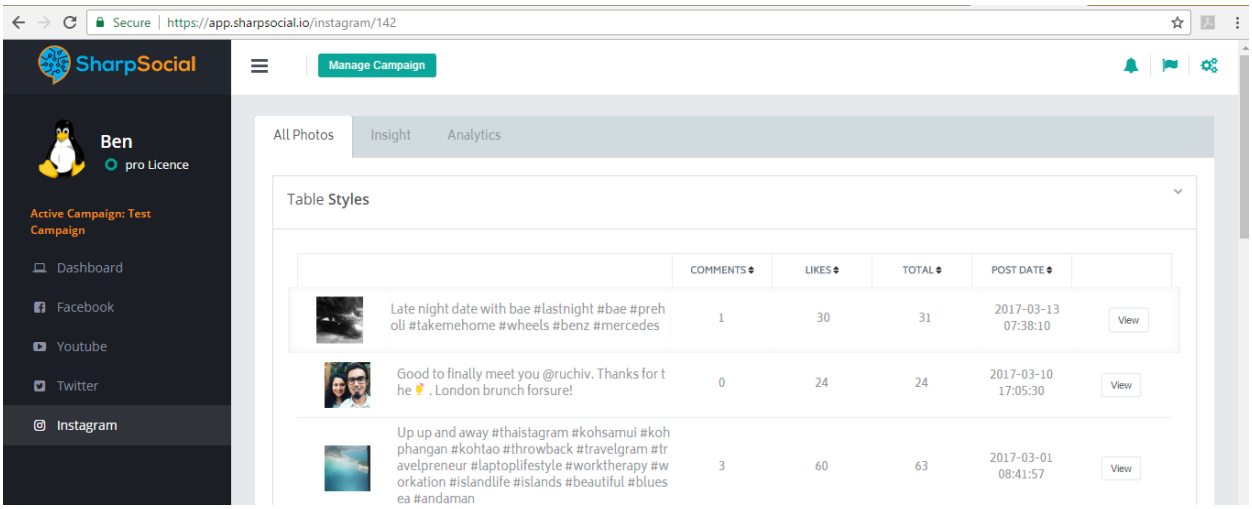


Also, the use of delete option from the dropdown menu would delete those comments of the respective class of positive/negative/neutral comments or the particular emotion comment if chosen from response by emotions.

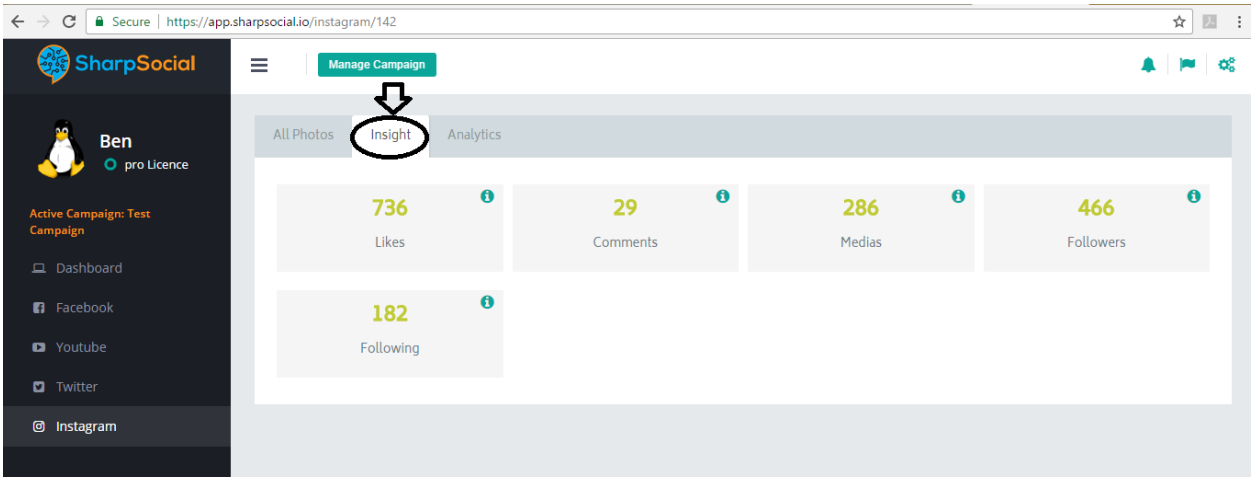
The user has full discretion on the replies to the comments and can always wish to go with the option of “No Action”.

Instagram:

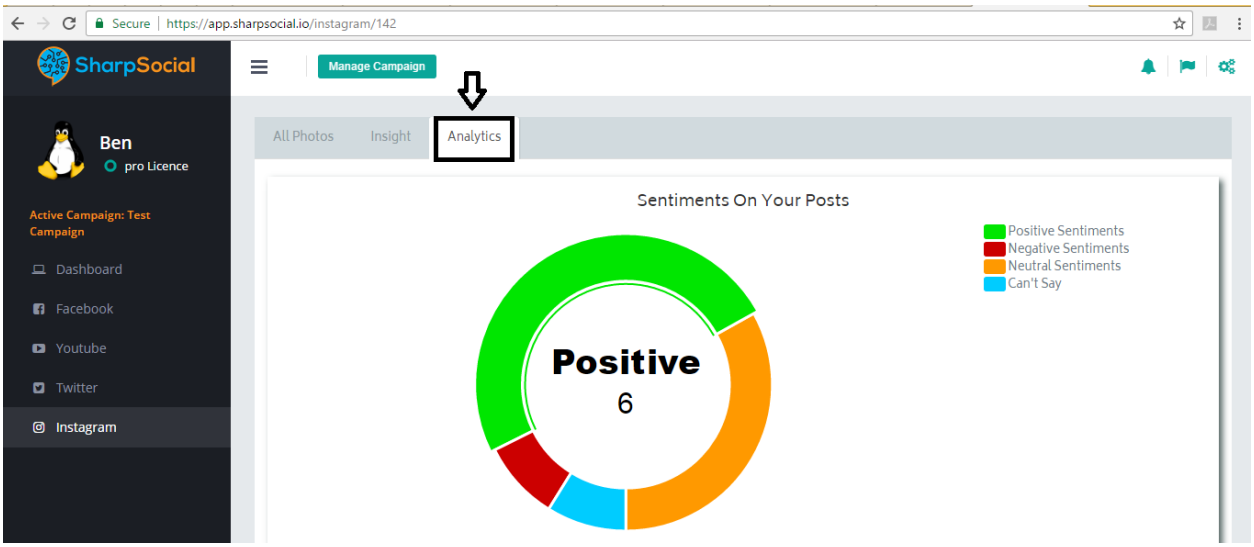
In the Instagram tab a list of all your uploaded media is displayed. It also mentions the comments, likes and post date of each uploaded media.



The insights about your Instagram campaign page can be gained through the ‘Insights’ Tab. The various insights available under this section are Likes, Comments, Medias, Followers and Following.



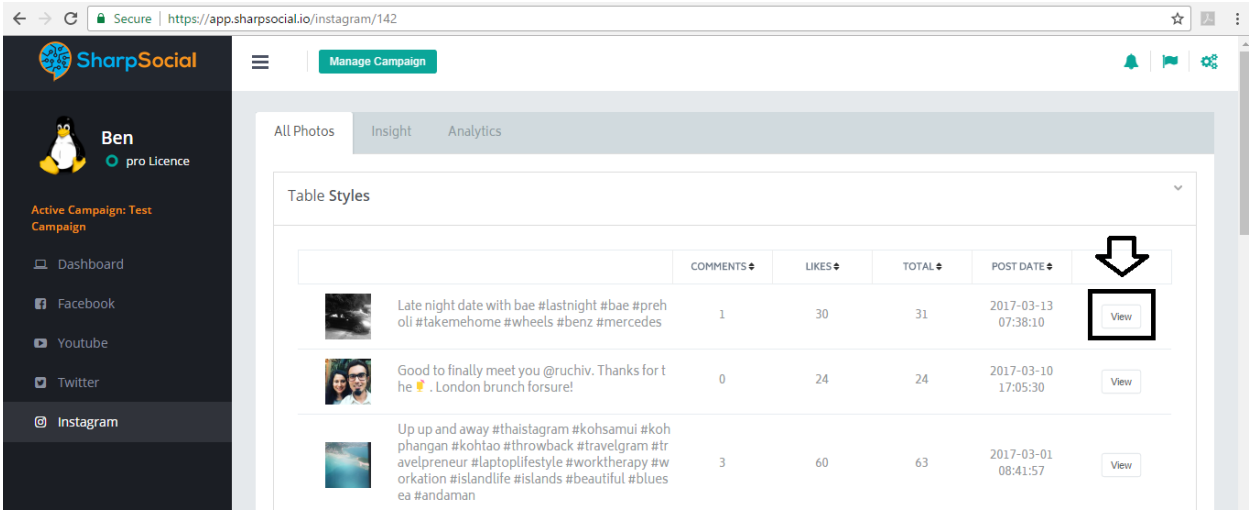
The analytics about your Instagram page can be obtained from the ‘Analytics’ tab.



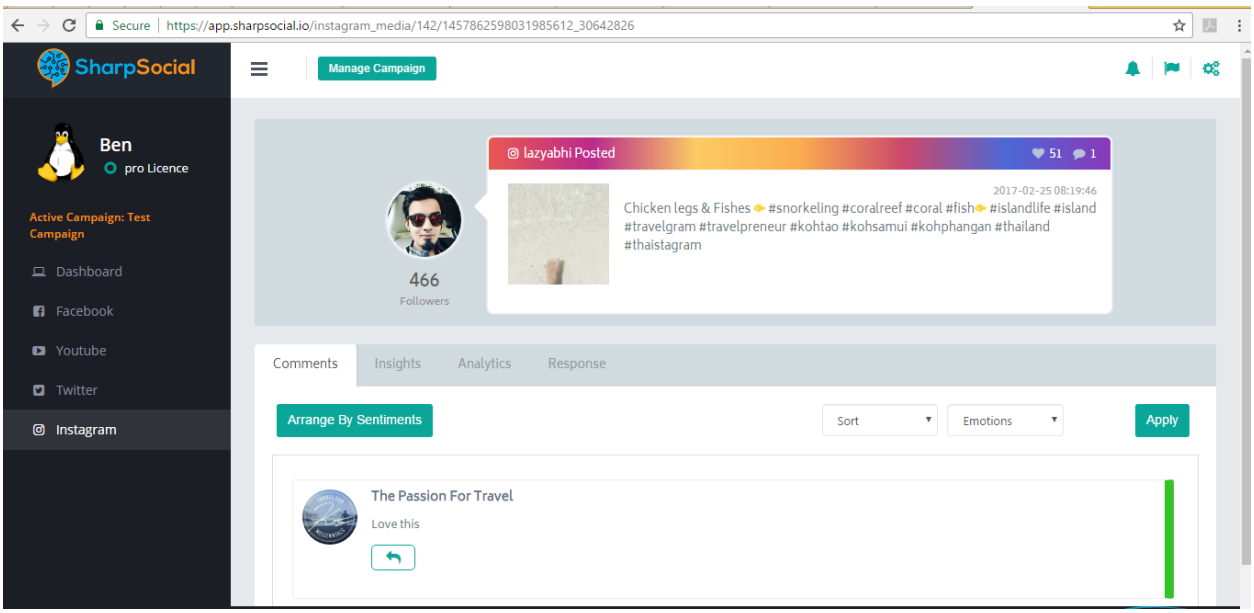
The analytics include-

Sentiments on your Media: A pie chart gives the breakdown of positive/neutral/negative/can't say sentiments. The green bar denotes the positive sentiments received, the red bar is for the number of negative comments and the orange bar shows the number of neutral comments. Also some of the comments cannot be analysed through NLP(Natural Language Processing) which fall under the blue bar as unsupported comments.

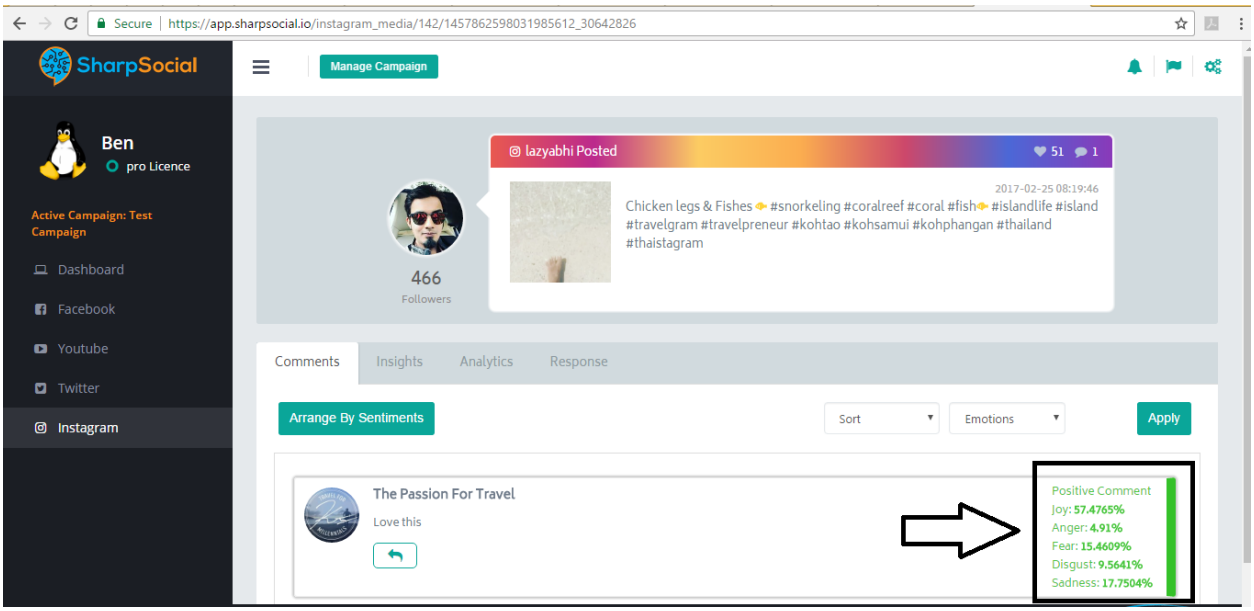
Also individual media analysis can be done by clicking on the view button present on the right edge of every uploaded video.



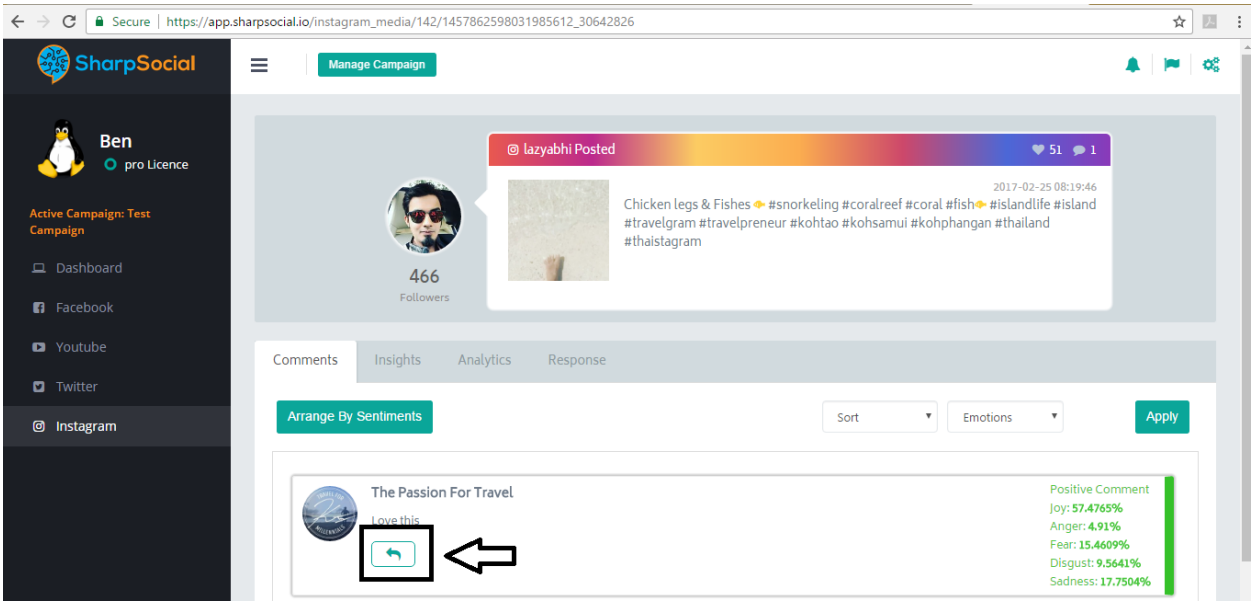
The desired media would open on the screen with the option of replying for the same. Also the insights and analytics for this individual media can be obtained from the insights and analytics tab.



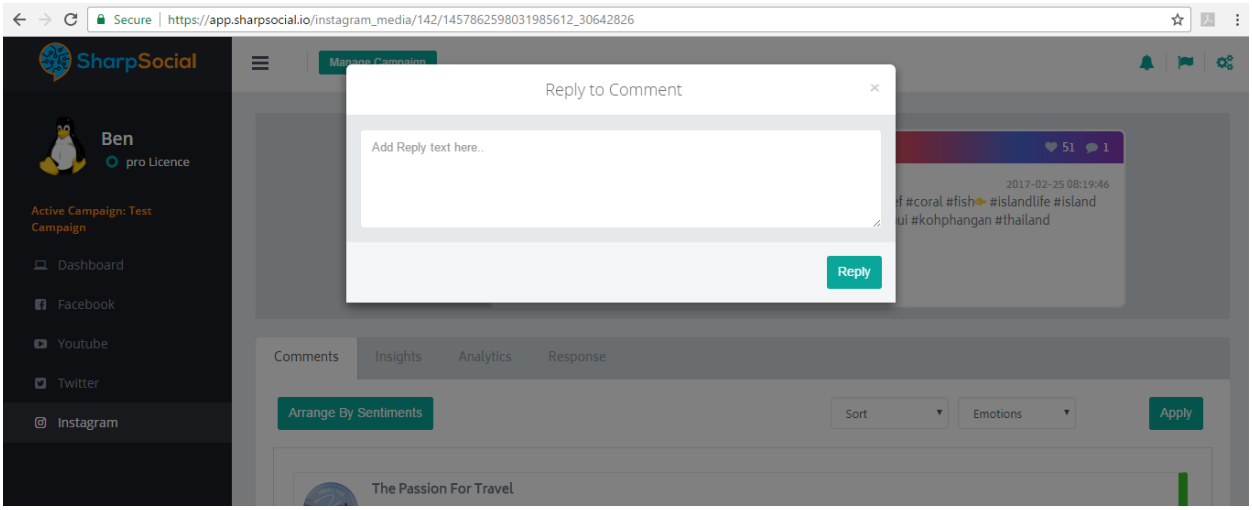
The comments sentiment can be known through the sideband colour present just at the right edge of that particular tweet. A green band shows a positive sentiment, a red is for negative and grey band is when it can't analyse the same. Also the percentage breakup is mentioned for better analysis



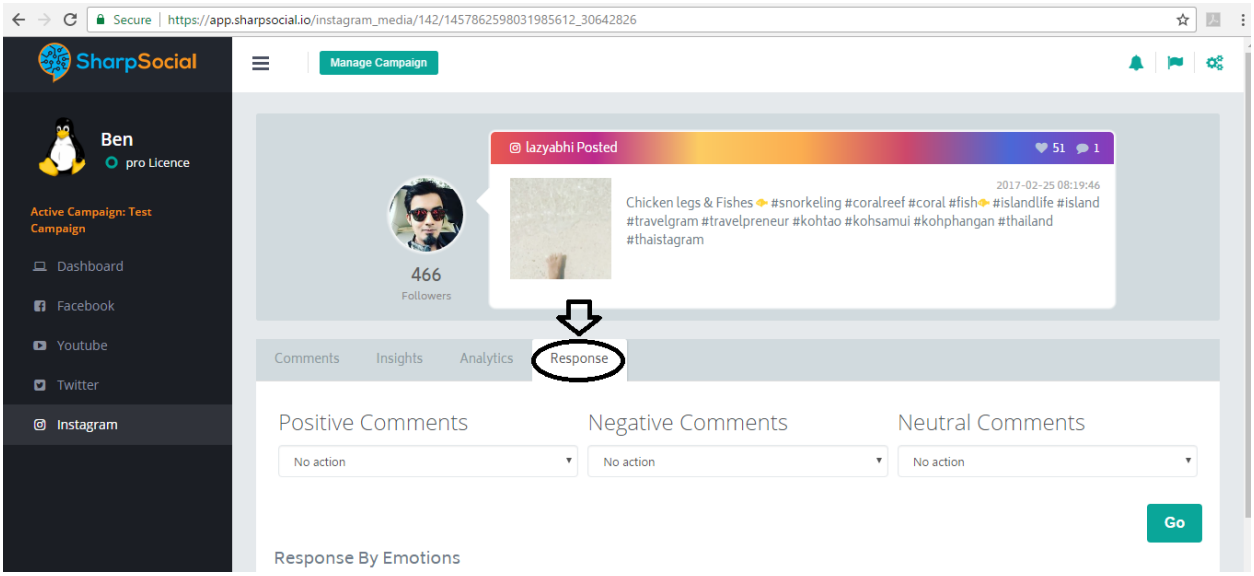
You can reply individually to each comment for the particular media by clicking on the reply button present under that particular comment.



Clicking on the reply button would open a reply to comment dialog box as shown wherein you can enter your comment and hit the reply button to post the reply.

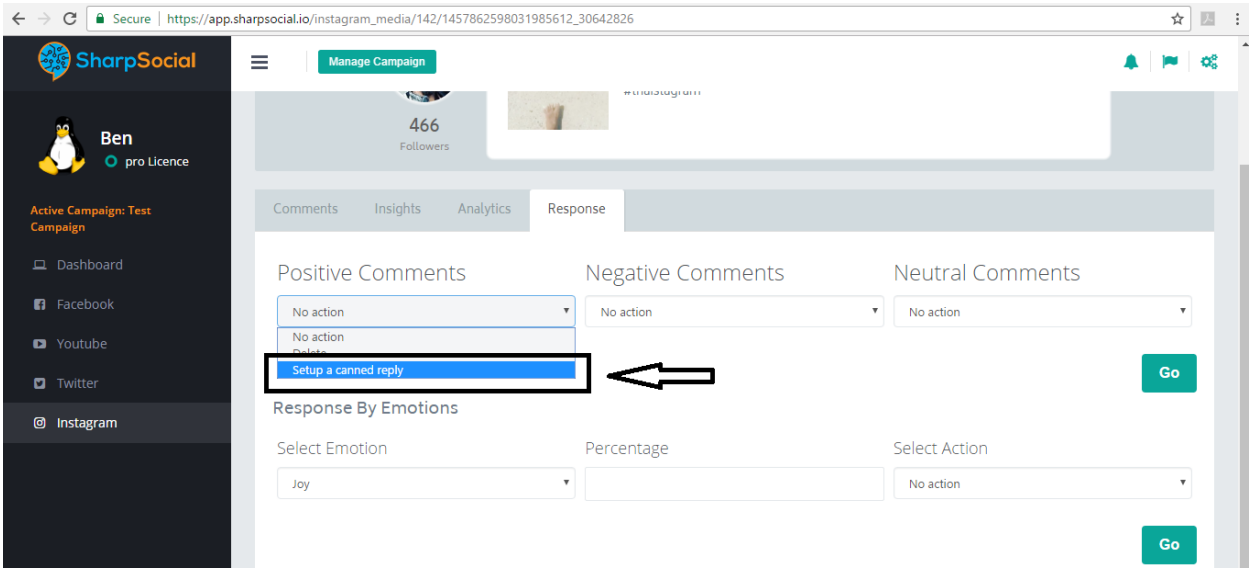


You can even reply to multiple comments under the response tab which gives a reply based on all the positive/negative/neutral comments. Also a response based on emotions can be given.



Choosing the option of canned reply from the dropdown menu of comments would send an automated reply to the respective class of positive/ negative/ neutral comments or the particular emotion comment if chosen from response by

emotions.



Also, the use of delete option from the dropdown menu would delete those comments of the respective class of positive/negative/neutral comments or that particular emotion in terms of response to emotion.

The user has full discretion on the replies to the comments and can always wish to go with the option of “No Action”.