

# **Meltwater and Hootsuite Integration**

## *User Guide*

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## What is Explore?

Meltwater Explore is a tool within the Meltwater Media Intelligence platform that offers a seamless solution and interactive social listening experience. We can create searches with complex booleans that bring in data from multiple social sources.

## Data in Explore - Data sent to Hootsuite

Explore has data from multiple social sources like Twitter, Blogs, Youtube, Instagram and many more. However, we only send Twitter data to Hootsuite based on the searches created in Explore.

## What data is sent?

First filter is based on the search keywords / booleans. Once we have the results that match the search criteria, the second filter is to get only the tweets and no other data from other sources. Third filter is the date range that is applied to the matching tweets. At this point we have the correct data set however, we will also have additional enrichments. We removed all the additional data and only the tweet ids are kept.

We sent document id, avatar url, user name, time stamp, twitter body, url, country, mentions, twitter handle, user link, tags from Explore to Hootsuite.

## Streams App Integration

We created a stream app based on the documentation provided to us (Ref. <https://developer.hootsuite.com/docs/add-an-app-stream>). We installed our app in Hootsuite. We could then add our app as part of the Streams app.

## Features in the Streams app

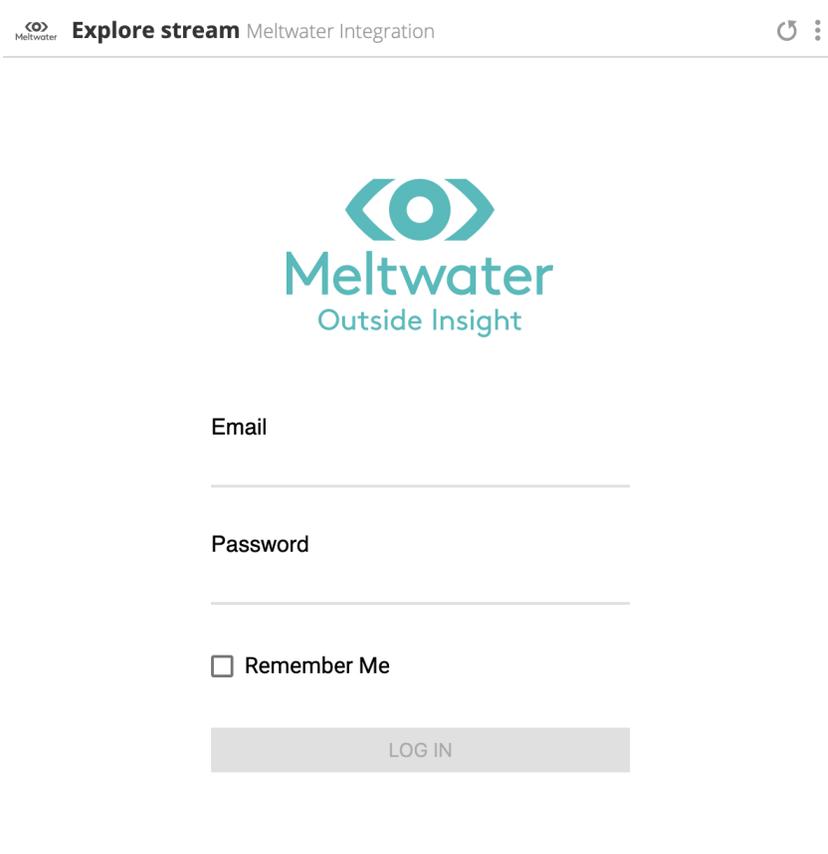
We now have the Explore Twitter data based on searches created in Explore within Hootsuite so that mutual customers can engage on the tweets in their Meltwater searches.

## Prerequisites

- User has an account with Hootsuite and logs into the Hootsuite dashboard
- Access to the Streams and Publisher features in Hootsuite
- User has an account in Meltwater Media Intelligence
- Access to Explore within Media Intelligence
- User adds the 'Hootsuite Integration' app to the streams

## Login

You will see the login screen from the Media Intelligence application.



 **Explore stream** Meltwater Integration  

  
**Meltwater**  
Outside Insight

Email

\_\_\_\_\_

Password

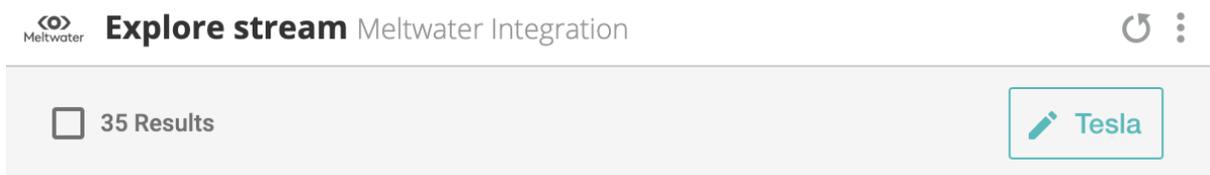
\_\_\_\_\_

Remember Me

LOG IN

## Settings

Settings can be opened by clicking the [Teal color](#) button on the top right of the stream app. This will display a pencil (editable) and the name of the default search.

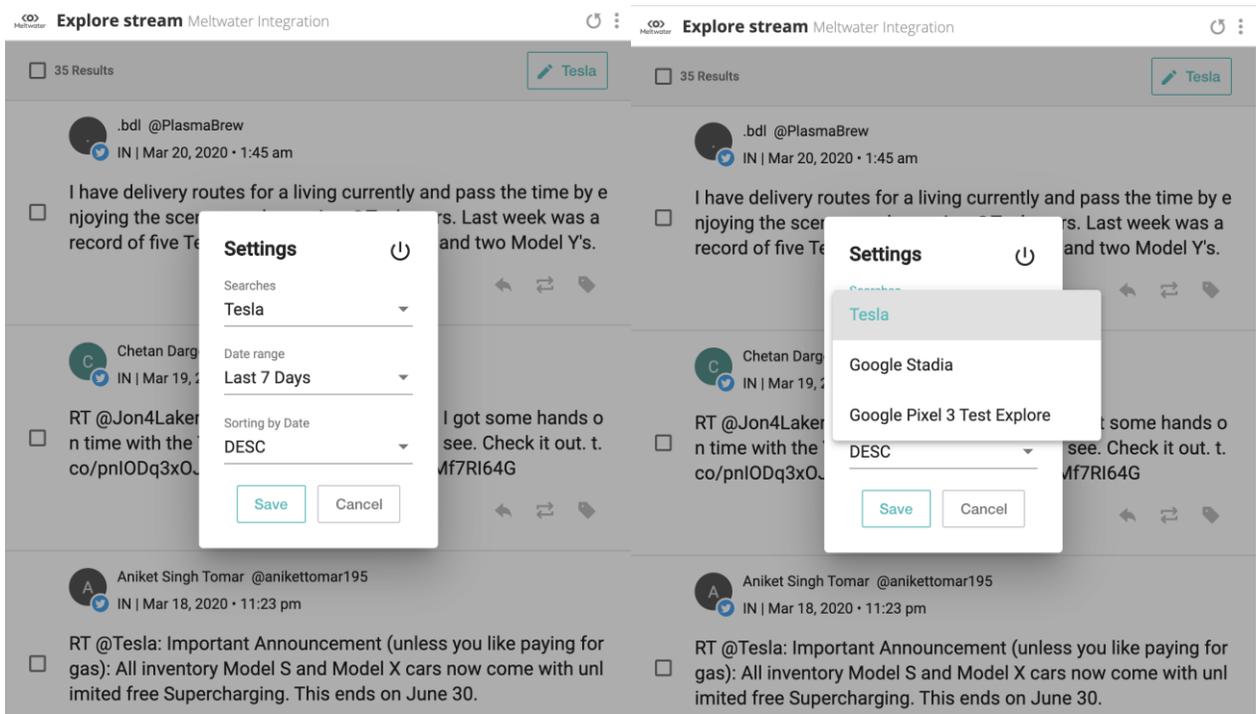


 **Explore stream** Meltwater Integration  

35 Results  Tesla

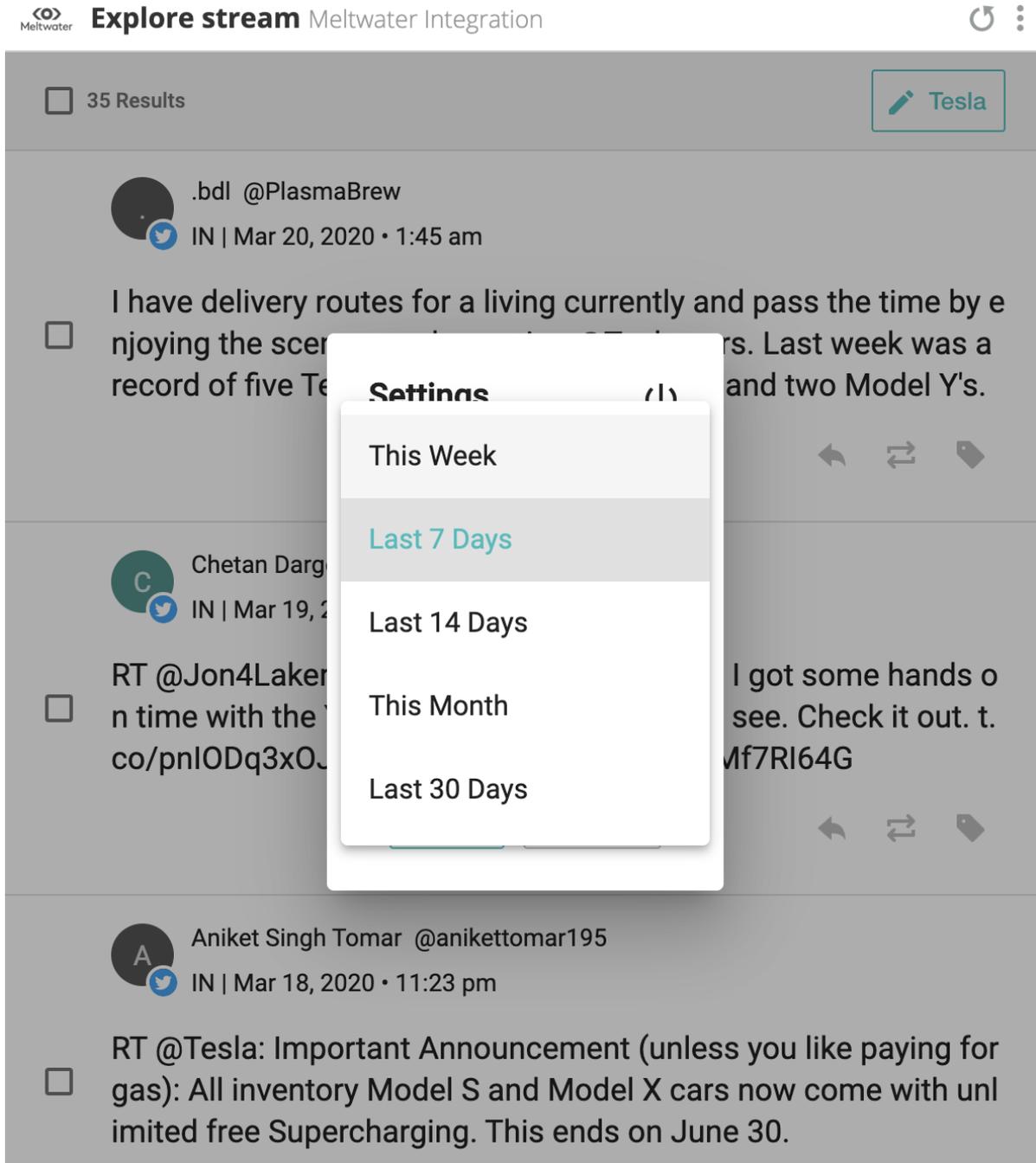
## Selecting a Search

Clicking on the settings button we can select an explore search. Only explore searches will be listed.



## Choosing a Date Range

There are multiple date range options available (same options as in Media Intelligence) that you can select from and this will be applied to the selected search in the stream. Default is set to 7 days.

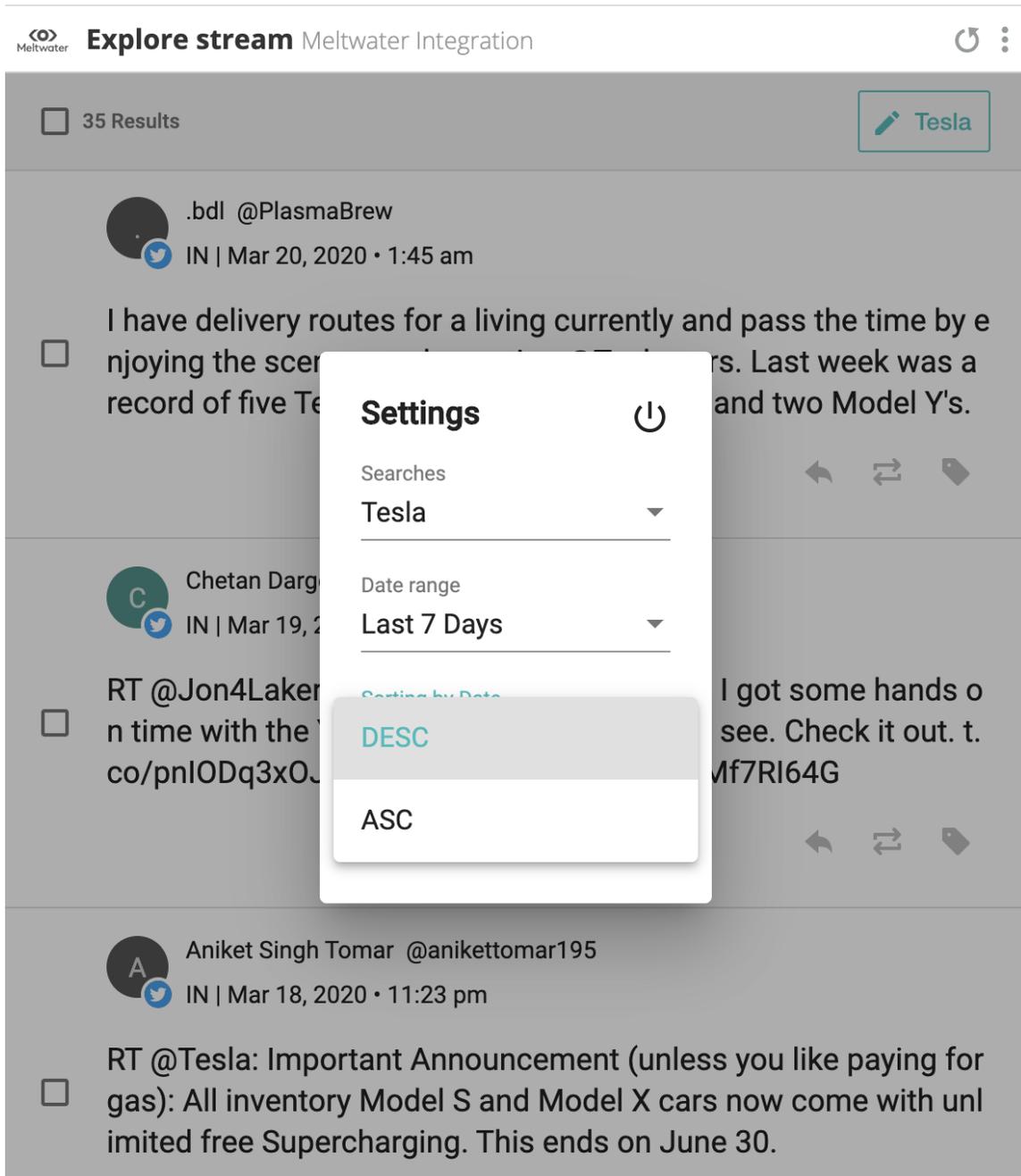


The screenshot shows the 'Explore stream' interface for 'Meltwater Integration'. At the top, there is a search bar with the text 'Tesla' and a refresh icon. Below the search bar, it shows '35 Results'. The main content area displays a list of tweets. A 'Settings' menu is open over the first tweet, showing the following options: 'This Week', 'Last 7 Days' (highlighted in blue), 'Last 14 Days', 'This Month', and 'Last 30 Days'. The background tweets include:

- .bdl @PlasmaBrew: IN | Mar 20, 2020 • 1:45 am. I have delivery routes for a living currently and pass the time by enjoying the scenery... Last week was a record of five Teslas and two Model Y's.
- Chetan Darg...: IN | Mar 19, 2020. RT @Jon4Laker... I got some hands on... see. Check it out. t. Mf7RI64G
- Aniket Singh Tomar @anikettomar195: IN | Mar 18, 2020 • 11:23 pm. RT @Tesla: Important Announcement (unless you like paying for gas): All inventory Model S and Model X cars now come with unlimited free Supercharging. This ends on June 30.

## Sorting the content based on Date

The data/tweets can be sorted based on the date in ascending or descending order. Default is descending and you will always see the most recent tweet first.



The screenshot shows the Meltwater Explore stream interface. At the top, it says "Explore stream Meltwater Integration" with a refresh icon and a menu icon. Below that, there's a search bar with "Tesla" entered and a "35 Results" indicator. The main content area displays a list of tweets. A settings menu is overlaid on the screen, showing the following options:

- Settings** (with a power icon)
- Searches: Tesla
- Date range: Last 7 Days
- Sorting by Date:
  - DESC (highlighted)
  - ASC

The background tweets include:

- .bdl @PlasmaBrew: I have delivery routes for a living currently and pass the time by enjoying the scenery... Last week was a record of five Teslas and two Model Y's.
- Chetan Darg...: RT @Jon4Laker... I got some hands on see. Check it out. t. Mf7RI64G
- Aniket Singh Tomar @anikettomar195: RT @Tesla: Important Announcement (unless you like paying for gas): All inventory Model S and Model X cars now come with unlimited free Supercharging. This ends on June 30.

## Features within a search

Once the search is selected with a date range all the data that matches the criteria will be displayed in the stream. You can engage on any of the tweets listed.

## Tagging

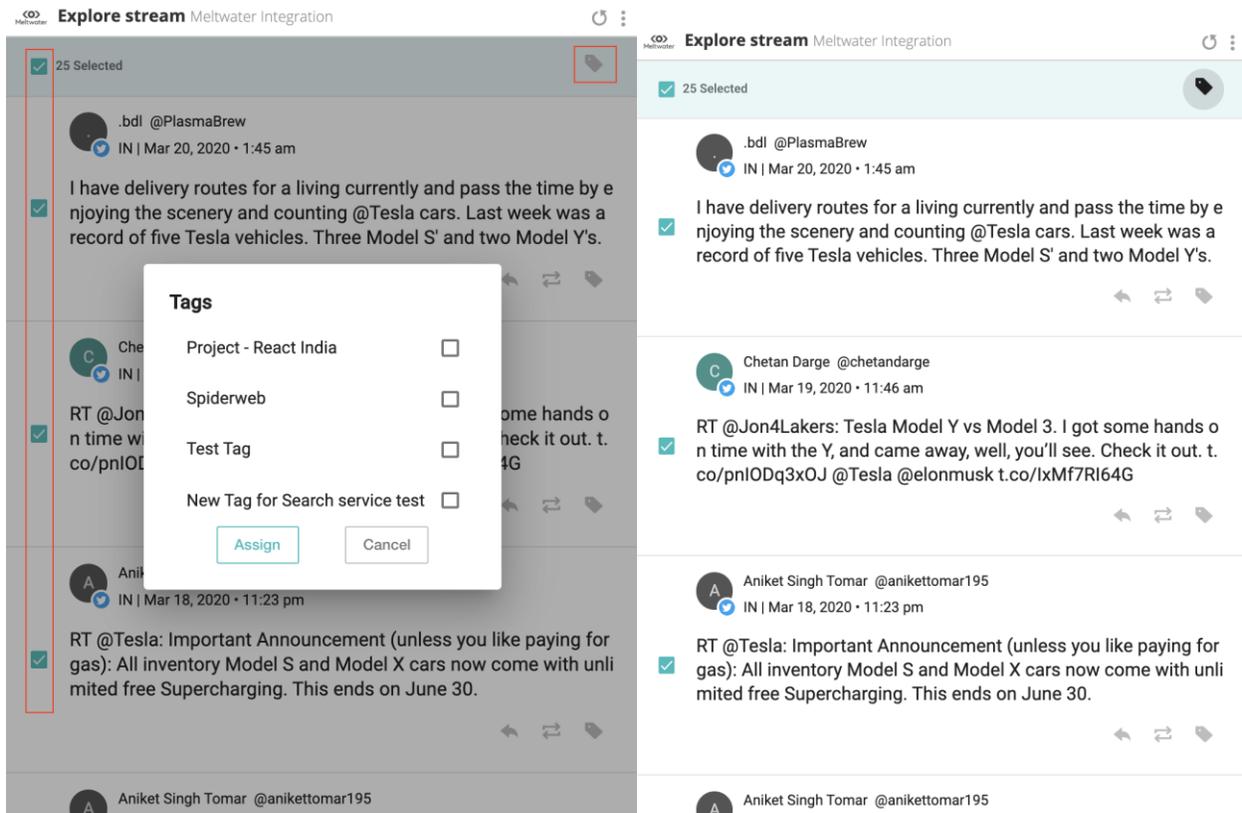
When you apply tags in Hootsuite, the same tags will be applied in the Media Intelligence and if the tags are applied in Media Intelligence, they will be applied in Hootsuite.

The image shows two side-by-side screenshots of the Hootsuite 'Explore stream' interface. The left screenshot shows a list of tweets related to 'Tesla'. The right screenshot shows the same list with a 'Tags' modal open over the second tweet. The modal contains a list of tags with checkboxes: 'Project - React India', 'Spiderweb', 'Test Tag', and 'New Tag for Search service test'. There are 'Assign' and 'Cancel' buttons at the bottom of the modal. The tweets in the background are:

- Tweet 1:** .bdl @PlasmaBrew | Mar 20, 2020 • 1:45 am. Text: "I have delivery routes for a living currently and pass the time by enjoying the scenery and counting @Tesla cars. Last week was a record of five Tesla vehicles. Three Model S' and two Model Y's."
- Tweet 2:** Chetan Darge @chetandarge | Mar 19, 2020 • 11:46 am. Text: "RT @Jon4Lakers: Tesla Model Y vs Model 3. I got some hands on time with the Y, and came away, well, you'll see. Check it out. t.co/pnIODq3xOJ @Tesla @elonmusk t.co/lxMf7RI64G"
- Tweet 3:** Aniket Singh Tomar @anikettomar195 | Mar 18, 2020 • 11:23 pm. Text: "RT @Tesla: Important Announcement (unless you like paying for gas): All inventory Model S and Model X cars now come with unlimited free Supercharging. This ends on June 30."

## Bulk Tagging

You can select multiple tweets and multiple tags that will be applied on the tweets.



## Prerequisites

The tags have to be already existing in Media Intelligence (MI). In Hootsuite the tags already created in MI will be listed. You can choose from 1 or many tags to be applied on the tweet.

## Limitation

In bulk tagging, you can tag a maximum of 25 tweets only.

## **Retweet**

You can retweet to any selected tweet using the handle that is setup in Hootsuite. You can also schedule the retweet to be sent at a later time/date.

## **Reply**

You can reply to any selected tweet using the handle that is setup in Hootsuite. You can also schedule the reply to be sent at a later time/date.

## **Browser Support**

All the browsers mentioned below are supported by the 'Meltwater Integration' app.

- Internet Explorer 11
- Microsoft Edge 80+ (Chromium version)
- Google Chrome (Latest 2 versions)
- Mozilla Firefox (Latest 2 versions)

Safari browser is not supported.