

The Newspoint tool is used for media monitoring. Newspoint monitors all types of media (social media, portals, news websites, opinions, industry, vertical, forums, blogs, press and RTV). Provides worldwide coverage: **75 languages, 170 countries worldwide** and the largest range of sources:

- over **16 thousand Polish websites** and over **150 thousand foreign websites**,
- the largest range of social media monitoring - over **50 million social networks**, including Facebook, Twitter, Instagram, YouTube, TikTok, Quora, Vimeo, Slideshare, Pinterest, Disqus, GoldenLine, Blogspot, WordPress, ...
- unique coverage of **blogs and forums** - **20 000 sources** from all over the world,
- **1 200 press titles** (nationwide, trade and local),
- **200 radio & TV stations** - copyright protection thanks to the contract with SW Repropol.

Companies use media monitoring for various activities. Gone are the days when monitoring was used only by press spokesmen, PR employees, journalists and communication specialists to measure the effectiveness of public relations activities and the appearance of brand mentions. The number of possible applications of media monitoring is almost unlimited. **Media monitoring can also be used for:**

- watching the communication activities of the competition;
- product development and getting to know opinions about it;
- acquiring leads and new customers;
- customer service and reacting to brand mentions;
- supporting marketing activities and brand image research;
- strengthening employer branding and helping HR departments;
- strengthening SEO and finding new places from which we will obtain links;
- copywriting and keyword database extensions;
- preventing media crises;
- influencer search and campaign effectiveness measurement;
- evaluation of new business ideas;
- analysis of industry trends and forecasts;
- measuring the created content;
- effectiveness of PR departments activity;
- the effectiveness of advertising campaigns.

All these goals can be achieved using the Newspoint Dashboard.

The Newspoint dashboard has unique functions:

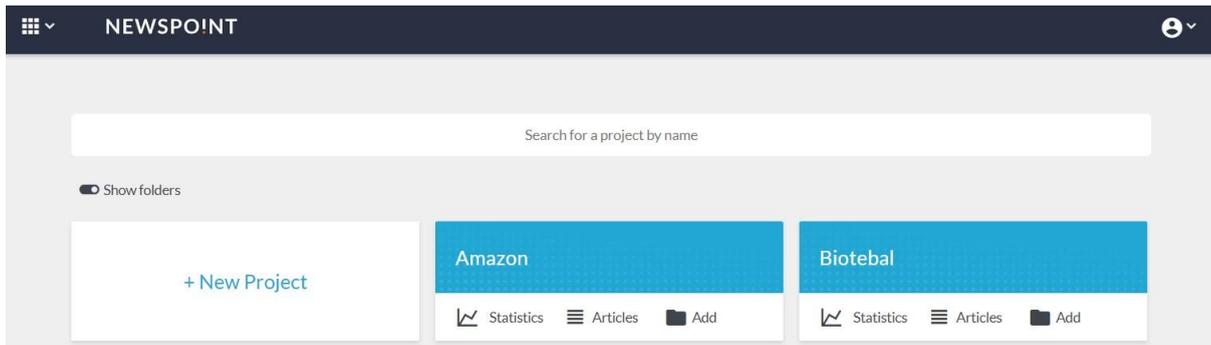
- o AVE vs reach vs publications
- o Metadata (likes, shares, comments, video views, followers)
- o Share of voice and share of discussion
- o Ability to monitor and exclude selected sources
- o Range vs overtone
- o Monitoring of opinion leaders
- o Monitoring the context of the speech
- o Possibility to export data, statistics and indicators
- o Whole Threads (download full discussion threads)
- o Search by authors of entries
- o Generating a random sample when exporting data
- o Tags (document labels)

The Newspoint dashboard - manual guide

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4. Creating a project with the Assistant
5. Advanced project mode
6. Folders
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8. Statistics
9. Publications
10. Data export
11. Filters
12. Calendar
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15. Influencers
16. Post Manager

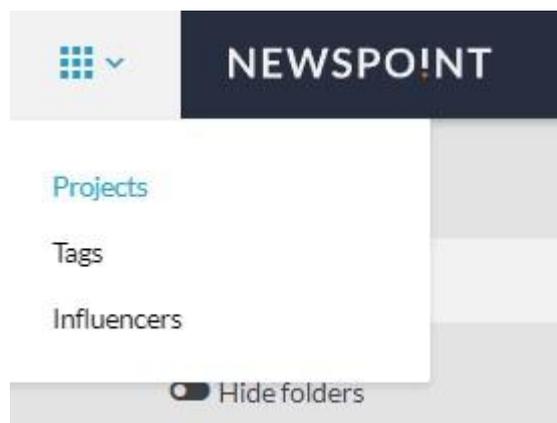
1. Login process

After logging in at <https://app.newspoint.pl/sign-in>, we get access to the Newspoint Panel. During the first visit, we will see a view with one "Create a project" tile, during subsequent logins, we will see projects that we have already created.

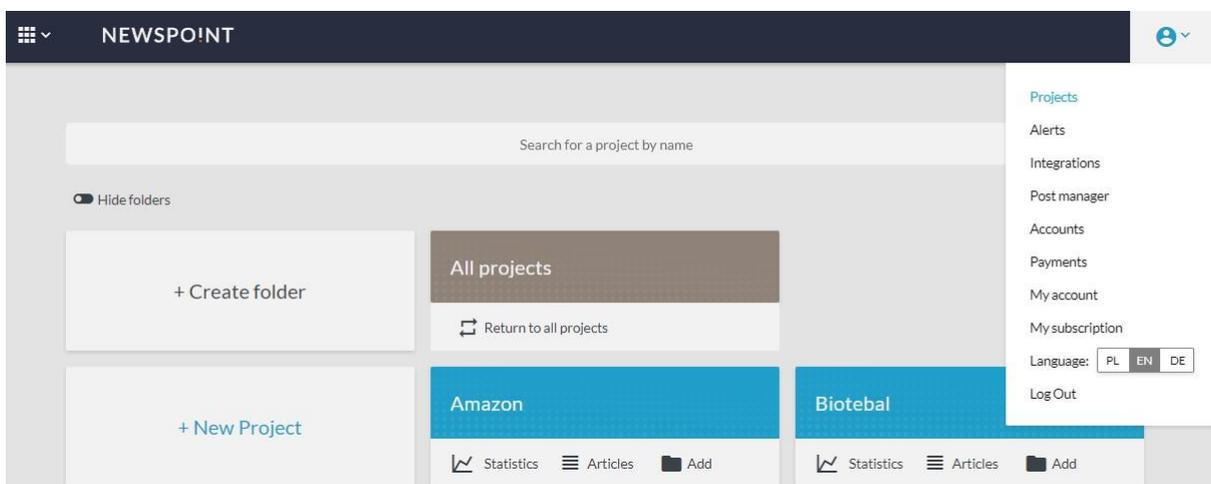


2. Top menu

The top menu appears at the top of the page after logging in to the Newspoint Dashboard. The left menu allows you to go to created **projects**, entries tagged with specific **tags** and selected **influencers**.



The right menu allows you to go to **Projects, Alerts, Integrations, Post Manager, Owned Accounts, Payment Checks, Account Properties, Paid Plan, English and German language version and logout option.**



3. Establishing a project

After entering the "Create project" tile, go to creating the project. A project is a saved search criterion: a set of keywords on the basis of which you can then filter results, prepare statistics and analyzes. With a large number of thematically unrelated keywords, it is worth dividing the search criteria into several projects. Thanks to this, we obtain a clear division of publications and statistics in the results. Each project should deal with one issue sought in the media.

The screenshot shows the NEWSPOINT interface for creating a project. At the top, there is a navigation bar with the NEWSPOINT logo, a search bar containing the text "Presidents", and a green checkmark icon. Below the navigation bar, there are two buttons: "Instruction" and "Wizard" (highlighted in blue), and "Advanced mode". The main content area is divided into three sections:

- Type keywords that need to coexist or be excluded:** This section has a header with an information icon. Below it, there are two green buttons with "x" icons and the text "President" and "elections". To the right of these buttons is a text input field with the placeholder "+ type keyword and click enter".
- type in alternative keywords that must coexist or be excluded:** This section has a header with an information icon. Below it, there are two green buttons with "x" icons and the text "President" and "voting". To the right of these buttons is a text input field with the placeholder "+ add alternative keyword".
- type in alternative keywords that must coexist or be excluded:** This section has a header with an information icon. Below it, there is a text input field with the placeholder "+ add alternative keyword".

At the bottom of the form, there is a section titled "Select languages (all by default; picked 1/29):". Below this title, there is a blue button with "x" icon and the text "English (en)", and a text input field with the placeholder "+ add language".

For example, we will create the project "Presidents". In the following lines, enter the sets of words that must appear in a given publication. We are looking for entries with the word president and elections or president and voting. The system allows the use of the symbol *, e.g. president *, which will allow you to search for the words: president, presidents, president, ... The system also allows you to exclude a certain word - you have to click on it, then a red crossed bar will appear instead of a green one. After entering the words and choosing the language, we **name the project** and click the **green Save button**.



4. Creating a project with the Assistant

A project can also be created using the Dashboard Assistant. This is an option for novice users.



Click the **Assistant** button and go to 4 steps:

- **1. Name of the project.** You enter the name.
- **2. Keywords.** You enter the words that you want to monitor in the project.
- **3. Languages.** You choose the monitoring languages.
- **4. Authors.** You choose which authors you want to monitor.

Finally, you save your selection and use the created project. It is very easy.

5. Advanced project mode

For more advanced queries, you can use the advanced mode in the created project. Click the **Advanced Mode** button. We immediately see the key words of the project written in the language of the operators.



In the upper left corner, you can read a short 5-step instruction on creating advanced queries. Click on **MANUAL** if you want to read it.



In the advanced mode, you can use the operators AND, OR, NOT, *, ~ in almost any configuration.

The product operator AND

Inquiry: a few words.

Inquiry examples: pit vat

The documents contain the keywords: tax AND pit AND VAT

Result: all publications containing the words tax, pit, vat.

Additive operator OR

Inquiry: a few words.

Examples of inquiries: taxes, accounting, law

Documents contain passwords: Taxes OR Accounting OR Law

Result: all publications containing any of the search words tax, accounting or law.

Negative operator AND NOT

Query: two words with AND NOT operator

Examples of inquiries: president AND NOT elections

Documents include: president AND no elections.

Result: all publications containing the word president, but at the same time not containing the word elections.

Prefix operator *

Query: one word with prefix operator *

Examples of inquiries: may *

The documents include: may or both, OR habit, OR citizen OR both, etc. So all those with words beginning with both.

Result: all publications containing the searched word or any word prefixed with the searched word.

Operator ~

Query: two words with the operator ~

Query examples: Andrzej Duda ~ 3

Documents include: Andrzej AND Duda at a distance of no more than 3 words.

Result: all publications containing the searched words, but with an interval of no more than 3 words.

Operator urlPiece

Query: words and urlPiece operator with word in url

Examples of inquiries: "Iga Świątek" AND urlPiece: "onet.pl"

The documents include: Iga Świątek on websites with the text onet.pl in the URL address

Result: all publications containing specific searched words and which contain in their domain, subdomain, directory, word path onet.pl. In this operator you can include single words without domain endings like .pl or .com.

The practical use of operators is illustrated in the picture below:

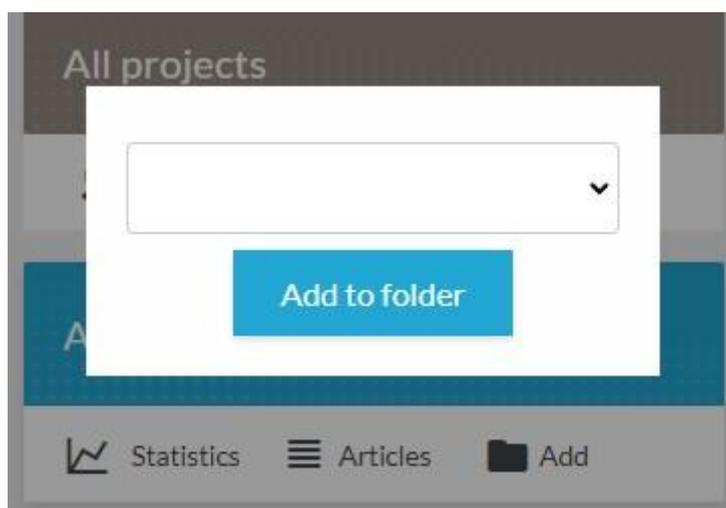
Expression	Meaning
"Abc"	find documents containing the keyword "Abc"
"Abc Def"	find documents containing the exact phrase "Abc Def"
"Abc" AND "Def"	find documents containing keywords "Abc" and "Def" (in any order and distance)
"Abc" AND NOT "Def"	search for documents containing keyword "Abc" and not containing keyword "Def"
"Abc" OR "Def"	find documents containing keywords "Abc" or "Def" (in any order and distance)
"Abc" AND ("Def" OR "Ghj")	find documents containing keyword "Abc" and "Def" or "Ghj"
"Abc Def" ~ 5	find documents containing keywords "Abc" and "Def" with maximum distance of 5 words (i.e. SPAN)

6. Folders

If you have a lot of projects, they can be grouped into thematic **Folders**. Folders keep your account tidy - just like we store different types of files on your hard drive. Create a new folder by clicking on the + Create folder tab.



After creating all the necessary folders, each project can be added to the appropriate folder. Just click the Add icon for a given project, and then select the appropriate folder from the list.



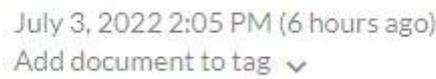
7. Tags

Articles that are in the created profiles can be described and archived as your own "briefcase" using tags. The tags tab is located next to the project list tab (upper left corner).

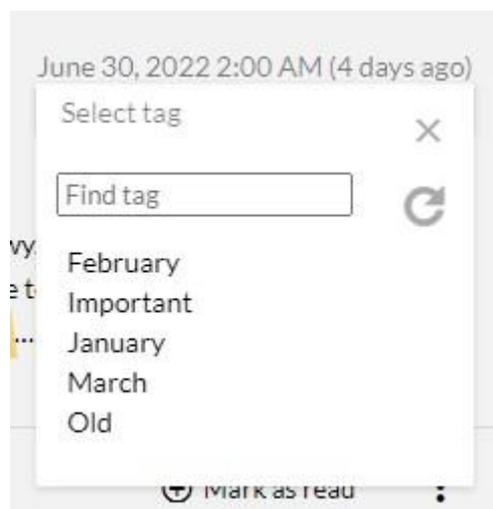
To do this, you first need to create a tag - a word that will describe your text briefly and accurately. It can be the name of the product, company, products and competing companies, or the name of a product category. **The added tag should be saved with the green button.**



After saving the necessary tags, we can go to the publication to assign the appropriate tags to them. To do this, in the upper right corner of each publication, click on **Add document to tag**

A screenshot of a publication entry. The entry shows the date and time "July 3, 2022 2:05 PM (6 hours ago)" and a button labeled "Add document to tag" with a downward arrow.

and choose the right one from the list of prepared tags:



On the list of all tags we have, we can only view statistics and publications where specific tags have been used.



If there are one or more tags in the tag list, the tag icon is displayed next to the publication date of the article. Moreover, after clicking on the tag icon, the complete list is displayed. Clicking on a given tag assigns the article to the given tag.

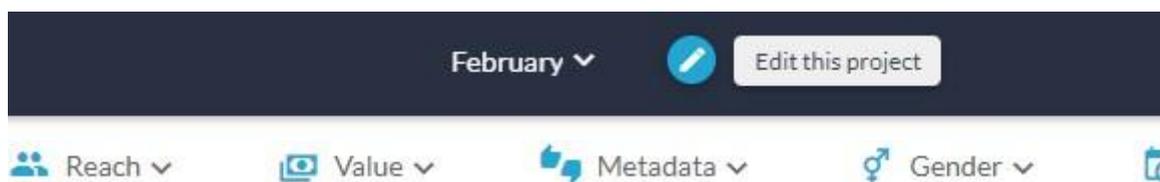
In tags, you can choose the most important documents that will always be on top. We mark them with special asterisks.



All starred publications will be displayed on top of the results for that tag. Additionally, arrows will appear next to them, allowing you to specify the exact sequence of their presentation. You can move each such document up or down and decide for yourself about its exact position on the list of publications in a given tag.



If you want to delete a tag, go to its content and select **Edit tag** at the top of the menu,

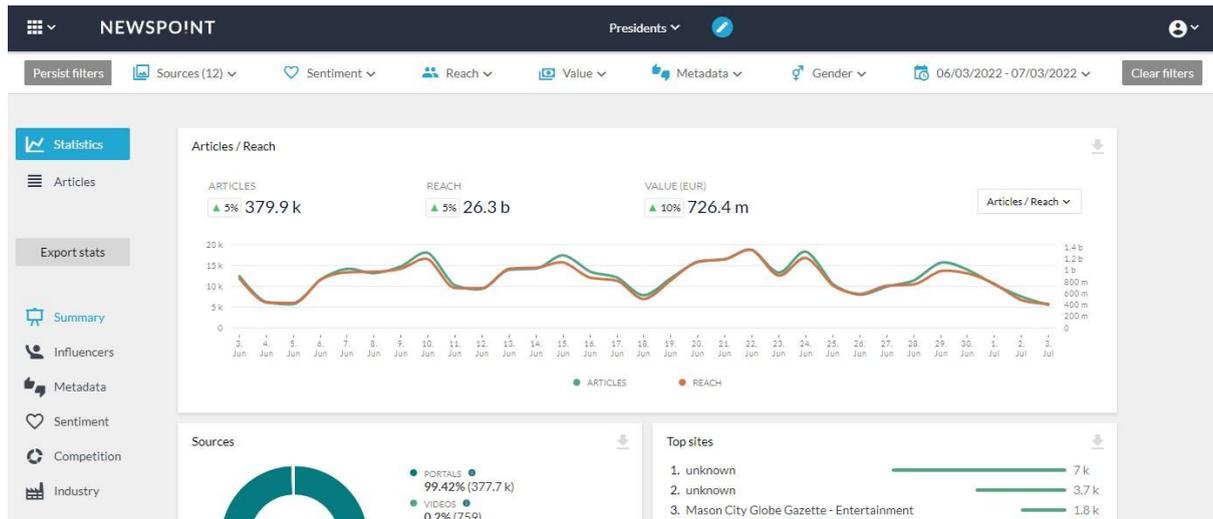


then click on the red trash can icon - **Delete tag**.

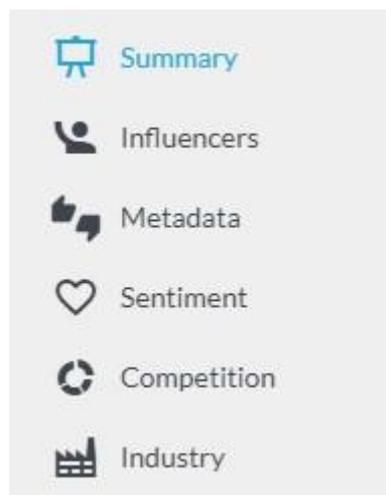


8. Statistics

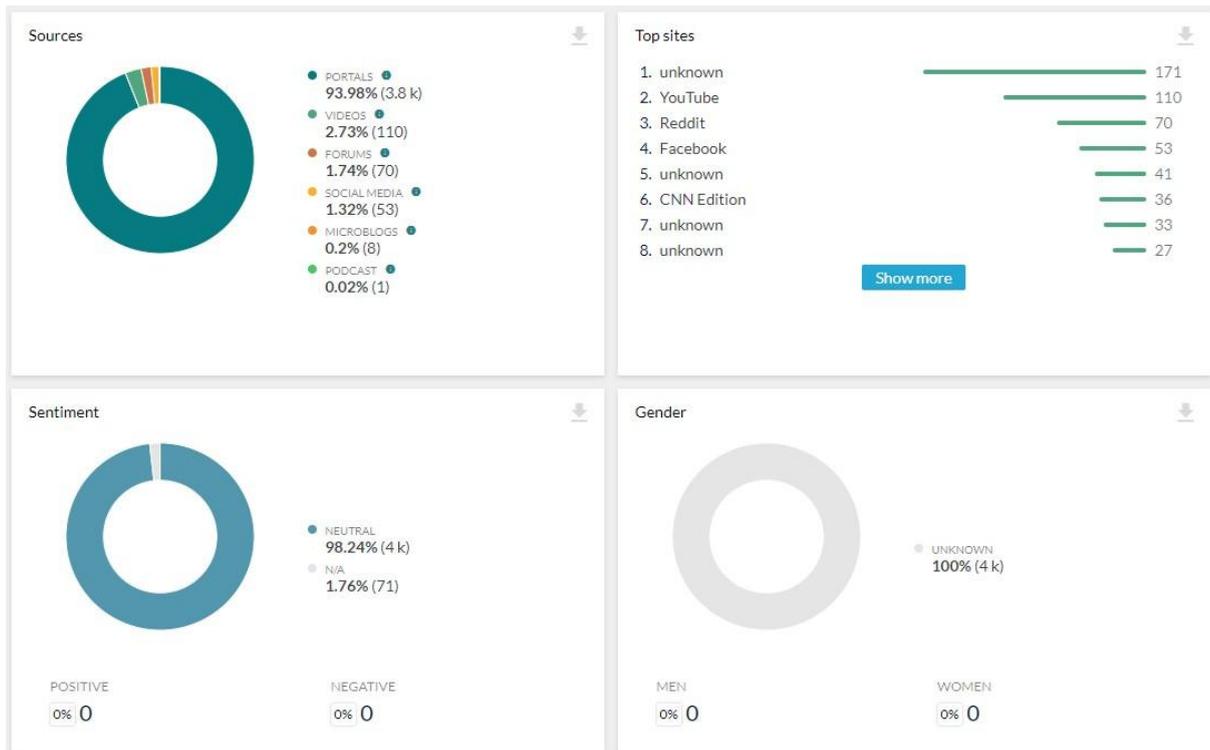
After saving the project, go to the statistics view. These are numerical and graphical data on the collected publications and entries from the last 30 days, containing the project's keywords. Depending on the purchased package, you can change the time horizon (upper right corner) and the sources from which we receive data (upper left corner).



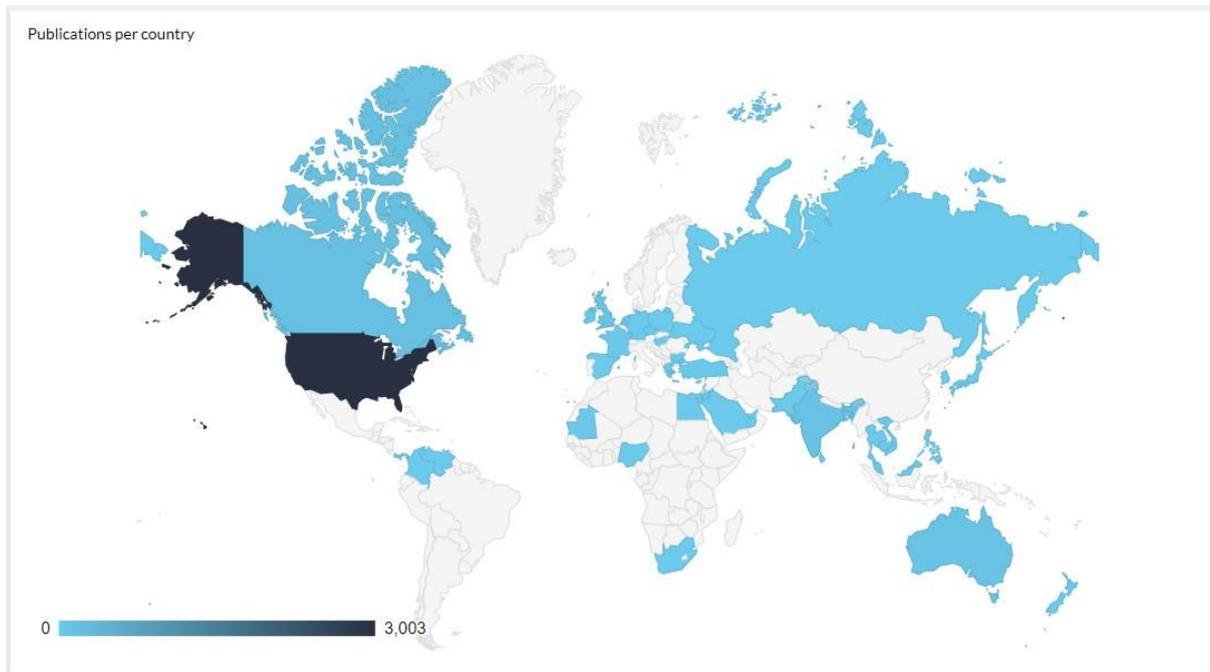
Statistics consists of several modules. They are: **Summary, Influencers, Metadata, Sentiment, Competition, Industry.**



In the Summary, in the following charts, we get an insight into the **Number of publications, Publication reach** and estimated **Advertising Equivalent (AVE)**. Then below **Sources, Most Popular Pages, Sentiment, and Gender.**



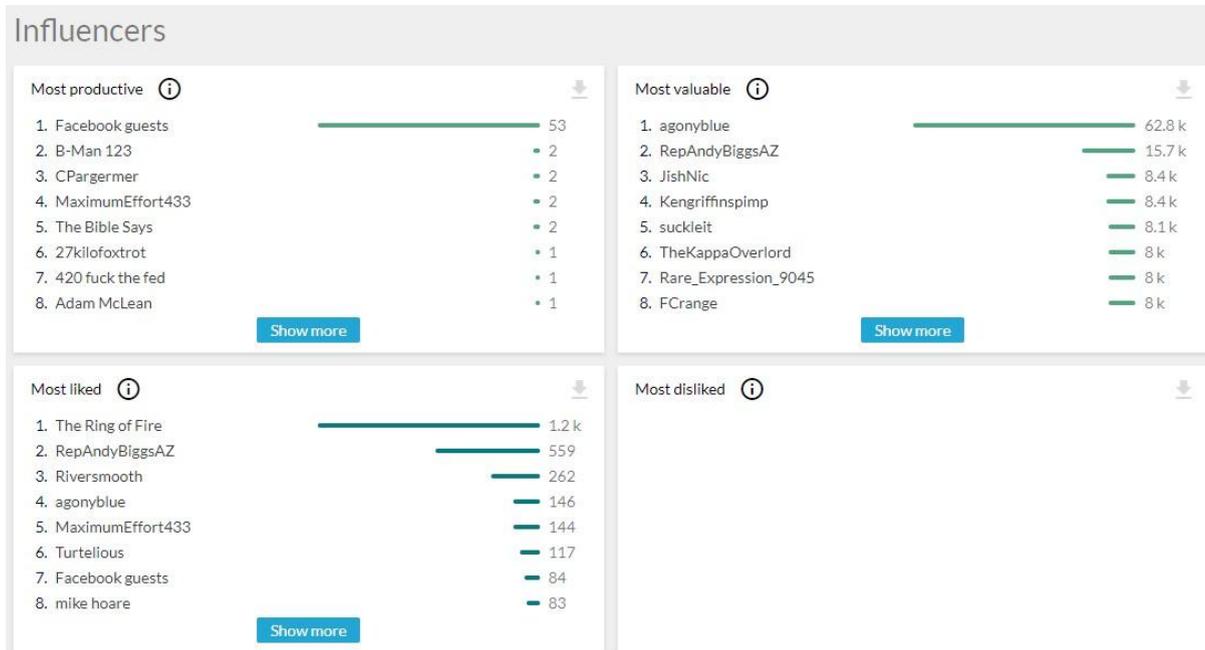
Another statistic is a world map with a breakdown by country with the highest share of sophisticated publications.



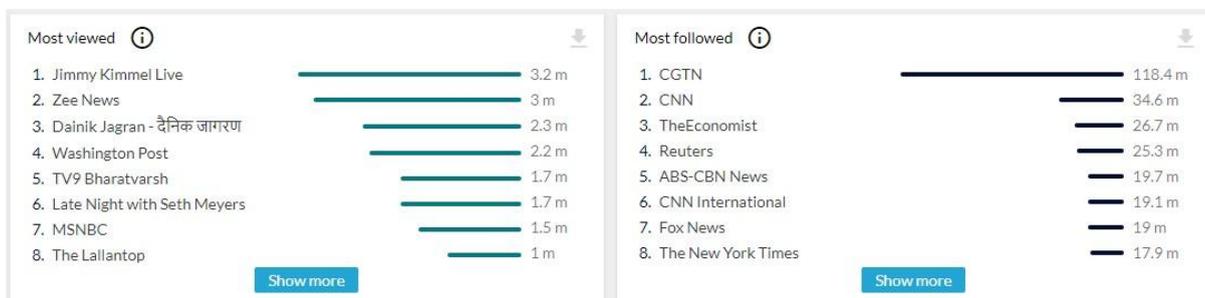
Below we go to **the Influencers module**. The data comes from influencer entries that meet the criteria of a given project. There we will find a division into:

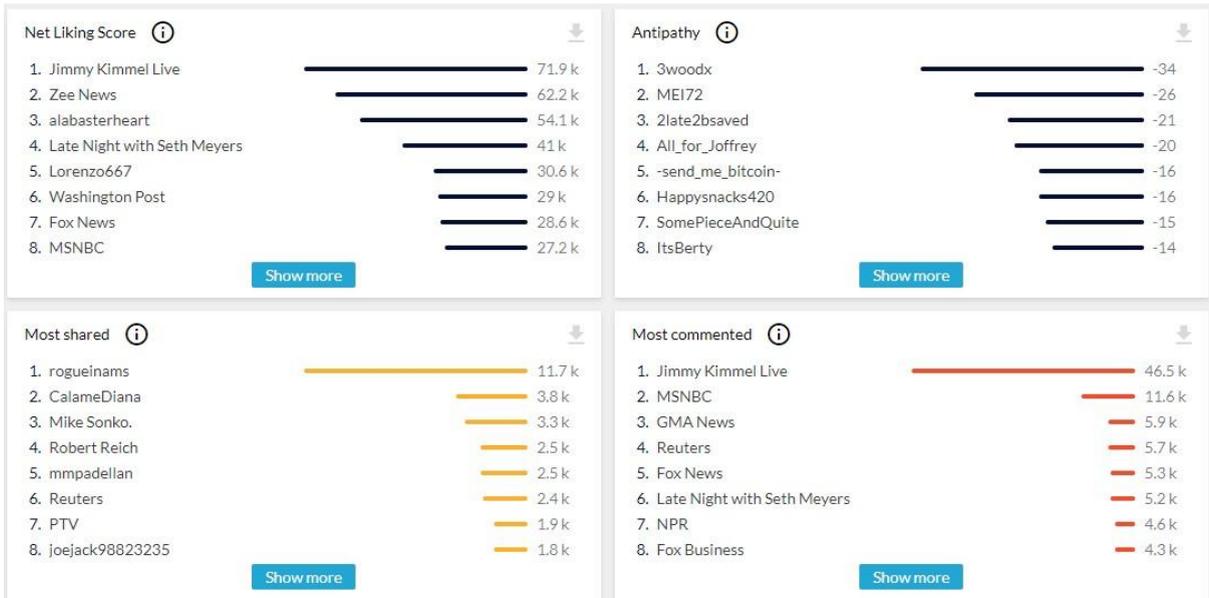
Most productive = authors of the largest number of entries;

Most Valuable = authors of entries that generated the highest equivalent;
Most Liked = authors whose posts received the most likes;
Most Disliked = authors who received the most "I don't like this" shares.

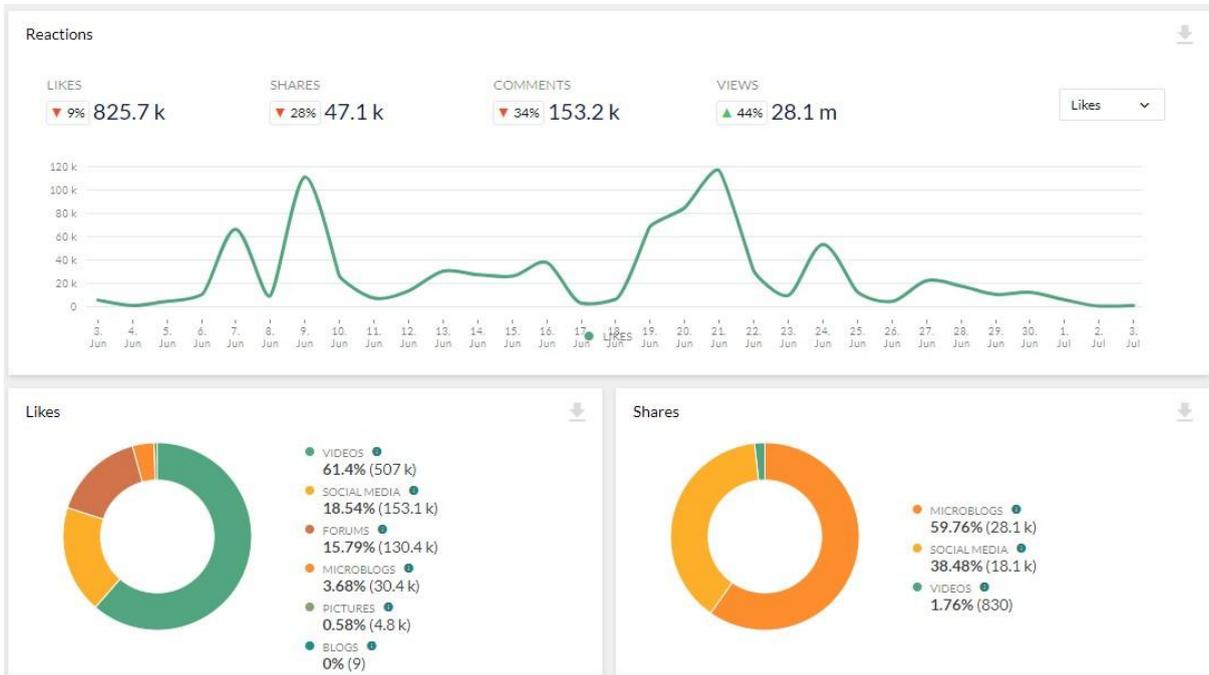


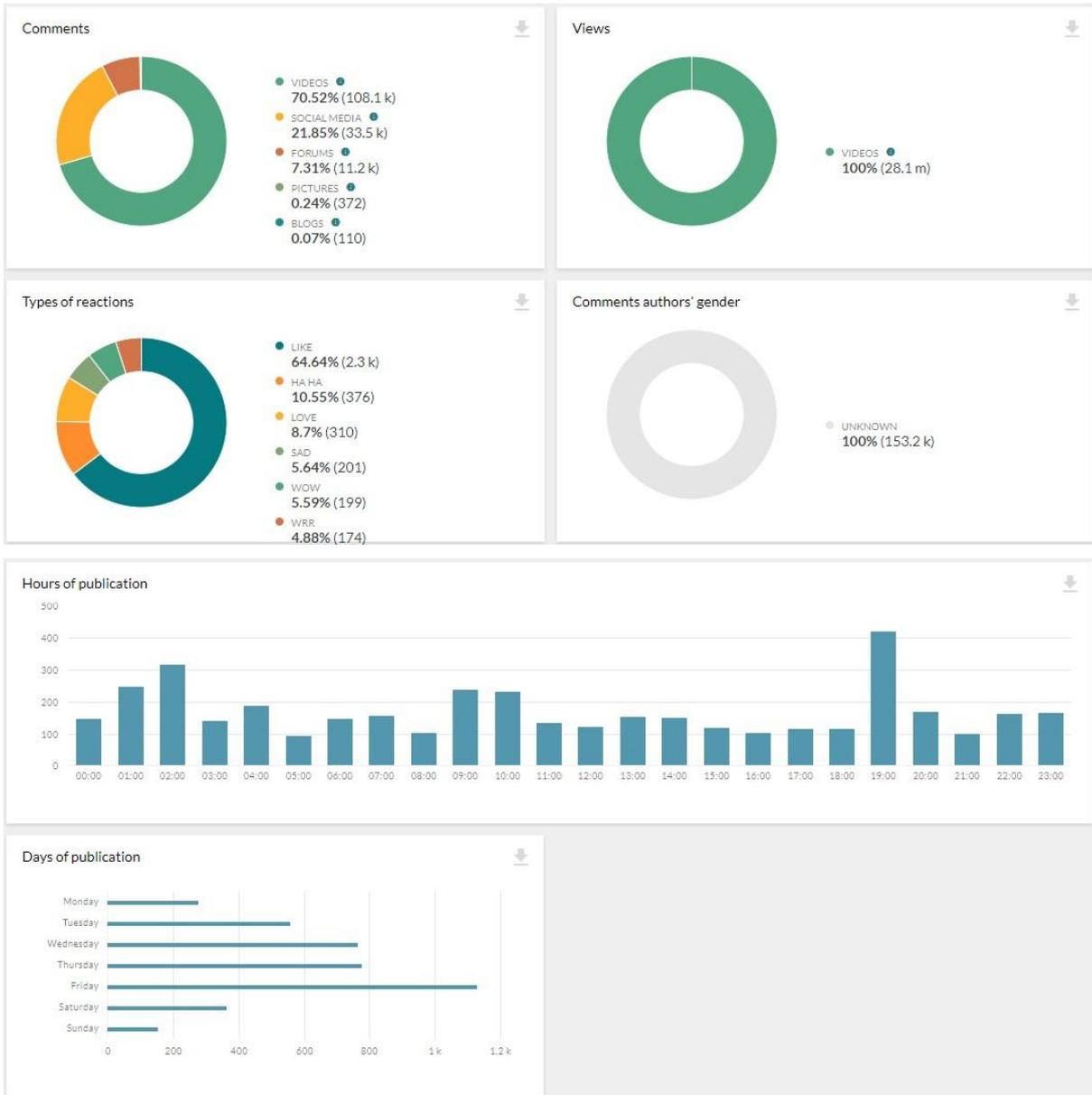
Sympathy = authors whose films scored the highest value for the difference between "Liked" and "Disliked";
Antipathy = authors whose films scored the lowest difference between "Liked" and "Disliked";
Most Broadcast = authors whose entries were most widely shared;
Most Commented = authors whose entries received the most comments;
Most Viewed = authors whose videos received the most views;
Most Followers = authors with the most followers on their profiles.



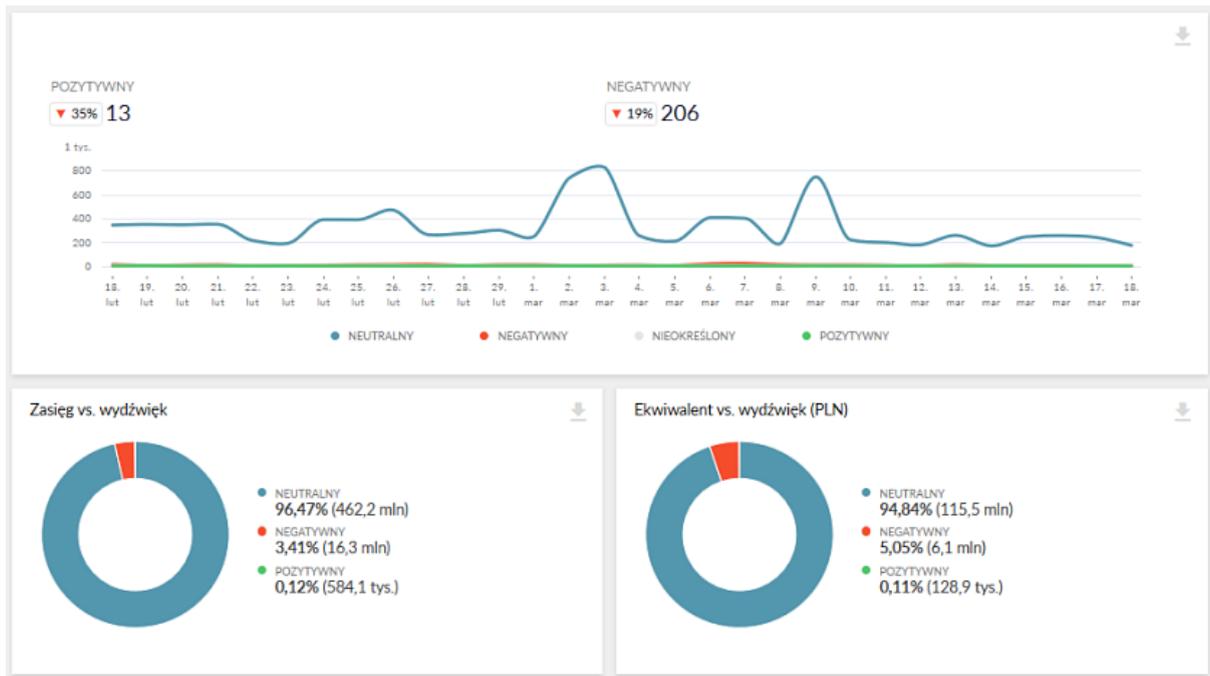


Below we come to the **Metadata** module. There we will find the number of **Likes**, **Shares**, **Comments** and **Views** of all publications of our project with a time graph. Additionally, we get the **Types of reactions**, **Gender of commenters** and **Distributions** - hourly and weekly publications.



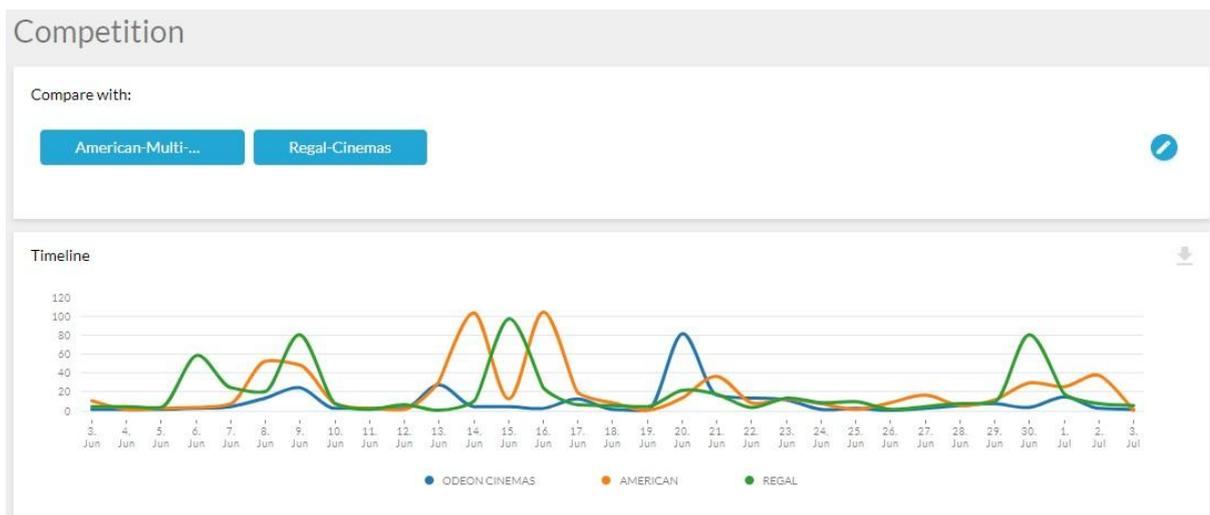


Below, we move on to the next module - **Sentiment**, i.e. a chart of materials marked negatively, positively, neutrally and all other materials not specified by the system. Red color was used for negative overtone, positive - green, neutral - blue and gray for undefined materials.

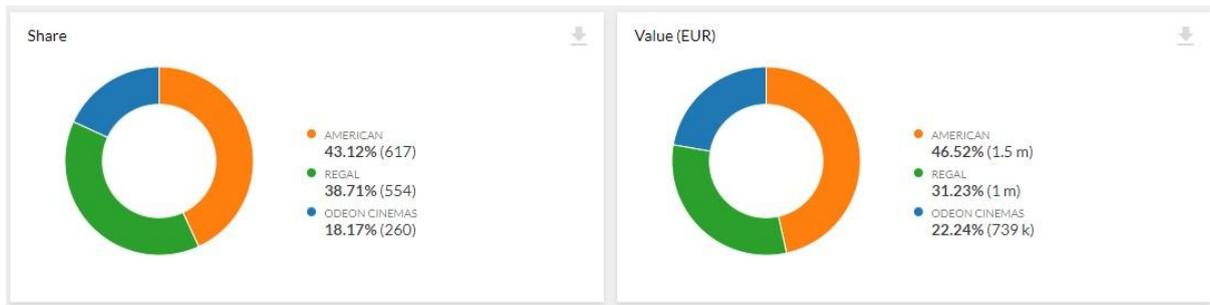


The last modules are **Competition** and **Industry**, which allow you to compare your projects against the industry or competition. We will get the graphical results when we set up and compare several projects.

To present how exactly the **Competition module** works, below we compared the appearance of mentions about 3 cinema multiplexes: Odeon Cinemas, AMC i Regal Cinemas.



In addition to the graphs with the number of publications in a given time horizon on these 3 cinema chains, we also get diagrams of the share of publications broken down by quantity, advertising equivalent and by gender of authors.



The **Industry module** is an opportunity to compare yourself with a competitor against the background of the industry. From the drop-down list of profiles, select the ones that we want to compare with each other (to better illustrate the module, we will use examples from the fruit industry):

- **Your projects** - those in which the name of your brand appears (eg "apple");
- **Competition projects** - profiles with names of brands that compete with yours (eg "plum", "pear");
- **Industry projects** - profiles that contain terms that characterize the industry or product category of all brands (eg "fruit").

Industry

✓
✕

Own projects:

+ add own project

Competition projects:

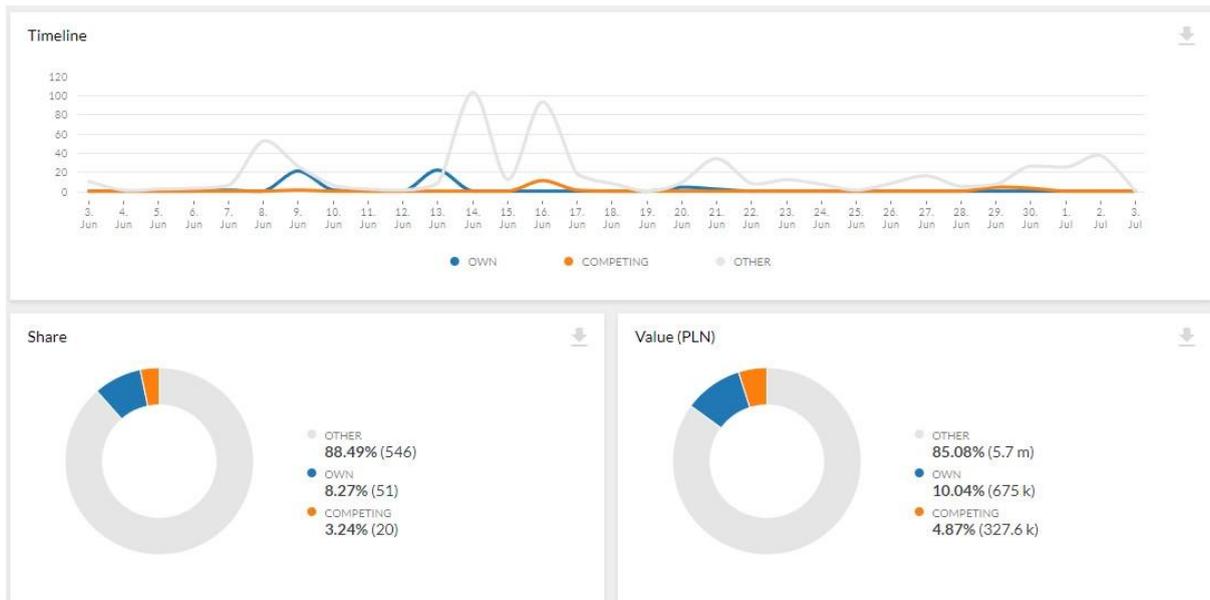
+ add competition project

Industry projects:

+ add industry project

Select projects that represent industry (max. 4 per section). Select at least one competition project and industry project.

We get a graph of the publication over time, the quantitative share of players and the share of the estimated advertising equivalent.



9. Publications

The list of results includes all found articles, broadcasts, programs, entries and comments, 10 per page (the number can be increased to 100 per page). The results in the list are arranged in chronological order - from the newest to the oldest. Keywords included in the content of the publication are additionally highlighted in yellow. Each publication contains the title, URL and the number of occurrences of keywords along with the number of images.

Below we get the sentiment, reach, equivalent and source of the material as well as the gender of the author, if such an indication is possible.

Articles found: 379,916

search in the project ... 10 per page sort by date

Hide read articles

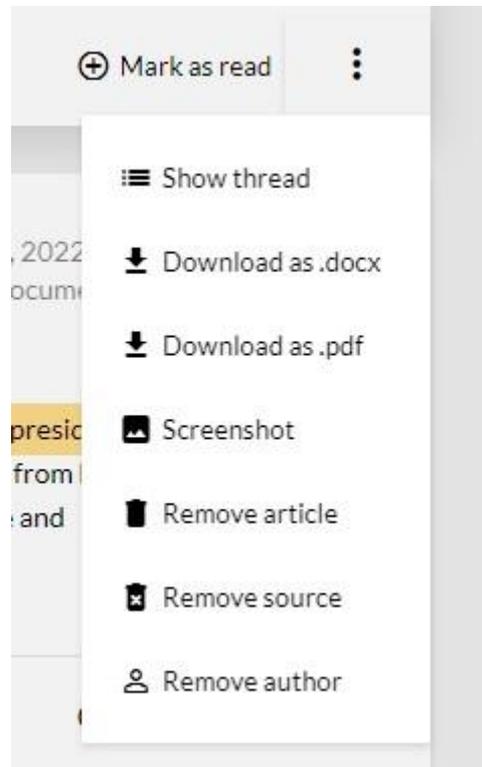
Biden's political standing a 'steep slide' from last July 4, Associated Press reports July 3, 2022 9:35 PM (4 minutes ago)
<https://trendfool.com/news/bidens-political-standing-a-steep-slide-from-last-july-4-associated-press-reports/>
 Mohamed Sawah Add document to tag

... messaging ahead of the midterm elections as inflation and high gas prices continue to be top concerns for voters. President Bill Clinton stumbled through his first two years in office, then faced a wave of Republican victories in his first midterm elections. But he later became the first Democratic president to be reelected since Franklin Delano Roosevelt," AP's report said. &...

Sentiment: Neutral Reach: 4.1 k hits Value: 578,00 zł Gender: ? Source: Portals Mark as read

Each publication can be viewed in its entirety, downloaded as a .pdf or .docx file or a screenshot. If the article is not of interest for further analysis, it can be removed from the project. You can also remove a given source from which the material came from or

the author of the publication. Importantly, all publications can be downloaded as one large spreadsheet, in which we can view individual parameters in individual columns. Publications can also be marked as **read** - it is visually shaded in the Dashboard. If you want to restore a publication to unread later - just select the "**Mark as unread**" option.



The Dashboard also allows you to hide read articles (only content marked as unread is displayed). In addition, when you quickly review the entire page of results - if we are not interested in any publication - we can add the entire page to the content read. These options are available at the top of the page.



We can further **narrow down** the results of the publication. The window at the top of the search in the project is used for this purpose. After entering the phrase there and pressing the [ENTER] key, the system will display only the results containing the given phrase and meeting the project criteria.

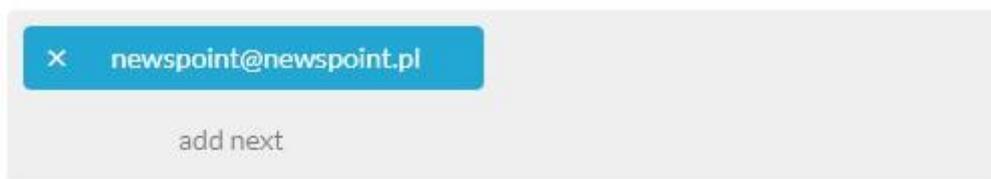


10. Data export

Data from the results list can be exported in two ways - as full texts with descriptions to an .xlsx or .csv file (which can then be recoded using Excel to a more readable form) or as full texts to a .pdf or .docx file. In the event that we have obtained a very large number of publications and their overall analysis would be very time-consuming, we can take a random sample from the results.

Export

E-mails of recipients



× newspoint@newspoint.pl

add next

File format

- .docx file- Export is available up to 500 articles in a view.
- .xlsx file
- .pdf file- Export is available up to 500 articles in a view.
- .csv file
- one-time mail- Export is available up to 1000 articles in a view.

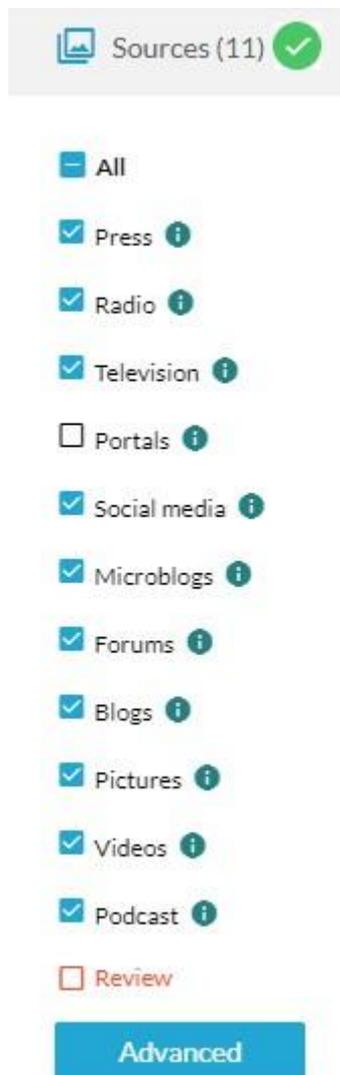
Report type

- all results
- with threads
- random sample
- attach tag information
- attach hyperlinks

11. Filters

The obtained publications and results can be filtered by source, sentiment, reach, equivalent, metadata and gender. We will receive only those materials that fit the criteria of the selected filters. After using a given filter, remember to confirm your choice with the green checkbox.

Sources. In the upper left corner of the subpage there is an option to change the types of services - the default setting includes each type of source, depending on the package purchased. The configuration of the list works the same on all other subpages of the Dashboard filters. We select the fields that interest us and then confirm with the round green button on the right side of the Source name.



Sources (11) ✓

- All
- Press ⓘ
- Radio ⓘ
- Television ⓘ
- Portals ⓘ
- Social media ⓘ
- Microblogs ⓘ
- Forums ⓘ
- Blogs ⓘ
- Pictures ⓘ
- Videos ⓘ
- Podcast ⓘ
- Review

Advanced

Sentiment. Only materials with the selected type of sentiment can be searched.

 Sentiment 

- Any
- Neutral
- Positive
- Negative

Reach. Only materials with a selected range of reach can be searched. Here you can also narrow down the sources of press and TV broadcast to nationwide or only regional.

 Reach 

100

max

Range of sources

- All
- Nationwide
- Local

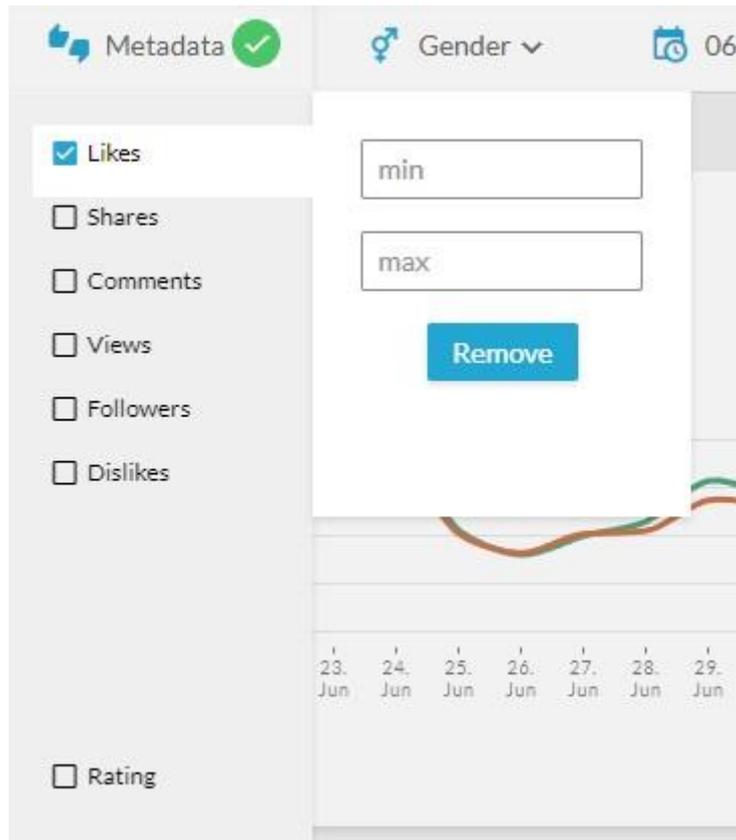
Advertising Equivalent. You can search only those materials that have obtained the estimated advertising value equivalent in the selected range of amounts in PLN.

 Value 

min PLN

20000

Metadata. You can only search for content that has received a specific metadata count within the selected ranges.



Gender. You can only search materials for which we know the specific gender of the authors.



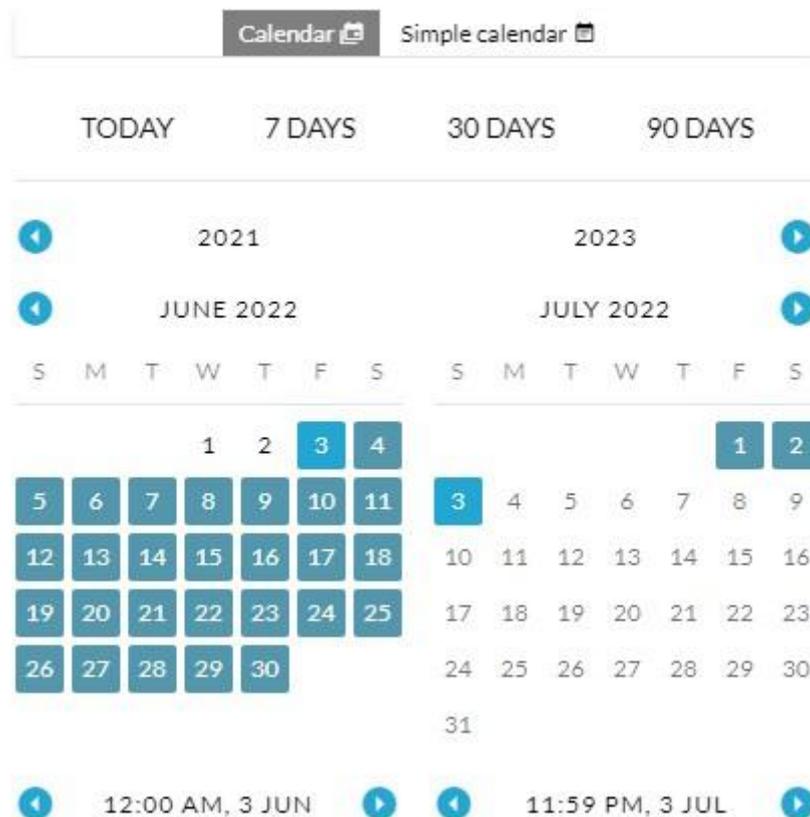
Always remember to confirm individual filters with the green button. All filters can be fixed (top left corner) or cleaned (top right corner). Persisting filters allows you to continue working with selected filters after logging in to the Newspoint Panel again. Failure to persist will reset the selected filters.



12. Calendar

The standard results and publications obtained relate to the last 30 days. Depending on the purchased package, you can change the time frame in which the results are searched and presented. By changing the date range in the calendar, we also change the range of available information.

In the upper right corner, there is the "Calendar" option, which is used to change the time range for which data is presented in projects. After clicking, the calendar field expands and the list of the most frequently used time ranges. We also have the option of selecting individual days of the year.



The calendar is not confirmed with the green button.

13. Alerts

Newspoint dashboard can also send e-mail notifications about new publications appearing in the system on a topic of interest to the user.



To set a new notification:

- Go to the "**Alerts**" module.
- Click the [Create alert] button.
- Give the alert a name.
- Select the projects from which to send the notification.
- Define how often you will receive alerts: continuous, hourly, daily, weekly, monthly.
- In the "Recipients" field, add the email addresses of the alert recipients.
- Choose a layout - table or portrait.
- Specify the content you want to receive.
- Select the metadata you want included - sentiment, reach, and equivalent.
- Finally, define the colors and be sure to save the settings.

Alert name

Select a project

Send report at hours 

Send report even if no new data Send the full text of the articles

+ add a recipient

Logo

Layout
 table
 verticale

Content
 only title
 short text

Metadata
 alert contains sentiment
 alert contains ave and reach

Colourist
 name of projects
 links to original content
 lines

14. Integrations

In this menu tab you can set the integration of your account with Slack and Facebook.

Newspoint integrations

 **Add to Slack**

Notifications about new publications on Slack

 **Instagram**

Monitoring of selected Instagram's hashtags

 **facebook.**

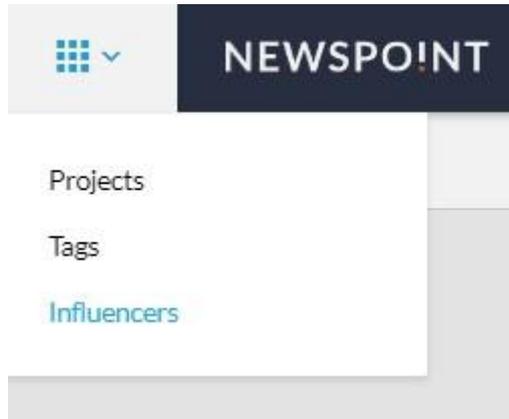
Create posts, reply to comments, all posts and comments from your Fanpage

 **facebook.**

Monitoring of selected Facebook pages

Follow the prompts and instructions that appear.

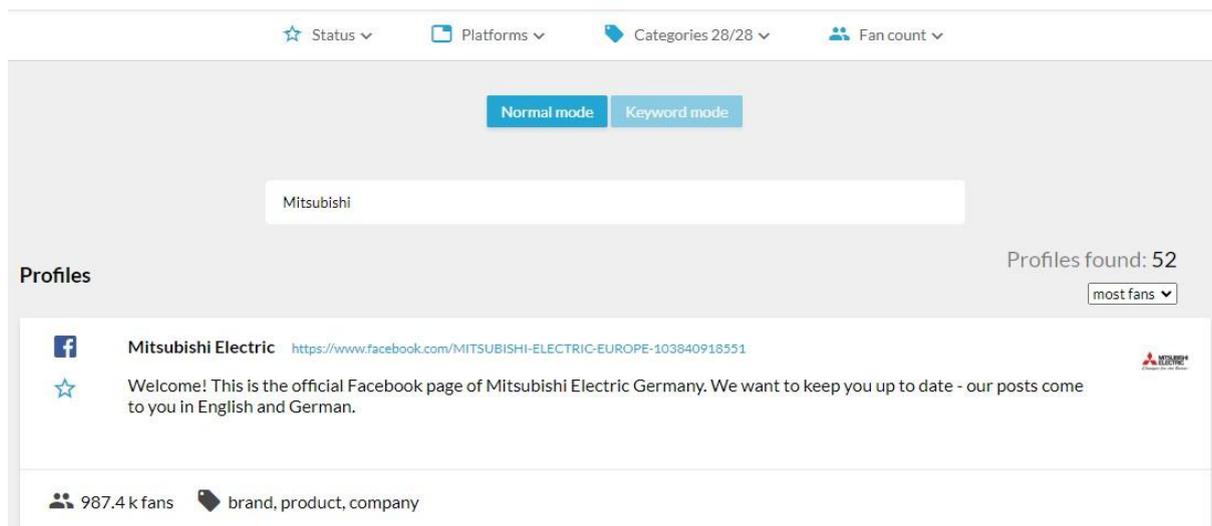
15. Influencers



In the **Influencers module**, you can search for famous authors, creators, writers, and celebrities who work on the most popular social media platforms. You can search by surname or nickname. You can also use the top options: Status (followed, unobserved), Platforms (Facebook, Instagram, Twitter, YouTube), Category (several dozen industries), Number of fans (selected range of fans).

If we are looking for specific keywords that appeared on influencer profiles in their posts, we enter **the Keyword Mode**.

As a result of the search, we get a list of influencers with the number of fans on a given platform and the name of the category in which they are active.



By entering the profile of a searched influencer, we receive statistics of his publications and access to his entries in a given time horizon.

 **Mitsubishi Electric** ☆
https://www.facebook.com/MITSUBISHI-ELECTRIC-EUROPE-103840918551

Username: Mitsubishi Electric
Category: brand, product, company
Description: Welcome! This is the official Facebook page of Mitsubishi Electric Germany. We want to keep you up to date - our posts come to you in English and German.


987.4 k fans

 Statistics  Articles

16. Post Manager

Post Manager

 Facebook


No posts scheduled

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