

# SOCIAL CHANNELS



## CHANNEL

## MONITORING

## CONTENT



Track mentions across a library of over 12,500 public group pages. Want to monitor a specific public group page? We can add it for you.

Country and language filtering available for a targeted listening scope.

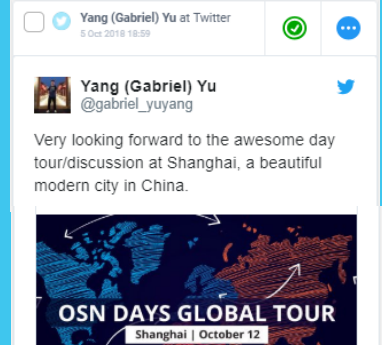
Quickly identify social brand perception with automated sentiment analysis.



Comprehensive search capabilities for targeted listening. Monitor by:

- Keywords
- # Hashtags
- @ Handles
- Public Bio
- Retweets
- Influencers
- Verified accounts

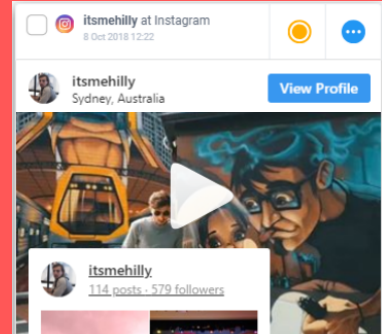
Automated sentiment available on all media items.



Authenticate your Instagram Business Account to stay on top of your 30 most important hashtags.

All media content embeds directly in Mediaportal, meaning you can view images and videos without leaving the platform.

Automated sentiment available on all media items.



Keyword listening with mention tracking in video titles or descriptions.

Stream YouTube videos from inside Mediaportal, and add video content to Custom Reports.

Automated sentiment tracking available on all posts.



Forums

Blogs

Full monitoring access to thousands of social blogs, forums and Q&A sites. Isentia's social monitoring will track your keywords across nearly 4 million posts per day.

Have a favorite blog that we don't currently monitor? We can add it for you on request.

