

Social Listening



Social media gives people like you and I tools to share experiences with the world and engage with brands directly. With millions of social media posts generated each day, it's impossible to monitor what's being said about you without the help of technology.

Through agreements with major social networks, **Isentia has access to social media content as it happens.** These agreements give us the power to **process over 9 million social media posts each day** from all over the globe in 9 different languages. We'll **deliver only what's relevant to you straight to your Mediaportal**, so you can **focus on what really matters**: uncovering insights and applying these discoveries to your business decisions and strategy.

Twitter
4,500,000
tweets per day

Blogs
432,000
posts per day

Forums
3,200,000
posts per day

Facebook
25,000
posts per day

Youtube
6,000
new videos per day

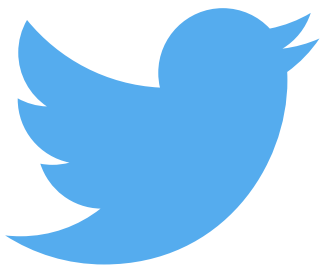
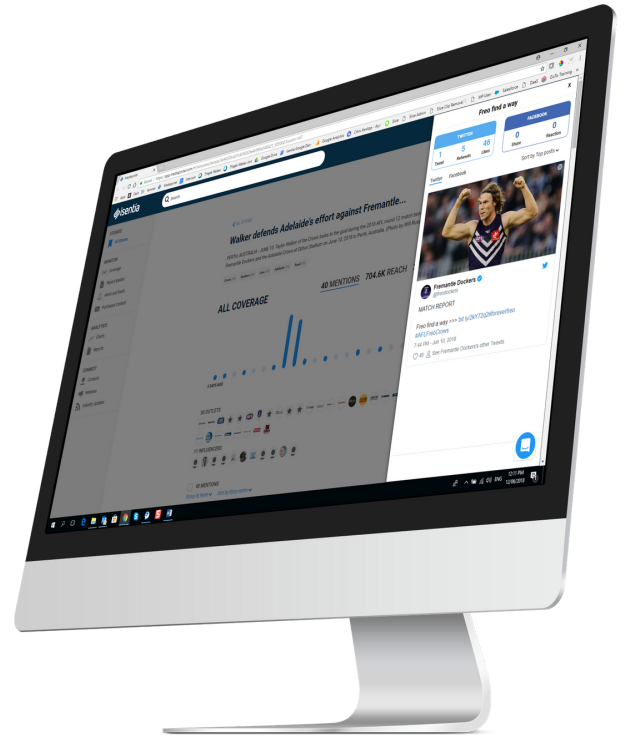
Sina Weibo
250,000
posts per day





Access all your media coverage in one place: **Mediaportal.**

Mediaportal ingests content across print, broadcast, online news and social media channels, allowing you to report on and analyse the entire story, and take action as required.

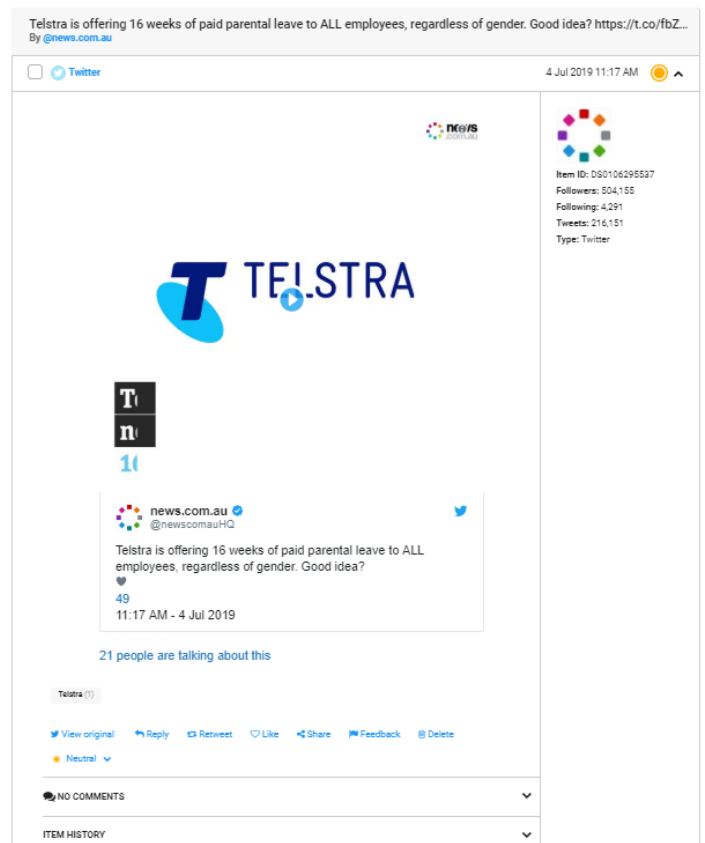


Twitter

With over 300 million monthly active users and 500 million Tweets per day, it's important to isolate the Twitter content that matters to you. With Mediaportal, you can track relevant conversations as they unfold on Twitter.



- Monitor:
- Keywords
- Hashtags
- Handles
- Emojis



Hear from everyone, or limit your stage to verified accounts and influencers only.

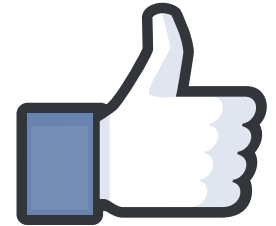


Facebook

Boasting over 2 billion monthly active users, Facebook offers the world a global, 24/7 platform for sharing and consuming content.

Tell us what's important to you, and the world's your oyster. We'll capture public mentions of relevant keywords and hashtags, and deliver them straight to your Mediaportal.

Want to know what's happening on specific pages only? We're able to limit your scope to meet those needs too!



Telstra has recently launched a new fun and interactive sports skills and cyber safety program designed to empower y...
By @David McLachlan Councillor for Hamilton Ward Brisb

Facebook 28 May 2018 10:52 AM

Telstra has recently launched a new fun and interactive sports skills and cyber safety program designed to empower young people between the ages of 12-16, to thrive on and off the field. They are hosting 20+ events across Australia this year, with...

Telstra (4)

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NO COMMENTS

ITEM HISTORY

Cr David McLachlan
May 28 at 10:52am

Telstra has recently launched a new fun and interactive sports skills and cyber safety program designed to empower young people between the ages of 12-16, to thrive on and off the field. They are hosting 20+ events across Australia this year, with sporting codes, teams and sports people along with PROJECT ROCKIT their very cool cyber safety partners, to bring experts from the sporting and cyber safety worlds together for unique training sessions. Telstra are hosting two soccer sessions in Brisbane at Pine Rivers Athletic Football Club on Tuesday 26 June from 4pm-7pm. If you have boys or girls (or know some) aged 12-16, get them registered now – they'll learn some great new skills and meet some Brisbane Roar stars. Head to www.telstra.com/playsmart to register.

Telstra Thanks® - Telstra Play Smart Program - Sport

Like Comment Share



Youtube

Monitor keyword mentions in the title or description of Youtube videos.



How to backup your Android device with Telstra's Device Care App

85 views

Telstra®
Published on Jun 3, 2018

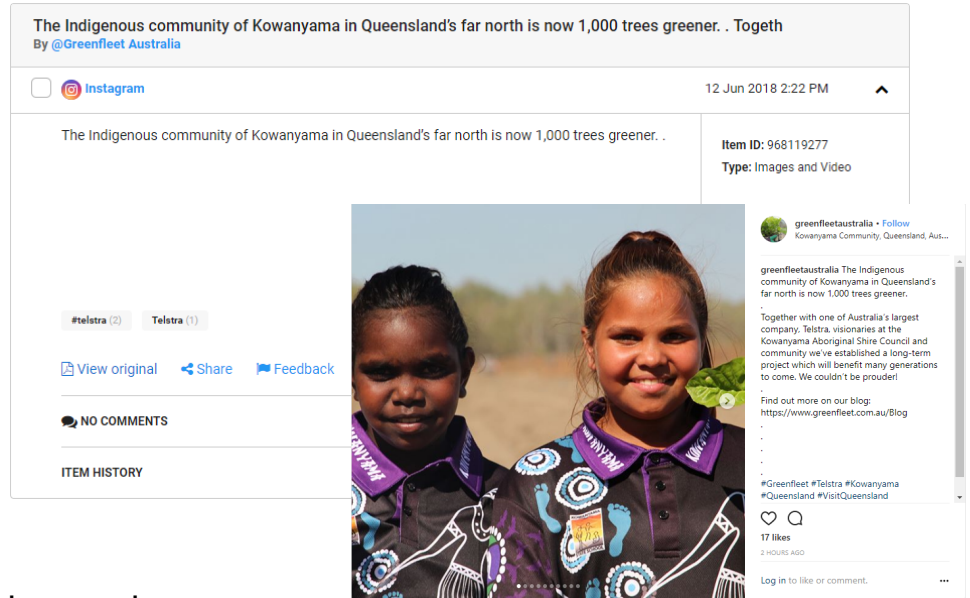
Watch this video to learn how to use Telstra's Device Care App and cloud storage to back up your Android Device, so your data is safe and secure and can be restored should you need it.

SUBSCRIBE 27K



Instagram

Monitor your 30 most important hashtags.



Stay informed

Receive updates on social stories with Mediaportal Alerts and Isentia App Notifications.

Monitor mentions of relevant keywords across a variety of other social media channels; including blogs, forums, Tumblr, Reddit, Sina Weibo (Additional package required POA), Pinterest, Tencent QQ and more.



Blogs & Forums



Pinterest



Weibo



Reddit

