

Folders, sometimes referred to as 'Personal Folders', help you to stay organised in Mediaportal.

Here's what you need to know about Folders:

- They sit alongside your Coverage Briefs and give you extra options for organizing and filtering media items.
- Mediaportal can automatically organise media items into Folders based on criteria set by you, such as search terms, locations or media outlets. You can also choose to manually add content to a folder.
- Folders can be shared with colleagues so they automatically appear under their Mediaportal login too.
- They do not remove an item from a Brief, but rather duplicate an item to the Folder if it matches the set criteria.

What should I use Folders for?

- If you regularly compile a report on a certain subject you might want to set up a Personal Folder to automatically capture that content. That way, the content will be ready for you when you build your report. For example, if you report every month on where your brand's spokesperson, Sarah Wong, has been mentioned in the media you could set up a Personal Folder capturing mentions of Sarah Wong.
- You can set up Email Alerts or RSS feeds on your Personal Folders. If there is a particularly sensitive issue for your organisation you may want to consider setting up a Personal Folder tracking this – for example, you could set up a Personal Folder tracking mentions of protests or product recalls. You can then set up an alert by clicking *Coverage Tools* > *Coverage Options* > *Alerts & Feeds*. Mediaportal can let you know straight away when content is added to that Folder.

- If your Coverage Briefs are capturing lots of different brands/issues in one folder you might want to create Personal Folders to separate this content for easy access. For example, if you had a Coverage Brief capturing all of your mobile phone competitors you could create a Personal Folder for each competitor e.g. iPhone, Microsoft and Samsung.
- You can use the Personal Folders you have set up in Monitor to create charts in Analytics. If you've created a Personal Folder for each brand or issue that's important to you, you can use the Folder Breakdown chart type to create share of voice chart.

How do I create a Folder?

In the Coverage area, click the *Add a Folder* button.

Add a Folder

In the New Personal Folder screen, you can:

Here you can name your folder e.g. CEO Mentions.

Add a description for your folder for future reference e.g. "this folder is capturing coverage that mentions our CEO".

Monitor / Media coverage /

New personal folder

Personal folder configuration Cancel

Name

Description

Filed under

Brands

[Who can see and modify this folder?](#)

You can manually assign coverage to this personal folder at any time. Mediportal can also automatically assign coverage to this folder based on any criteria active below.

Select a category in which to file your Folder: Brands, Competitors, Personal or Spokespeople.

You can also choose to share your Folder with other Mediportal users in your organisation, so they'll see the Folder in their Mediportal login. This is really useful if you're working on a campaign or a report with your colleagues. Just select the users you'd like to share the Folder with – you can choose whether or not those users can modify your Folder too.

You can set up Personal Folders to automatically capture media items based on criteria that you set up. This can be really useful for isolating content that mentions a certain spokesperson, event or issue.

When you're setting up your Folder, just enter in the search terms you'd like to capture. For example, if you'd like to set up a Personal Folder capturing mentions of your CEO enter his or her name as a search term.

Folder criteria

You can manually assign coverage to this folder at any time. Mediaportal can also automatically assign coverage to this folder based on any criteria active below.

Containing keyword(s)	<input type="checkbox"/>
From briefs or folders	<input type="checkbox"/>
Media types	<input type="checkbox"/>
Geographic regions	<input type="checkbox"/>
Media outlets	<input type="checkbox"/>
By media contacts	<input type="checkbox"/>

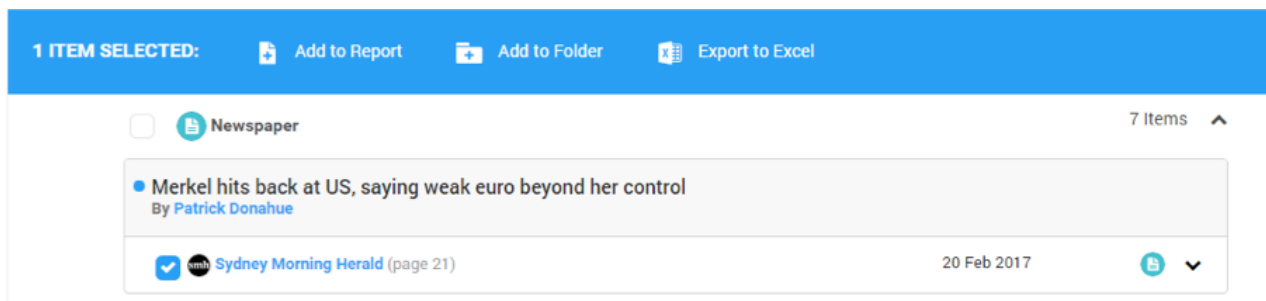
Cancel

Create folder

You can be extra specific about the type of content you'd like to capture in your Folder – use the search criteria to narrow down to certain media types, geographic regions or outlets.

When you've entered your criteria, just hit *Create Folder*. Your Personal Folder will start capturing content from the moment it's created – if you'd like to add any older data to this Folder you can add this manually. Use the Search bar at the top of the screen to find older content that matches your criteria.

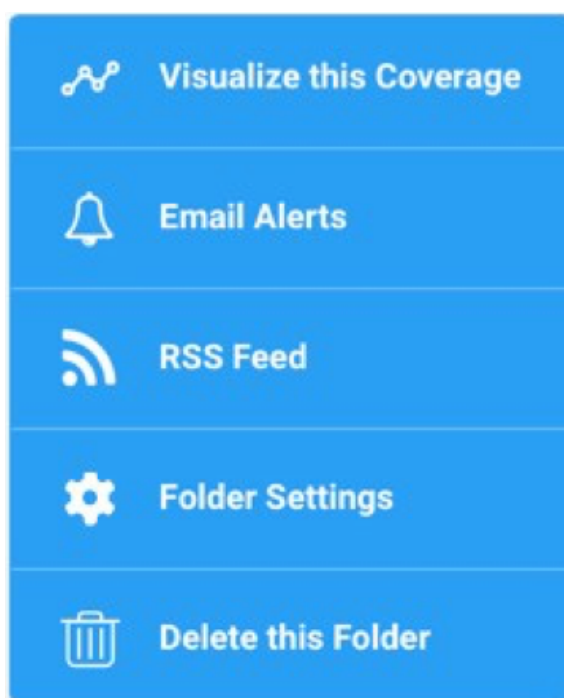
Click on the checkbox to the left of the media item you wish to add - a bright blue action bar will appear at the top of your screen.



Click on the Folder icon to add this item to a Personal Folder. You can manually add content to your Personal Folders at any time.

Can I modify or delete my Folders?

Yes. If you'd like to change your Personal Folder criteria, just click on your Folder from the Coverage page. Then select *Folder Settings* from the *Coverage Tools* menu.



An important note about content and Folders

Folders can only capture content that is already being delivered to your Mediaportal via your Coverage Briefs. To review or update these keywords you can go to Coverage Tools in the Coverage area. Select Coverage Options and then navigate to the Brief Keywords tab. If you'd like to significantly change your keywords or add/remove briefs it's best to talk to your Account Management team.

Access your Folders on the Isentia App.

Available on Android and iOS, the Isentia App is your Mediaportal in your pocket. Simply search for 'Isentia' and download for free to discover the features and benefits designed for today's mobile first user. You might like to set up push notifications on folders that are tracking critical issues - you'll see those notifications right on your home screen.

