Mediaportal Cheat Sheets

isentia

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CHEAT SHEET

Viewing your media items

Using Isentia's Mediaportal you can view the media coverage that is relevant to you. You can also review the metadata and details provided on each item.

When you login to Mediaportal, you'll be taken to the *Coverage* page in the Monitor area. Click on the title of the brief or folder you'd like to open. You'll then be able to view the media items within that folder. Inside the folder, the toolbar at the top of your screen gives you options for changing the view of your media items.

Use these buttons to toggle between a compact view for your media items, or an expanded view that shows more information.

Use the date picker to select certain time periods. You might want to look at coverage that was only delivered today, or instead review media items that were published in a certain calendar month.

Use this dropdown to select which media types you want to view, depending on what you're looking for.

You can use the Folder Tools dropdown menu to review your keywords, create a chart to visualise your coverage or set up an Email Alert or RSS feed.

The sorting and grouping options below the folder title will help you display the items according to your preference. Mediaportal will remember this for next time.

Let's dig deeper as we explore some of the media items we see on screen. If you can only see media item headlines, click the downwards arrow on the right of each media item to expand it. You can also expand all items in a folder using the toolbar.

Newspaper items

Expanding a newspaper or magazine item shows you the first few sentence of the article. You can get more information by clicking on *Read More* or on *View Original* to download the PDF copy of the article.

The *Feedback* button lets you send feedback on a media item through to your Account Management Team. If you think an item has been delivered to your portal by mistake, this is a great way to let them know.

Memorial upgrades on the cards

Eurobodalla Shire Independent (page 3)   16 Feb 2017

COUNCIL WORKS PLANS to upgrade the memorial gardens at Tuross Head are on the cards, a Eurobodalla Shire Council spokesperson says. Following a request from the Tuross Head Memorial Gardens Committee, the council will make improvements to the site in the lead up to ANZAC Day.

Applications (1)   phone (1)   plans (3)

👁 Read More   📄 View original   ◀ Share   🚩 Feedback

💬 1 COMMENT   ︿

Add your comment and press ENTER

Ally Garrett - 1 minute ago   ✏ ✖
Let's keep an eye on this - could be relevant for our ANZAC Campaign

ITEM HISTORY   ⌄

Item ID: 729213620
Audience: 12,003 (N/A female 16+ / N/A male 16+)
ASR: 527 AUD
Section: General News
Location: Eurobodalla, Australia
Market: NSW
Classification: Regional
Format: 221 cm² News Item
Words: 325
Type: Newspaper

Click *Share* to send a singular media item via email.

You'll find useful metadata and details to the right side of each item.

You can also leave comments on media items, to make a note or share information with other users.

Broadcast items

The *Interviewees* field identifies any people interviewed within the coverage. Visuals will appear on TV coverage, when a product appeared onscreen but wasn't mentioned verbally.

The summary shows what was discussed in a radio or TV item.

The changes in TV industry have been tough on regional areas but a quiet revolution is under way with small independent media companies including WaggaWagga.TV and Bendigo IPTV springing up internet-l

By Jeremy Fernandez

ABC Sydney, ABC News (Weekend) at 19:20   4 Sep 2016 7:20pm

The changes in TV industry have been tough on regional areas but a quiet revolution is under way with small independent media companies including WaggaWagga.TV and Bendigo IPTV springing up internet-led media to restore local coverage. However, some regional areas are facing challenges in getting good quality NBN service.

INTERVIEWEES

vox pops   Vincent O'Donnell, RMIT University   Allan Hull, Sports commentator

Adam Drummond, WaggaWagga TV   Denis English, Bendigo IPTV

VISUALS

Samsung Galaxy

▶ Available formats   ⎘ Share   ⚑ Feedback   Where else was this broadcast?

🗩 2 COMMENTS

Item ID: X00067381745
Audience: 106,000 female 16 / 83,000 male 16+
ASR: 34, 218
Location: Sydney, Australia
Market: NSW
Duration: 3mins 31secs

Click on *Available Formats* to access streaming audio/video files on your TV and Radio items. You can also order transcripts or precisely edited clips. This may incur extra costs.

Click *Where else was this broadcast?* to see a list of stations or channels where this media item was syndicated. If you don't see this, the item was not syndicated. The ASR and Audience figures that you see in Mediaportal will include any syndication.

Online news items

You will see a checkbox to the left of all media items. Selecting this reveals a bright blue action bar at the bottom of your screen with options to add the item to a report or folder, or simply export to an Excel file.

The Nokia 3310: it's back, it's indestructible and it's got Snake
By Gavin Haynes

Guardian Australia   16 Feb 2017 3:16AM

A homage to the retro handset is rumoured to be launching later this month. And it's not the only basic mobile in Nokia's arsenal
It was a cockroach of a phone.

mobile (3)   most (1)   network (2)   Nokia (8)   phone (3)   smartphone (2)   smartphones (1)

theguardian
Item ID: 729123492
Audience: 3,689,611 unique visitors per day / 20,119 average story audience
ASR: 63,981 AUD
Words: 496
Location: Online
Type: Online News

View original   Share   Feedback

NO COMMENTS

ITEM HISTORY

Clicking on *View Original* in an online item redirects you to the webpage where the article is originally from.

You can also track social media chatter, right alongside your traditional media coverage.

Social items

Hey #msauignite, had a play with a #HoloLens yet? We're demoing at the Telstra stand, come try it out! #tech #mixedr...
By @Readify

Twitter   16 Feb 2017 10:53AM

Hey #msauignite, had a play with a #HoloLens yet? We're demoing at the Telstra stand, come try it out! #tech #mixedreality

Telstra (2)

readify
Item ID: 729284003
Followers: 1,818
Following: 764
Tweets: 2,471
Type: Twitter

Use the 'Delete' option to delete social media items from your portal.

View original   Reply   Retweet   Favourite   Share   Feedback

Delete

NO COMMENTS

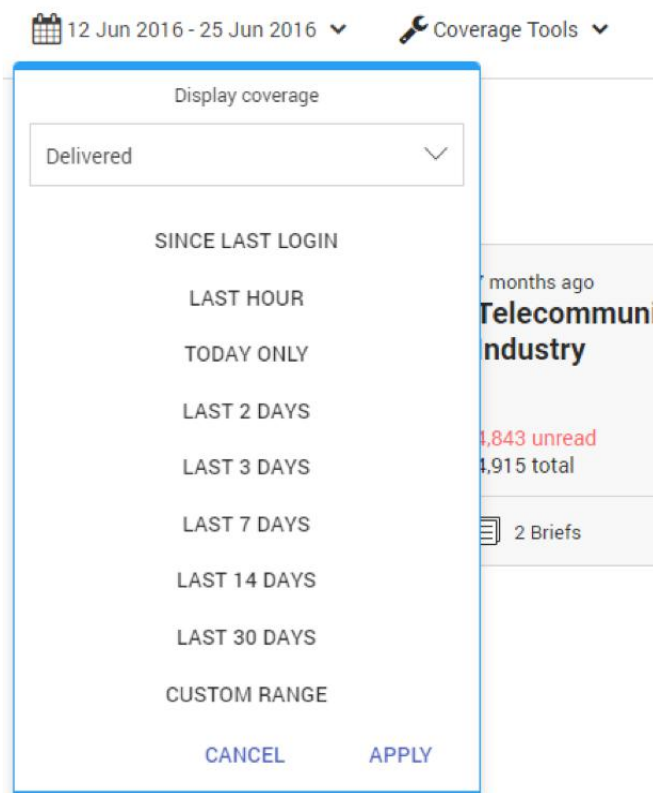ITEM HISTORY
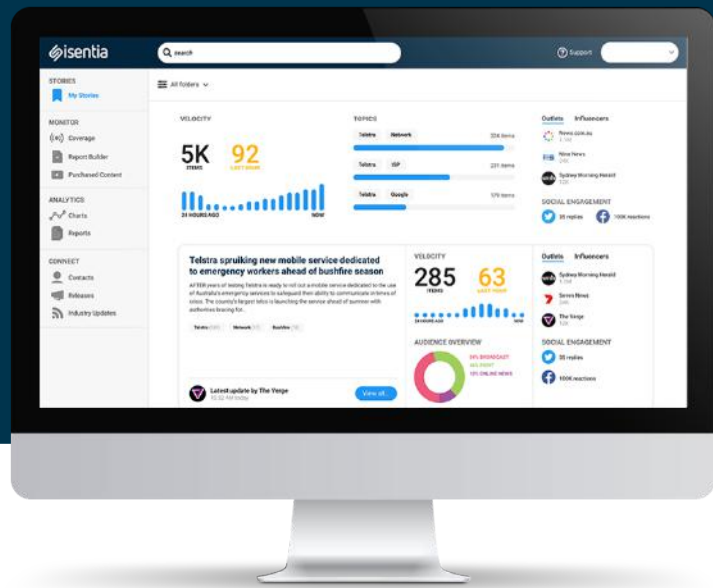
The Mediaportal search bar will help you find the media items you're looking for, the first time.

The search tool will automatically search the date range you have displayed on screen – if you'd like to change this, use the date picker to select your preferred date range.

Choosing to search in Coverage will lead you to the media items that contain your search term. Here, there will be more options to narrow down your search.

Monitor /
Search coverage

Date range

Delivered 16 Jun 2016 - 20 Jun 2016 ▦ ⌄

Use the date picker to search for coverage from a certain period, like the last calendar month.

Containing keyword(s)

iPhone

Creating effective keyword search terms

Here you can enter or modify the keywords you want to search your Mediaportal for.

From briefs or folders

Media types

Geographic regions

Media outlets

By media contacts

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

Just click *Search now* to activate your search and see your results.

Search now
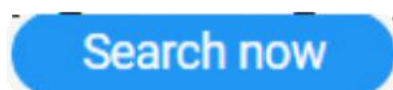
Once you've found the media items you need you can manage them right from your search results. Tick the checkbox to the left of every media item – a bright blue action bar will appear at the bottom of your screen. Use these options to export to Excel or to add items to a report or folder.

If you're planning on reusing your search criteria, you can save your search. Clicking on the *Save* button will give you the option to create a Folder to automatically capture any content that matches your criteria when it's delivered to Mediaportal.

Save...
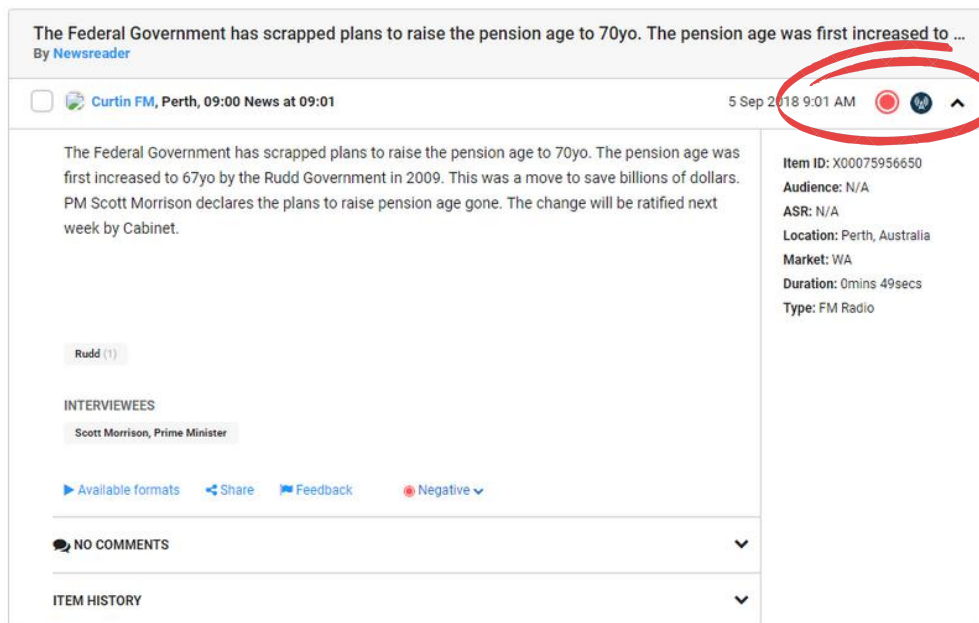
Mediaportal Sentiment
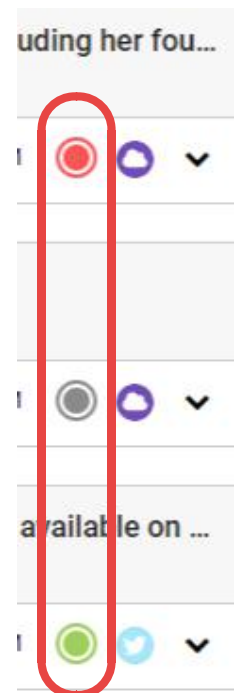
Mediaportal's automated sentiment will help you to quickly identify potentially damaging conversations and understand brand perception.

How will sentiment appear in Mediaportal?

All coverage items in Mediaportal are automatically graded with positive, negative or neutral sentiment.

How does it work?

Sentiment analysis is performed through NLP (Natural Language Processing). The technology analyses the text to understand the overall attitude (positive, negative or neutral) expressed in the content.

Grading can easily be identified by the **GREEN**, **RED**, or **GREY** icon on the top right corner of each item, representing **positive**, **negative**, or **neutral sentiment**.

Manual Override

Automated sentiment can be manually overridden by expanding the clip and selecting your preferred grading from the sentiment drop-down.
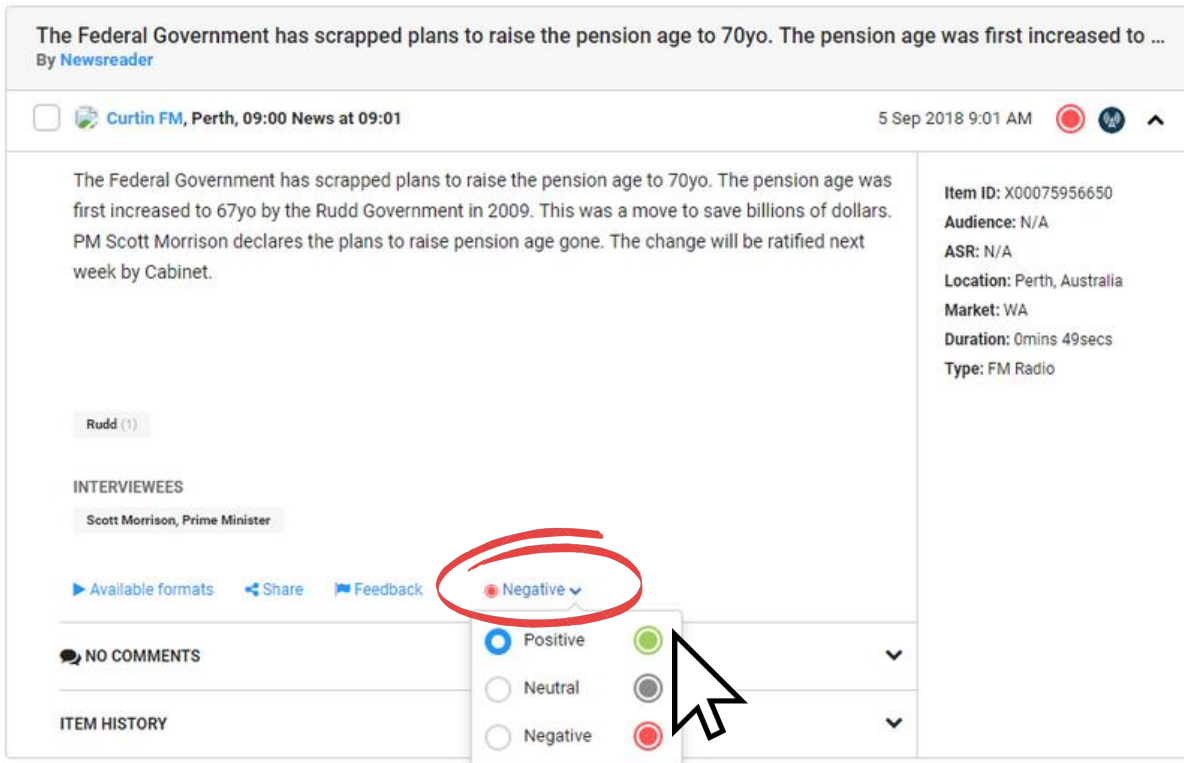
Once manually changed, a tick will appear in the coloured sentiment badge and the drop-down will be labeled as "Verified".


Any items that you or your team have manually verified will show the new grading for all users on your account
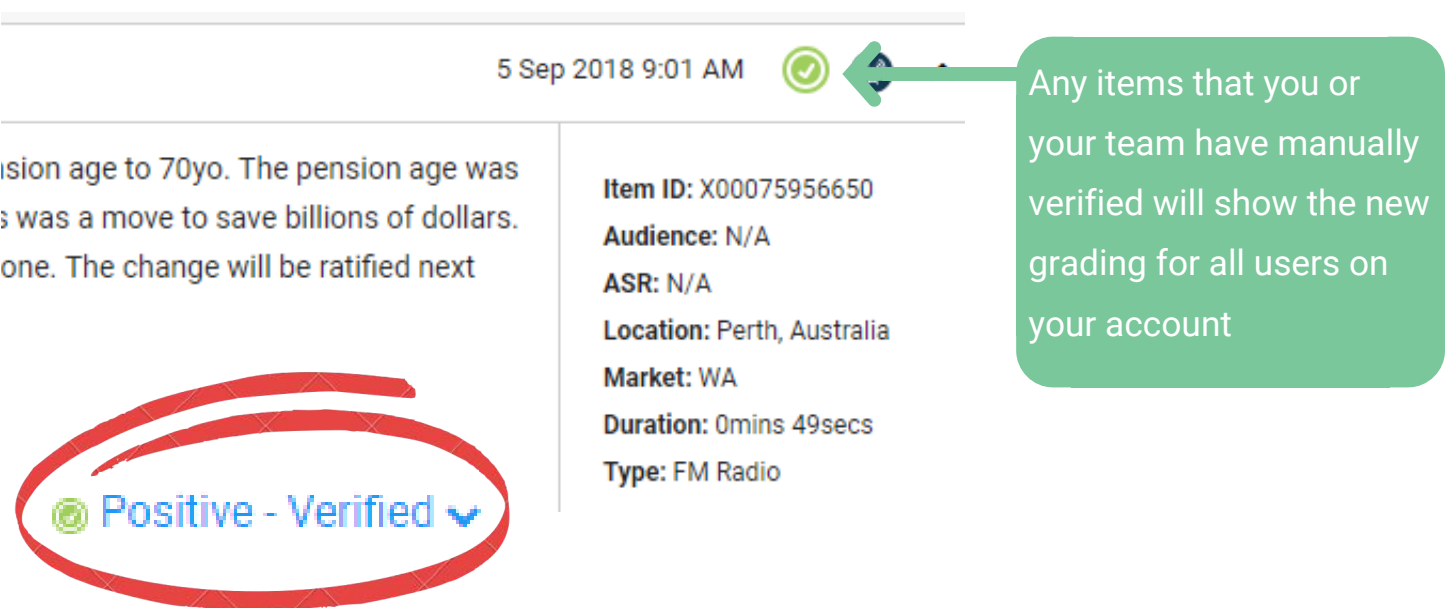
Group by sentiment

In any brief or personal folder, content can be grouped by sentiment using the "Group by" drop-down.
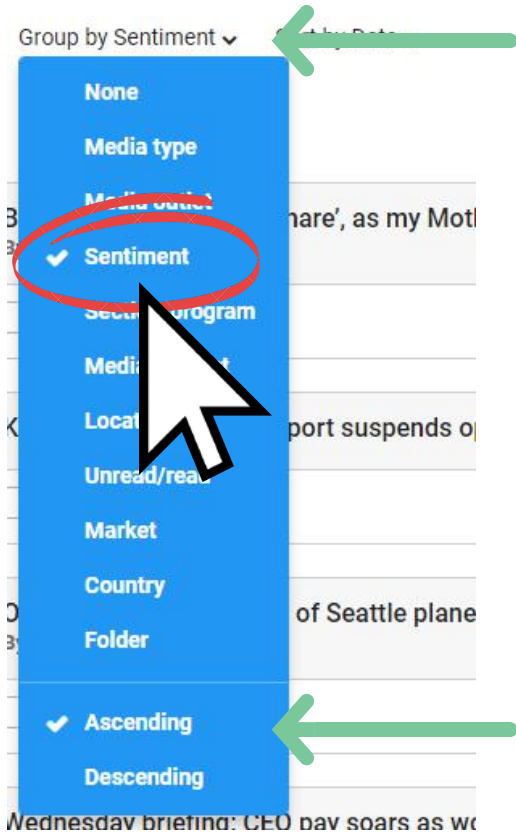
From the drop-down list select the sentiment grouping and then the "Ascending" or "Descending" order arrangement.

Coverage in the list will be grouped into one of four categories: **Positive**, **Negative**, **Neutral**, or **Not scored**.

If an item includes a blank icon or is listed as "Not scored", this means it is either still in the process of being graded or that it could not be identified as English language.
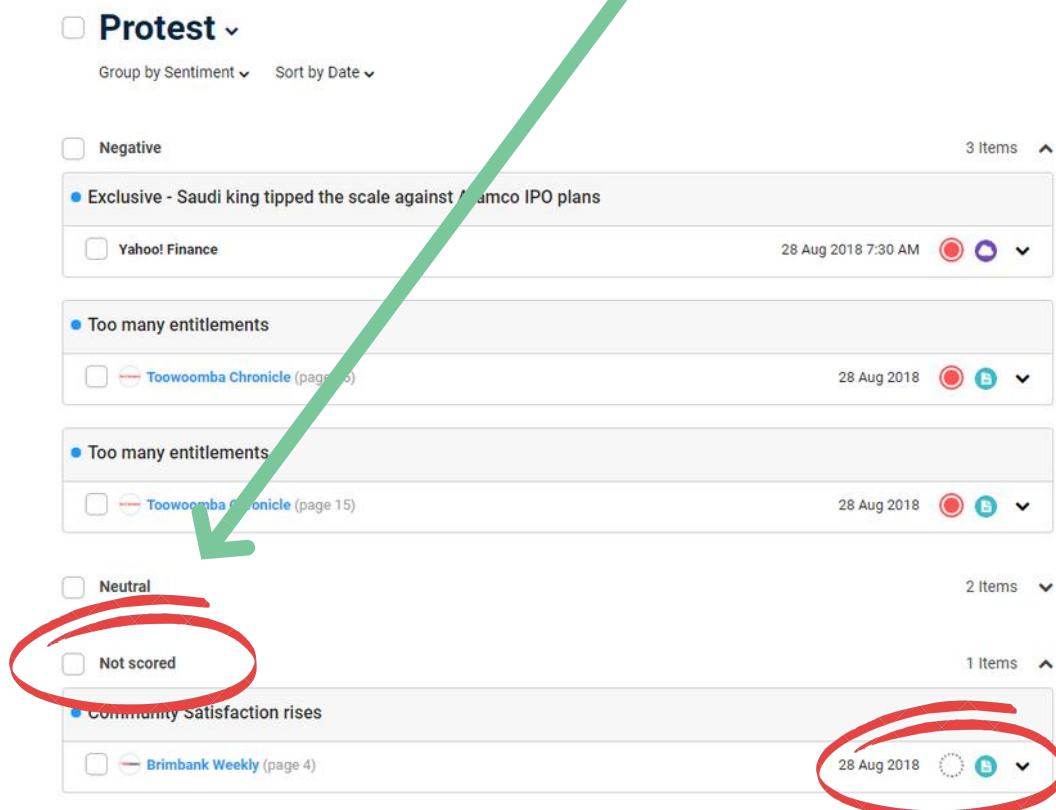
Searching by sentiment

Using the search tool you can quickly find specific coverage filtered by a particular sentiment grading.

For example, you can use this option to search for negative mentions of your organisation, to see what you may need to respond to as a priority.

This can be found by simply typing the name of your organisation into the "Containing keyword(s)" field, ticking the Negative checkbox, and then clicking "Search Now.

Additional search filters can also be applied by using the toggle buttons to find more specific results.

Sentiment in Custom Reports

Share sentiment using our Custom Report builder!

Use the 'Group by Sentiment' option to segment your coverage by Positive, Negative or Neutral sentiment in your Custom Report.

Can I exclude sentiment from my report?

If you do not want to include sentiment in your Custom Report, we can hide sentiment from your log in. If you are interested in this, please chat to your Account Management Team, as they will be able to action this for you.

When you build a Custom Report, your report will automatically show sentiment on each item card.

Personal Folders with sentiment

Using personal folders, you can automatically file your coverage into separate folders by sentiment.


To isolate coverage by sentiment with Personal Folders, simply turn the Sentiment toggle on and select the option(s) that matter to you.

Stay informed where it matters most

If you're using Personal Folders to stay across negative mentions of a sensitive topic, connect this Folder to a Mediaportal Alert or Isentia App Notification to ensure you're informed anytime, anywhere.

Using Personal Folders to segment coverage by sentiment allows you to easily measure your coverage by sentiment using Mediaportal Analytics.

Select your sentiment Personal Folders when building your Analytics chart, to anaylse your coverage by sentiment.
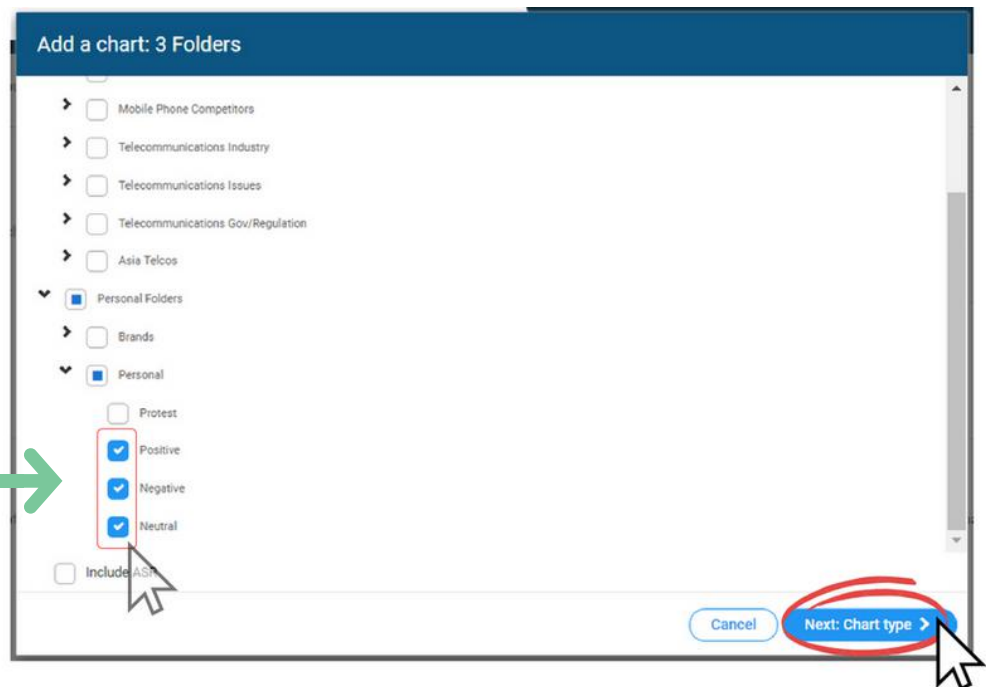
Volume of CEO Mentions by Sentiment
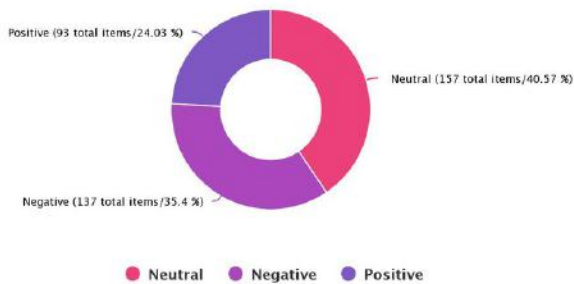
Brand Mentions by Sentiment – Volume and Audience

Brand Sentiment – Volume across Media Types

Overall Sentiment Coverage by Date

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.
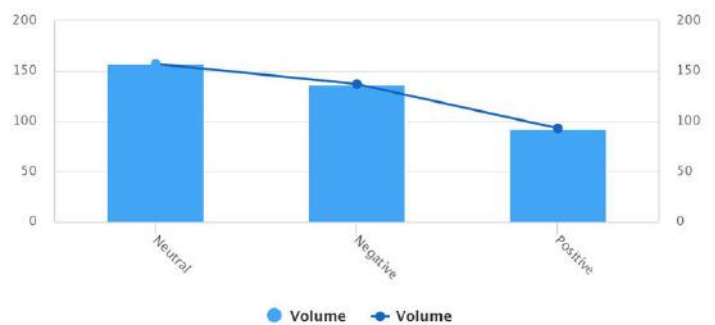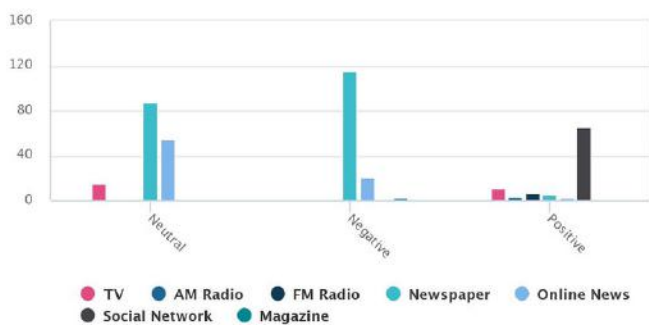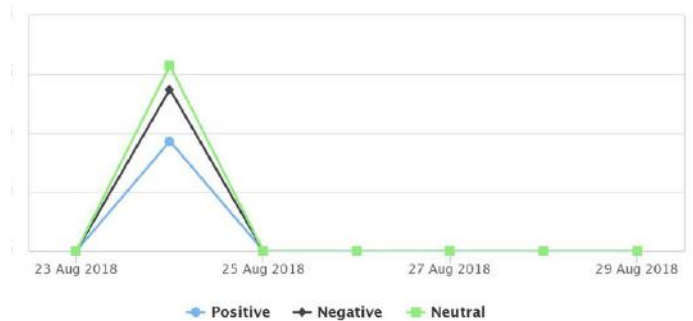
Through agreements with major social networks, **Isentia has access to social media content as it happens**. These agreements give us the power to **process over 9 million social media posts each day** from all over the globe in 9 different languages. We'll **deliver only what's relevant to you straight to your Mediaportal,** so you can <u>focus on what really matters</u>: 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.
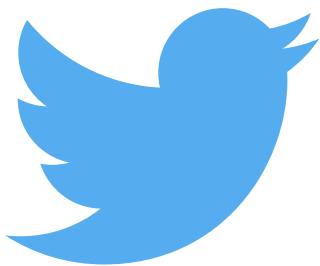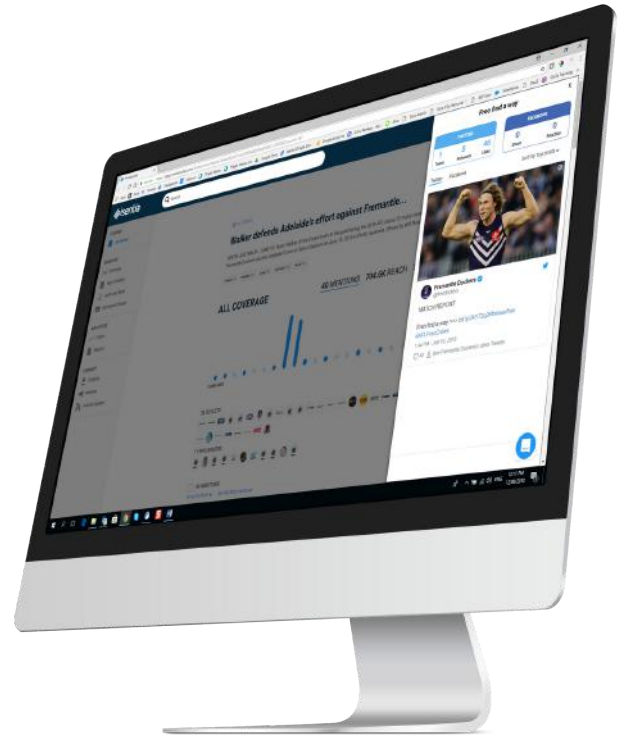
Twitter

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.

- Keyword monitoring
- Hashtag monitoring
- Handle monitoring
- Emoji monitoring
- Location monitoring

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

Hosting an event? Receive all geo-tagged Tweets within a specific proximity, so you know what's being said around you.

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!

Youtube

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

Instagram

Monitor your 30 most important hashtags.
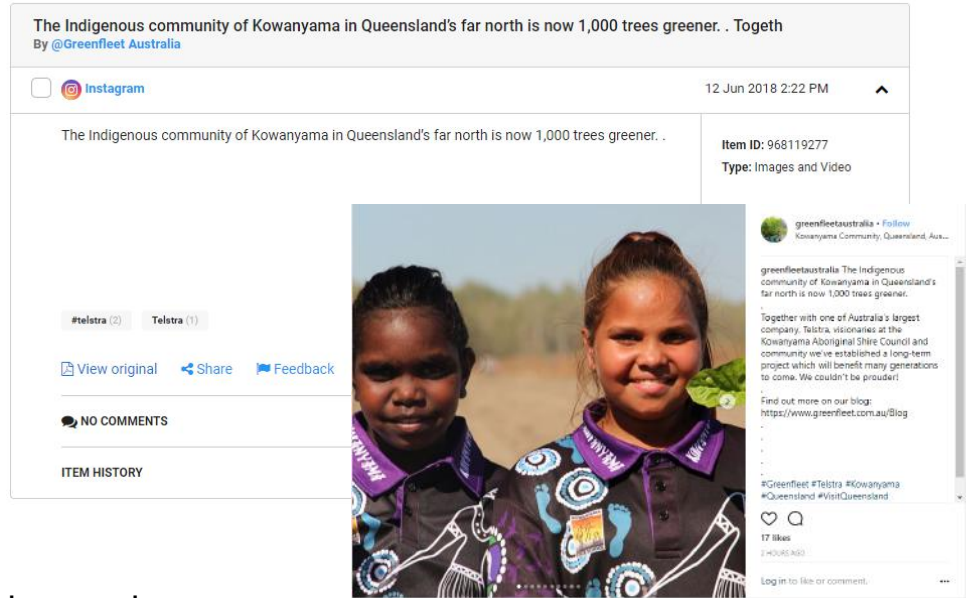
Stay informed

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
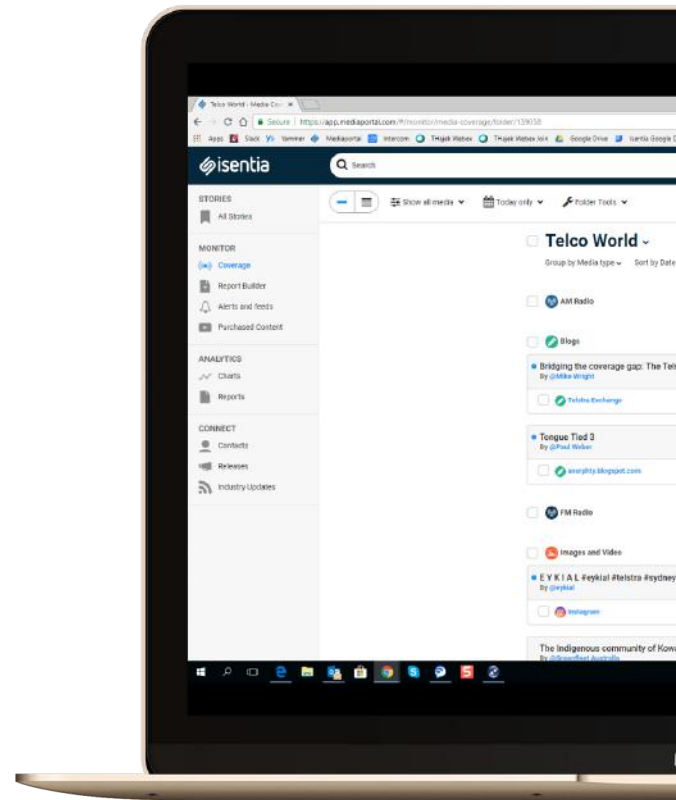
Broadcast Packages make it easy to stream or instantly download all the video and audio content you need without worrying about incurring additional charges.

Stream content

Once enabled all broadcast items in Mediaportal will have a media player embedded in the item card. All you need to do is click play!

Download video or audio files using the *Available formats* button, then choose your file type and select *Download*. *(Please note that Transcript and Edited clip options will incur extra charges.)*
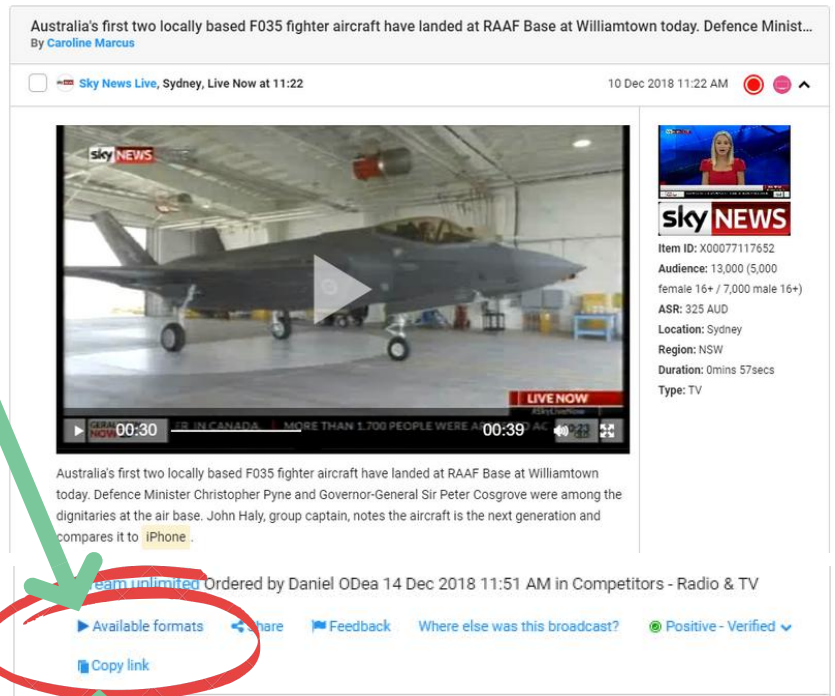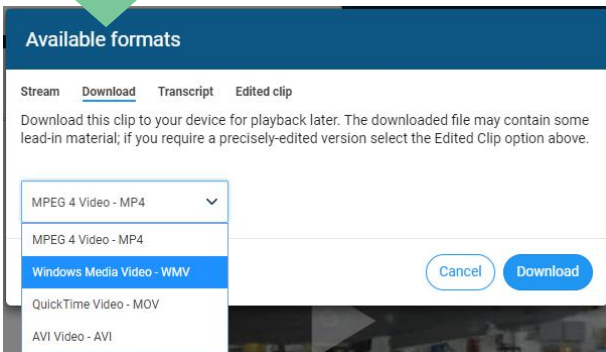
Sharing videos and audio

Copy the streaming link on an item to share the content with your colleagues, or add your items to the report builder and enable links to share the playable content of multiple clips at once.
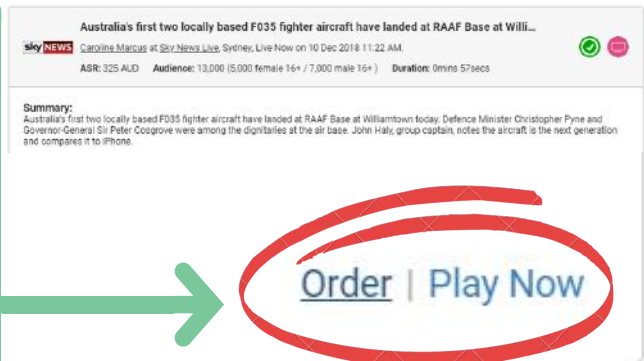
Contact your Account Management team to add a Broadcast Package to your plan!

Have a question about Broadcast Packages? Check out the FAQs

learn.isentia.com

CHEAT SHEETS
Reports
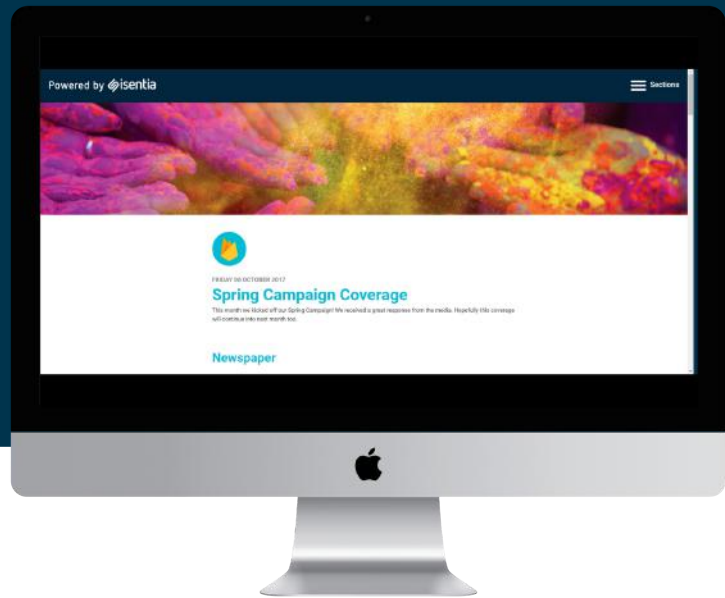
Mediaportal Reports are the perfect way to share information and keep your key stakeholders informed.

Report Builder is one of the most commonly used parts of Mediaportal. You can find the Report Builder tool under Monitor in the navigation sidebar, to the left of your screen.

Before you click on *Report Builder* you'll need to add some media items to your report. If your report is empty, you'll see this prompt.

Start building a report

Select media items and then click **Add to Report** on the bar that appears at the bottom of the screen

Adding items to a report

You can add coverage to your report from multiple briefs or folders inside Mediaportal. Just select the media items using the checkbox on the left hand side of every item, and then click *Add to report* on the bright blue action bar that appears at the top of your screen.

 Your selected items will be saved in Report Builder until you logout or clear your report.

Adding Stories to a report

If you use the Stories module in Mediaportal you can also add Stories to your Custom Report. Just select items from your Stories and then select *Add story to report* on the bright blue action bar that appears at the top of your screen. This will pull the whole Story card into your report, along with relevant insights.

Building your report

Once you've added all the items you need click on *Report Builder* on the left hand side of your screen to start creating your report.

First, click on the dropdown menu under *Templates* on the left hand side of your screen to choose your report format. You can choose from five different report formats:

- Custom
- PDF
- Email
- Plain text file
- Excel file

The options available to customise your report will depend on which format you select.

Use the *Templates* dropdown menu on the left side of the Report Builder screen to select your report format.

Custom Reports

Custom reports are web-based which means they're flexible, responsive and easy-to-share.

When you select the Custom report format, you'll see all of the options to customise the way your report displays down the left hand side of your screen.

Use the tools in the left hand panel to add a header image, a logo and pick your theme colour.
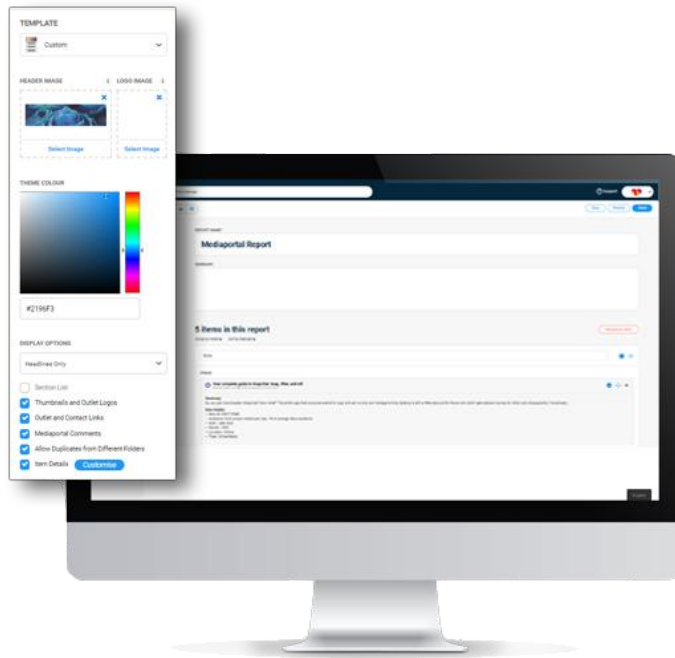
Below the report theming options, you'll see a list of *Display Options* where you can control the level of detail you see in your report.

Choose how your coverage will appear in your report. Selecting Headlines Only will make your report smaller, whereas Headlines and Summaries or Full Text will create reports with more detail.

Use these checkboxes to control the level of detail in your report. The Section List will allow recipients to easily navigate through your report.

Formatting your Custom report

When you've made changes to how your report will be displayed, you can move into the body of the Report Builder to adjust your report content.

Click here to rename your report.

REPORT NAME*

Mediaportal Report

SUMMARY

B   I   U   A   24px ⌄

This is my executive summary.

You can add context to your report by including an executive summary.

The Summary allows you to add some extra commentary to your Report. This is a great place to add context or alert your reader to particular items. Just type any commentary you have into the text box If you don't need to add any commentary just leave this field blank.

2 items in this report

Group by Date ⌄   Sort by Manual ⌄

Remove all items

Use the *Remove all items* button to clear your report at any time.

Use the *Group by* and *Sort by* menus report to organise the order in which your media items appear. You can also drag and drop your items into place using the crosshairs icon to the right of each media item.

Items in your Custom Report

Below the summary, you'll find your media items sitting in Report Builder.

Use the crosshairs icon to drag and drop your items, or your item groups into your preferred order.

Rename your media item Group titles to add extra context for your recipients. You'll see these Group titles in your Sections list.

Newspaper

ITEMS

Taking a punt on the mugs among us
MATT HOLDEN at Age on 23 Oct 2017.

Cheap petrol sites cannot beat giants
Shana Morgan at Border Mail on 23 Oct 2017.

Add external source

Use the elipsis icon to add a comment to your media item, or your media item groups. This is also how you can delete items or item groupings.

When you're building a Custom report, you can include content that hasn't been delivered to Mediaportal. Just click on *Add external source* to build an all-encompassing report for your stakeholders.

Sending your Custom report

You can use the *Preview* button in the top right corner to check out what your report looks like at any time. When you're good to go, click on the *Send* button in the same place - the top right corner of your screen.

Save   Preview   Send

Custom reports are web-based, which means they're really easy to share with your stakeholders. When you click the *Send* button, you can choose between sending the report as an email via Mediaportal or just copying the link for easy sharing.

Other report formats - PDF, Email , Plain Text and Excel

Just click on the dropdown menu under *Templates* on the left hand side of the Report Builder screen to choose another report format like PDF, Email, Plain Text or Excel.

Below the *Templates* dropdown, you'll see some further Options to customise your report.

Choose how your coverage will appear in your report. Selecting *Headlines Only* will make your report smaller, whereas *Headlines and Summaries* or *Headlines and Full Text* will create reports with more detail.

Use these checkboxes to control the level of detail in your report. You'll only see the checkboxes here that are applicable for the format you've selected in *Templates*.

Formatting your other report formats

When you've made changes to how your report will be displayed, you can move into the body of the Report Builder to adjust your report content.

Click here to rename your report.

REPORT NAME*

Mediaportal Report

SUMMARY

B *I* U A 13px ⌄

Please pay special attention to media coverage picked up on radio overnight.

The Summary allows you to add some extra commentary to your Report. This is a great place to add context or alert your reader to particular items. Just type any commentary you have into the text box and use the buttons above to format. If you don't need to add any commentary just leave this field blank.

☐ **3 items in this report**

Group by None ⌄   Sort by Manual ⌄

Remove all items
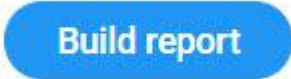
Use the *Group by* and *Sort by* menus. to organise the order in which your media items appear. When you've selected 'Sort by Manual you can also drag and drop your items by hovering your mouse to the left of each media item and using the crosshairs icon that appears into place..

Use the *Remove all items* button to clear your report at any time. You can also select each item using the checkbox on the left to remove items individually.

Building your other report formats

When you've finished building your report just click *Build report* in the top right hand corner of your screen.

Build report

If you selected PDF, Plain Text file or Excel file as your report format, your report will begin to build straight away. If you selected to send as email, your report will be sent to the email address associated with your login. You can check and modify this email address in your Mediaportal Settings.

Web-based reports
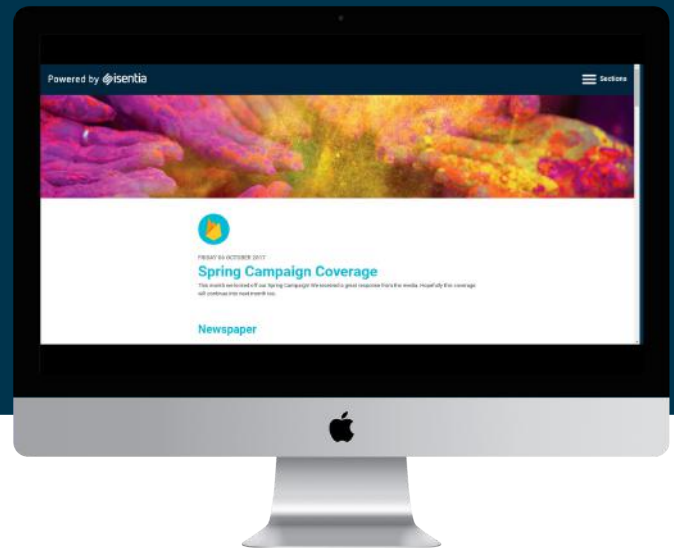
Custom Report gives you the flexibility you need, to produce the reports that you want
With the Custom report format, you can produce crisp, clean, all-encompassing reports in
a responsive and easily shareable format, with a look and feel that reflects your brand. Selecting
the Custom Report format will generate a web-based report.

Why use the web-based Custom Report format over a PDF report?

- **PDFs don't look great on mobile –** you often have to pinch and zoom to see what you want. Mediaportal reports are often shared with **mobile-first stakeholders**, like a CEO who is always on their phone. Web-based custom reports are **fully responsive**, so they look awesome on mobile.
- **Custom reports are really easy to share.** You can send your report link via email from Mediaportal or copy and paste the link to share everywhere. If your boss is in a cab on the way to an important meeting just compile the content they need to see into a Custom Report, and then SMS them the link. That link is also easy to share on internal communication tools like Yammer, Slack or Workplace by Facebook.
- **Web-based reports are much more lightweight, and they can easily display external content and all of the new customisable branding options.** You can even add a GIF as your header image or logo!
- **The report is just sent as a link**, which overcomes limitations on the size of emails which can be received by certain systems – you might have noticed that your iPhone automatically converts larger emails into plain text.
- **Custom Reports give the Isentia team more flexibility for future development** - e.g. live reports that update in real time or report usage tracking.

Mediaportal Alerts
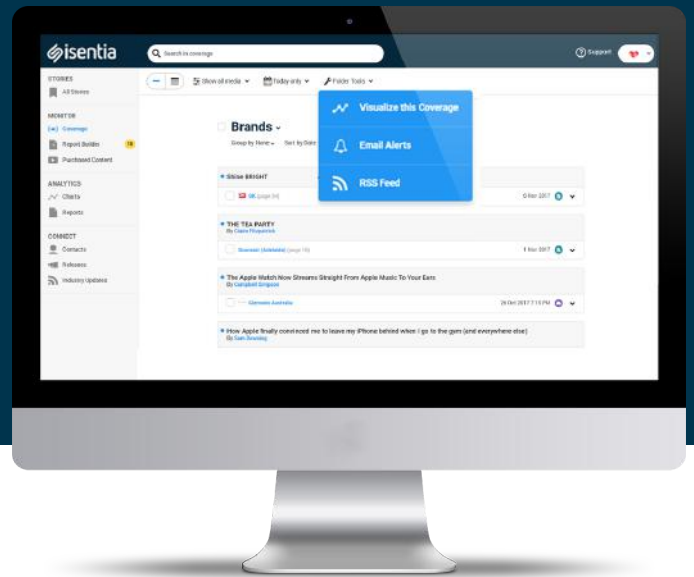
With Mediaportal's responsive design, you can use the platform anytime, anywhere. When you're busy, you might want that content to come straight to you.

With Mediaportal Alerts, we can push information straight to your email as a regular digest or alert you to certain types of content as soon as it appears in your portal.

Setting up your Mediaportal Alerts

Click the bell icon on a brief or folder to set up, modify or delete Mediaportal Alerts.
A blue bell indicates an Alert already exists for that folder, whereas a clear bell indicates no active Alert.

Stay informed on the go with App Notifications!

Download the Isentia App today to start using App Notifications. These notifications can be pushed straight to your lock screen to keep you informed even when you're not in your inbox.

1 Title your alert

Alert title (this title will also be used in the subject line of your email alerts)

Mediaportal Alert - Telco World

Customise the title of your Alert to appear in the email subject line.

2 Determine your schedule

Alert title (this title will also be used in the subject line of your email alerts)

Mediaportal Alert - Telco World

Schedule   Format   Recipients

- ◯ No alerts for this folder
- ◯ For each new coverage item
- ◯ Regular digest:

  ☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI ☐ SAT ☐ SUN

  Every 15 minutes ⌄

- ● Custom digest:

  ☑ MON ☑ TUE ☑ WED ☑ THU ☑ FRI ☐ SAT ☐ SUN

  08 ⌄ : 00 ⌄ ⊖

  14 ⌄ : 00 ⌄ ⊖

  (Add another time)

(Cancel) (Save)

Receive an email alert as soon as an item is delivered to your folder

OR

Receive batched email alerts on a nominated schedule that meets your needs

③ Format your alert

Alert title (this title will also be used in the subject line of your email alerts)

Mediaportal Alert - Telco World

Schedule | Format | Recipients

LOGO IMAGE ⓘ

Upload logo

> Upload a custom logo to appear in your alert

Include media item

Summaries

Alerts with more than 300 items will show a link to view the items online

> Include headlines, summaries or full text in your alert

Group by	Sort by	Email format
Media type	Date	HTML (default)

> Select between HTML, Plain Text and Table format options

Set your grouping order

- TV
- AM Radio
- FM Radio
- Conference
- Online news
- Magazine
- Newspaper
- Forums
- Social Networks
- Blogs
- Q&A
- Images and Video

> Group and sort your media items in a way that makes sense to you. Apply a custom order to groups with drag and drop.

☐ Include thumbnails and logos (HTML only)

☐ Allow recipients of this Alert to view and order Broadcast files/Transcripts, this could incur extra cost

> Easily review broadcast content by including links to audio and video files

Cancel | Save

4 Build your audience

Alert title (this title will also be used in the subject line of your email alerts)

Mediaportal Alert - Telco World

Schedule   Format   **Recipients**

In addition to you, also send this Alert to the following (up to 1500 characters):

Tara.Hajek@isentia.com

QUICKLY SELECT PEOPLE IN YOUR ORGANISATION

☐ Balaji Maraippan

☐ Ben Wintle

☐ Beth Pitman-Dennahey

Cancel   Save

Alerts will be sent to your email by default, however you can include additional recipients by entering their email or selecting their Mediaportal login from the list.

Combine the power of Personal Folders and Alerts!

Personal Folders can be set up inside Mediaportal to help isolate the coverage that matters to you, such as sensitive issues, campaign work, product recalls or industry issues.

Stay informed across these topics by linking an Alert to a Personal Folder. Leverage immediate alerts for priority coverage.

Negative CEO Mentions

Folder name   Required

Negative CEO Mentions

Description

Negative coverage that mentions our CEO.

Filed under

Spokespeople   Share folder...

Folder criteria

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

Containing keyword(s)   ⬤

[CEO Name]

Creating effective keyword search terms

From briefs or folders   ◯

Sentiment   ⬤

☐ Positive   ☑ Negative   ☐ Neutral   ☐ Not scored

Media types   ◯

Geographic regions   ◯
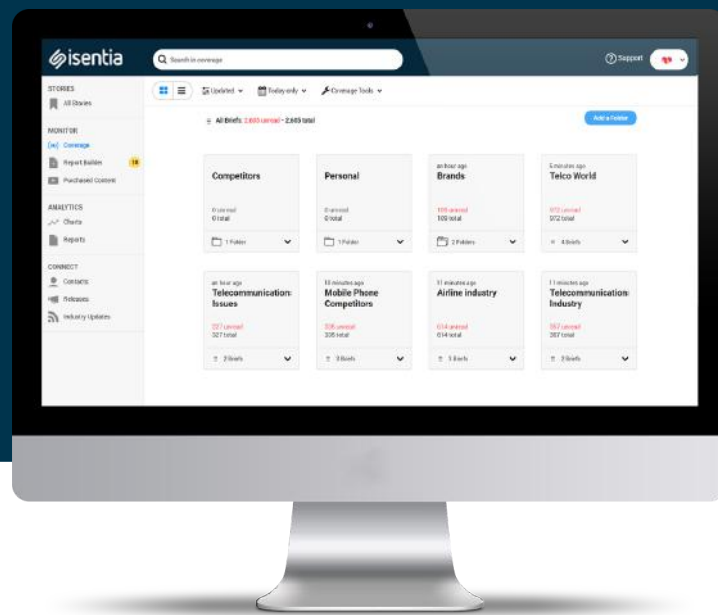
Folders

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

Cancel

Personal folder configuration

Name

Description

Filed under

Brands

👁 Who can see and modify this folder?

You can manually assign coverage to this personal folder at any time. Mediaportal 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 Mediaportal 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)

From briefs or folders

Media types

Geographic regions

Media outlets

By media contacts

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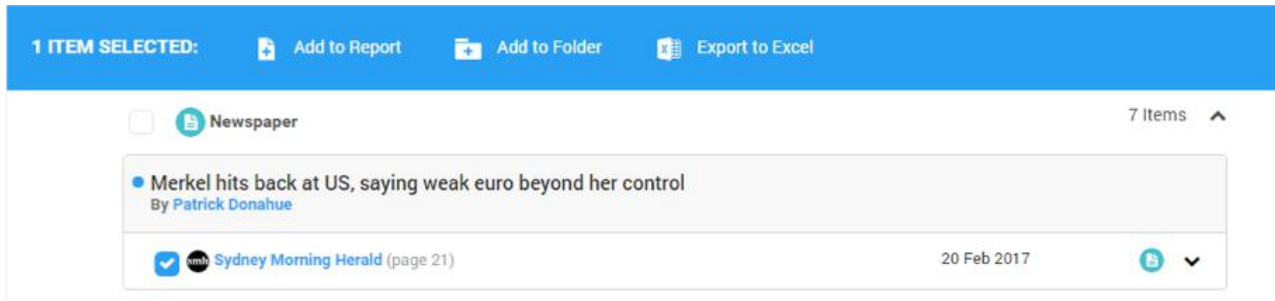
Click on the Folder icon to add this item to a Personal Folder. You can manually add content to your Personal Folders at any time.

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.
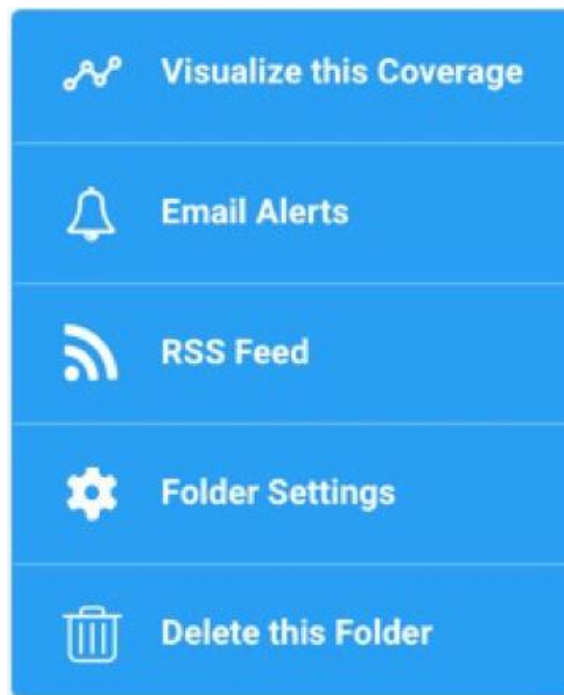
An important note about content and Folders

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.
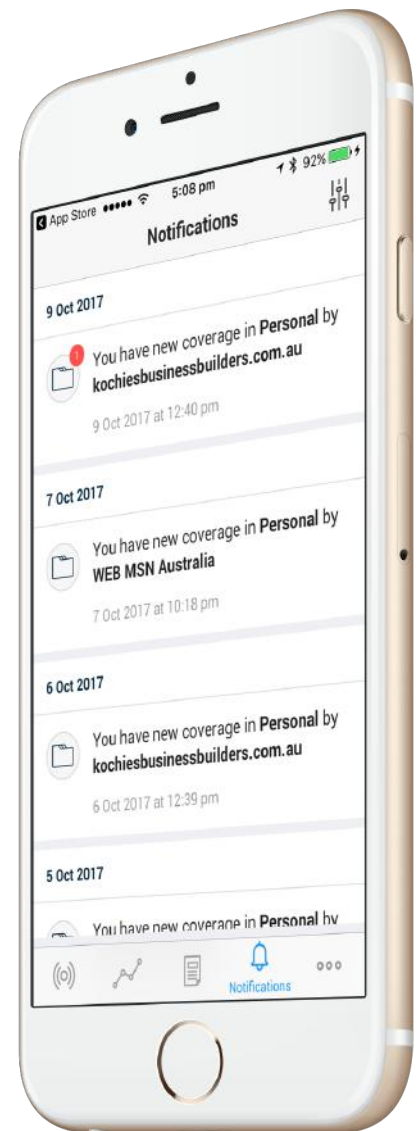
Analytics Dashboard
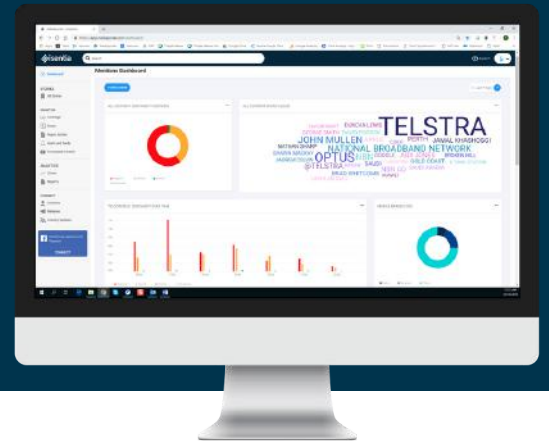
We're excited to introduce our new Analytics product, built with your needs in mind. This new Dashboard offers you powerful and customised analytics to help visualise your coverage, measure your impact and uncover and report actionable insights.

Accessing your new Analytics Dashboard

Your Dashboard appears as a new module in the left navigation panel of your Mediaportal.
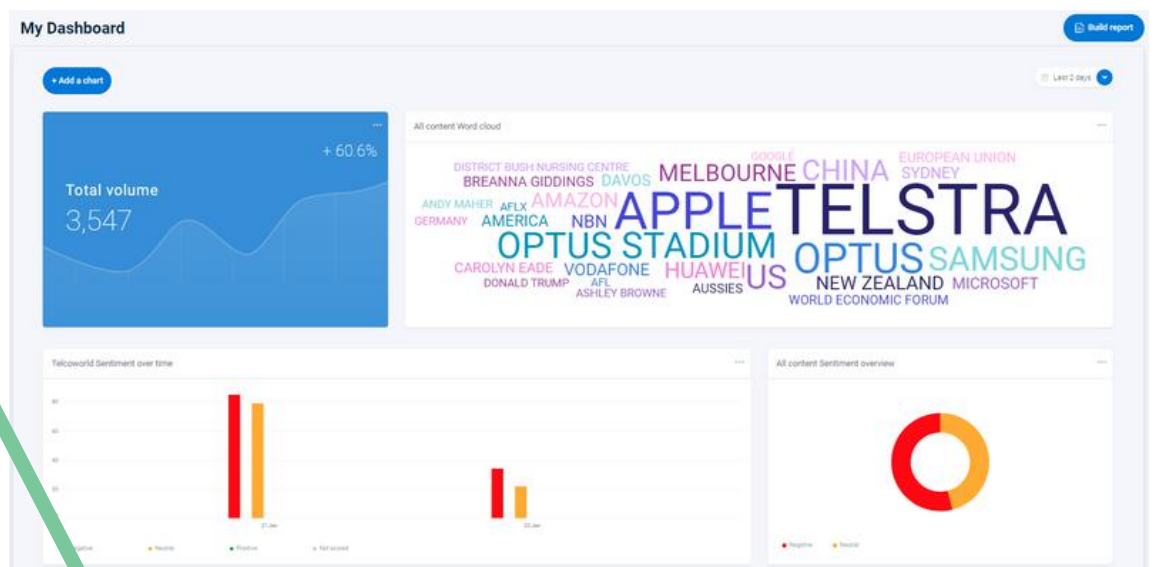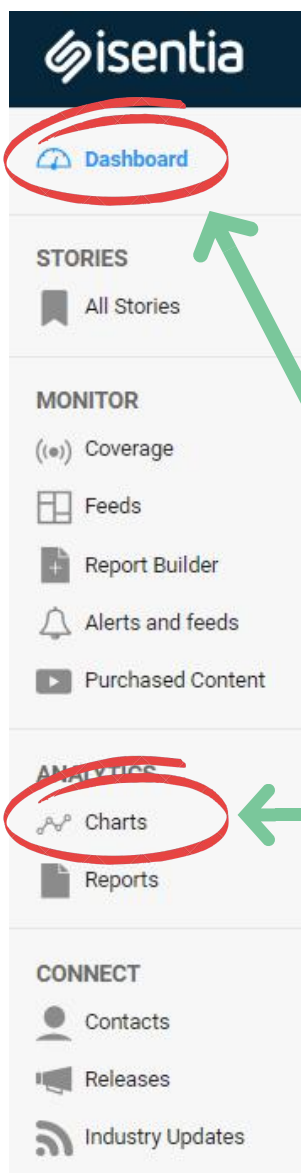
Access new Analytics via the *Dashboard* tab. For the first few releases, easily switch back to our original Analytics space via the *Charts* tab at any time.
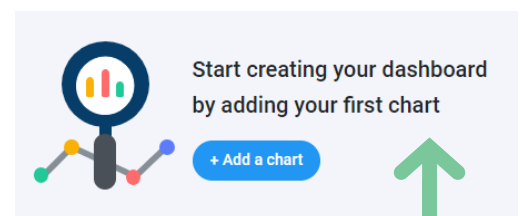
The first time you access your new Analytics Dashboard, you will be prompted to create your first chart.

Creating a chart

Selecting the blue *Add a chart* button will open the chart builder window, where you can choose how you would like to visualize your content in **4 simple steps**.

1. Select your chart type.

2. Select the content you want to analyse. You can select both coverage briefs and/or personal folders.

Add a Chart

| Select chart type | | Select folders | Preview |

All Charts
- Sentiment by folder
- Sentiment by media type
- Sentiment over time
- Sentiment overview

SHARE OF VOICE
- Folder overview
- Share of voice by media type
- Share of voice over time

VOICES
- Top voices

LANGUAGE
- Language by media type

Channels / Mentions / Sentiment / Share of voice / Voices / Language

Select folders:
- ☐ Select All
- ☐ Asia Telcos
  - ☐ Asia Telcos - Online News
  - ☐ Asia Telcos - Print
  - ☐ Asia Telcos - Radio & TV
  - ☑ Asia Telcos - Social Media
- ☑ Mobile Phone Competitors
  - ☑ Competitors - Online News
  - ☑ Competitors - Print

Preview: Default Title

○ Volume ○ Potential reach ○ ASR

Add to Dashboard   Cancel

Tip: Use the drop down arrow next to a parent folder if you want to analyse content by sub folders.

3. Select your metric: Volume, Potential reach or ASR.

4. Hit *Add to Dashboard*.

Analytics on a whole new level!

Your new Analytics Dashboard offers a wide variety of new & exciting charts, such as:

- **Share of voice charts -** to easily compare coverage
- **Word clouds -** to easily identify hot topics in the media
- **Sentiment analysis charts -** to quickly assess the tone of your coverage at a glance
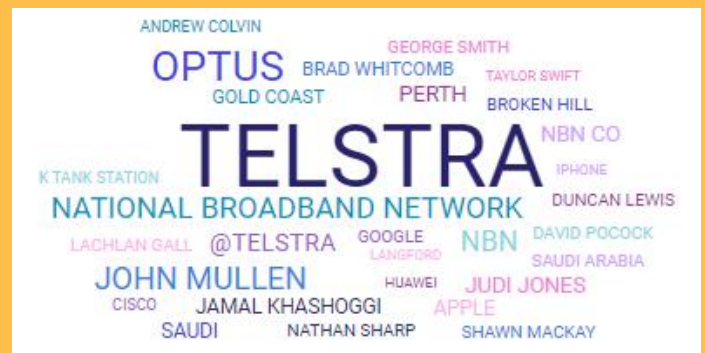
Dashboard Actions - Updating, Arranging, Exporting

Click the title to edit. → ALL COVERAGE SOV BY FOLDER

[Bar chart with values 8k, 7k, 6k, 5k, 4k, 3k, 2k, 1k, 0 on axis, dates 13 Oct, 14 Oct, 15 Oct, 16 Oct]

Legend:
- Asia Telcos
- Optus
- Telecommunications Industry
- Telstra
- iPhone Mentions
- Mobile Phone Competitors
- Telco World
- Telecommunications Issues
- Telstra Phone
- Others

Click a chart section to view items.

Menu options:
- Edit
- Delete
- DOWNLOAD AS: CSV, PNG, SVG
- WIDGET WIDTH

Click the ellipsis (3 dots) to edit, delete or export your chart. Here you can also use the *Widget Width* toggles to stretch or collapse the chart on your Dashboard.

Use the calendar picker at the top right-hand corner of your Dashboard to adjust the time period being analysed.

Last 7 days

From: November 28, 2018 To: December 04, 2018

- Delivered
- Aired / Published

NOV 2018 / DEC 2018

Today
Last 2 days
Last 3 days
Last 7 days
Last 14 days
Last 30 days
Custom Range

Update Cancel

Mentions Dashboard

+ Add a chart

FOLDER OVERVIEW

WORD CLOUD

ALL COVERAGE SOV BY FOLDER

Drop Here
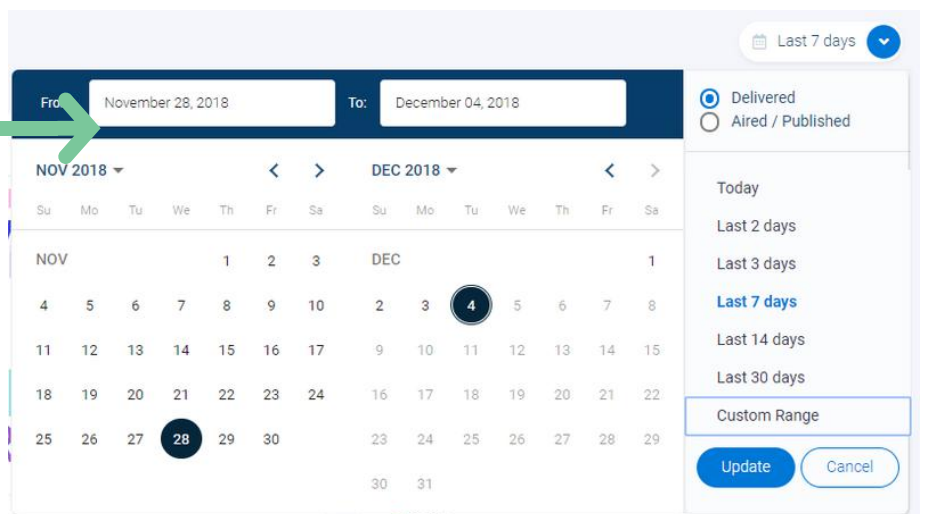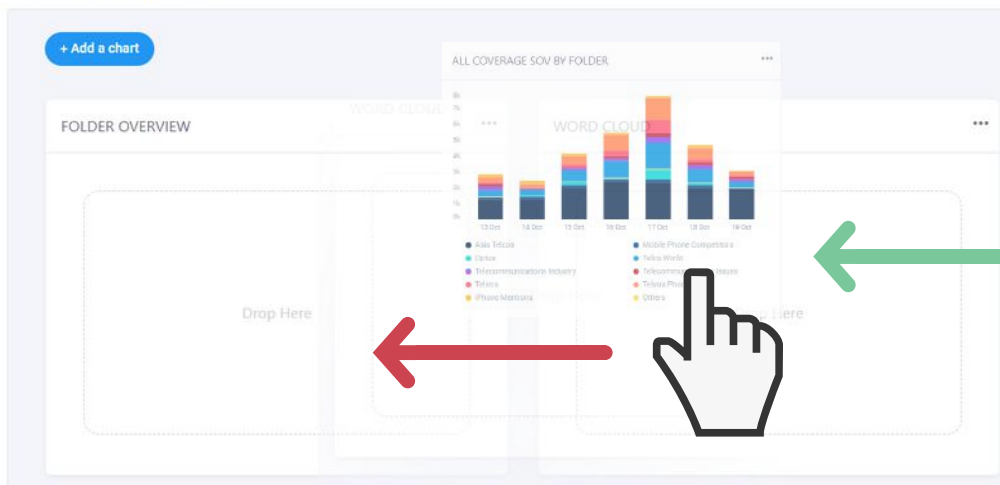
Custom sort your Dashboard with drag and drop functionality. Click and hold anywhere on your chart to drag it into place.

Dashboard Reports

Share your analytics with stakeholders via a **customisable Analytics Report** built right inside Mediaportal. Share your report as an **email, URL link or PDF**.

Weekly Media Coverage Report 04-12-2018
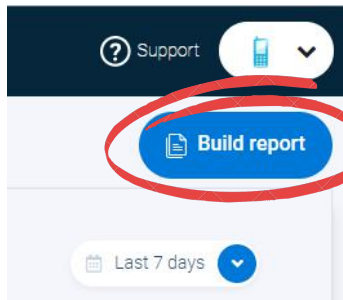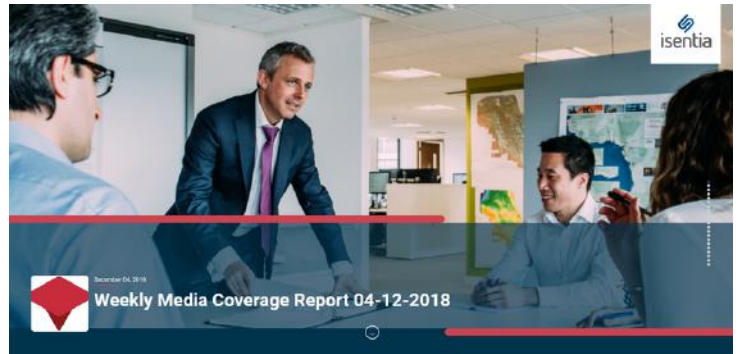
1. Select the *Build Report* button to start creating your Analytics report.

2. Upload your logo and custom cover image.

4. Add a report name, summary, and chart commentary.
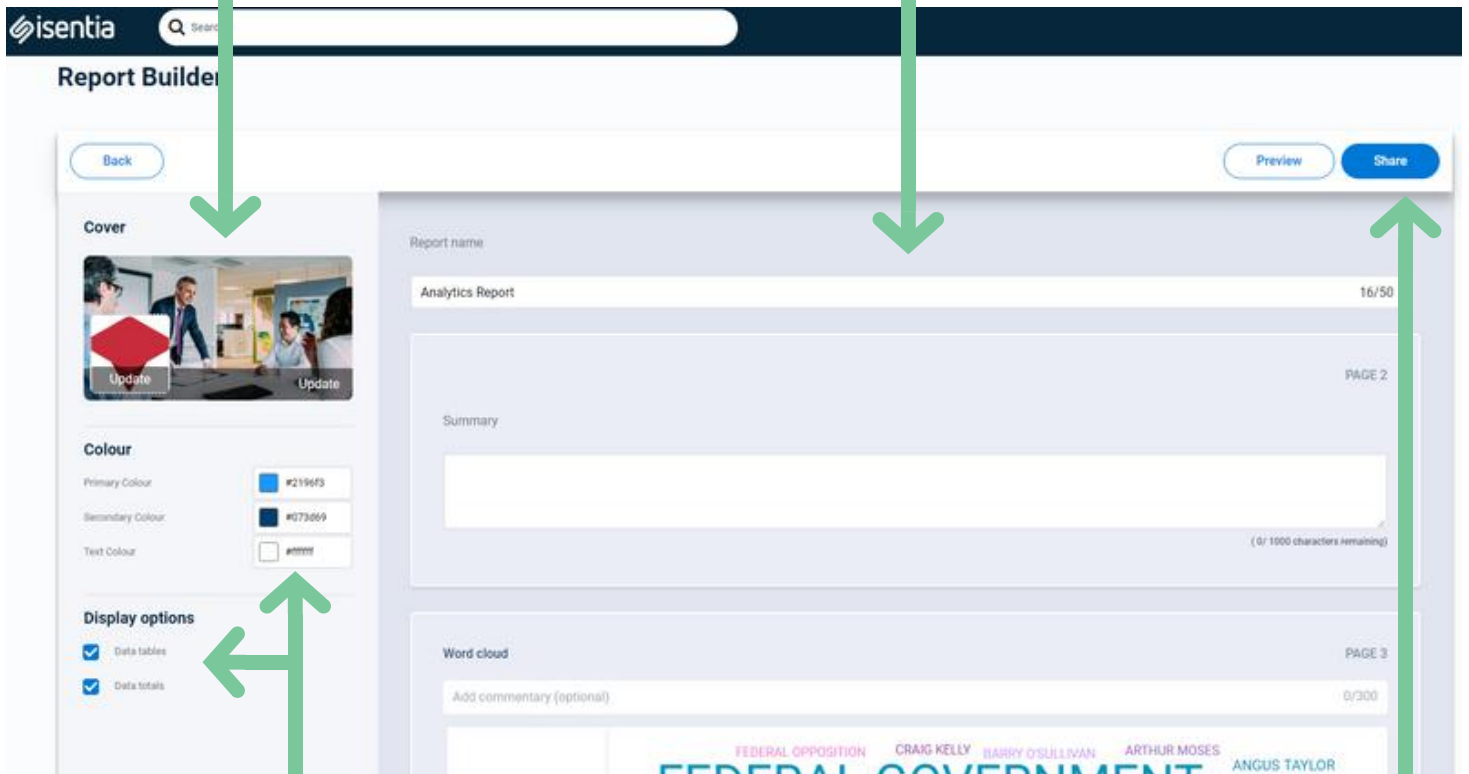
3. Customise your theme colours and choose how much data your charts display.
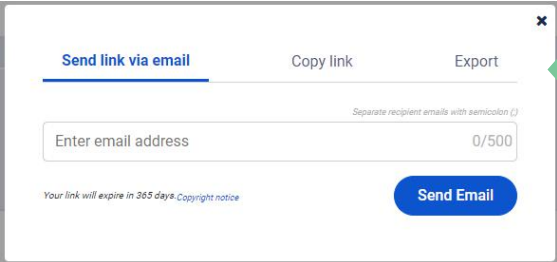
5. Click the Share button to email your report as a web link, copy the report URL or download as PDF.
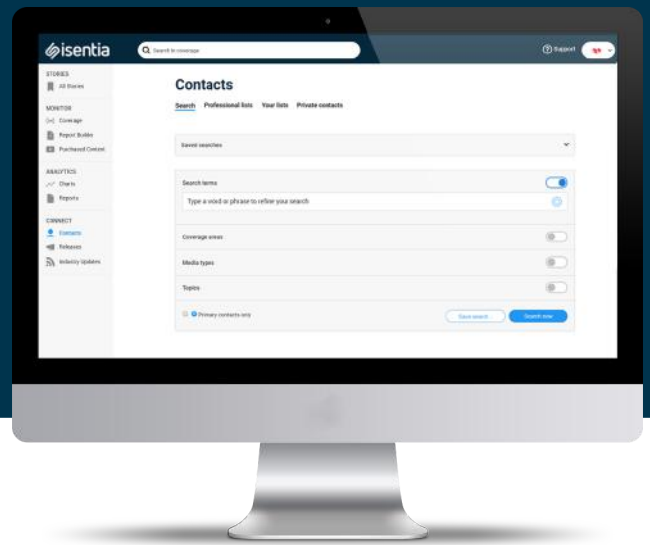
Connect gives you all the distribution tools you need, right inside Mediaportal.

The Connect Contacts area, sometimes known as the Media Directory or the Media Database, gives you access to contact details from over 50,000 media outlets and media contacts.
Start browsing the directory by clicking on *Contacts*, under *Connect* in the navigation sidebar to the left of your screen.
This will take you through to the *Search* tab, where you use the Directory to locate the right audience for your message.
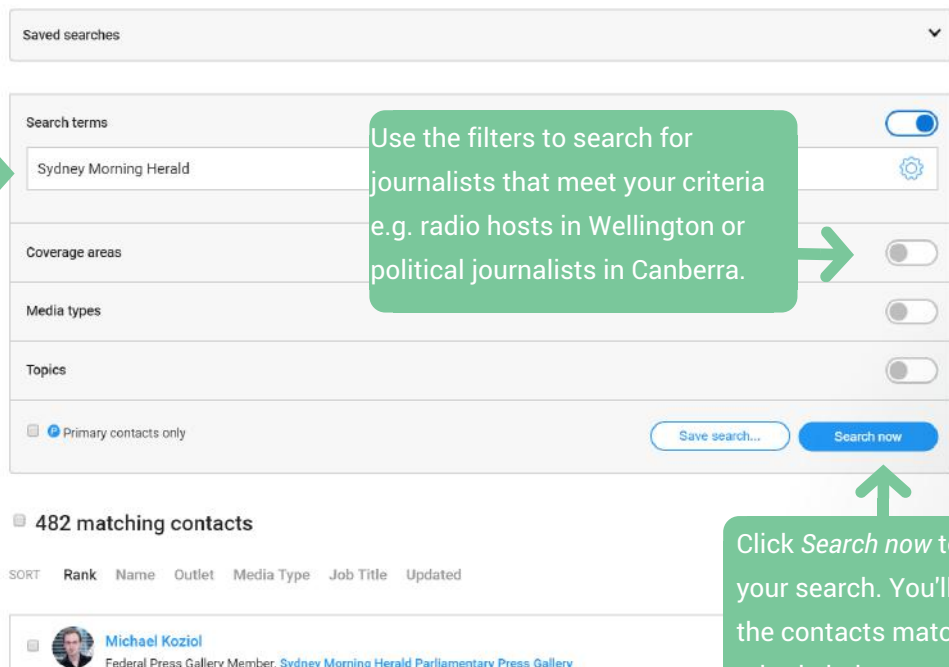
Use the *Search terms* box to search for specific contacts or outlets.

Use the filters to search for journalists that meet your criteria e.g. radio hosts in Wellington or political journalists in Canberra.

Click *Search now* to activate your search. You'll then see the contacts matching your criteria below.

When you've selected your search criteria just click *Search now* to activate your search and see your search results.

Click on the contacts in your search results to access detailed profile pages – here you can see information about that contact, like contact details and career history.

Judith Whelan

Judith Whelan is the Head of Spoken Content for ABC Radio (capital city radio network, Radio National and sports network Grandstand) at Australian Broadcasting Corporation (ABC). She was previously the editor at Sydney Morning Herald and has been its News Director. She is the former editor of the Good Weekend and has worked for The Age and The Sunday Telegraph (London).

🐦 @whelan60   in LinkedIn Profile

3 ROLES FOUND

HEAD OF SPOKEN CONTENT, ABC RADIO
ABC Radio and Regional Content   📄 Other

Telephone
+61 2 8333 1500

Mobile
+61 418 719 195

Email
whelan.judith@abc.net.au

Address
ABC Ultimo Centre 700 Harris Street
ULTIMO 2007 , NSW
Australia

Do you know of changes to this person's details? Let us know

HEAD OF SPOKEN CONTENT
ABC Radio National   📶 Radio

There are two different ways of managing these contacts inside Mediaportal:

- Saved Searches
- Your Lists

Click *Save search* from your search results to use this search criteria again. Mediaportal will then keep this search up to date based on your criteria. You can find these *Saved Searches* at the top of the *Search* area.

Contacts

Search   Professional lists   Your lists   Private contacts

Saved searches   ⌄

You can also select the contacts from your search results and add them to a list. *Your Lists* will be maintained by you – we won't add anyone to these lists based on your criteria. You can find all the lists you have in Mediaportal using the *Your Lists* tab.

As well as using the Connect directory to create *Saved Searches* and *Your Lists*, you can also use the *Private Contacts* tab to add your own media lists to Connect. These Private Contacts will stay private only to you, unless you choose to share them with your team members.

Professional lists are also available when you need them: they're pre-prepared lists of media contacts based on topic or geography. These are kept up to date by our Isentia Media Directory Research team and they're great for when you need to get a media release out ASAP. You can locate these lists in the *Professional Lists* tab.

All these different types of contacts in Connect have you covered, whatever your distribution needs. When you use Connect to send a media release you can send to any combination of Your Lists, Saved Searches, Professional Lists and Private Contacts.

Download and take action
You can also use Connect to export Contacts data to a CSV file. Just select your contacts you wish to export from your search results, or from a Saved Search or Your Lists.
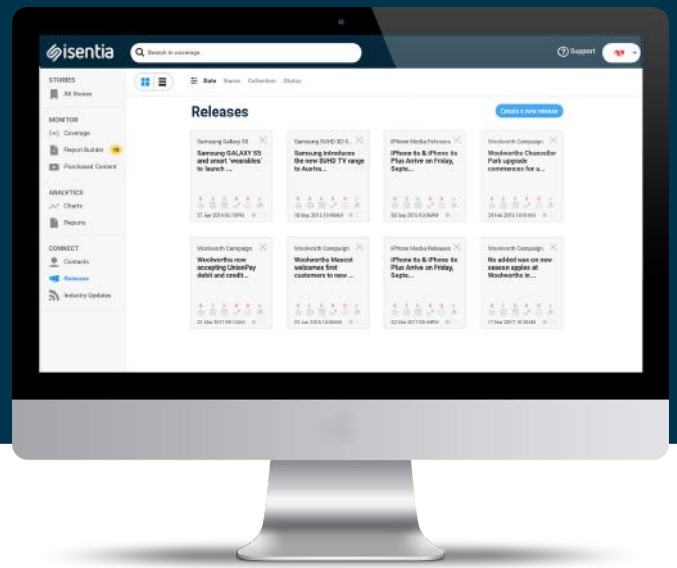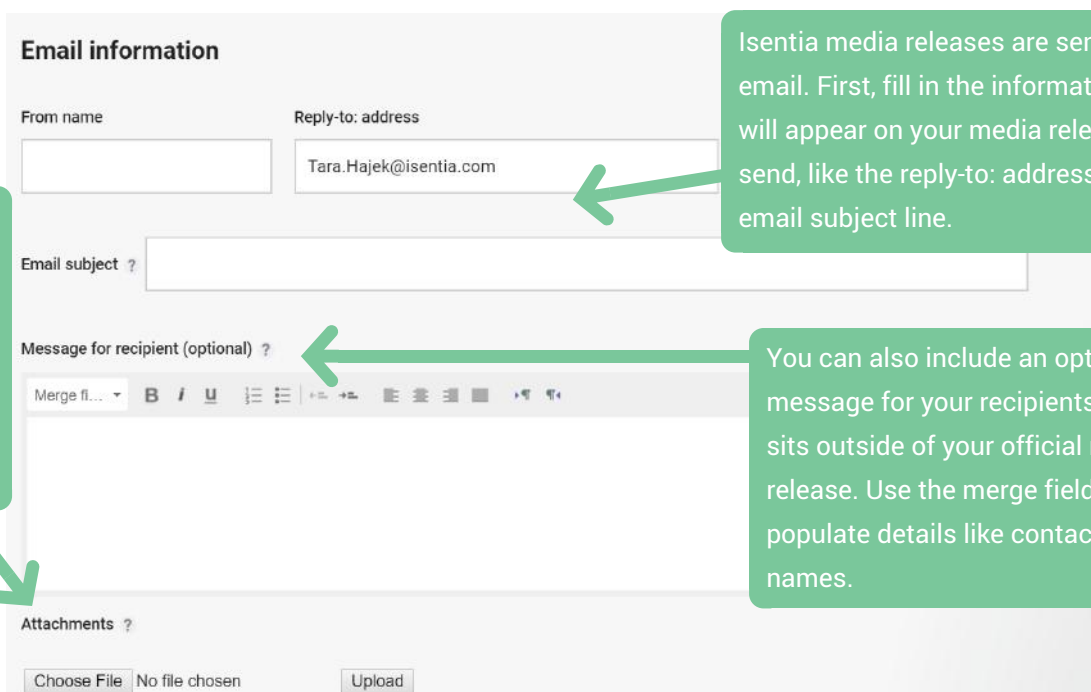
Connect Releases

Connect gives you all the distribution tools you need, right inside Mediaportal. With the Connect Releases area you're able to easily create and distribute rich, engaging media releases.

Click on *Releases* under the Connect area in the navigation sidebar to the left of your screen. Here, you can see any releases previously sent by your organisation, as well as any release drafts or embargoed releases. Click the *Create a new release* button, found in the upper right corner of the screen, to begin sending a media release.

The Connect media release builder will then guide you through three stages of release creation:
- Creating your content
- Selecting your recipients
- Scheduling your release

Isentia media releases are sent via email. First, fill in the information that will appear on your media release email send, like the reply-to: address and the email subject line.

As your release is sent via email you can also add an attachment like a PDF or image file. Keep this under 3MB.

You can also include an optional message for your recipients that sits outside of your official media release. Use the merge fields to populate details like contact first names.

Add a header image or logo here to incorporate your branding and make your release visually engaging.

Release content Edit text version ⓘ

With no header ⌄

Click to edit your release title

Click to edit the lead paragraph. The lead paragraph captures the reader's attention and summarises the what, who, where, when, and why of the topic of your release. It often starts with your location and sometimes the date.

Click to edit the body of your media release. Mediaportal provides support for complex HTML formatting in the body of your media release including font sizes and styles, tables, embedded media links, and more.

ENDS

Then, you can start crafting your media release. Give your release a title and an eye-catching lead paragraph.

Now you can start working on the HTML body of the media release. There are lots of options for customising your content and creating a visually engaging email.

MEDIA RELEASE

MONDAY, APRIL 3, 2017

isentia

Embed images here.

MEDIA RELEASE: Product launch

Isentia will host a product launch at their head office in May 2017.

👁 ▤ Source ✂ 🗐 📋 🗊 🗏 ↩ ↪ | 🔍 🔤 | ✓ | 🖼 ⊙ 🎞 ▤ 🔲

B *i* U̲ ab x₂ x² | ☰ ☰ | ← → | ❝ | ☰ ☰ ☰ ☰ | 🔗 ⌀ ⚓

Format ⌄ Font ⌄ Size ⌄ 🔤 🖊 ⌀
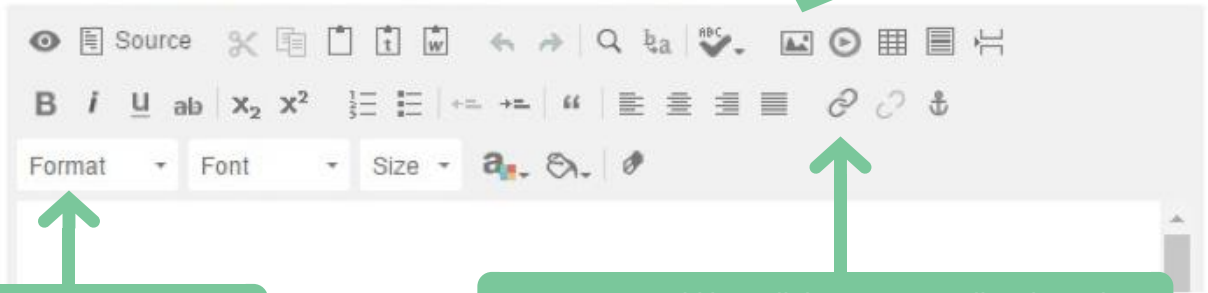
HTML gives you lots of options to customise the font and formatting.

Here you can add hyperlinks to your media release i.e. to direct people through to your organisation's website.

When you've crafted your media release content, you can hit the *Send test email* button to check how your release looks when delivered via email. When you're happy with how this looks click *Next step* to begin selecting the target audience for your release.

Release recipients

Professional lists   Your lists   Saved searches   Private contacts

GROUP   **Geography**   Topic

You will be able to review and edit the recipient list before the release is sent

New Zealand - All National & Metropolitan Media

New Zealand - Community & Suburban Media

> You can send your media release to any combination of Professional lists, Your lists, Saved searches and Private contacts.

You can also add Recommended contacts to your release. Mediaportal automatically pulls out these contacts for you, based on a comprehensive analysis of your monitoring folders.

Recommended for you

Based on the topics that you monitor and recent media coverage we think that these contacts may be interested in your message:

and **865** more ›

Selected recipients   ?

Professional lists	$64.00
Directory contacts	0.00
Private contacts	0.00
AUD $	**64.00**

Keep track of the price estimate for your release send using the *Selected recipients* area. If you're unsure about release pricing for your organisation just get in touch with your Account Management Team.

When you've selected your recipients just click *Next step* to finalise your release send.

Release options

Delivery	
○ Send immediately	You can choose whether to send your release immediately or choose a 'set and forget' delivery date/time for this to be sent out in the future.
● Hold until: 17 ⌄ 02 ⌄ on 7 Nov 2017 📅	
in timezone Canberra, Melbourne, Sydney (GMT+11:00h) ⌄	
☐ Send an email notification when delivery / posting commences	

Organise	
Add this Media Release to:	You can also organise your release into a collection, for easy access in the *Releases* area.
● An existing collection: iPhone Media Releases ⌄	
○ A new collection:	
My new collection...	

Then, just click *Queue this release* to begin sharing your message.

Queue this release

Once your release is scheduled, you'll have the option to link a monitoring folder to this release so you can track any generated media coverage. Access your release in the *Releases* area for information on who received your delivery, and any associated media coverage.

CHEAT SHEET

Isentia App

The Isentia mobile app gives you the tools you need to stay on top of your media coverage when you're on-the-go.

We've included the most used parts of Mediaportal into the Isentia app, as well as some new mobile-friendly features. Using the app, you'll be able to:

- Review and access all of the media coverage from your Mediaportal, with new items delivered to your app straight away
- Quickly generate and distribute PDF coverage reports
- View coverage trends on your Analytics Dashboard
- Receive notifications throughout the day on important media coverage and comments from your team

Are you ready to stay informed on-the-go?

Download the Isentia App from the App Store or Google Play for free today. Either search 'Isentia' or scan one of the QR codes to the right using your smartphone.

Once you've downloaded the app, simply log in using your Mediaportal credentials, and you're ready to go!

App Store

Google Play

View Coverage

Use the *Coverage* tab to view all of the coverage from your Mediaportal.

From the *Coverage* area you can tap on a media item for a more detailed view, or swipe from right to left to reveal the item actions.

To refine the coverage you see just tap the funnel-shaped filter icon in the top right hand corner of the Coverage area.
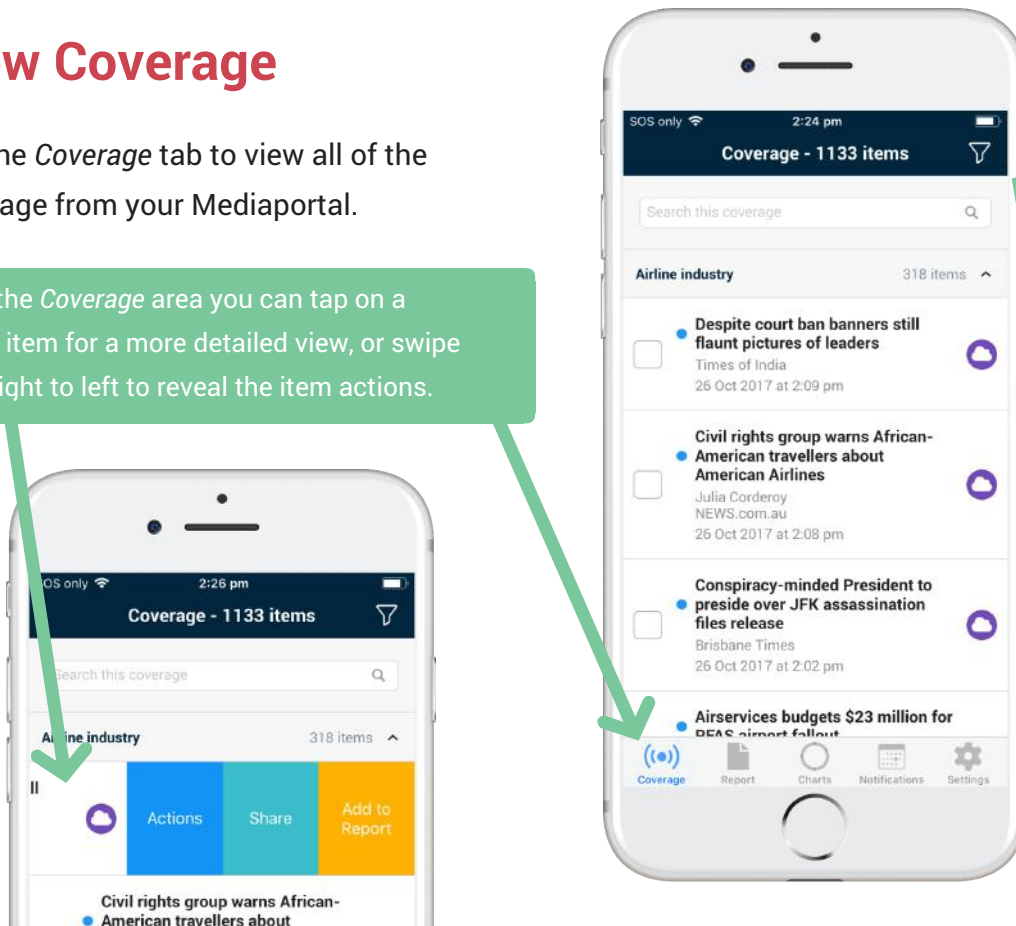
Generate and distribute reports on-the-go

Add media items to *Report Builder* using the bright blue *Actions* toolbar, and build a PDF report on-the-go.

Check media items and then hit *Actions* to reveal the toolbar

Using comments?

Comments are a great way to highlight valuable media items and collaborate with your team. If you and your colleagues are using comments, make sure you stay informed by enabling comments notifications!
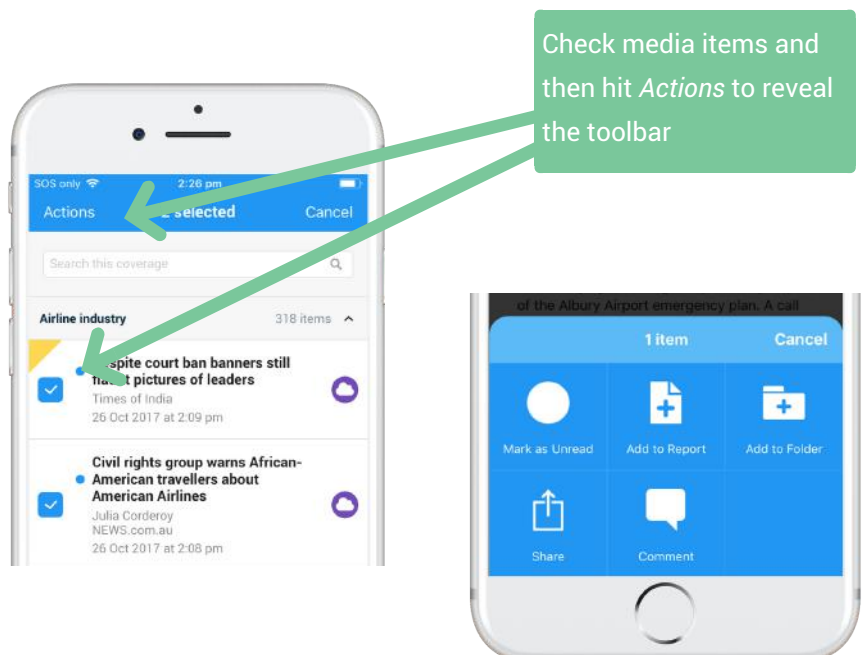
Your Analytics Dashboard in your pocket

For on-the-go analysis of coverage trends, view your Analytics Dashboard live from within the App. To access Analytics, simply click the *Charts* tab, the second icon along the navigation panel.

Stay informed with notifications
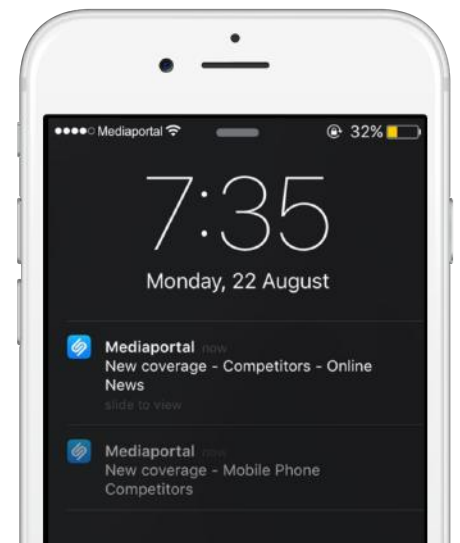
Notifications can keep you informed on both comments your colleagues are making on media items, and content being delivered to your Mediaportal. Enable push notifications in the *Settings > Notifications* area of your mobile, so your notifications appear on your phone's Notifications centre and lock or home screen.
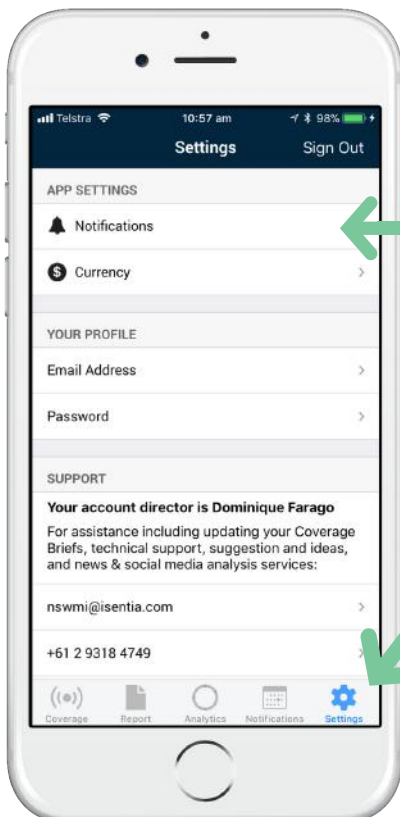
You can set up and customise your notifications by tapping the *Settings* icon at the bottom of your screen, from where you can open your *Notifications Settings*

Click on a Parent Folder to enable notifications for specific Coverage Briefs and/or Personal Folders

CHEAT SHEET
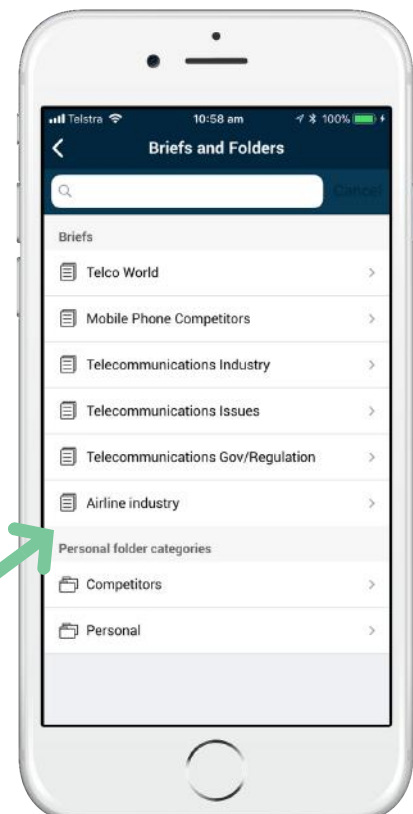
Isentia App Notifications
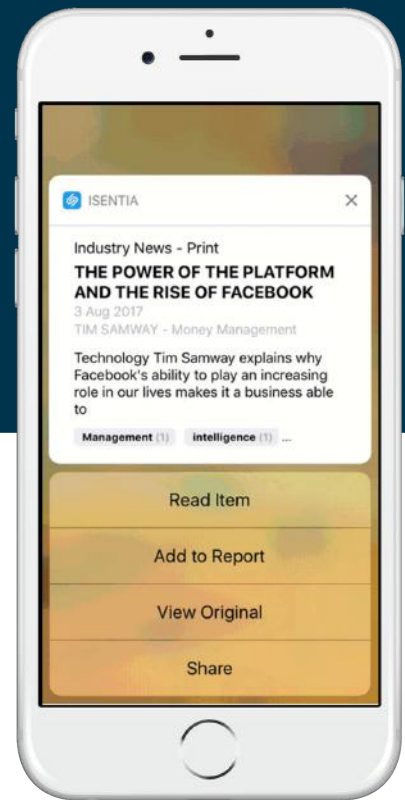
The Isentia mobile app comes with customisable notifications, that you can use to stay on top of the media items and comments that are important to you.

Setting up Notifications

There are two types of Isentia mobile app notifications:

- Coverage notifications
- Comment notifications
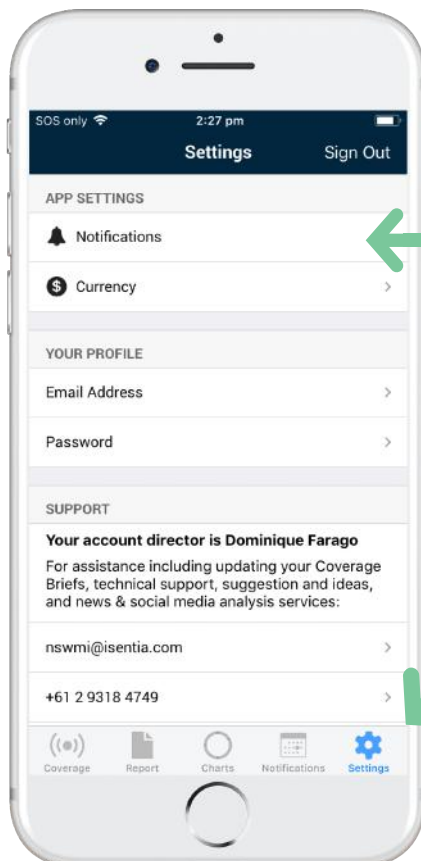
You can set up and customise your notifications by tapping the *Settings* icon at the bottom of your screen, from where you can open your *Notifications Settings*

Coverage Notifications
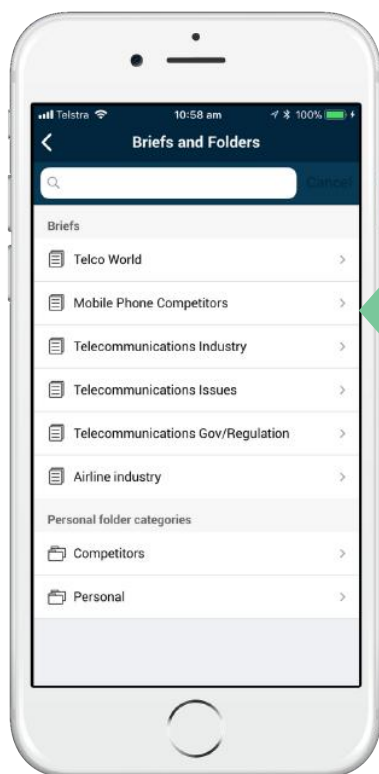
Click on a Parent Folder to enable notifications for specific Coverage Briefs and/or Personal Folders
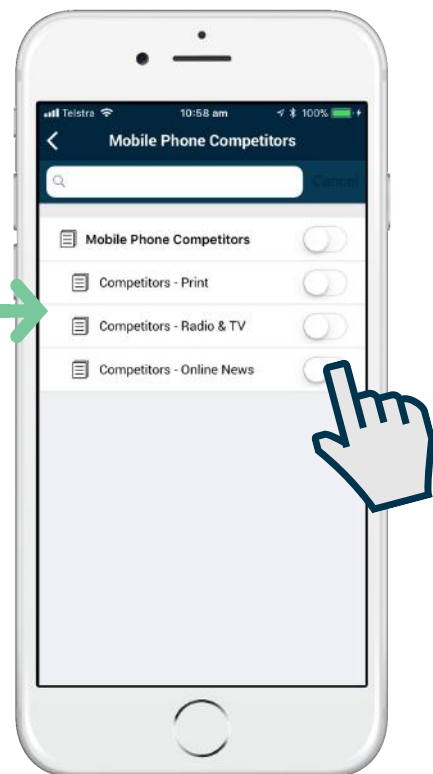
Comments Notifications

Stay connected with comments notifications

Want to know what your colleagues are saying about media items? Get notified when they comment on a media item inside Mediaportal by setting up comments notifications!
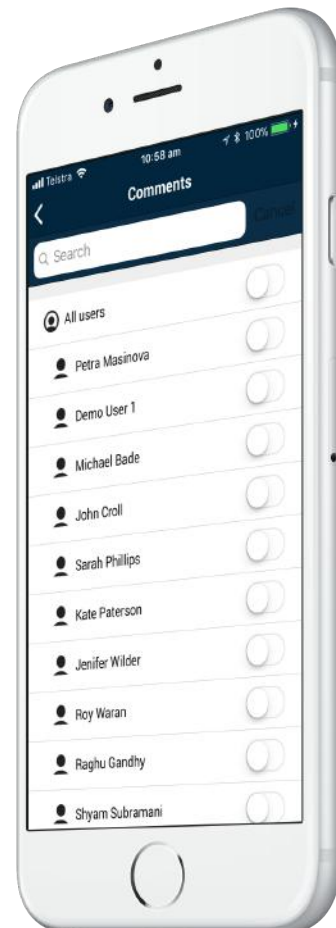
Receive notifications when you need them most

Select which day(s) of the week you'd like to receive notifications. Don't forget, you can turn on 'Do not disturb' mode from your *Notifications Settings* if you want to turn notifications off temporarily.
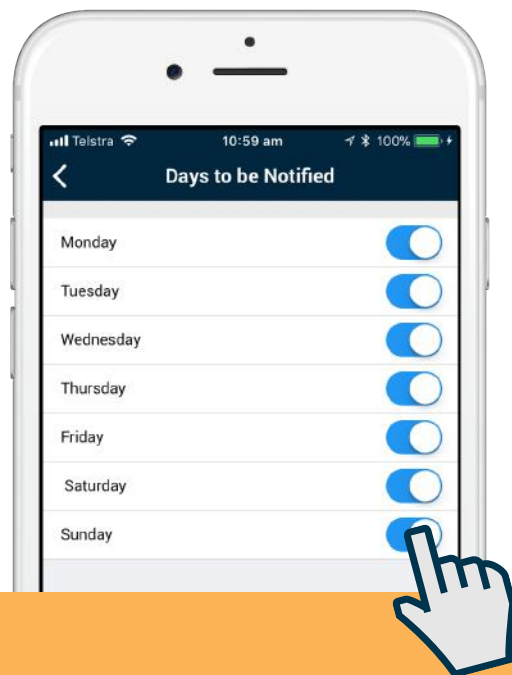
Customise your notifications

Make your Isentia notifications your own by selecting a custom sound within your *Notifications Settings*.

Viewing Notifications

The notifications you receive will display in the *Notifications* area of the Isentia app. Push notifications will also appear on your phone's lock screen / home screen and in your phone's Notifications centre.

To ensure you receive push notifications, you'll need to allow notifications from Isentia in the *Notifications* section in your mobile phone *Settings*.

How to clear your browser cache

What is the cache?

Your browser stores data from frequently visited websites, so that when you return, the site loads up nice and quickly. The two key things here are temporary/cached files, and cookies.

Why do I need to clear it?

When changes are made to a site, because your browser is hanging onto stored files (cookies and temporary/cached files) it can result in display issues or even bad errors, and you need to force the browser to get the newest copy of data from the site.

What's the shortcut?

For most browsers, browsing data is located in the settings. If you are using Chrome, Internet Explorer, or Firefox – in fact most browsers should allow this - the best th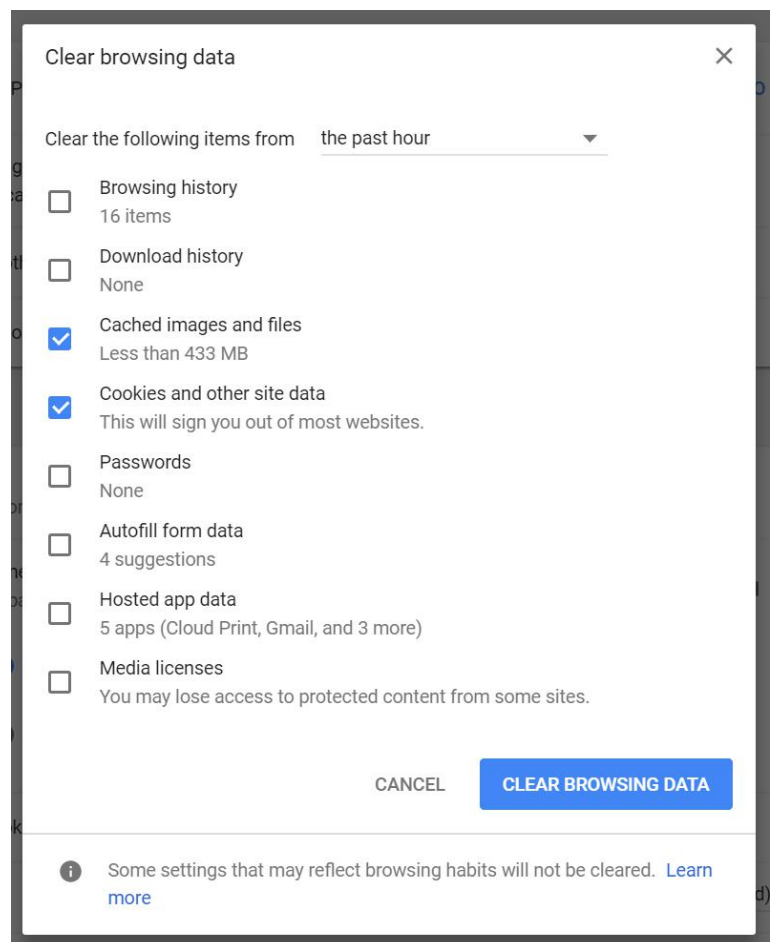ing to do is hold the **Ctrl + Shift + Delete** keys, which should take you straight to where you need to go. From here, select the cookies and temporary file boxes. If a time period is provided, choose 'all time'.

Please see the screenshot from Google's Chrome browser to the right. You don't need to select other information such as browsing history or passwords, just the cookies and cached images. Select 'Clear Browsing Data' after selecting these.

Clear browsing data ✕

Clear the following items from   the past hour ▼

☐ Browsing history
16 items

☐ Download history
None

☑ Cached images and files
Less than 433 MB

☑ Cookies and other site data
This will sign you out of most websites.

☐ Passwords
None

☐ Autofill form data
4 suggestions

☐ Hosted app data
5 apps (Cloud Print, Gmail, and 3 more)

☐ Media licenses
You may lose access to protected content from some sites.

CANCEL   **CLEAR BROWSING DATA**

ⓘ Some settings that may reflect browsing habits will not be cleared. Learn more

If you are using Internet Explorer, make sure you deselect 'Preserve Favourites website data'- if Mediaportal is bookmarked, it won't clear anything for the site.
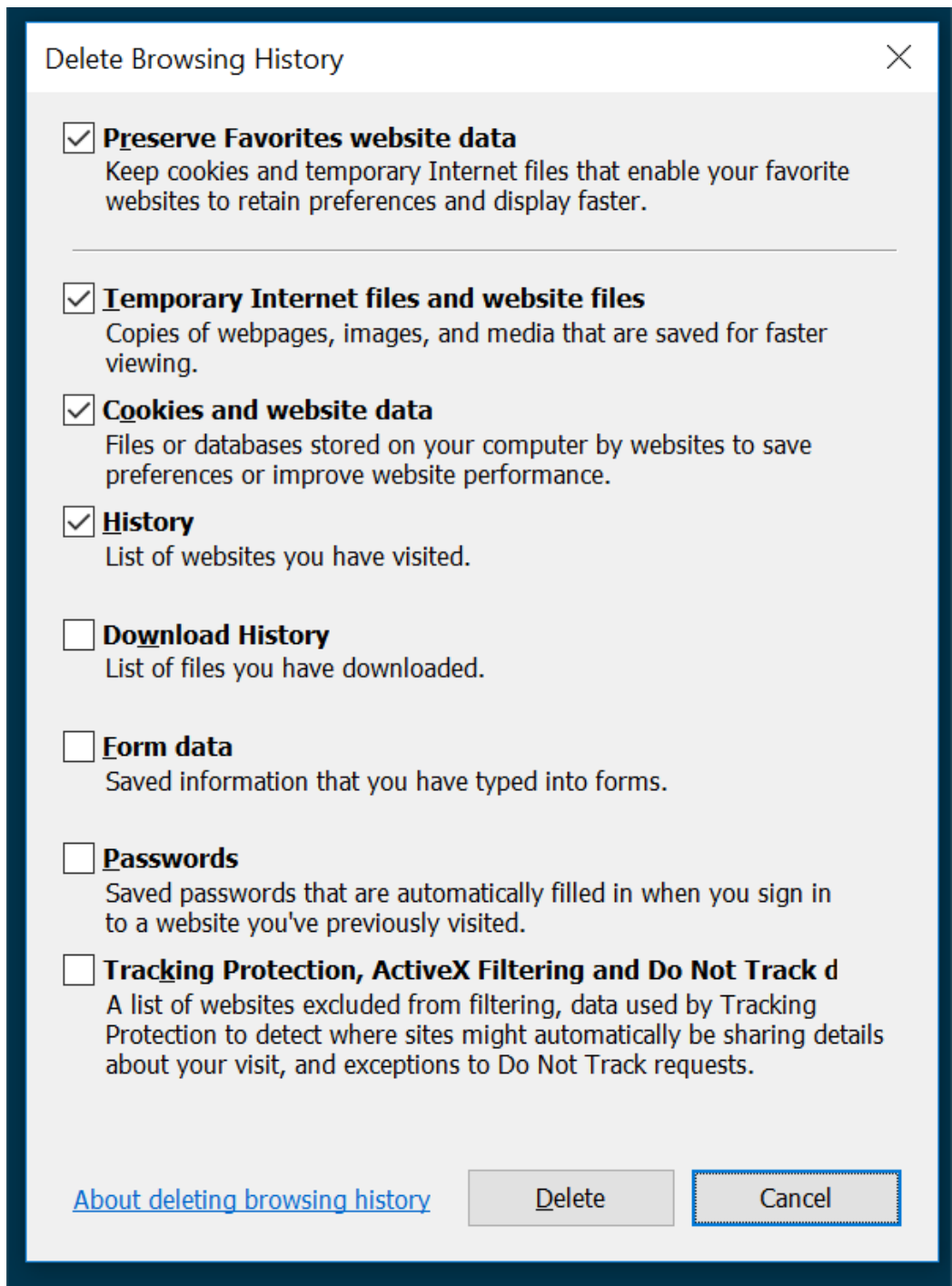
A handy shortcut

Hold down both the Ctrl button and the F5 button on your keyboard. This will manually clear the cache for the page that's currently on your screen.

If you are using Firefox, make sure to expand 'Details' to select only these items.

Clear All History ✕

Time range to clear: Everything ⌄

⚠ All selected items will be cleared.
This action cannot be undone.

∧ Details

☐ Browsing & Download History
☐ Form & Search History
☑ Cookies
☑ Cache
☐ Active Logins
☐ Offline Website Data
☐ Site Preferences

[Clear Now]   [Cancel]
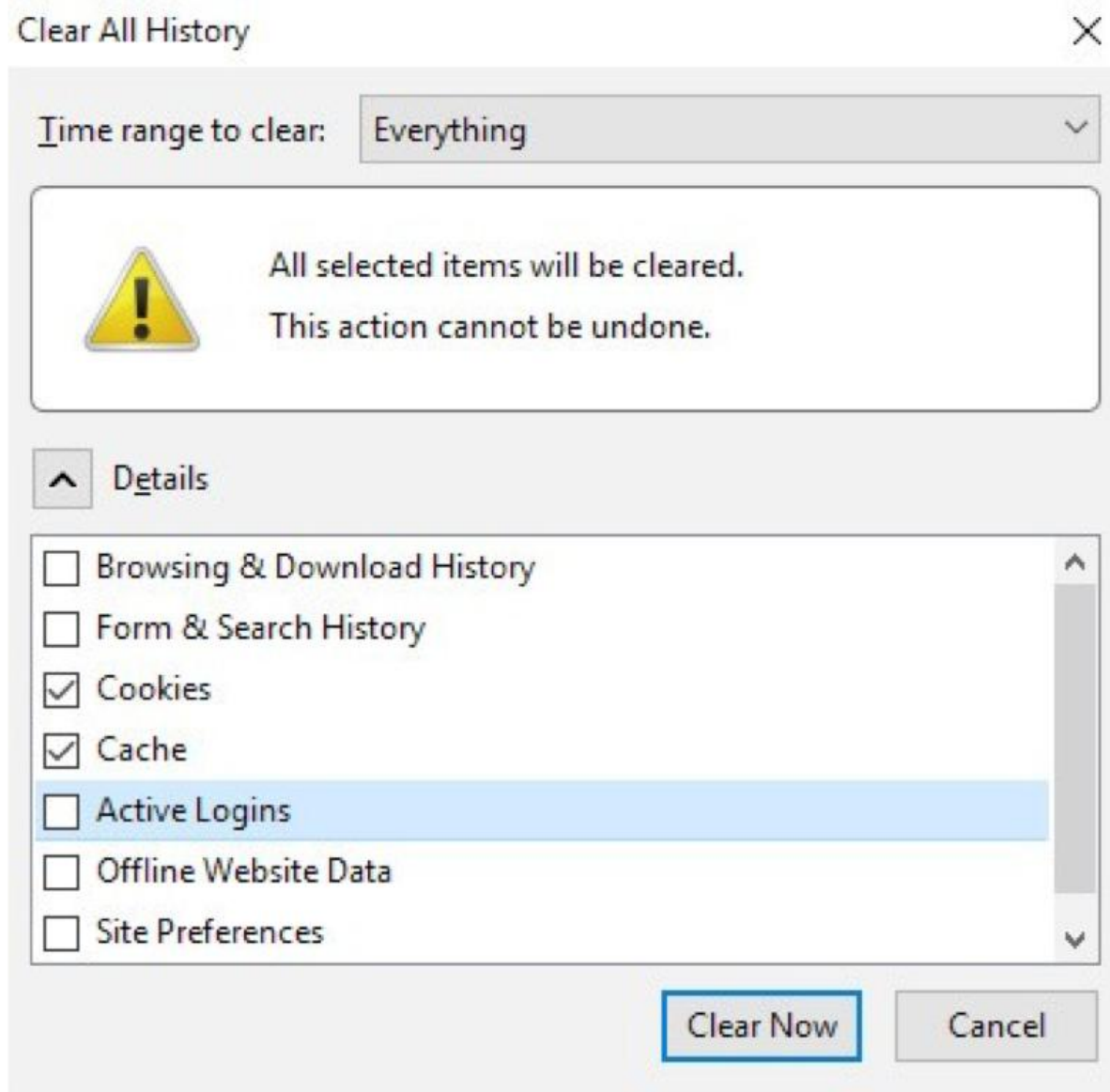
Browser information on Mediaportal

We're always trying to improve Mediaportal, including how information is displayed and designed.

As we have a design built for today's users some older browsers are unable to handle the site to its fullest capabilities. Below is a list of browsers that are the minimum requirement to get the optimum experience for Mediaportal.

By using the latest browser, you are insuring that you benefit from significant performance and speed improvements, as well as a modern look and feel.

If you are unsure which browser you are on, simply visit http://www.whatbrowser.org/ which will tell you the version, and if you're on the latest one.

Mandatory compatibility
Apple OS X Safari 8 and above
Internet Explorer 11 and above*
Microsoft Edge (the new browser bundled with Windows 10)
Chrome 44 and above
Firefox 40 and above
Apple iOS Safari (iOS 8 and 9)
Apple iOS Chrome (latest app version)
Android Chrome (latest app version)
Android OS stock browser (Android Lollipop OS and Marshmallow OS)

*A significant change will be for users on older versions of Internet Explorer (which account for less than 2% of Mediaportal traffic, but nonetheless are commonly used by government)– these browsers are not HTML5 compatible. These browsers are quite old now - IE7 was first released in 2006, and IE8 was released in 2009! Neither is officially supported by Microsoft anymore.

In January 2016 Microsoft ceased offering support for all older versions of Internet Explorer. Support and security updates are only available for IE11 or Microsoft Edge, leaving those on older browsers vulnerable to security issues. We recommend that Mediaportal users access the site using IE11 or the latest version of a browser like Chrome. This will provide the best experience not just on Mediaportal, but right across the web.