



Social Media Monitoring User's Guide

Social Media Monitoring v1.0 User's Guide

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Welcome

Bold's MediaGateway is a versatile tool that offers a flexibility in communication to optimize Central Station processes. The MediaGateway is designed to:

- Communicate with the Bold Telephony Service (BTS), sending commands and receiving responses. The BTS is also capable of initiating communication with the MediaGateway.
- Communicate with Manitou by sending and receiving certain responses and information through the XML Receiver Driver.
- Use Positive Voice Detection (PVD), to determine if a human voice has answered an outbound call. The MediaGateway also supports Positive Answer Machine Detection (PAMD) to detect when an answering machine has answered the call.

A Bold Introduction

This manual is intended to provide instruction and reference for core features and functions within MediaGateway. OWS provides Operators with direct access to all incoming alarms including everything needed to handle alarms, manage customers and dealers, log reports, and much more.

About Bold Technologies

Bold Technologies, an industry leader since 1981, has stood the test of time in central station and alarm automation software. Formerly known as Bradley On-Line Data Systems, Bold Technologies created the Bold Central Station Automation System and through the years, shaped the development of contemporary alarm monitoring by introducing faster and more sophisticated software innovations. We promote excellence and technological innovation through strategic partnerships and support of organizations dedicated to advancing industry standards. As a proven leader in the security industry, our strength is founded on a company-wide commitment to helping our customer group through superb products and services. This commitment guides our decisions for future development.

About Manitou

Bold Technologies, recognizing that the future was about innovations within the Windows® world, began building the Manitou system from the ground up in 1999. The first sites went live on this new-age monitoring system in 2002. The Manitou system was completely redesigned and revolutionary, opening the alarm industry up to new concepts and ideas. This endeavor completely changed the industry paradigm encouraging broad advancements industry-wide.

About MediaGateway

Another Bold endeavor, the MediaGateway came on to the scene in 2006, bringing an opportunity for sites to streamline multiple communication pathways. In 2012, the MediaGateway was revised and updated, adding several new industry-leading features to the ever-expanding list of supported modules.

Social Media Monitoring

Social Media Monitoring allows central stations to monitor Twitter and Facebook for malicious, dangerous, informational and even brand-related content. The signals and alarms that are generated and sent into Manitou can be ranked based on the keyword searches setup within the MediaGateway. These searches are configurable based on keywords, negative weighting and Geo-Fence technology.

Keywords may be rated positively and negatively to escalate certain terms and downplay others. If for example, the term "gun" is being searched for potential risk, "arm" can be added a negative keyword so that if someone tweets "that guy has a gun for an arm", the score is offset by the negative keyword, downgrading a potential hazardous posting.

☛ It is important to note that posts and tweets are live and unfiltered, and therefore could result in explicit or inappropriate verbiage.

Social Media Monitoring also allows searches to be scheduled at regular intervals, updated with new tweets and posts and saved for future and/or continual use.

Setting up a Social Media Search

The social media search capabilities have been made to be as comprehensive as possible. To properly create, keywords must be established and the search must be set up.

Establishing and Scoring Keywords

Begin by setting up the keywords to be used in the search.

1. Select **Keywords** from the *Administration/Social Media* node within the Navigation Pane.

Category				
Fast Food				
Football				
►*				

Category	Keywords	Score	Neg. Keywords	Neg. Score
Fast Food	subway,MC Donalds,Burger King	25	sandwich	10
►*				

Keywords window

2. Within the *Keywords* window, click within the next available **Category** field (designated by an asterisk *) and type a category heading.
3. Click in to the next empty field to save the category heading.

Keywords

The *Keywords* table is broken down in to positive and negative keywords. Positive keywords add to a potential score and negatives take away, thus affecting where a particular social media post falls within the set thresholds (determined when setting up searches below).

1. Within the *Keywords* table, select the newly created category from the drop-down menu in the *Category* column.
2. Identify (positive) keywords that pertain to the search, separating each with a comma.
3. Designate the score for each keyword. Scores range from 1 to 100.
4. Input any negative keywords in the *Neg. Keywords* column, again separating each with a comma.

Category				
►	Crime			
	Fast Food			
	Traffic			
*				

Category	Keywords	Score	Neg. Keywords	Neg. Score
Fast Food	Subway, McDonalds, Burger King	25	sandwich, train	10
Traffic	delays, auto accident, car crash, traffic	25	repair, maintenance	10
Crime	police report, altercation, investigation, police scanner	40		
►*				

Categories and Keywords

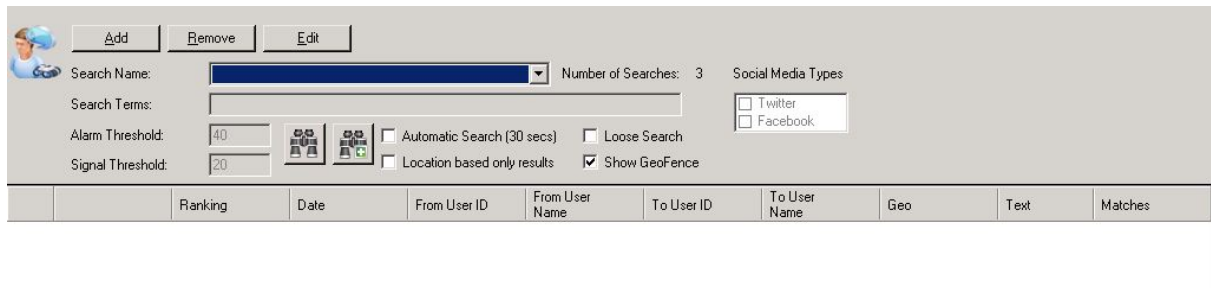
5. Repeat for any additional categories and keyword sets needed.

6. Once completed, click **Save All** from the *File* pull-down menu.

Setting up a Social Media Search

1. Once keywords have been set up, a search can be defined.

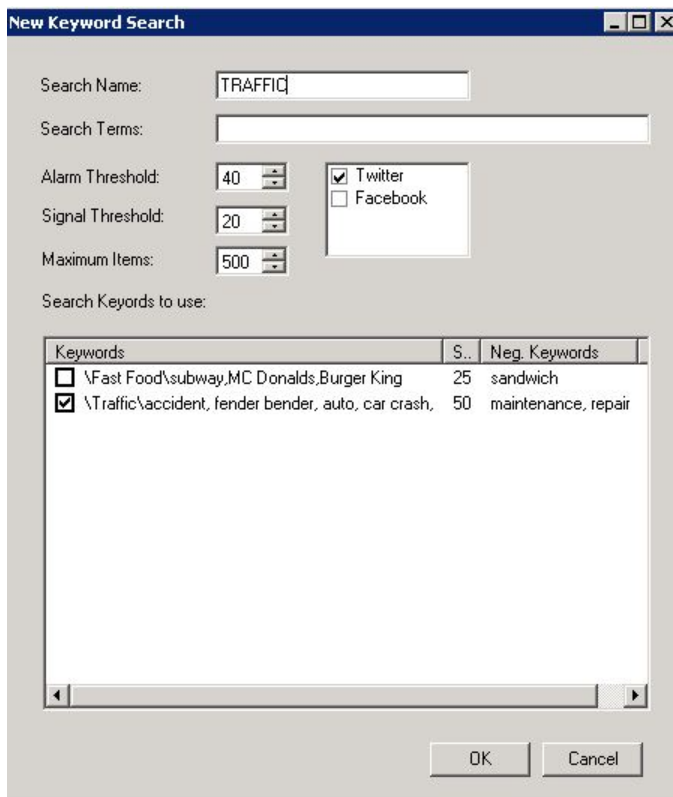
2. Click **Search** under *Operations/SocialMedia* in the Navigation Pane.



The screenshot shows the 'Search' window. At the top, there are buttons for 'Add', 'Remove', and 'Edit'. Below these are input fields for 'Search Name', 'Search Terms', 'Alarm Threshold' (set to 40), and 'Signal Threshold' (set to 20). To the right, 'Number of Searches' is set to 3, and 'Social Media Types' includes checkboxes for 'Twitter' and 'Facebook'. There are also checkboxes for 'Automatic Search (30 secs)', 'Loose Search', 'Location based only results', and 'Show GeoFence'. At the bottom, there is a table with columns: Ranking, Date, From User ID, From User Name, To User ID, To User Name, Geo, Text, and Matches.

Search window

3. Click the **Add** button at the top of the window.



The screenshot shows the 'New Keyword Search' dialog box. It has fields for 'Search Name' (containing 'TRAFFIC'), 'Search Terms', 'Alarm Threshold' (40), 'Signal Threshold' (20), and 'Maximum Items' (500). There are checkboxes for 'Twitter' (checked) and 'Facebook'. Below these is a section 'Search Keywords to use:' containing a table with columns 'Keywords', 'S..', and 'Neg. Keywords'.

Keywords	S..	Neg. Keywords
<input type="checkbox"/> \Fast Food\subway,MC Donalds,Burger King	25	sandwich
<input checked="" type="checkbox"/> \Traffic\accident, fender bender, auto, car crash,	50	maintenance, repair


At the bottom are 'OK' and 'Cancel' buttons.

New Keyword Search form

4. Within the *New Keyword Search* window, populate the **Search Name** field with an appropriate name for the new search.


5. If preferred, identify the terms the search will include in the **Search Terms** field.

Separate each by commas.

 *These will be used in conjunction of any keywords selected and can potentially add to or subtract from a threshold score.*

6. Adjust the **Alarm** and **Signal Thresholds** by using the up and down arrows next to the appropriate field. These fields have been set with recommended defaults of 40 and 20 respectively.
 - **Alarm Threshold** signifies the minimum score for an identified post to generate an alarm.
 - **Signal Threshold** identifies the minimum score for a post to generate a signal.
7. Designate whether the search will include **Twitter**, **Facebook** or both by clicking the checkbox(es).
8. Select the appropriate keyword set(s) to use by clicking the checkbox(es).
9. Click **OK** to save the new search.

Perform a Search

1. Select **Search** from the *Administration/Social Media* node on the Navigation Pane.
2. From within the *Search* window, select a saved search from the **Search Name** drop-down menu, or create a new search following the steps above.
3. Click the **Search** button  to begin the search. Search results will appear in the window space below form and provide ranking, color coding, and pertinent information such as location, user name, and text.

Search Name: **TRAFFIC** Number of Searches: 2 Social Media Types: ☒ Twitter ☐ Facebook


Search Terms: **alert**

Alarm Threshold: **40** ☐ Automatic Search (30 secs) ☐ Loose Search


Signal Threshold: **20** ☐ Location based only results ☒ Show GeoFence


Ranking	Date	From User ID	From User Name	To User ID	To User Name	Geo	Text	Matches
25	11/29/2012 10:02:05 AM	79186359	The Lowell Sun				TRAFFIC ALERT- Rt 3 S...	traffic
25	11/29/2012 10:02:45 AM	71052378	Pinellas County 911			28.019113,-82.752821	Alert: TRAFFIC INCIDEN...	traffic
25	11/29/2012 10:04:21 AM	548618699	Vigeant				@LowellSunNews: TRA...	traffic
25	11/29/2012 10:06:16 AM	31207199	Kaytelynd Kelley				RT @LowellSunNews: T...	traffic
25	11/29/2012 10:06:56 AM	26380965	John A Keith				Traffic alert: avoid Tremo...	traffic
25	11/29/2012 10:10:57 AM	273631940	Joe				Google Now is awesome....	traffic
25	11/29/2012 10:11:03 AM	35867431	Anne Daly				RT @LBP_Police: LBP T...	traffic
25	11/29/2012 10:11:34 AM	153926494	Chicago Internships			41.971107,-87.702482	#internship #Job alert: W...	traffic
0	11/29/2012 10:00:58 AM	102438092	Campbell D Ferguson				RT @davidgspain: IMPD...	
0	11/29/2012 10:00:59 AM	422812202	Lahn Jung Jules				CFIA/Allergy Alert: Undec...	
0	11/29/2012 10:01:00 AM	468514434	Transaction Chess				The lifetime gift tax exem...	
0	11/29/2012 10:01:01 AM	216950463	カートーンネットワーク番組表				始まった！ペン10:エイ...	
0	11/29/2012 10:01:06 AM	121789035	michael owen-lowee				Zimbardo Pics http://t.co/n...	

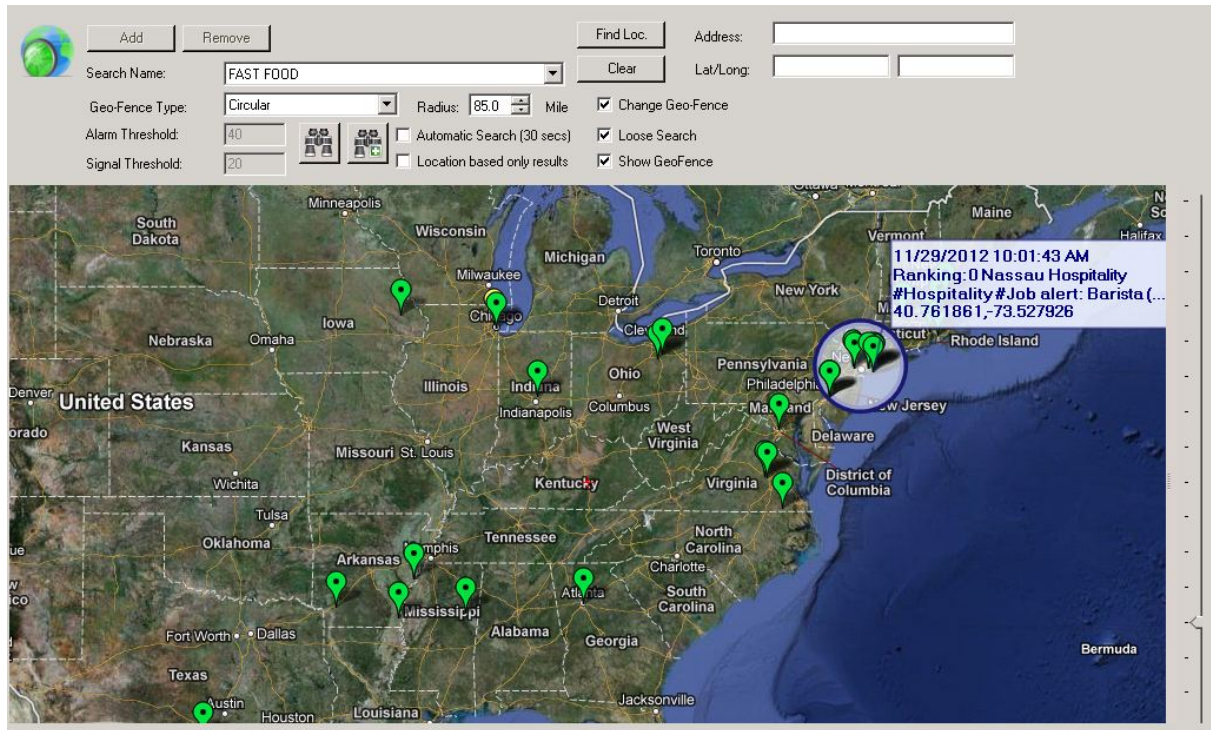
Search Results

➤ To add to the search and find any additional posts, click the **Add to Search** button. 

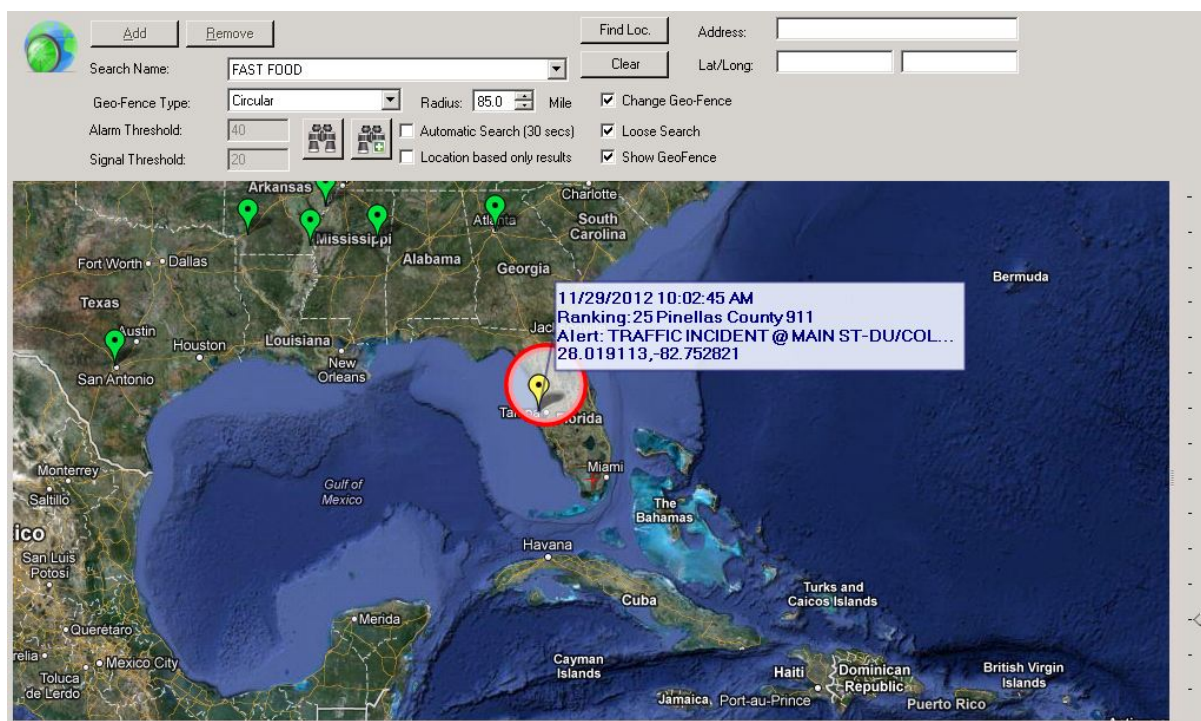
Perform a Search with a Geo-Fence

1. Select **Geo-Fence** from the *Administration/Social Media* node on the Navigation Pane.
2. From within the *Search* window, select a saved search from the **Search Name** drop-down menu, or create a new search following the steps above.
3. Click to check **Change Geo-Fence** and **Show Geo-Fence** checkboxes.
4. Designate a **Geo-Fence Type** from the pull-down menu.
 - **Circular** - circle extending out from a central designated point; designate the size by specifying **Radius** in miles up to 100
 - **Polygon** - click on map to create a 5-sided shape around a central point
5. Identify whether this will be a **Loose Search** or not by checking or unchecking the appropriate checkbox.
6. Click the **Search** button  to begin the search. Search results will appear in the window space below form and provide ranking, color coding, and pertinent information such as location, user name, and text.
7. Clicking on a flag will launch an independent window with additional information about the post or tweet from the actual social media outlet.
 - **Green tags** - posts or tweets that do not score within the threshold limits

- Yellow tags - posts or tweets that have generated signals
 - Red tags - posts or tweets that have generated alarms
- Zoom in or out by using the slide bar located to the right of the map, or the scroll button on a mouse.
- To add to the search and find any additional posts, click the **Add to Search** button. 



Loose Geo-Fence Search, Fast Food results



Loose Geo-Fence search, Traffic results

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