



Brandwatch

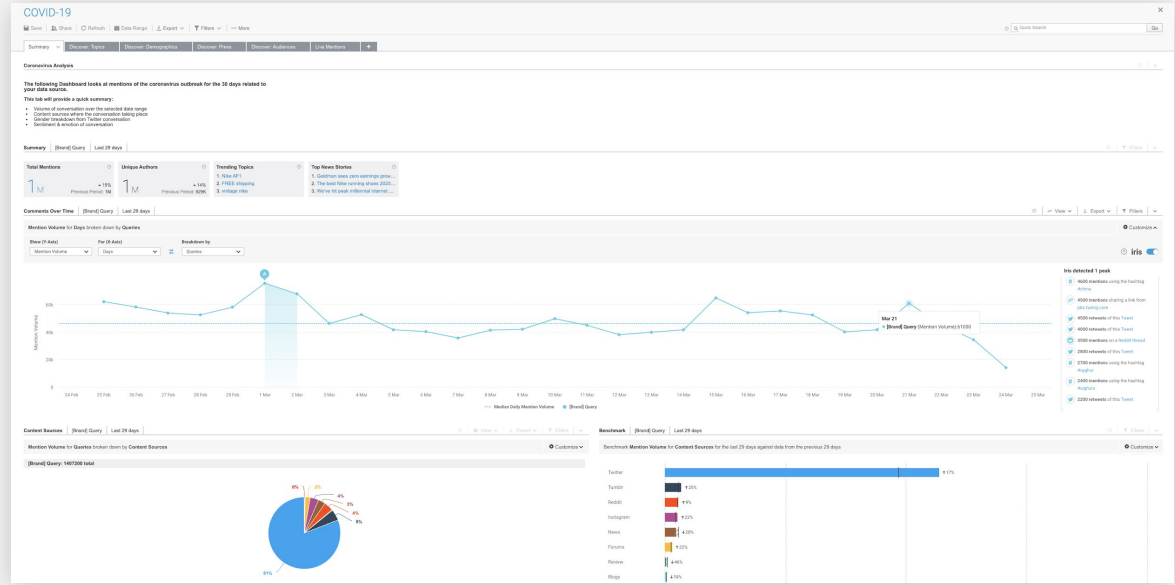
# **Guide:** Monitoring conversations about Covid-19 for your brand



# Covid-19 Guide

This guide will help you monitor the Covid-19 conversation related to your brand, using your existing setup.

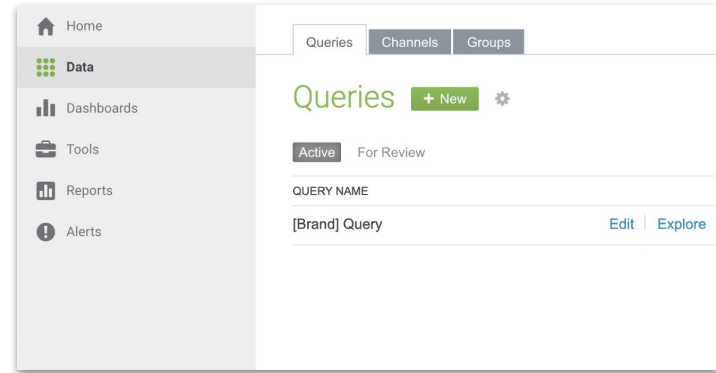
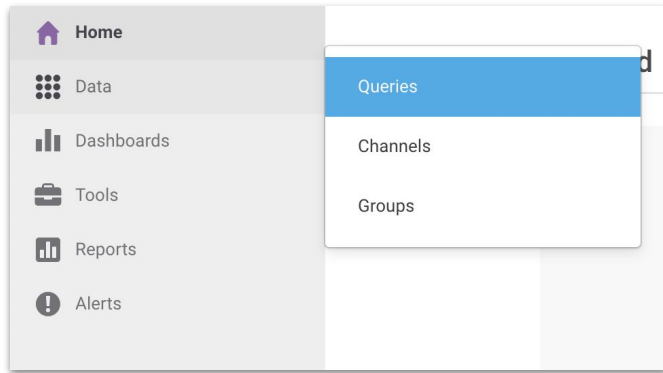
You'll learn how to build a Dashboard to **monitor** the crisis, **segment** vital conversation and identify insights to **action**.



# ✓ Step 1 - Locate your data source

Locate the Brand Query (can be your brand or a competitors) to use when analyzing Covid-19.

1 To find the data sources available to you click on **Data > Queries**



If you are unsure of where your Brand Query is, please speak to your admin user.

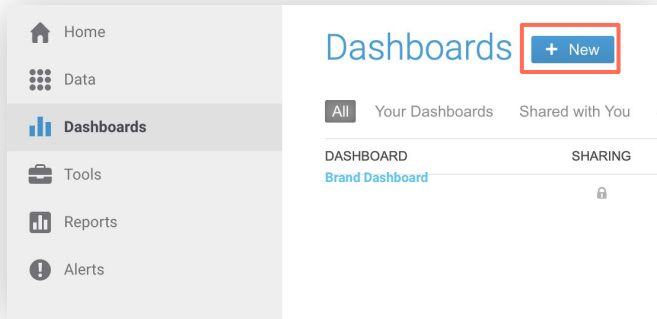
2 Move to the next step. At this stage you just need to identify what source you will use

## ✓ Step 2 - Use our expert-built Dashboard

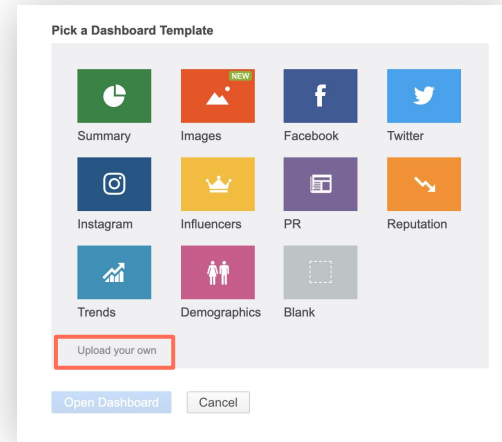
We have created a **Custom Dashboard** template for you to use.

1 **Download** our pre-built Dashboard template [here](#)

2 Click **+New** in the Dashboard area



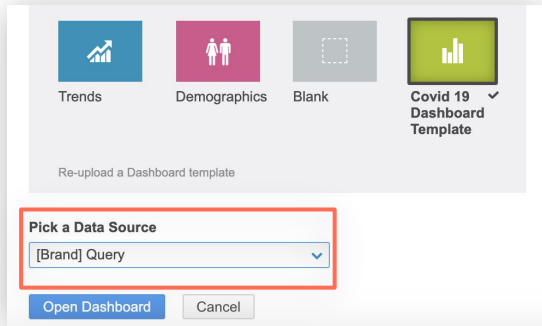
3 Click **Upload your own**



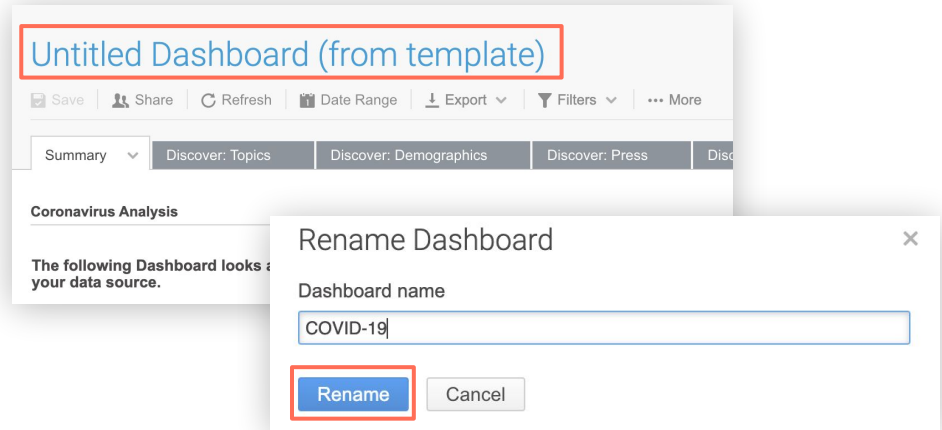
4 Select and upload the Dashboard file you just downloaded

## Step 2 - Use our expert-built Dashboard (continued)

- 5 Plug in the relevant data source you identified in Step 1 to **populate the Dashboard**

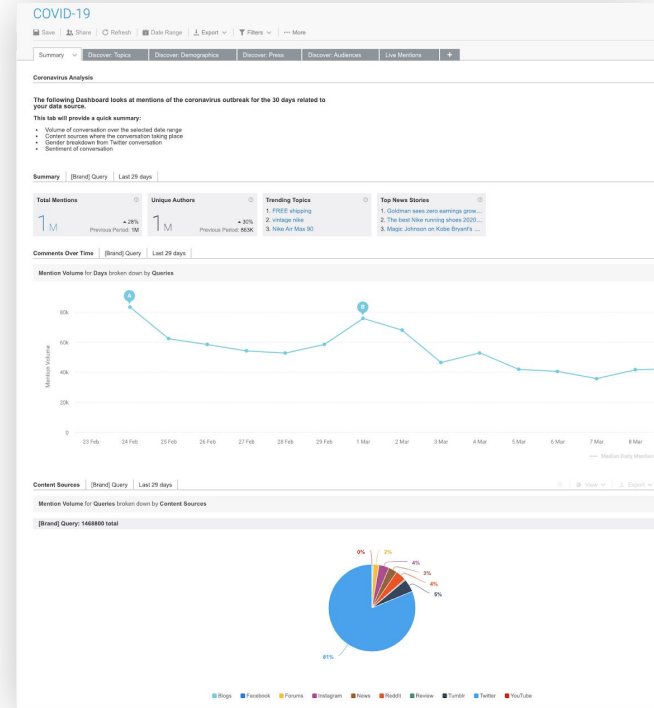


- 6 Name and **save** your Dashboard



## Step 2 - Use our expert-built Dashboard (continued)

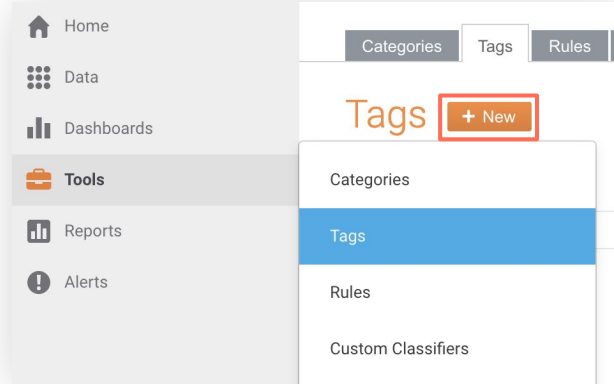
- **Note:** You now have a Dashboard that's analysing your data set, but **not Covid-19**.
- We now need to **filter the conversation** so we only analyze conversation about Covid-19 in relation to your brand.
- **Move to the next step.**



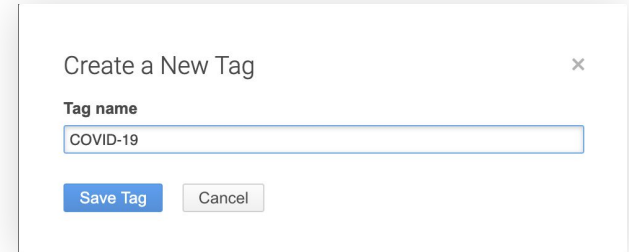
## ✓ Step 3 - Create a Tag filter

A Tag is how we create the Covid-19 filter:

- 1 **Tags** are created in the **Tool** tab on your account. Go to **Tools > Tags > Click on New**



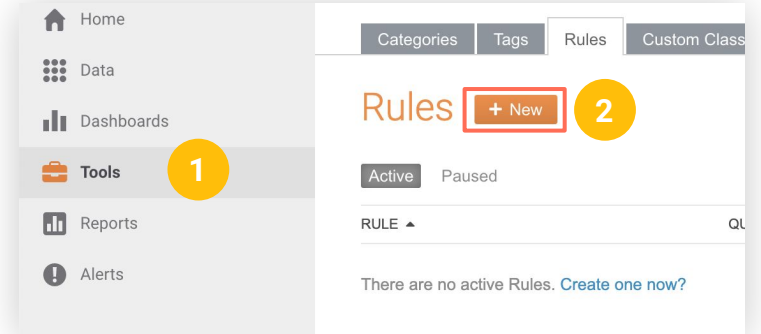
- 2 Name the Tag '**Covid-19**' > **Save** the Tag

A screenshot of a 'Create a New Tag' dialog box. The dialog has a title bar with a close button (X). Below the title, there is a label 'Tag name' followed by a text input field containing the text 'COVID-19'. At the bottom of the dialog, there are two buttons: 'Save Tag' (highlighted in blue) and 'Cancel'.

## ✔ Step 4 - Create a Rule

A **Rule** tells the platform how to filter conversations:

- 1 **Rules** are created in the **Tool** tab on your account
- 2 Go to **Tools > Rules > Click on New**



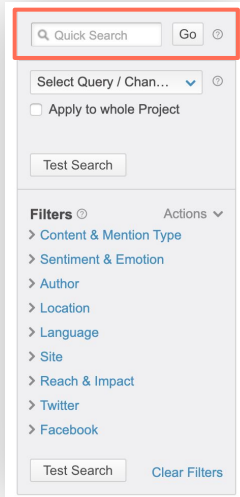




# Step 4 - Create a Rule (continued)



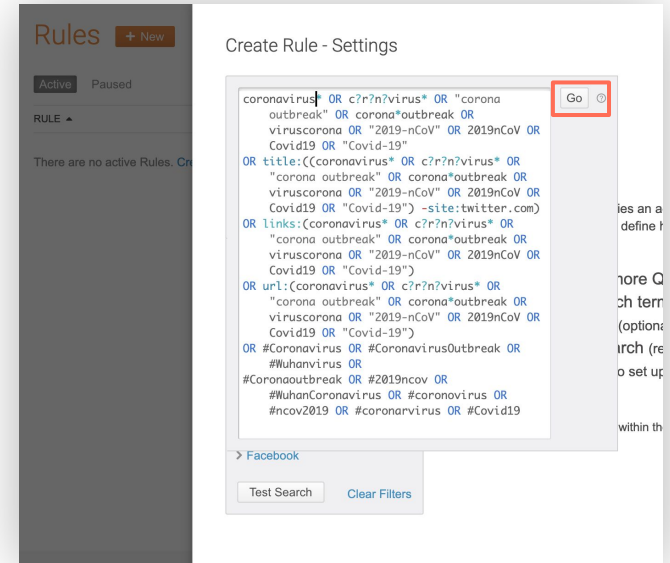
In the **Search Within** area, copy and paste the below text



```
coronavirus* OR c?r?n?virus* OR "corona outbreak"
OR corona*outbreak OR viruscorona OR "2019-nCoV"
OR 2019nCoV OR Covid19 OR "Covid-19"
OR title:((coronavirus* OR c?r?n?virus* OR "corona
outbreak" OR corona*outbreak OR viruscorona OR
"2019-nCoV" OR 2019nCoV OR Covid19 OR "Covid-19")
-site:twitter.com)OR links:(coronavirus* OR
c?r?n?virus* OR "corona outbreak" OR
corona*outbreak OR viruscorona OR "2019-nCoV" OR
2019nCoV OR Covid19 OR "Covid-19")
OR url:(coronavirus* OR c?r?n?virus* OR "corona
outbreak" OR corona*outbreak OR viruscorona OR
"2019-nCoV" OR 2019nCoV OR Covid19 OR "Covid-19")
OR #Coronavirus OR #CoronavirusOutbreak OR
#Wuhanvirus OR #Coronaoutbreak OR #2019ncov OR
#WuhanCoronavirus OR #coronavirus OR #ncov2019
OR #coronarvirus OR #Covid19
```



Click **Go**



## ✓ Step 4 - Create a Rule (continued)

5 Select the **data source** you want to apply this Rule to. This **must be the same data source you identified in Step 1 and have plugged into your Dashboard in Step 2**

6 Click **Apply**, and then **Next**

Create Rule - Settings

Search: coronavirus\* 0f Go

Select Query / Chan... ^

[Brand] Query

+ New Query / Channel

Filters Actions

- > Content & Mention Type
- > Sentiment & Emotion
- > Author
- > Location
- > Language
- > Site
- > Reach & Impact
- > Twitter
- > Facebook

Apply Clear Filters

Next >

7 Choose an Action > Add Tags

Create Rule - Action

What should happen with mentions for this search?

Action: Add Tags

- Change Sentiment
- Change Location
- Add Emotions
- Remove Emotions
- Add Tags**
- Add a Category
- Add Star
- Add Assignment
- Add Priority
- Add Status
- Add "Checked" Status



## Step 4 - Create a Rule (continued)

8

Then select the Tag you created in Step 3

Create Rule - Action

What should happen with mentions for this search?

Action: Add Tags ▾

Q Search or create Tag

COVID-19

< Next >

Detailed description: This screenshot shows the 'Create Rule - Action' configuration screen. At the top, it asks 'What should happen with mentions for this search?' and shows the action 'Add Tags'. Below that is a search bar with the text 'Q Search or create Tag'. A red box highlights the 'COVID-19' tag selected with a checked checkbox. At the bottom left, a 'Next >' button is highlighted with a red box.

9

Next > Name your Rule "Covid-19"

Create Rule - Name and Scope

Name your Rule

COVID-19

Please select which mentions should be affected by this Rule

Apply Rule to **future** mentions only

This Rule will apply to mentions that will be found from now on.

Apply Rule to **future and past** mentions

This Rule will apply to future and historical mentions back to 1 Feb 2017. For large data volumes this may take several minutes. We'll email you when it's ready.

Please reach out to your Account Contact to access historical data prior to 1 Feb 2017.

< Next >

Detailed description: This screenshot shows the 'Create Rule - Name and Scope' configuration screen. The 'Name your Rule' field contains 'COVID-19' and is highlighted with a red box. Below, there are two radio button options for selecting which mentions to affect. The second option, 'Apply Rule to future and past mentions', is selected with a blue dot. A red box highlights the 'Next >' button at the bottom.

10

Next > Save

Confirm Rule Setup

Name  
COVID-19

Data Source  
[Brand] Query

Search String  
covid

Action  
Add Tag: COVID-19

Scope  
The Rule will apply to all **future and past** mentions (back to 1 Feb 2017)

< Save Rule

Detailed description: This screenshot shows the 'Confirm Rule Setup' screen. It displays a summary of the rule configuration: Name (COVID-19), Data Source ([Brand] Query), Search String (covid), Action (Add Tag: COVID-19), and Scope (The Rule will apply to all future and past mentions (back to 1 Feb 2017)). A red box highlights the 'Save Rule' button at the bottom.

The platform will now find **all mentions that contain reference to Covid-19** within your brand data.

## ✓ Step 5 - Apply Tag filter to the Dashboard

The final step is to apply your Tag to your newly built Dashboard!

- 1 Go back to your Dashboard you saved in Step 2 and open it
- 2 On the top Dashboard control select **Filter > Tag** > Choose your newly created 'Covid-19' Tag > **Set Filters > Apply**
- 3 Save your **Dashboard**

You now have a Dashboard to analyze **all mentions that contain reference to Covid-19** within your brand data.

The screenshot shows a dashboard titled "COVID-19" with various data points and a filter menu open. The dashboard includes sections for "Key Insights", "Mentions Over Time by Day", and "Mention Volume for Days broken down by Sentiment". The filter menu is open, showing "Dashboard Filters" with "Category" and "Tag" options. The "Tag" filter is selected, and the "COVID-19" tag is chosen. The "Set Filters" button is highlighted.

1

2

3

COVID-19

Save Share Refresh Date Range Export Filters More

Overview Topics Authors Coverage Mentions

Key Insights [Brand] Query Last 14 days

Total Mentions 654k Unique Authors 525k

Mentions Over Time by Day [Brand] Query Last 100 days

Mention Volume for Days broken down by Sentiment

Show (Y-Axis) For (X-Axis)

Mention Volume Days

Apply Filters

Dashboard Filters More Actions

Category

Tag

Filter by Tag

Select Tags

Pick Tags Unselect all

COVID-19

Show mentions tagged with

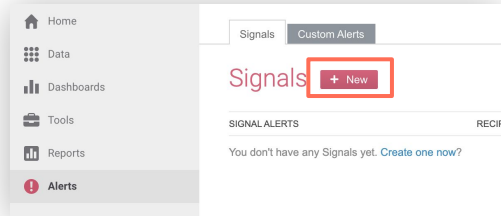
COVID-19

Set Filters Cancel Clear all Filters

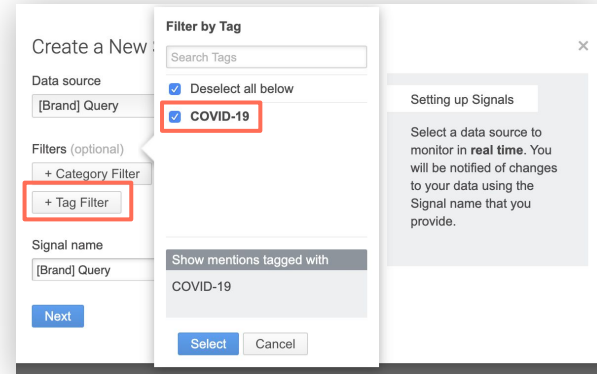
## ✓ Step 6 - Create a Signal

This newly created Tag can be applied to a **Signal**. We will **alert you by email** when there's change in conversation. These email alerts will notify you in real-time.

- 1 Signals are found in the Alert area on the left hand side menu . Select **Signals > New**



- 2 Select the **data source** from Step 1 again, and **apply the Tag**



- 3 Name your Signal and follow steps through to **Create the Signal**



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