Introducing Microsoft Social Engagement

See how social media listening and engagement can help your business

Microsoft
In a socially connected world, engagement with your customers can happen anywhere or anytime.

Microsoft Social Engagement puts powerful social tools in the hands of your sales, marketing, and service teams — helping them gain insight into how people feel about your business and proactively connect on social media with customers.
Anyone can benefit from using Social Engagement, but some of the use cases include:

- If you are in **Sales**, you may want to keep track of your key accounts and competitors.
- If you are in **Marketing**, you may want to track your brand, see who your key influencers are, or monitor the social impact of a particular campaign.
- If you are in **Service**, keeping customers happy is important. You can listen for when customers are unhappy on social channels and be proactive about responding.
Microsoft Social Engagement provides the following capabilities:

- **Social listening:** Listen in 19 languages across five sources – Facebook*, Twitter, Blog, Video, and News.
- **Social analytics:** Experience rich data visualizations, such as sentiment analysis, phrase clouds, top fans, top critics, and top hashtags.
- **Social engagement:** Build deeper relationships with customers by empowering teams across sales, marketing, and service to engage with their social communities on Twitter and Facebook.
- **Social CRM:** Fully contextual and integrated across sales, marketing and service. See social insights from within Microsoft Dynamics CRM or Microsoft Dynamics Marketing.

*Effective May 1, 2015, Facebook will no longer be supporting their API, which allows us to perform keyword searches for public Facebook posts. You can continue to gather posts and comments from specific Facebook pages by adding Facebook page rules to your search topics.*
When you sign in, you will immediately see our new dashboards, making it easier for you to analyze your data. Social Engagement provides a highly interactive experience with visual filtering on all widgets. For example, clicking negative sentiment adds it to the filters and all the widgets are immediately updated to show only for posts with negative sentiment.

### Dashboard
Select dashboard you want to view.

### Search Topic
Define search topic set-up.

### Filters
Set filters; the dashboard will be updated accordingly.

### Timeframe
Select the time frame.

### Trend
See volume of posts and trend of the current data set – comparing to last 5 timeframes.

### Posts
Navigate easily to the post view from any dashboard.

### Widgets
These widgets are displayed dynamically, whereas the other widgets are always shown.

### Analysis Focus
Filter by search topic or category.
Section Navigation

You can use the section navigation to access the areas of the application.

Analytics
Find dashboards for: overview, conversations, sentiment, location, and sources.

Social Center
Engage with social communities on Facebook and Twitter.

Message Center
Create or modify alerts.

Social Profiles
Manage your authenticated Twitter and Facebook profiles to use in Social Center.

Settings
Access the area to set preferences and other admin settings.

Search Setup
Create and manage search topics.

Help
Access Social Engagement Help Center.
Analytics: Overview

Get a first insight into what people are talking about including volume trends.

**Sentiment**
Shows how people feel about the topics you set up.

**Volume**
Visualizes the number of posts over time.

**Location Insights**
Analyzes where posts are coming from around the world.

**Authors by Source**
Shows you the number of authors by source.

**Sources**
Shows which sources are driving the most discussions and also the trend value.

**Authors**
See who mentions your search topics the most. Expand to the full view with additional details.

**Phrases**
See the top phrases within your data set. Results are based on significance, not only on volume.

**Search Topics**
See the breakdown by volume of the top five categories. Choose any category to see the top five topics within that category.

**Languages**
See the top five languages of your posts.
Analytics: Conversations

Find out what people are talking about. You can get insight into the most relevant and trending phrases.

**Phrases**
See the top phrases within your data set. Results are based on significance, not only on volume.

**Location Insights**
Analyzes where posts are coming from around the world.

**Twitter Hashtags**
Shows you the top five hashtags in your data set.

**Sources**
Shows which sources are driving the most discussions and also their trend value.

**Trending Phrases**
Shows you the phrases that are trending right now, compared to posts in the past.

**Languages**
See the top five languages of your posts.

**Phrases History**
Shows you the volume of posts containing the three top phrases.
Get an understanding of how people are feeling towards your brand, products, services or even competitors.

**Location Insights**
Analyzes where posts are coming from around the world.

**Top Fans**
See who spoke positively about you.

**Top Critics**
See who spoke negatively about you.

**Negative Phrases/Positive Phrases**
See the phrases most often found in negative and positive posts.

**Sentiment History**
Shows the sentiment history for our time frame. Looks like our sentiment is improving through the week and generally we are doing better than our average index.

**Sentiment Coverage**
Shows you the edited % vs. the system %. You can override the sentiment value to fine-tune the analysis.

**Sources by Sentiment**
Shows you how the sentiment about your topic varies among sources.

**Sentiment**
Shows how people feel about the posts you analyze.
Find out where posts are coming from and how your topics are perceived around the world.

Location Insights
Analyzes where posts are coming from around the world.

Sentiment by Country/Region
Shows you the sentiment in the top countries/regions.

Location Groups
Shows the groups of countries/regions you define.

Cities
Shows the most often found cities form the posts in your data set.

Phrases by Country/Region
Shows you the most often found phrases in the most active countries/regions.

Languages
Shows the top five languages of your posts.

Location Coverage
Shows you the relative distribution of posts with, and without, location data.

Locations
Shows you by country/regions where posts are coming from.
Analytics: Sources

Get insight about which sources are driving the most discussions across sources.

Sources by Sentiment
Shows you how people’s feelings about your topic vary among sources.

Location Insights
Analyzes where posts are coming from around the world.

Authors by Source
Shows you the number of authors by source.

Sources
Shows which sources are driving the most discussions and also their trend value.

Volume Change by Source
Find out whether there is an increase or decrease in the number of posts by source.

Sources History
See how the post volume within the available sources evolved over time.

Activities
See the types of posts in your data set.

Phrases by Sources
See most often found phrases by source.

Languages
See the top five languages of your posts.
Easily navigate to posts with one click from any of the analytics pages. Here, you can see the full post and take internal and external actions on the posts as highlighted below.

**Post Details**
If you click the post, you can see a bigger view of the post on the right pane.

**Internal Actions**
Assign posts to a user or apply a label.

**External Actions**
Reply, Retweet, Favorite and Direct Message on Twitter. Like, Comment, Share, and Private Message on Facebook.
Enable your community manager or your customer service team to engage with fans and critics alike or address customer issues before escalations. Social Center consists of user-configurable and shareable streams that display posts based on specific sources and filters we define.

Rearrange
Easily change the order of the streams by dragging and dropping.

Scroll Arrows
Use arrows to scroll through streams.

Reply
Here is an example of replying to a tweet.

Internal and External Actions
Similar to the Post view, you have the same internal and external actions.
Message Center

Trend alerts let you spot emerging trends and let you know when things worth knowing happen. Post alerts enable you to get informed if a new post matching your defined filters is found. The Message Center lets you manage all your alerts in one place.
Social Profiles

You can add your authenticated Facebook and Twitter accounts to respond to posts within Microsoft Social Engagement. This also allows you to acquire private messages from your authenticated accounts.

**Add a Social Profile**
Use this control to add a social profile.

**Share Profile**
You can share social profiles with other Social Engagement users, enabling them to take actions on posts on behalf of the shared profile.

**Add a Social Profile**
Choose a social profile and enter your credentials.
Search Topic Set-up

**Create Categories**
Select this control to add new categories.

**List of Search Topics**
Shows you the search topics in a particular category.

**Estimated Quota**
Estimates the expected post volume and whether or not it is within your post quota*.

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### Accounts

<table>
<thead>
<tr>
<th>Category</th>
<th>Search Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Categories</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts</td>
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<tr>
<td>Competitors</td>
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<tr>
<td>Facebook Pages</td>
<td>4</td>
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<tr>
<td>Products</td>
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### SEARCH TOPICS

<table>
<thead>
<tr>
<th>Search Topic</th>
<th>Searches</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Messages</th>
<th>Posts</th>
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</table>

### QUOTA

- **Expected to exceed limits:**
  - Your solution is expected to exceed the post quota. Edit search topics to reduce the number of posts, or you can purchase additional post quota in the Office 365 admin center.

<table>
<thead>
<tr>
<th>Quota Type</th>
<th>Posts</th>
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<tbody>
<tr>
<td>Monthly post quota</td>
<td>110,000</td>
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<tr>
<td>Current number of posts</td>
<td>69,944</td>
</tr>
<tr>
<td>Expected number of posts</td>
<td>89,182</td>
</tr>
</tbody>
</table>

*Not shown here: You can see a preview of expected Tweets, so that you can refine your search rules as needed.
More resources

To find more information, visit: Social Engagement Help Center.

Quick links to more training resources:
• Social Engagement Help & Training
• More videos and eBooks
• Social Engagement Forum

If the provided resources don’t answer your questions, your administrator can contact product support.
Thanks for reading!

Did this eBook help you?
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We’d love to know what you think.

CRM Help & Training site