



## **User's Guide**

# **Zelist Monitor**

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## A. General issues

### 1. *What is Zelist Monitor?*

**Zelist Monitor** is a monitoring and measuring tool for Romanian social media. Every week ZeList Monitor analyzes over 62,000 blogs, more than 49,000 Twitter accounts, 2,000 Facebook groups, 15,000 public Facebook pages, 500 online publications and the most important Romanian forums to enable you to identify in real-time the main discussions around brands you're interested in.

### 2. *What is Zelist Monitor used for?*

With **ZeList Monitor** you can easily measure your brand visibility, you can monitor competing brands and build a benchmark between them. In less than one minute you can find what is the share of conversation for your brand and competing brands.

Also, you can measure the social media impact of all advertising campaigns undertaken by your company. ZeList Monitor provides you with graphics for various periods (24 hours, 7 days, 30 days, 365 days), the main graphic media channels (online media, blogs, Twitter, Facebook, custom sources) and graphics of favorability (they measure attitudes toward the brand and with the help of tags they present the perception on your marketing message) from which you can see the buzz created by some marketing campaigns and the echoes produced by them.

In crisis situations, **ZeList Monitor** helps you identify the main authors and sources of influence that are spreading damaging messages to your brand and company, the number of people who take these messages and disseminate them further. Knowing this you can prioritize your interventions to those channels and sources where there are the most active and acid conversations, helping you to adjust your reply to the specifics of each media channel (be it on print media, blogosphere or twittosphere) and to provide fast and real time the official position of your company / your brand.

### 3. *Who is Zelist Monitor recommended to?*

**Zelist Monitor** is recommended to all those interested in the visibility of brands in social-media, the dissemination of messages in the online press, on blogs and on Titter accounts. Those directly interested are, according to us, PR and marketing professionals, advertisers and media specialists, but we are equally open to working with journalists, bloggers, NGOs representatives and students.

### 4. *What does Zelist Monitor monitor?*

Each week, Zelist Monitor analyzes:

- over 62.000 Romanian blogs, with 6.300.000 posts and over 5.100.000 comments in the last year;
- over 49.000 Twitter accounts, with over 19.800.000 tweets posted in the last year;
- over 1.200 feeds of the main 500 Romanian online publication, that have posted 4.071.000 articles in the last year;
- over 2.000 groups and over 15.000 Facebook pages;
- the most important Romanian forums: [www.softpedia.com](http://www.softpedia.com), [www.computergames.ro](http://www.computergames.ro), [www.desprecopii.com](http://www.desprecopii.com), forumuri auto, etc.

### 5. *I'm missing an article from the monitoring. What is the explanation?*

Any contract based on software licensing or service delivery through a software platform operates on the assumption **As it is** due to the technical complexity.

In other words, it cannot be guaranteed that all the results will be found, instead we guarantee that TreeWorks makes all efforts to find them. The explanation is based on the fact that there are too many sources and there is no claim of completeness, but we assume responsibility for the platform being functional 98% of the time, both in that which concerns parsing and in that which concerns offering the results.

The platform allows constant introduction of new sources and articles and in case you discover sources or articles that we have not monitored, you can send us an email with the link toward them and we will introduce them for monitoring.

The most frequent causes are the following:

- we have not introduced that certain feed for monitoring
- the site's feed is incomplete

## 6. ***Why don't you monitor all aggregators?***

**Zelist Monitor** currently monitors the most important aggregators in Romania: ziarelive.ro, info-ziare.ro, ziare.com, etc., though at the beginning we used to monitor all of them.

At clients' request we eliminated smaller aggregators that don't do anything besides multiply information, unnaturally increasing the number of mentions, without adding value. We consider that this step does nothing but highlight even more the importance of primary sources, that generate relevant content.

Also, we consider that the online impact of the mentions is more important than the actual number of mentions, number that can be artificially increased in a short period.

## B. Interface description

### 1. *Homepage description – Monitored expressions*

The new interface of the platform is completely changed from the previous version and was designed to be user friendly.

Therefore, in the **Monitored expressions** page we can find summarized information provided by the system for the expressions, in a form that is easy to understand and use.

***As you can see below, the page was divided in 4 zones:***

**Zone 1 - System updates** may be closed or enlarged by clicking on Open / Close Updates. Here you will find information on updates implemented in the system.

**Zone 2** - groups the main menu, the inserted groups and afferent expressions, the summary of an expression from the point of view of the number of mentions in the online press, on blogs, on Twitter, in comments, on Facebook and on forums, demographics, geographical data. We can use the secondary menu: Summary, Mentions, Graphics, Export content, Influencers to perform operations on expressions or we can use the address of the RSS feed.

**Zone 3** - is represented by the automatically generated graphic comprising the number of mentions of the expression on the 6 coordinates.

In **zone 4** you can find the most influential mentions of the term/expression.

Zone 1

Button OPEN/  
CLOSE System  
updates

Menu

Zone 2

Group of  
expressions

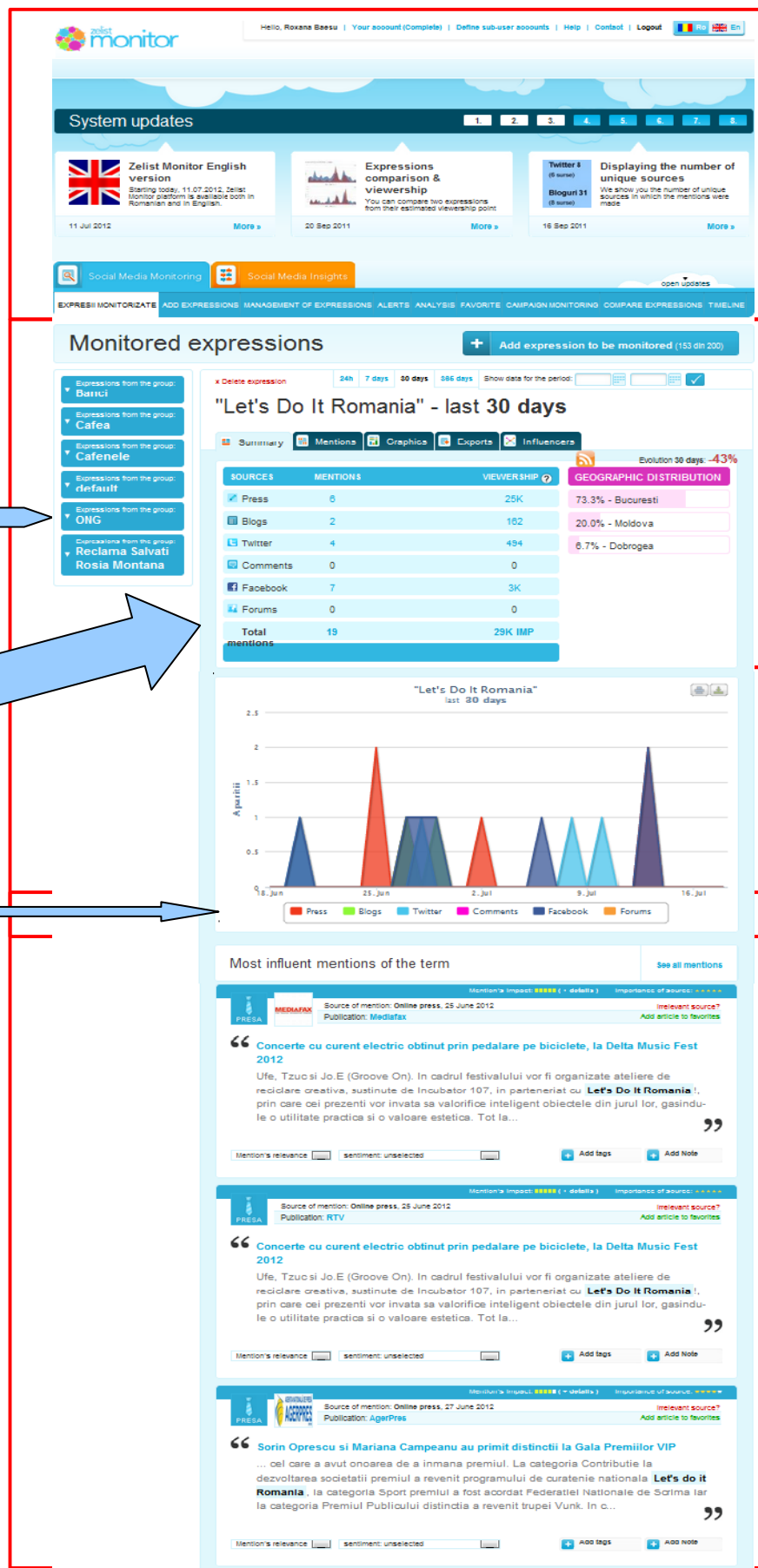
Mentions'  
summary

Zone 3

Automatic graphic  
for mentions

Zone 4

The most important  
mentions of the term



The screenshot shows the Zelist Monitor web application interface. At the top, there's a navigation bar with user information and links. Below it, a 'System updates' section displays recent updates. The main area is titled 'Monitored expressions' and features a sidebar with a 'Group of expressions' list. The central part shows a 'Mentions' summary for the expression 'Let's Do It Romania' over the last 30 days, including a table of sources and a bar chart. Below this, 'Most influential mentions of the term' are listed with details about the source and the mention itself.

**System updates**

- Zelist Monitor English Version** (11 Jul 2012)
- Expressions comparison & viewership** (20 Sep 2011)
- Twitter & Bloguri 31** (16 Sep 2011)

**Monitored expressions**

Group of expressions:

- Expressions from the group: **Banci**
- Expressions from the group: **Cafea**
- Expressions from the group: **Cafenele**
- Expressions from the group: **default**
- Expressions from the group: **ONG**
- Expressions from the group: **Reclama Salvati**
- Expressions from the group: **Rosia Montana**

**"Let's Do It Romania" - last 30 days**

Evolution 30 days: -43%

SOURCES	MENTIONS	VIEWERSHIP
Press	6	25K
Blogs	2	162
Twitter	4	494
Comments	0	0
Facebook	7	3K
Forums	0	0
<b>Total mentions</b>	<b>19</b>	<b>29K IMP</b>

**GEOGRAPHIC DISTRIBUTION**

- 73.3% - Bucuresti
- 20.0% - Moldova
- 6.7% - Dobrogea

**"Let's Do It Romania" last 30 days**

Automatic graphic for mentions

**Most influential mentions of the term**

Source of mention: Online press, 25 June 2012  
Publication: Mediafax

**Concerte cu curent electric obtinut prin pedalare pe biciclete, la Delta Music Fest 2012**

Ufe, Tzuco si Jo.E (Groove On). In cadrul festivalului vor fi organizate ateliere de reciclare creativa, sustinute de Incubator 107, in parteneriat cu **Let's Do It Romania**, prin care cei prezenti vor invata sa valorifice inteligent obiectele din jurul lor, gasindu-le o utilitate practica si o valoare estetica. Tot la...

Source of mention: Online press, 25 June 2012  
Publication: RTV

**Concerte cu curent electric obtinut prin pedalare pe biciclete, la Delta Music Fest 2012**

Ufe, Tzuco si Jo.E (Groove On). In cadrul festivalului vor fi organizate ateliere de reciclare creativa, sustinute de Incubator 107, in parteneriat cu **Let's Do It Romania**, prin care cei prezenti vor invata sa valorifice inteligent obiectele din jurul lor, gasindu-le o utilitate practica si o valoare estetica. Tot la...

Source of mention: Online press, 27 June 2012  
Publication: AgerPres

**Sorin Oprescu si Mariana Campeanu au primit distinctii la Gala Premiilor VIP**

...cel care a avut onoarea de a inmana premiul. La categoria Contributie la dezvoltarea societatii premiul a revenit programului de curatenie nationala **Let's do it Romania**, la categoria Sport premiul a fost acordat Federatiei Nationale de Scrima iar la categoria Premiul Publicului distinctia a revenit trupei Vunk. In c...



## 2. *What is the workflow for Zelist Monitor?*

The workflow for Zelist Monitor is the following:

**Step 1.** In the "Expression" field you introduce the name of the brand or the expression that you wish to monitor.

**Step 2.** In the "Add expression to the group" field you put down the name of the group you want to monitor.

**Note:** You can create a group by simply clicking on the blue link, on the right side of the screen, which says "**create a new group**".

If you have already created a group and you wish to create a new one, then you have to press the link "**+ select an already inserted group**".

**Step 3.** You introduce the expressions of interest and choose one of the 3 monitoring options:

"**Exact expression**", "**All terms**" or "**At least one of the terms**".

In some cases, in order to remove some contexts that refer to the monitored expression and increase the relevance of the results, you can fill in the "**Remove results which contain the following terms**" field. For details see the following sub-chapter.

**Step 4.** The expression is visible in the work group and the system starts generating results. If the expression was introduced before, the results may be generated immediately after it is inserted or, in case the expression was never introduced in the system, generating the results may take up to a maximum of 12 - 16 hours for 365 days, depending on the number of mentions.

## 3. *Why are groups helpful?*

Creating groups is very important. A group represents a class of expressions from a particular domain. A group can be, for example, a class of brands from a certain business area. Practically, the sum of all brands of laundry detergent on the Romanian market can represent a monitoring group.

After introducing all brands from the category of laundry detergents in Romania, the TOTAL number of articles from the online press, from the blogosphere, the Twittosphere, from Facebook and



from the most important forums will be reported and we will see the visibility percentage for each brand reported to the total number of mentions of the group (similar to the concept of share of wallet).

Moreover, groups can help us compare the visibility degree for the whole group in analysis. For example, we have introduced a group named after a competitor and, as expressions for that certain group, his main products and another group, named after our organization and, as main expressions, our products. It is desirable to have the same number of expressions on both sides. We can compare, for example, in the visibility section of the analysis our group with the competitor's group.

If you wish to delete a certain group, you can do that on the "**Add expressions**" page. Position your mouse over the name of the group that you wish to delete and click the button that appears.

DEFAULT 

#### 4. ***How do I introduce expressions for monitoring?***

Expressions and groups can be added in the "**Add expressions**" section.

We introduce in the "**Expression**" field the expression that we want to monitor.

At the second step, "**Add expression to the group**", we have the possibility to add the introduced expression in the default group which is created automatically by the system or you can define our own group by clicking on "**Create a new group**" and introducing the name of the group.

At the third step, we have the possibility of deleting returned results that contain irrelevant terms for your context.

For example, we introduce the brand ING for monitoring and we do not want results that contain ing. Ionut Popescu to be returned (ing. being the Romanian abbreviation for engineer). In this case, we introduce in the available space ing. and so we eliminate all irrelevant results.

Another example: we want to see all articles about the brand "Dinamo", but we are not interested in articles about "Dinamo" and "Borcea". In this case, we need to mention in the "**Remove results which contain the following terms**" field the word "Borcea" and all posts containing that word will be eliminated from the analysis.

At the next step, we have to choose the method in which we will introduce the expression by selecting one of the 3 options.

Expression :

Add expression to the group:

default

+ create a new group

Remove results which contain the following terms:

- optional  
- maximum 3, separated by commas!

☒ Exact expression

will return articles in which all terms of the monitored expression appear, regardless of their position and order in the text

?

☐ All terms

will return articles in which all terms of the monitored expression appear, regardless of their position and order in the text

?

☐ At least one of the terms

will return articles that contain at least one of the specified terms

?

Add expression

The "**Exact expression**" option will return only posts/articles in which the specified monitored expression appears in the exact form in which you mentioned it. For example: if we set "Ciuc beer" as an "Exact expression" all posts/articles containing that exact expression, in that exact form and term order ("Ciuc beer") will be generated.

The "**All terms**" option will show all posts/articles in which the specified expression appears, but without taking into account the strict order in which the specified terms, components of the expression, appear. For example, if we set "Ciuc beer" as "All terms", you will receive all posts that contain the two terms, "beer" and "Ciuc", without taking into account the strict order in which they are mentioned; the term "beer" could appear at the beginning of the article and the term "Ciuc" could appear at the end.

The "**At least one term**" option will show all articles that contain at least one of the set terms. For example, if we monitor "Ciuc beer" with "At least one term", then all posts/articles containing the

term "beer" and all posts/articles containing the term "Ciuc" will appear. It is recommended that expressions containing only one term be monitored as an **"Exact expression"**.

**Introducing expressions that contain more than one term**

If in the monitored expression there is a group of terms that together define a single concept, then these shall be introduced between quotes.

Expressions introduced between quotes will be considered as one term.

For **"Exact expression"**:

- If the expression is introduced between quotation marks or without quotation marks, it will be treated as a single term. For example, regardless of whether we write "Prima TV" or Prima TV, the system will monitor the expression as one term;
- If the expression is comprised from Andreea Raicu "Prima TV", then the system will monitor it as Andreea Raicu "Prima TV", in this order;

For **"All terms"**:

- If the expression consists of Andreea Raicu Prima TV, then the system will monitor Andreea, Raicu, Prima, TV;
- If the introduced expression consists of "Andreea Raicu" Prima TV, the system will monitor "Andreea Raicu" as a single term and Prima TV;

For **"At least one term"**:

- If the introduced expression consists of Andreea Raicu Prima TV, then the system will return all articles that contain one of the terms: Andreea, Raicu, Prima, TV;
- If the introduced expression consists of "Andreea Raicu" "Prima TV", then the system will monitor all articles which contain on if the terms: Andreea Raicu or Prima TV.

## 5. *Do I introduce expressions with or without diacritics?*

In **Zelist Monitor** the expressions that need to be monitored can be introduced both with diacritics (Romanian characters ă, î, ș, ț, â) as well as plain, without these, the obtained results containing both the ones with and the ones without diacritics.

For example, when monitoring the word "capsuna", the results will include: capsuna, căpsuna, capșuna, căpșuna, căpsună, căpșună, etc.

When introducing "căpșună" the system will return the same results.

By unifying the two variations we have increased the number of returned articles and we have reduced the number of necessary expressions.

## 6. *Can the introduced expressions be modified?*

In order to make the interface more accessible, the expression editing facility has not been introduced. In case you want to make changes for a certain expression, we recommend you delete it and then reintroduce it in a more suitable form.

## 7. *How do the introduced expressions differ according to the monitoring module?*

According to the monitoring module chosen: "Exact expression", "All terms" or "At least one term" you can identify the expressions introduced in Zelist Monitor.

It is recommended that the expressions that contain only one term be monitored with "Exact expression".

For expressions that contain more than one term:

"conkurs Cremosso"	▶
"Tu alegi!"	▶
#tualegi	▶
iPad2 Danone	▶









- expressions monitored with "Exact expression" will appear between quotation marks;
- expressions monitored with "All terms" will appear plain;
- expressions monitored with "At least one term" will appear accompanied by the term "OR".

RDS OR RCS OR  
RCS/RDS

## 8. *How do I receive the monitoring results?*

The results of the monitoring process are available:

- On the internet at [www.zelist.ro/monitor](http://www.zelist.ro/monitor) - in your personal account;
- Through RSS feeds – available for integration in RSS Reader at [www.zelist.ro/monitor](http://www.zelist.ro/monitor), in your personal account;

CREMOSSO	"concurs Cremosso"	0		
	"Tu alegi"	0		
	#tualegi	7		
	iPad2 Danone	1		

- Through alert emails, send according to the preferential settings marked in the "**Alerts**" section.

I want to receive:

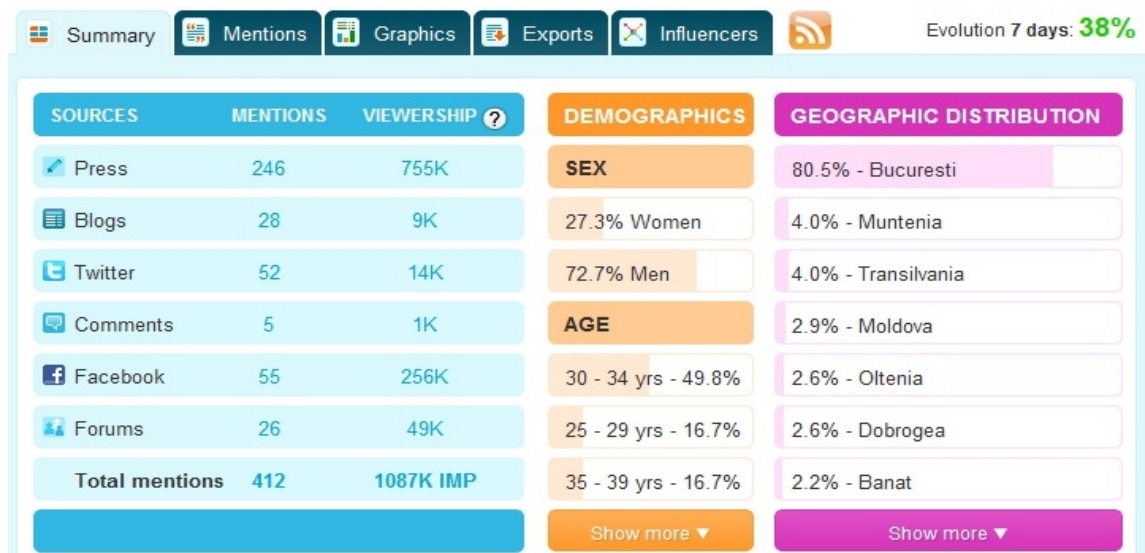
- ☒ **A daily email** with the latest mentions (1 email for all mentions, sent around 9 AM)
- ☒ **A weekly email** with all the mentions from the last week (email sent around 9 AM)
- ☐ **Email alert** when an item containing the monitored words appears, once an hour. Minimum article score:

## 9. *Demographic and geographical statistics*

The term "issuer" (source) is defined as the person/publication that in the study period published various types of social media content (articles/posts/tweets, etc.) in which reference was made to the monitored expression. There are two categories of issuers: issuers - persons (blog owners, Twitter account owners) and issuers - publications (online press, Facebook public pages and groups and forums).

For the issuers - persons, we offer demographics ("gender" variable and "age" variable) and geographical data. For issuers - publications (except forums), we offer only geographical data. We do not offer neither demographics, nor geographical data for forums because their automatic identification is impossible.

- the distribution of issuers by "Gender";
- the distribution of issuers by "Age";
- the geographical distribution of issuers.



## 10. *What is the Viewership?*

Viewership measures the number of potential visitors that go through a message. In terms of Online Advertising, Viewership is similar with the number of Impressions (displayed pages which contain an ad or a message). That is why, Zelist Monitor also measures Viewership in Impressions.

There are two Viewership categories:

- Estimated Viewership of mentions;
- Estimated Viewership of social media channels.

11. ***What is the estimated Viewership of a mention?***

The estimated Viewership of a mention represents an approximation of the number of potential readers that read that certain mention. It is, in other words, the universe of the potential users that can access a certain conversation about a certain message.

12. ***How is the (estimated) Viewership of a mention computed?***

The (estimated) Viewership for each mention is estimated with the help of an algorithm that combines a set of characteristic variables for the primary source with a set of variables specific to the secondary sources.

The variables specific to the primary source are: the medium number of visitors for a blog, the typology of the blog, its rank in top Zelist, estimated average traffic based on their position in Zelist Top, corroborated with the medium traffic reported by Trafic.ro.

The term "secondary sources" refers to the takeover and spread of advertising messages by primary sources on blogs, Twitter or Facebook.

The variables of the secondary sources that are a part of the computing algorithm are: the number of potential visitors generated by each takeover and by the importance of the secondary source (be that its rank on Zelist, the number of Twitter followers and the number of fans/members on Facebook).

In that which concerns takeovers and the dissemination of messages on Facebook, we take into account the degree of interaction of that message on the page on which it was posted on, related to the total number of fans/members.

13. ***How is the average traffic estimated for Zelist blogs that are not enrolled on Trafic.ro?***

For example, if a blog occupies the 7.500 position in Zelist top and is not enrolled on Trafic.ro, we compute an average of unique visitors over the past 3 months for all blogs that are ranked between



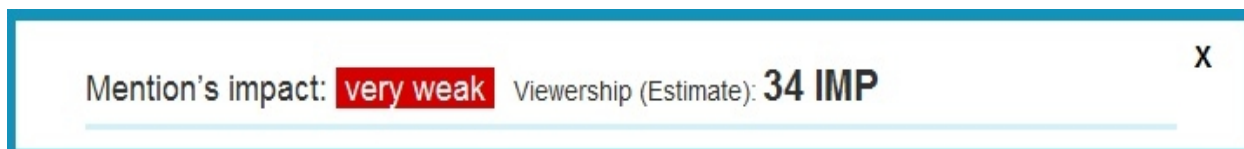
7.000 - 8.000 in Zelist top. The traffic data for these blogs is in accordance with Trafic.ro. Thus, for the blog that occupies the 7.500 position in Zelist, a number of unique visitors per day is estimated based on the traffic numbers in the last 3 months.

#### 14. *How is the (estimated) Viewership graphically represented?*

In case the system has information about the dissemination of the mention on Facebook, Twitter or on blogs, this will be posted, after you have clicked on **See details**, as follows:



In case the system doesn't have information about the dissemination of the mention, this will be shown as follows:



#### 15. *What is the impact of a mention?*

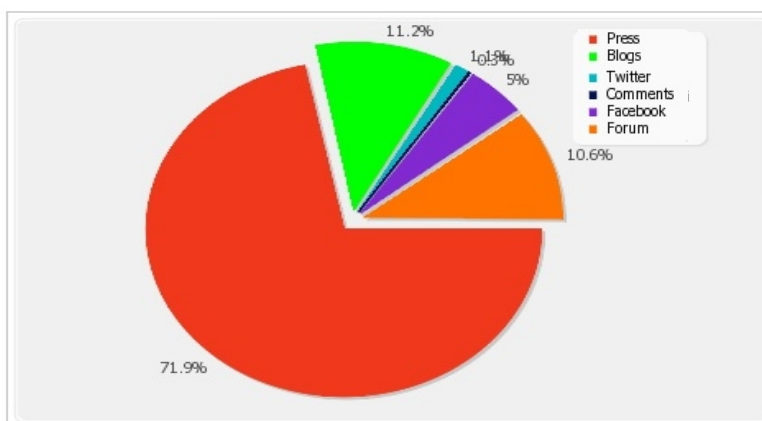
The impact of a mention refers to the impact of its exposure on a large number of visitors. This is tightly connected with the estimated viewership and is expressed on a 5 step scale, starting with very weak, weak, medium and reaching strong and very strong.

We consider a mention to have a very strong impact if the estimated viewership is over 6.000 IMP, a strong impact if the estimated viewership is between 2.501 and 6.000, a medium impact if the estimated viewership is between 1.001 and 2.500 IMP, a weak impact if the estimated viewership is between 501 and 1.000 IMP and a very weak impact if the estimated viewership is under 500 IMP.

#### 16. *How is the Viewership of a social media channel computed?*

The Viewership for each social media channel is estimated as the sum of the (estimated) viewership for each mention published on that channel. The notation 1k represents 1.000 impressions. Of course, the higher the number of sources and/or the longer the monitoring period, the higher the duplication between users that have seen the message, either on 2 or more sources or in 2 or more moments of the day, on the same source.

Online Press	Blogs	Twitter	Comments	Facebook	Forums
1615K	251K	24K	5K	111K	239K



#### 17. *What is the importance of a source and how is it computed?*

Besides the number of mentions in social media, another point of interest is the importance of the source.

This importance is given, on one hand by the authority of the source (how relevant it is considered by its target audience), and, on the other hand, by the number of readers it reaches.

In evaluating the importance of a source we started from a scale from 1 to 10, on which 10 is allocated to extremely important sources and 1 to sources that have a very low relevance.

Concretely, the score was assigned depending on the category each source belongs to, in the following way:

A. Blogs, according to their rank in Zelist top (<http://www.zelist.ro/bloguri.html>). This position is calculated according to the number of links in the blogosphere (and their importance) towards a certain blog and can be equated with the degree of visibility and trust a blog enjoys.

B. Press: a division has been made between very relevant sources (usually those with national coverage), regional sources, niche and aggregators.

C. Twitter: a score (between 9 and 1) has been given, according to the number of followers the source has.

D. Blog comments: we gave them scores correlated with the scored of the blogs on which the comments were posted

Below you can see the table of scores:

**Blogs**, according to their position in Zelist top:

position 1- 10: score 9

position 11- 100: score 7

position 101- 500: score 6

position 501- 1000: score 5

position 1001 - 2000: score 4

position 2001 - 4000: score 2

> 4000: score 1

**Online press:**

- main sites: score 10 (Adevarul, Evenimentul, Cotidianul, Jurnalul, Capital, Mediafax, Business magazin, Ziarul Financiar, Saptamana financiara, Money Express, Realitatea, The Money Channel, Money.ro)

- others (tabloids, gazettes) have received 7;

- aggregators receive 6;

**Twitter accounts**, according to the number of followers:

over 2000: score 9

over 1000: score 7

over 500: score 6

over 200: score 4

over 100 : score 3

the rest: score 1.

**Comments**, after the Zelist rank of the blog they were posted on:

over 20: score 4

over 10: score 3

over 5: score 2

Observation: we are aware that this division differs according to the specific of each beneficiary and of the industry in which he operates. That is why, we offer the possibility of modifying the scores. This can be done for each item.

Also, if a source is considered irrelevant, the results produced by it can be fully eliminated, as shown in the image below:

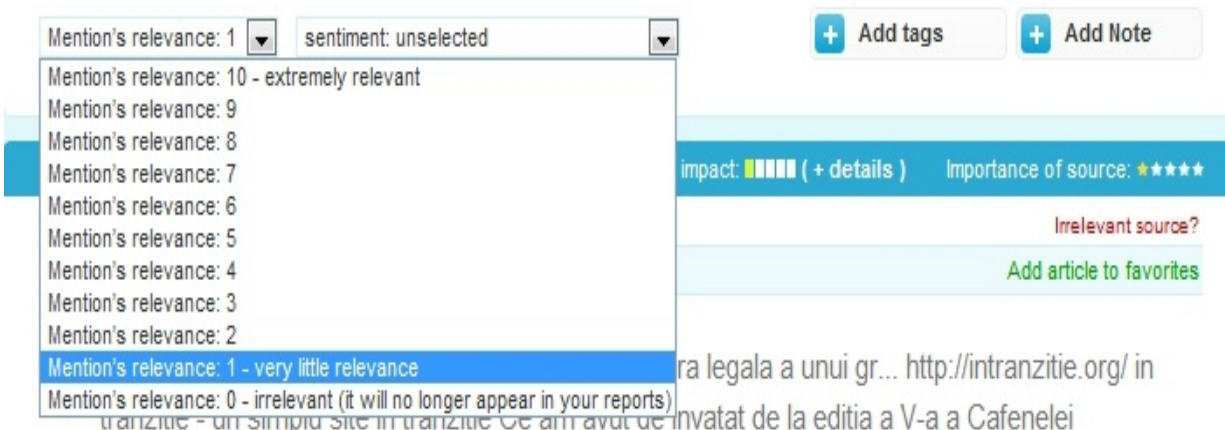


## 18. *What is the relevance of a mention and how can I change it?*

The relevance of a mention represents the degree of significance and compliance that a certain mention has for the monitored expression. For example, if a post from the blogosphere talks about the husband's anniversary and uses the term "man's day", without any connection to the Bergenbier campaign, then the relevance of this mention for the monitored expression "man's day" from Bergenbier is 0.

Automatically, the relevance of each mention is equal to the relevance of the source that made the mention. Zelist Monitor offers you the possibility of modifying the relevance for each mention, according to the degree of relevance you consider it to have.

This operation can be done from the list of mentions afferent to each monitored expression. On this page, beneath each mention, there is a toolbar. The first element of this toolbar is called "Mention relevance". By selecting a new value you modify the relevance of the mention.



## 19. *What does the sentiment represent?*

The sentiment analysis is a qualitative analysis of the posts that have appeared and are related to your monitored expression. Using a 5 level scale, that begins at "very unfavorable" and ends at "very favorable", we measure the attitude towards the monitored expression (a brand for example), in each post in which it appears.

Mention's relevance: 1
sentiment: unselected
+ Add tags
+ Add Note

sentiment: unselected  
sentiment: very favorable  
sentiment: favorable  
sentiment: neither favorable, nor unfavorable  
sentiment: nefavorable  
sentiment: very unfavorable

Impact: ■■■■■ (+ details)
Importance of source: ★★★★★

Irrelevant source?

Depending on the specific of the source, the context of the whole article which refers to the monitored expression, the linguistic flexions that appear in each post, the operator will determine the general sentiment for each mention and, at the end of then monitoring period, a general feeling towards the monitored expression/brand will result, positive, negative or neutral.

## 20. *How can I use tags?*

Tags represent key words, representative for the theme or the context of each post. It is recommended that each post be accompanied by an appropriate tag so that, at the end of the analysis, you can notice the main subjects, themes and contexts in which the expression was mentioned.

Also, tags can be used to specify the way in which the brand's message and main communication elements have been received by the target audience.

Mention's relevance: 1
sentiment: unselected
- Add tags
+ Add Note

+ Add tags

## 21. *What can we find in the Influencers sub-menu?*

According to dexonline.ro, one of the definitions of influence is: Action that a person exerts on another person (deliberately, in order to change its character, evolution or, involuntary, through the prestige, authority or power it enjoys).

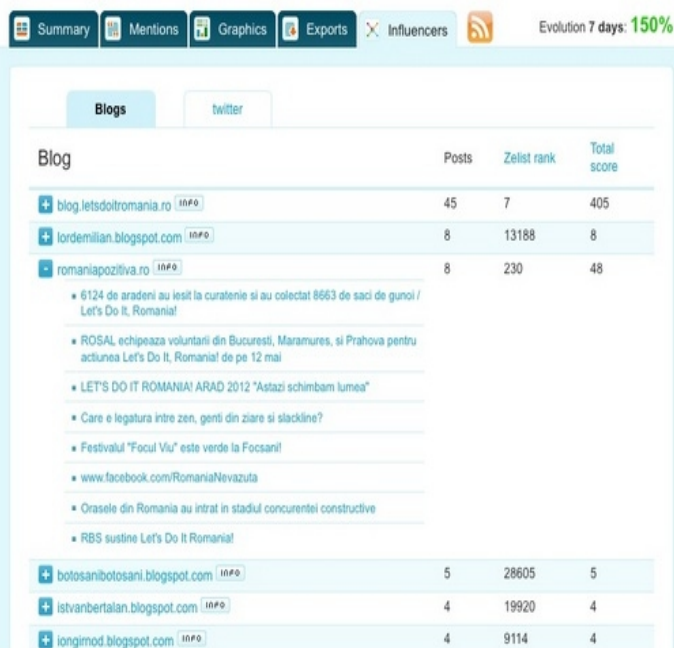
In our case, the issuers' influence is exerted involuntary through the prestige they enjoy among readers. Thus, in this area:

- for bloggers you will find the following info: issuer, number of mentions of the expression by the issuer, his position in Zelist and his total score;
- for Twitter accounts you will find the following data: issuer, number of mentions of the expression by the issuer, number of followers and total score.

For each issuer the list of articles/tweets in which the monitored expression appears is also shown.

The method of calculating the total score takes into account the number of posts and the score of the blog or Twitter account from the section **"What is the importance of the source and how is it computed?"**.

### "Let's Do It Romania" - influence top



The screenshot shows the 'Influencers' sub-menu for the expression 'Let's Do It Romania'. It displays a table of top influencers, categorized by 'Blogs' and 'twitter'. The table includes columns for 'Blog', 'Posts', 'Zelist rank', and 'Total score'. Below the table, there is a list of articles/tweets related to the expression.

Blog	Posts	Zelist rank	Total score
<a href="#">blog.letsdoitromania.ro</a> <small>INFO</small>	45	7	405
<a href="#">lordemilian.blogspot.com</a> <small>INFO</small>	8	13188	8
<a href="#">romaniapozitiva.ro</a> <small>INFO</small>	8	230	48
<a href="#">botosanibotosani.blogspot.com</a> <small>INFO</small>	5	28605	5
<a href="#">istvanbertalan.blogspot.com</a> <small>INFO</small>	4	19920	4
<a href="#">longimod.blogspot.com</a> <small>INFO</small>	4	9114	4

Articles/Tweets shown below the table:

- 6124 de aradeni au iesit la curatenie si au colectat 8663 de saci de gunoi / Let's Do It, Romania!
- ROSAL echepeaza voluntari din Bucuresti, Maramures, si Prahova pentru actiunea Let's Do It, Romania! de pe 12 mai
- LET'S DO IT ROMANIA! ARAD 2012 "Astazi schimbam lumea"
- Care e legatura intre zen, genti din ziare si slackline?
- Festivalul "Focul Viu" este verde la Focsani!
- www.facebook.com/RomaniaNevazuta
- Orasele din Romania au intrat in stadiul concurentei constructive
- RBS sustine Let's Do It Romania!

## 22. *Alert + daily/weekly summary facility*

In the "Set alerts" section you can choose to receive email alerts:

- Daily, with the newest mentions (an email for all mentions sent around 9AM);
- Weekly, with all the mentions from the previous week (email sent every Monday around 9 AM);

- When a new item about the monitored terms appears, once an hour. In this case you also have to set the minimum relevance of the sources for which you wish to receive alerts.
- Alerts are sent to the default address of the account, but you may also introduce other addresses towards which Zelist Monitors alerts can be sent, along with the default one.

1. I want to receive:

- ☒ **A daily email** with the latest mentions (1 email for all mentions, sent around 9 AM)
- ☒ **A weekly email** with all the mentions from the last week (email sent around 9 AM)
- ☐ **Email alert** when an item containing the monitored words appears, once an hour. Minimum article score:  ▼

2. Expressions from which you will receive alerts:

"Cafe Lavazza Club"  
 "Cafe Wright"  
 "Cafea Fortuna" !zeita !sala !sens giratoriu !sala !arena  
 "Carte Noir"  
 "Costa Cafe"  
 "Gloria Jeans" OR "Gloria Jean's"  
 "Hard Rock Cafe"  
 "Jacobs Kronung" OR Jacobs !Marco  
 "Jacques Vabre"  
 "Julius Meinl"

Expressions which will not be included in your alerts:

3. Also send alerts to the following email addresses:

\* default email is sent to the address roxana.baesu@tree.ro, but you can also add other email addresses separated through commas.

4. Please select the language in which you will receive the alerts:  ▼

 Modify alerts

## 23. *How do I set alerts in Romanian?*

In order to set alerts in Romanian, you must go to the "Alerts" section, fill in the information required about what kind of alerts you want to receive, what mentions you want to receive alerts for and who else should receive them.



The last question in the form refers to the language in which you want to receive the alerts. Simply select "ro" and you will receive them in Romanian.

4. Please select the language in which you will receive the alerts:



Don't forget to press "Modify alerts" after you're done.

## 24. *Automatic analysis presentation*

Zelist Monitor offers the possibility of automatically generating complex monitoring analysis for the defined expressions and groups.


In the "Analysis" section, subsection "Define analysis", you can set:


- Title for the analysis;
- Type of analysis: on expressions or on groups;
- A personalized logo can be attached, which will customize the header of the final analysis report;
- The header of the analysis report can also be personalized by text;
- In the "Color scheme" the operator will choose a different color for each expression (brand) analyzed. These colors will be found in all the graphics of the final analysis.;
- Confirm the email address where the analysis will be delivered;
- Choose the main chapters to be dealt with in the analysis report;

## 25. *Graphic customization of automatic analysis*

In the "Color scheme" the operator will choose a different color for each expression (brand) added. These colors will be used in all graphics from the final analysis.

Color scheme:

default: 

Cafenele: 

\* for expressions which contain the same color another one will be allocated

## 26. *How do I add an analysis in Romanian?*

In order to add an analysis in Romanian, you first have to go to the "Analysis" section" and select "Define analysis".

Here, you will find a form. After filling in all the information required for adding a new analysis, at the end of the form, you have the option of selecting the language in which you will receive the analysis. Just select "ro" and you will receive the analysis in Romanian.

Please select the language in which you will receive the analysis:



Don't forget to press "Save analysis\*" afterwards.

If you want to generate the analysis both in Romanian and in English, you have to introduce another analysis, following the steps above.

## 27. *Sections of the automatic analysis*

The operator can choose the following chapters for the analysis:

1. Monitored sources: presents statistical data about the activity of the blogosphere, the Twittosphere and the online press in the study period;
2. Synthetic results: briefly presents the number of posts about the monitored expression that have appeared on each social media channel and the afferent percentages: for blogs, Twitter and the online press;
3. Compared to the previous period: starting from the length of the period for which the analysis is made, a comparative analysis is performed for the same expression, but in 2 different time periods: present and previous;
4. Demographics and geographical data: presents demographic and geographical data for the persons that have mentioned the monitored expression;

5. Viewership for the analyzed social media channels: presents the estimated number of people who were exposed to the message on each social media channel;
  6. Viewership evolution: presents the evolution of the estimated number of persons that were exposed to the message on each social media channel (in the last month);
  7. Breakdown by days and types of sources of the mentions: presents the number of posts that appeared on each media channel in each day of the analyzed period;
  8. Competition analysis: presents the evolution of the monitored brand in comparison with the evolution of competitors in the same time period;
  9. Sentiment analysis: is the qualitative analysis of posts appeared related to the monitored expression. Using a 5 level scale , starting at "very unfavorable" and ending with "very favorable", we measure the attitude towards the monitored expression (towards a brand, for example), in each post in which it was mentioned;
- Depending on the specific of the source, the context of the article which mentions the monitored expression, the linguistic flexions in the post, the operator determines the general feeling for each post and at the end of the monitoring period the general feeling towards the brand will be known, a positive, negative or neutral one.
10. Source importance: presents the distribution of sources that made references to the monitored expression, taking into consideration the Zelist relevance index;
  11. Subjects of communication: presents the main subjects, themes and contexts in which the monitored expression was mentioned. This analysis is realized with the help of tags;
  12. Demographics/sentiment contingency tables: present the link between the following variables: "gender" and "sentiment", "age" and "sentiment" and "region" and "sentiment";
  13. Subject/sentiment contingency table: presents the number of very favorable, favorable, neutral, unfavorable and very unfavorable mentions for each subject;
  14. Historical analysis: presents the evolution (text and graphic) of the expression's visibility in the last year;
  15. Most important mentions - detailed presentation of the most important mentions.

### The analysis contains the following sections:

- ☒ Monitored sources
- ☒ Synthetic results
- ☒ Compared with the previous period
- ☒ Demographics and geographical data
- ☒ Viewership for the analyzed social media channels
- ☒ Viewership evolution
- ☒ Breakdown by days and type of sources for the mentions
- ☒ Competition analysis
- ☒ Sentiment analysis
- ☒ Sources importance
- ☒ Communication subjects
- ☒ Demographics/sentiment contingency tables
- ☒ Subject/sentiment contingency table
- ☒ Historical analysis
- ☒ Most important mentions

## 28. *Methods of exporting the content and of using it with other applications*

You can export the reports containing the social media mentions from the section "Content export", afferent to each monitored expression.

The system offers:

- an Excel list with all mentions for a month (including score, sentiment, tags and notes afferent to each post);
- PDF file containing all mentions from a given period;
- CSV file containing the breakdown on days of the total number of mentions according to each medium: press, blog, Twitter, comments, Facebook or forums;
- Excel file containing the address of the blog on which a mentioned related to the brand appeared, the date on which it was published, the title of the article, the first paragraph from it and the Zelist position of the blog;
- Excel file containing the address of the Twitter account that mentioned the monitored brand, the date on which the post was published, the content of the tweet and the number of followers for that account;
- Cross tabs present the link between the following variables: "gender" and "sentiment", "age" and "sentiment" and "region" and "sentiment".

Export the report as .xls for the following month::

July 2012

Include results from

☒ Press ☒ Blog ☒ Twitter ☒ Comments ☒ Facebook ☒ Forums

Save as .xls

Export report in other formats:

period: 2012-07-11 2012-07-15

Include results from

☒ Press ☒ Blog ☒ Twitter ☒ Comments ☒ Facebook ☒ Forums

Export PDF Export CSV

Export content and number of followers for Twitter or Zelist rank for blogs:

period: 2012-07-11 2012-07-15

Include results from

☒ Blog ☐ Twitter

Save as .xls

Cross tabs (mentions for each sentiment according to demographics)

period: 2012-07-11 2012-07-15

\* the defined period must contain articles that have the sentiment manually selected \*

Save as .xls

## 29. *Methods of directly integrating the content in other applications*

The results generated with the help pf Zelist Monitor can be integrated with other software applications, according to the needs and the work flow of the client.

All Premium, Complete and Complete Plus clients have access to RSS feeds that show, in real time, the relevant activity in social media. These feeds can be integrated with other analysis applications or with RSS readers (for example, in order to have access to the data from your cell phone).

Also, for interested clients we can make content export services based on our API.

### 30. ***Collaborative work and sub-user accounts***

Zelist Monitor is a platform that allows collaboration. We are aware that there are many situations in which there is more than one person interested in the result of a monitoring or of the afferent analysis. We could be talking about the relationship between a communication agency and its client, between two communication agencies, between two departments of the same client or agency, or between colleagues from the same department.

For these cases we have created the Sub-user facility ("Define sub-user" from the top menu).

Hello, **Roxana Baesu** | [Your account \(Complete\)](#) | [Define sub-user accounts](#) | [Help](#) | [Contact](#) | [Logout](#)

Thus, the owner of a Premium, Complete or Complete Plus account can define a number of users (each with his log in email and password), having a series of rights:

- the owner can define the groups of expression to which the sub-users have access;
- the owner can define the analysis to which the sub-accounts have access;
- the owner can establish if a sub-account has the right to operate on materials (add noted, tags, chance score/relevance);
- the owner can establish if a sub-account has the right to define its own groups and monitoring expressions (these being deducted from the total number of expressions acquired by a client).

The expressions can be publicly accessed from a user's sub-accounts if the account administrator decides this, or can be private (being accessible only to the sub-account that defined them and to the administrator's account).

After setting the sub-account, the owner of the sub-account can set his own alerts.

Also, the system allows sending alerts on email addresses that do not have an afferent sub-account.

Define sub-account

Defined sub-accounts

Details sub-user

Last name:\*

First name:\*

Email:\*

Password:\*

Groups assignment

default  
Cafea  
Cafenele  
Banci  
ONG  
Reclama Salvati Rosia Montana

➡  
⬅

Analysis assignment

Raport de monitorizare social media pentru  
Raport de monitorizare social media pentru  
Raport de monitorizare social media pentru

➡  
⬅

Allow changes on articles? (relevance, sentiment, note)

☒ Yes ☐ No

Allow sub-users to add groups and expressions (deducted from the main account).

☐ Yes ☒ No \* sub-users can only delete their own groups and expressions. They cannot delete groups or expressions inserted in the main account.

Add sub-user

### 31. ***What is Social Media Campaigns Monitor?***

Social Media Campaign Monitor is a new tool from Zelist Monitor, which allows you to monitor the level of dissemination of your messages in social media. In other words, you introduce the links where you launched a campaign on social media and we tell you where they spread and what reach they had.

You can access this tool from the main menu, section "Campaign monitor".

What are the steps that I have to follow in order to generate results? First, you have to create the Campaign by introducing its name in the work field, the period in which you wish to monitor it (the monitoring period coincides in most cases with the campaign period), and then you have to press the "Add" button.

The screenshot shows the "Social Media Campaign Monitor" interface. At the top is a navigation bar with links: EXPRESII MONITORIZATE, ADD EXPRESSIONS, MANAGEMENT OF EXPRESSIONS, ALERTS, ANALYSIS, FAVORITE, CAMPAIGN MONITORING (highlighted), COMPARE EXPRESSIONS, and TIMELINE. Below the navigation bar is the title "Social Media Campaign Monitor" and a brief description: "Social Media Campaign Monitor allows you to monitor the spread of your messages in social media. In other words, you can introduce the links where you launched a campaign and we tell you where they were mentioned and what reach they had." The main section is titled "Add a campaign" and contains a form with a green border. The form has a "Campaign name" input field, "Start date" and "End date" date pickers (showing 2012-06-17 and 2012-08-16 respectively), and an "Add" button.

Automatically, you will be redirected in the campaign page.

Attention! Once you have set the monitoring period, you can no longer change it in the campaign page. If you want to change the monitoring period for an already set campaign, you have to erase the old campaign and create a new one, having the adequate monitoring period.

In order to delete a campaign, you have to go back to the campaign Monitoring menu and press "X", which is marked with red.

## Campaigns added

SIUI

5 - 11 Oct 2011 | Links: 47 | Status: inactive

View campaign X

In the next step, you have to introduce the campaign links in the "Add a link" field. For premium accounts, Zelist Monitor offers a number of 35 links for monitoring.

Test

Followed links

Chronology

Set campaign alerts

Add a link:

Add

Campaign that took place between 17 Jun - 16 Aug 2012

Monitored links: 85

You can monitor another 15 links (out of 100)

On the left side of the screen, you have information about the monitored links, titles of the monitored posts. If you wish to delete a certain link, you can do that by pressing the red color "X" button.

On the right side, you have information about the number of links monitored and the number of available links for monitoring. Also, you can see the reach of the campaign, representing the value of the reach index of all campaign links, but also the reach for each link. The reach for each link is represented by the total number of mentions and the total number of visitors that have been exposed to the campaign message.

SIUI

Viewership (Estimate): ?

Followed links

Chronology

Set campaign alerts

Add a link:

Add

Campaign that took place between 5 - 11 Oct 2011

Monitored links: 78

You can monitor another 922 links (out of 1000)

1. [www.fin.ro/articol\\_67484/sistemul-informatic-unic-integrat-siui-dezvoltat-la-cnas-finalist-in-competitia-celor-mai-bune-proiecte-internationale.html](http://www.fin.ro/articol_67484/sistemul-informatic-unic-integrat-siui-dezvoltat-la-cnas-finalist-in-competitia-celor-mai-bune-proiecte-internationale.html) X

In the blogosphere: 0 Trackbacks

on Twitter: 1 mention (see authors @)

on Facebook: 0 likes, 0 shares, 0 comments

Viewership: about 9601 impressions

2. [www.sfin.ro/articol\\_24533/sistemul\\_informatic\\_unic\\_integrat\\_\(siui\)\\_dezvoltat\\_la\\_cnas\\_finalist\\_in\\_c](http://www.sfin.ro/articol_24533/sistemul_informatic_unic_integrat_(siui)_dezvoltat_la_cnas_finalist_in_c) X

In the blogosphere: 0 Trackbacks

on Twitter: 1 mention (see authors @)

on Facebook: 2 likes, 1 shares, 9 comments

Viewership: about 8954 impressions

98000 IMP

73000 UNQ (duplicated)

39000 UNQ (non-duplicated)



The estimations related to the reach of a campaign take into account various factors, such as:




- the approximate number of readers of a blog
- the number of followers of a Twitter account
- the dissemination degree on Facebook (shares, comments, likes)
- the duplication of the target audience (for example repeated messages on the same blog/Twitter account)

The system evaluates the number of impressions of a message, as well as the number of unique persons that have seen that message (naturally, cases in which the message has been seen two or more times).

We are aware that this approximation has its limitations (firstly due to limited information), but we think that, at least for guidance, this approximation is useful in the communication activity.

In the "Chronology" section, you can see the dissemination of your campaign message in the blogosphere. You can notice how the message in the monitored links spread and was debated in new blog posts.

On the left side of the screen, you can see the mentions of your campaign message on other blogs. On the right side we show information about the blogs that disseminated your campaign message (name of the blog and general rank in Zelist.ro).

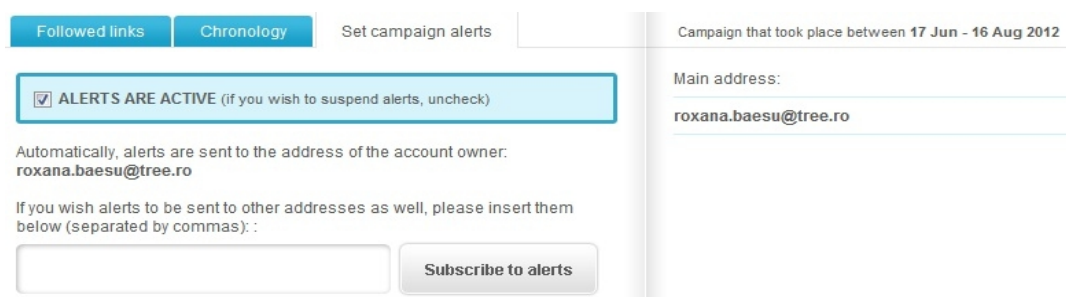
<a href="#">Followed links</a> <a href="#">Chronology</a> <a href="#">Set campaign alerts</a>		Campaign that took place between 5 - 11 Oct 2011	
1. 8 Oct 2011			
	Tweet de <a href="#">antena3_ro</a> Sistemul Informatic Unic Integrat (SIUI) dezvoltat la CNAS, finalist in competitia celor mai bune proiecte inter... <a href="http://t.co/mRYvRTW">http://t.co/mRYvRTW</a>	<a href="#">antena3_ro</a> on Twitter:	
		889 Followers	
		2 Following	
		47279 Updates	
2. 8 Oct 2011			
	Tweet de <a href="#">epamflet</a> Sistemul Informatic Unic Integrat (SIUI) dezvoltat la CNAS, finalist in competitia celor mai bune proiecte inter... <a href="http://t.co/9pIPoExq">http://t.co/9pIPoExq</a>	<a href="#">epamflet</a> on Twitter:	
		70 Followers	
		9 Following	
		7815 Updates	
3. 7 Oct 2011			
	Tweet de <a href="#">sfinro</a> #Financiar   Sistemul Informatic Unic Integrat (SIUI) dezvoltat la CNAS, finalist in competitij... <a href="http://t.co/dWL80e9t">http://t.co/dWL80e9t</a> via Sfin.ro #sfin	<a href="#">sfinro</a> on Twitter:	
		239 Followers	
		182 Following	
		4947 Updates	

### 32. *Alerts in Social Media Campaigns Monitor*

When a new posts that debates your campaign message appears in the blogosphere, Zelist Monitor announces you through an alert.

Automatically, alerts are sent to the account owner's address: **xxx@yyy.com**. If you want alerts to be sent to other addresses as well, you can introduce them, separated by commas, in the field available at the bottom of the screen.

In our example, the account owner is **roxana.baesu@tree.ro**.

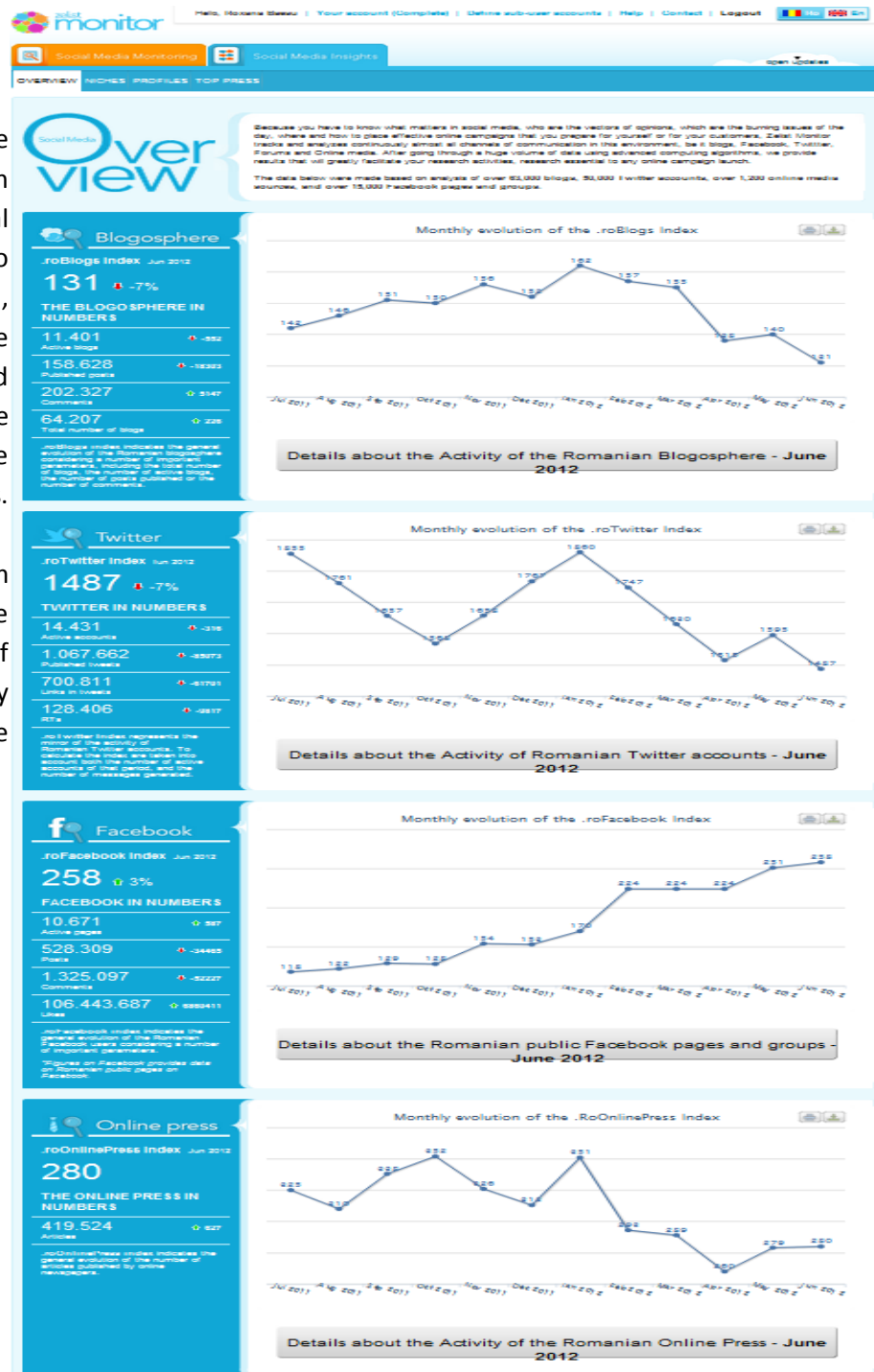
The screenshot shows the 'Set campaign alerts' section of the Zelist Monitor interface. At the top, there are three tabs: 'Followed links', 'Chronology', and 'Set campaign alerts'. The 'Set campaign alerts' tab is active. Below the tabs, there is a blue box with a checked checkbox and the text 'ALERTS ARE ACTIVE (if you wish to suspend alerts, uncheck)'. Below this box, there is a text area with the text 'Automatically, alerts are sent to the address of the account owner: roxana.baesu@tree.ro'. Below this text area, there is a text area with the text 'If you wish alerts to be sent to other addresses as well, please insert them below (separated by commas): :'. To the right of the text area, there is a button labeled 'Subscribe to alerts'. On the right side of the interface, there is a section titled 'Campaign that took place between 17 Jun - 16 Aug 2012'. Below this title, there is a text area labeled 'Main address:' with the text 'roxana.baesu@tree.ro' entered.

If you do not wish to be informed on email through these alerts, we recommend you clear the check button from the "Alerts" section.

### 33. *Social media insights*

The Social Media Insights module offers you different information of both general and specific interest about social media in Romania, so that you are up to date with all that matters in social media, who the vectors of opinion are, what are the "hot" subjects of the day, where and how to efficiently place the online campaigns that you are working at for the company you work at or for your clients.

In the **Overview** section, you can find information about the evolution of the blogosphere, Twittosphere, the activity of Facebook public pages and the monthly evolution of the number of articles in the online press.





In the **Niches** section, you can see the most important blogs from Romania, according to 5 main domains: News, Professional, Relaxation, Entertainment, Culture - each domain being divided in four sub-domains.

The screenshot shows the 'Niche' section for 'Internal politics'. It displays two lists of top 100 blogs, ranked by the number of posts and by Zelist score. The interface includes a sidebar with category filters and a top navigation bar.

Rank	Blog Name	Posts	Zelist score	Zelist rank
1.	octavpein.wordpress.com	4256	0.56	1624
2.	pesurse.ro	4056	2.91	98
3.	solm.ro	2917	0.35	4146
4.	roxanalordache.wordpress.com	2891	2.07	180
5.				

Rank	Blog Name	Posts	Zelist score	Zelist rank
1.	tudorohirla.blogspot.com	19	14.85	1
2.	olufau.ro	1475	10.56	4
3.	metropotam.ro	270	9.63	6
4.	groparu.ro	16	8.41	8
5.				



In the **Profiles** section, you can find

The screenshot shows the 'Profile' section for 'sutu.ro'. It includes a table of publishing activity data for the last year, a bar chart showing the evolution of posts and comments, and a section for reach and unique visitors.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Posts	35	46	45	45	46	22	37	30	49	22	36	30
Comments	251	281	273	319	161	272	216	152	136	179	114	

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Unique	12,505	14,940	15,423	14,822	15,655	12,289	15,229	17,113	15,329	12,803	16,567	17,299

information about over 1.500 profiles of the most important Social Media Sources (bloggers, Twitter accounts, Facebook pages) and find out details about their activity, the opinions they express and about the impact they have on the Romanian Social Media.



### 34. ***.roBlogs Index, .roTwitter Index, .roFacebook Index, .roPresa\_online Index***

In order to quantify as precisely as possible the evolution of social media in Romania, Zelist has made 2 Indexes that monitor the activity of two components of maximum importance of social media: the blogosphere and the Twittosphere. These Indexes are computed monthly, for the previous month.

#### **The .roBlogs Index Formula**

Our algorithm generates a monthly score in the following way:

$$\text{Score\_Month} = \text{nb\_active\_accounts} * 10 + \text{nb\_posts} * 3 + \text{nb\_comments}$$

In order to facilitate following this score (which otherwise would be a number of hundreds of thousands), we used as a reference period the first week of May 2009, which received the value 100. Thus, the monthly index is the ratio of the Score for the current month and the Score\_of the first week of May 2009 multiplied by 100.

$$\text{.roBlogs\_Index} = (\text{Score\_current\_month} / \text{Score\_week\_May\_2009}) * 100$$

Practically, this score expresses how much the blogosphere has grown compared to the reference period. For example, an index equal to 130 indicates that, compared to may 2009, the blogosphere has grown with 30%.

#### **.roTwitter Index Formula**

Our algorithm generates a weekly score in the following way:

$$\text{Score\_month} = \text{nb\_active\_accounts} * 10 + \text{nb\_tweets}$$

In order to facilitate following this score (which otherwise would be a number of hundreds of thousands), we used as a reference period the first week of May 2009, which received the value 100. Thus, the monthly index is the ratio of the Score for the current month and the Score\_of the first week of May 2009 multiplied by 100.

**.roTwitter\_Index=(Score\_current\_week/Score\_week\_May\_2009)\*100**

Practically, this score expresses how much the activity on Twitter has grown compared to the reference period. For example, an index equal to 1.300 indicates that, compared to May 2009, the Twittosphere is 13 times more active/enlarged.

**.roFacebook Index Formula**

$\text{Score\_facebook} = \text{no\_active} * 10 + \text{content\_total\_posts} * 3 + \text{content\_total\_comments} * 0.5 + \text{content\_total\_likes} * 0.05$

**.roPresa\_Online Index Formula**

$\text{Score\_online\_press} = \text{no\_active} * 10 + \text{total\_posts} * 3$