

Social Media Analytics Dashboard



Select a Social Media Platform you are interested in OR select all Platforms to see the comparisons.

From Monitoring to Influence: Advanced Social Media Intelligence

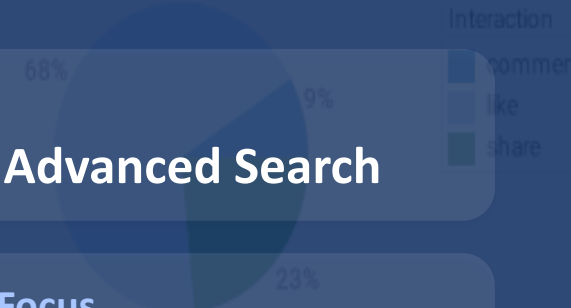
Chapter 3, Part 2: Advanced Tactics, LinkedIn Mastery & Hands-On Workshop

Covered Today:

- 📈 Advanced Social Media Monitoring Techniques
- 👤 Building a Standout LinkedIn Profile
- 📁 Practical Workshop: Tracking a Real Campaign

"Your network is your net worth. Build it with intention, monitor it with insight." –
Adapted from Porter Gale

Engagement Type Distribution



Key Tools

Twitter Advanced Search

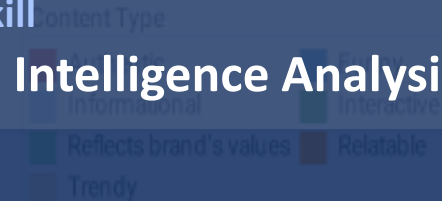
Strategic Focus

LinkedIn Profile Optimization

Core Skill

Social Intelligence Analysis

Top 10 Posts with highest Engagement



Our team is dedicated to contin...

Our products may not be able t...

Beyond Basic Search: Advanced Platform Tactics

💡 The Big Idea

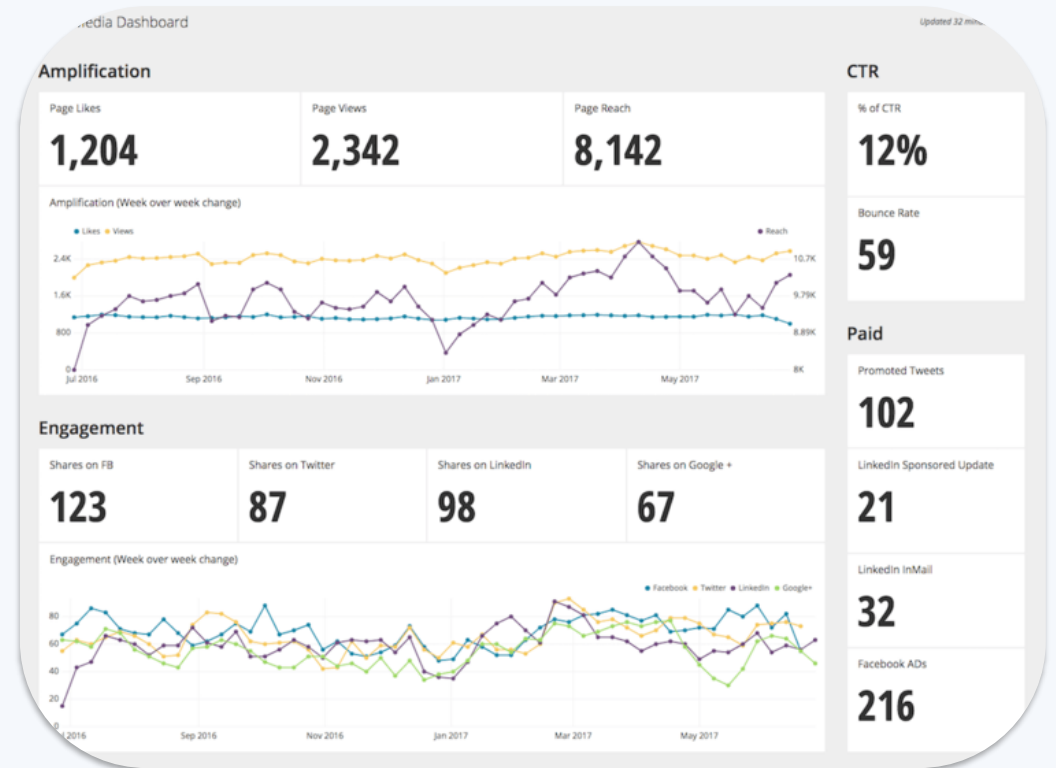
Each social platform has **hidden "power tools"** for precise intelligence gathering. Moving past simple keyword searches.

🚩 Today's Goal

Learn the specific commands and features that turn you from a casual user into a skilled social media analyst.

🎓 We Will Master

- ✓ Twitter's Advanced Search & Lists
- ✓ LinkedIn's Boolean Search & Company Tracking
- ✓ Ethical "Deep Dive" techniques for forums and groups



Power Tool 1: Twitter Advanced Search

🔍 What it is

A hidden interface for building **extremely precise searches**

🔗 How to access

advancedsearch.twitter.com or use operators in the search bar

⌘ Key Operators for Intelligence

"exact phrase"

Finds this exact phrase

from:username

Tweets FROM a specific account

to:username

Tweets TO a specific account

@username

Tweets mentioning a user

filter:links

Tweets containing links

until:2024-03-01

Tweets before a specific date

Use Case Example:

from:CompetitorX "launch" filter:links until:2024-03-15 finds all tweets from the competitor about a launch with links, before a certain date.

Advanced search

Search

Words

All of these words

Example: what's happening · contains both "what's" and "happening"

This exact phrase

Example: happy hour · contains the exact phrase "happy hour"

Any of these words

Example: cats dogs · contains either "cats" or "dogs" (or both)

None of these words

Example: cats dogs · does not contain "cats" and does not contain "dogs"

These hashtags

Example: #ThrowbackThursday · contains the hashtag #ThrowbackThursday

Language

Power Tool 2: Twitter Lists

☰ What it is

A curated group of Twitter accounts. You can view a timeline of tweets **only from the accounts** on that list.

★ Why it's a Game-Changer

🗪 **Creates a Custom Dashboard**
Isolate signals from specific groups

🕒 **Saves Time**
No noise from your main feed

🏢 **Organizes Competitors**
Monitor all their activity in one stream

Example List Categories:

Algerian Tech Founders

AI Researchers

Industry Journalists

Competitors



Action: Create your first list today with 5-10 relevant accounts.

TWITTER ADVANCED SEARCH – HYPEFURY GUIDE



Power Tool 3: LinkedIn Boolean Search

🔍 What it is

Using logical operators (**AND, OR, NOT, parentheses**) to perform targeted people and company searches

🔗 Operators for Talent & Competitor Intelligence

(title:"data scientist" OR title:"machine learning engineer")

Finds people with either title

(company:"Google") AND ("Algeria" OR "Algiers")

Finds Google employees located in Algeria

("product launch" OR "new feature") AND company:"StartupName"

Searches for posts about launches from a specific company's employees



Pro Tip: Use Boolean search on LinkedIn's "Posts" tab to find industry discussions, not just people.



📁 Use Cases for Intelligence Gathering

(title:"Product Manager" OR title:"Product Owner") AND company:"Microsoft"

Find product team members at Microsoft to analyze their expertise

(title:"AI Researcher" OR title:"Machine Learning") AND (company:"Google" OR company:"Meta")

Identify key AI talent at competing companies

Power Tool 4: LinkedIn Company Page Tracking

Don't just "follow" a company. **Analyze its page strategically** to gather valuable intelligence.

"About" Section

Changes in mission, description, or specialties reveal strategic direction shifts

"Posts" Activity

Frequency, engagement levels, content themes (hiring? product promotion? news sharing?)

"People" Tab

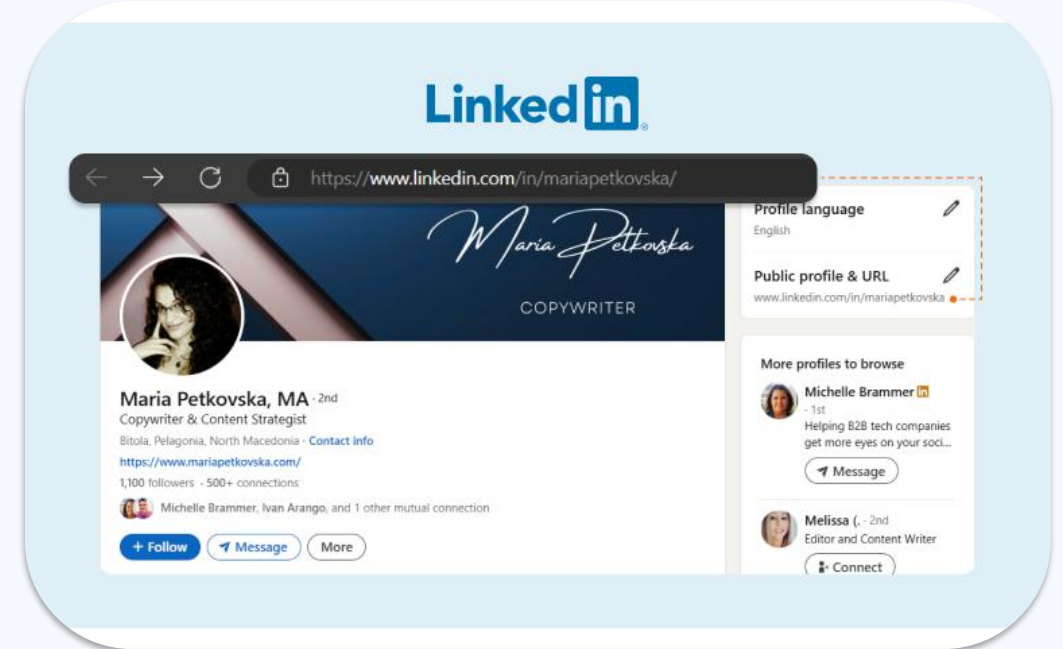
Growth in employee count, new hires in specific roles (reveals strategic focus)

"Jobs" Tab

The most revealing! Job titles and descriptions signal new projects, departments, or technological shifts



Action: Pick a competitor and analyze these four tabs right now.



Pro Tips

- ✓ Set up notifications for company page updates
- ✓ Track changes in company size over time
- ✓ Compare job postings with recent posts to identify new initiatives

The Ethical "Deep Dive": Forums & Groups

📖 Platforms

Valuable sources for unfiltered community insights

💬 Reddit

Stack Overflow

👥 Facebook Groups

🔗 GitHub Discussions

💎 The Intelligence Goldmine

Unfiltered customer complaints, technical problem-solving, niche community trends

🔍 Ethical Rules of Engagement

👁️ Lurk First

Read the rules and culture before posting

✅ Be Transparent

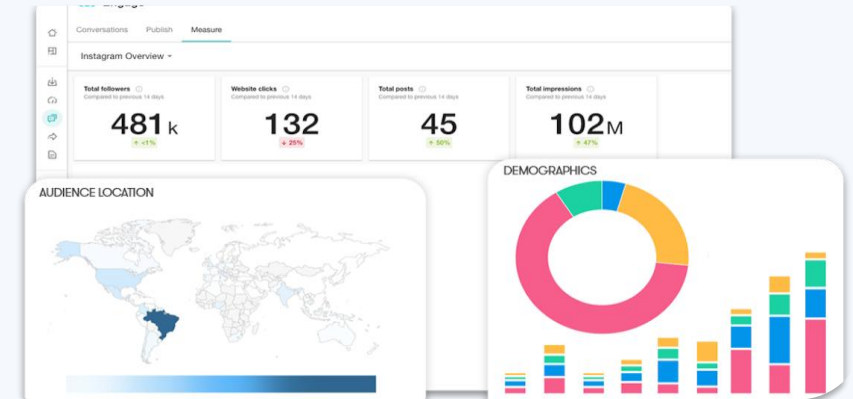
Don't pretend to be a random user if representing a company

👤 Add Value

Participate genuinely in discussions, don't just extract



Search Tip: Use `site:reddit.com [keyword]` in Google to search Reddit effectively



⚙️ Why Forums Matter

- ✓ Unfiltered customer feedback
- ✓ Early product feature requests
- ✓ Competitor weaknesses revealed
- ✓ Industry pain points and trends

Your Digital Handshake: The LinkedIn Profile

✓ Why It's Critical

For recruiters, clients, and network connections, your LinkedIn profile is your **professional brand**. It's often the first result when someone Googles your name.

💡 The Analyst's Mindset

Apply strategic watch to your own profile. What intelligence does it give a stranger about you?

🔗 Transformation Goal

Transform your profile from a digital CV into a compelling professional narrative



Your LinkedIn profile works for you 24/7, even when you're sleeping. Make sure it's saying the right things.

How To **Improve Your**
LinkedIn Profile
And Get The Most
Out Of It



87%

of recruiters use LinkedIn to
vet candidates

40%

more profile views with a
professional photo

Element 1: The Profile Picture & Banner

👤 Profile Picture (Non-Negotiable)

✓ Do

- 📷 High-quality, professional headshot
- 😊 Smile, make eye contact with camera
- 🖼️ Plain background

✗ Don't

- 🤳 Selfies, group photos
- 🌐 Low-resolution images
- 🏔️ Distracting backgrounds

🖼️ Background Banner (Opportunity)

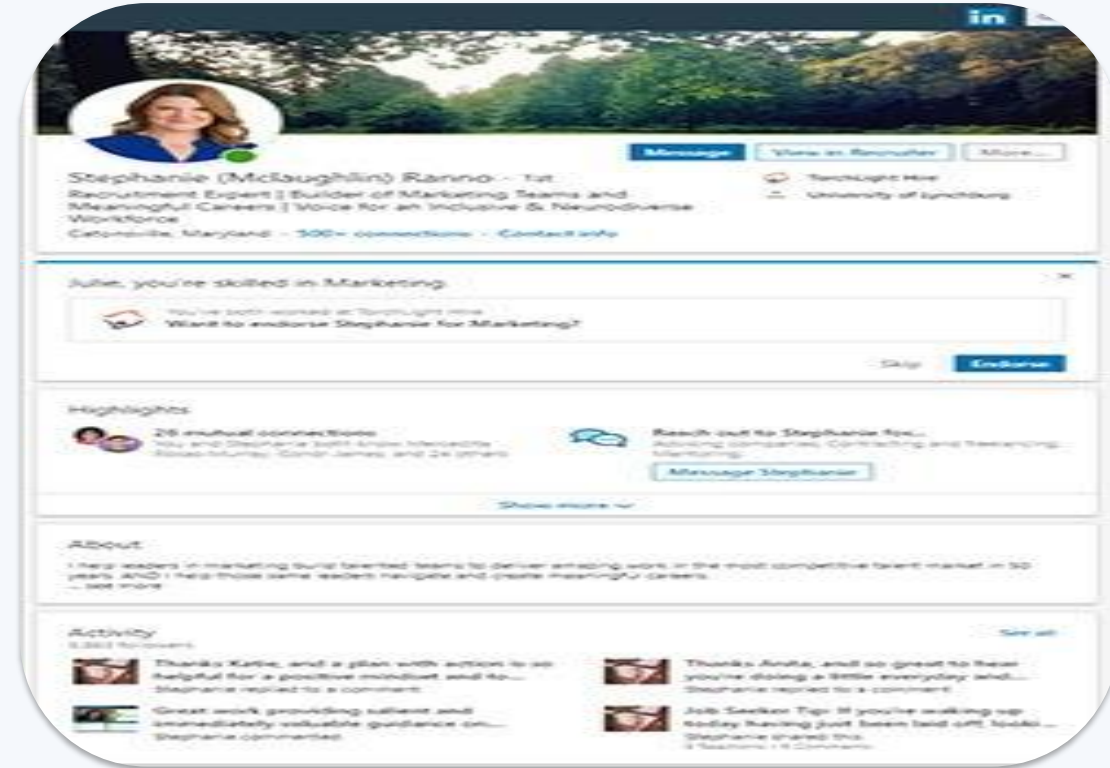
! Don't leave it blank! Use this space to **reinforce your brand**

” Clean graphic with your value proposition

🖼️ Tasteful image related to your field

🎓 University logo

🎨 Personal brand color scheme



Pro Tip: Your profile picture should be a recent, professional headshot that clearly shows your face. Your banner should complement your professional brand and value proposition.

Element 2: The Headline & The "About" Section

T Headline (Your 220-Character Elevator Pitch)

Bad Student at University

Good Computer Science Student | Passionate about AI & Data Security

Σ Formula: Your Role/Field | Key Expertise/Skills | Your Goal/Value

📄 "About" Section (Your Story)

! **First 2 Lines are Crucial**
Hook the reader immediately. State your mission and key strengths.

☰ **Use Paragraphs**
Not just a bulleted list of skills.

📌 Include Keywords

Naturally include terms recruiters search for (Python, SQL, Project Management, Agile).

💡 Show Personality
What are you passionate about? What problems do you want to solve?

Effective About Section Structure:

Opening Hook: "Data scientist passionate about turning complex datasets into actionable insights..."

Expertise: "Specialized in machine learning, statistical analysis, and data visualization..."

Call to Action: "Currently seeking opportunities in healthcare analytics. Let's connect!"

Element 3: Experience & Skills

📁 Experience Section

★ Use the STAR Method

S Situation

Brief context

T Task

Your responsibility

A Action

What you did

R Result

The impact

Quantify Your Results

Bad: "Worked on data processing" **Good:** "Improved data processing speed by 15% through algorithm optimization"

⚙️ Skills & Endorsements

☰ List Key Skills

Include both technical (Python, SQL) and soft skills (Leadership, Communication)

👍 Get Endorsements

Politely ask colleagues to endorse you for specific skills. Return the favor.

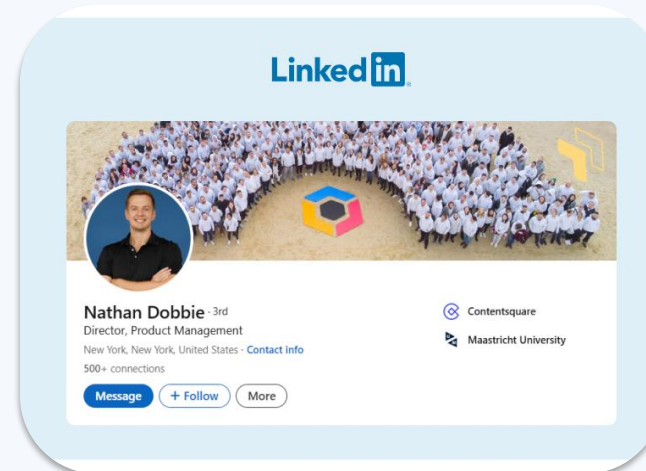
STAR Method Example:

Situation: Our team was struggling with inefficient data processing workflows.

Task: Optimize the data pipeline to reduce processing time.

Action: Redesigned the algorithm and implemented parallel processing techniques.

Result: Reduced processing time by 15% and saved 20 hours of manual work per week.



Pro Tip: Focus on achievements, not just responsibilities. Numbers and specific outcomes make your experience stand out.

Building Your Network Strategically

↗ Quality Over Quantity

Focus on building **meaningful connections** with people relevant to your career goals

👥 Who to Connect With

🎓 Classmates & Professors

Academic network foundation

📅 Event Contacts

Virtual or in-person meetings

📄 University Alumni

In roles/companies you admire

✨ Industry Influencers

Content creators you learn from

✅ The Golden Rule of Connection Requests

NEVER use the default "I'd like to add you to my network."
ALWAYS personalize your request.

"Hi [Name], I enjoyed your post on [topic]. I'm a CS student also interested in [their field] and would value connecting."



LinkedIn
Optimizing your profile

85%

of jobs are filled through
networking

3x

more likely to get a referral
with a personalized
connection

Workshop Brief: The "Launch Detector" Mission

Your Role & Mission

You are a **competitive intelligence analyst** for a fictional tech company.

Your mission is to monitor the social landscape to **detect and analyze** the launch of a new product or feature by a target company.

Target Companies

Choose one well-known tech company:

 Microsoft

 Apple

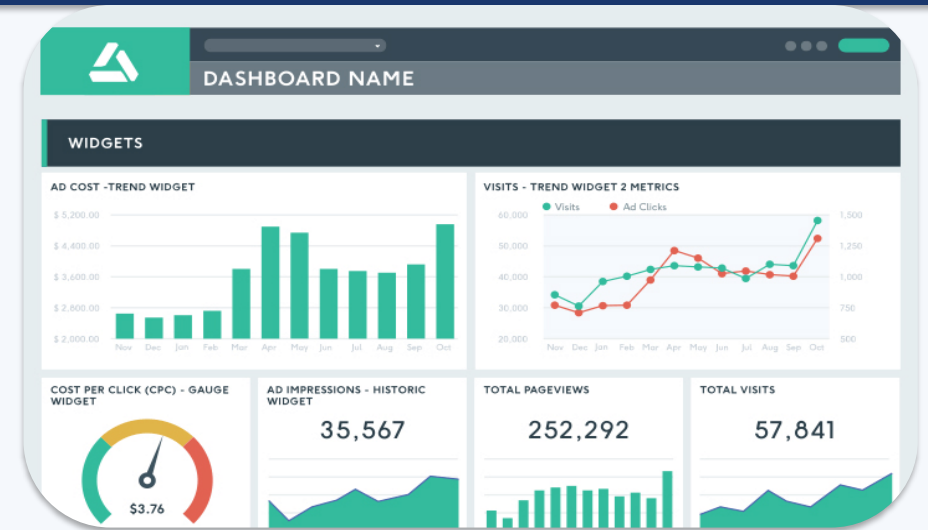
 Major Telecom

 Google

 Meta



Deliverable: A one-page "Intelligence Flash Report" summarizing your findings and analysis



Tools You'll Use



TweetDeck

Monitor real-time conversations



LinkedIn

Track company updates



Google

Research news coverage



Alerts

Set up keyword monitoring

Workshop Step 1: Planning & Setup

1

Define Your KIT

"What are the early signals on social media that **[Target Company]** is preparing to launch a significant new product or service in the next quarter?"

2

Set Up Your Dashboard (10 mins)

Open TweetDeck and create 3 columns:

Company Handle

from:[TargetCompanyHandle]

Update Keywords

"[TargetCompanyName]"
new OR update OR feature

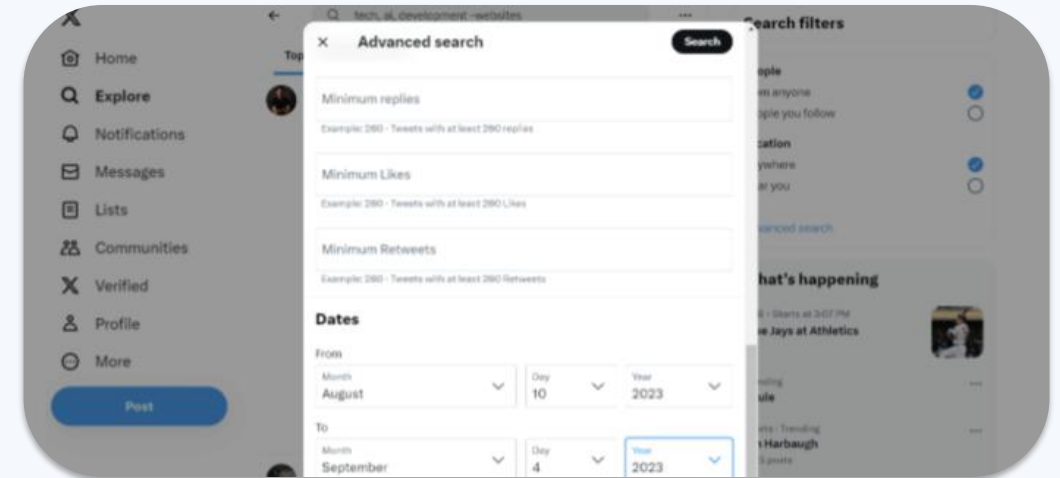
Launch Keywords

"[TargetCompanyName]"
launch

3

Prepare LinkedIn

Go to the company's LinkedIn Page and open the following tabs: Posts
About Jobs



Pro Tip: Bookmark all your search columns and company pages for quick access during the monitoring phase.

Workshop Step 2: Collection & Observation



Actively monitor your TweetDeck columns and the company's LinkedIn page for **15 minutes**



Teasers

Vague posts about "big news," "the future," or "exciting updates"



Media Activity

Increased posting frequency or engagement



Employee Advocacy

Employees sharing similar, excited messages

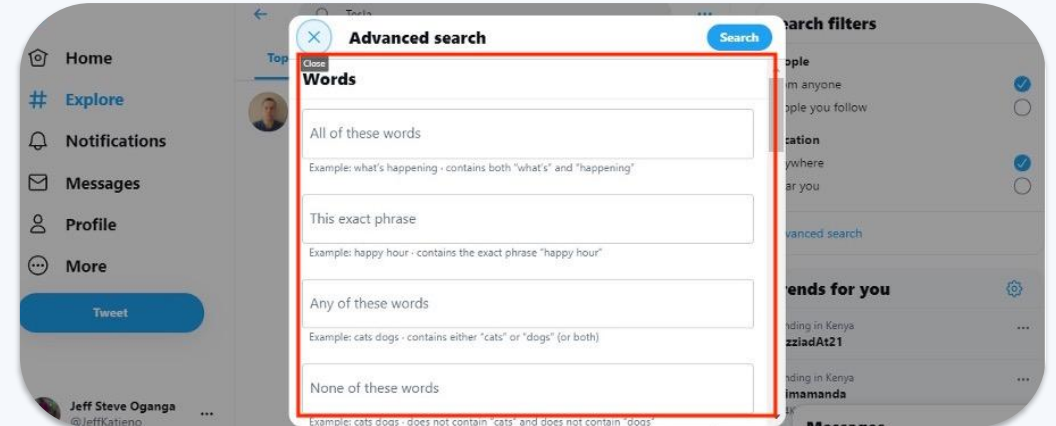


LinkedIn Hints

New job postings, changes in "About" section



Document: Take screenshots and notes of any potential signals with timestamps and sources



Example Signal Documentation

Date: March 15, 2024

Source: Company's Twitter account

Signal: Tweet about "something revolutionary coming next week"

Context: 3 employees shared similar posts within 24 hours

Workshop Step 3: Analysis & Hypothesis



Review your collected signals and ask **analytical questions** for 10 minutes



Timing Analysis

Is there a concentrated buzz around a specific date or event?



Product Focus

What specific product area do the hints point to? (AI, cloud, security, hardware)



Sentiment Analysis

What is the perceived sentiment? (Excited? Skeptical?)



Form a Hypothesis: Based on the mosaic of signals, what do you think they are likely to launch? "Based on recent hiring for AR engineers and teasers about 'seeing the world differently,' I hypothesize Company X is launching an augmented reality feature for their mobile platform."



Advanced search

Search

Words

All of these words

@brand

Example: what's happening · contains both "what's" and "happening"

This exact phrase

:(

Example: happy hour · contains the exact phrase "happy hour"

Analysis Framework

- 1 Identify patterns across platforms
- 2 Correlate signals with company history
- 3 Consider industry trends and events
- 4 Validate hypothesis with multiple sources

Workshop Step 4: Dissemination - The Flash Report

Structure Your One-Page Report

T HEADLINE

Clear conclusion about the likely launch

✓ KEY EVIDENCE

3-4 bullet points of your strongest signals with dates/sources

⚙ ANALYSIS

Your hypothesis on the "what" and "why"

► RECOMMENDED ACTION

What should your company do in response?

🔄 NEXT STEPS

What to watch for next



Flash Report Example

HEADLINE: High Confidence: Company X to Announce AR Software Kit at Developer Conference

KEY EVIDENCE: • 3 AR engineer job postings (Mar 1-15)

• "See the world differently" teaser campaign (Mar 10)

• CEO mentioned "world differently" in interview (Mar 10)

Pro Tips & Common Pitfalls

💡 Tips



Verify

Cross-check a signal on multiple platforms before reporting it

Context Matters

A single tweet is noise; a pattern of tweets from different sources is a signal



Use Alerts

Set up a Google Alert for your target company + "launch" to catch blog coverage

⚠️ Pitfalls to Avoid



Confirmation Bias

Only looking for signals that support your pre-existing idea



Over-Interpretation

Reading too much into a vague marketing post



Ignoring Timing

Correlate social signals with industry events (conferences, quarterly earnings)

📋 Signal vs. Noise



Signal

- Multiple sources
- Specific details
- Corroborating evidence
- Timely information



Noise

- Single mention
- Vague statements
- No supporting evidence
- Outdated information

From Workshop to Real-World Skill

↻ You Now Have a Repeatable Process



Plan



Setup



Collect



Analyze



Report



Applications Beyond This Class



Job Hunting

Monitor companies you want to work for for culture and hiring signals



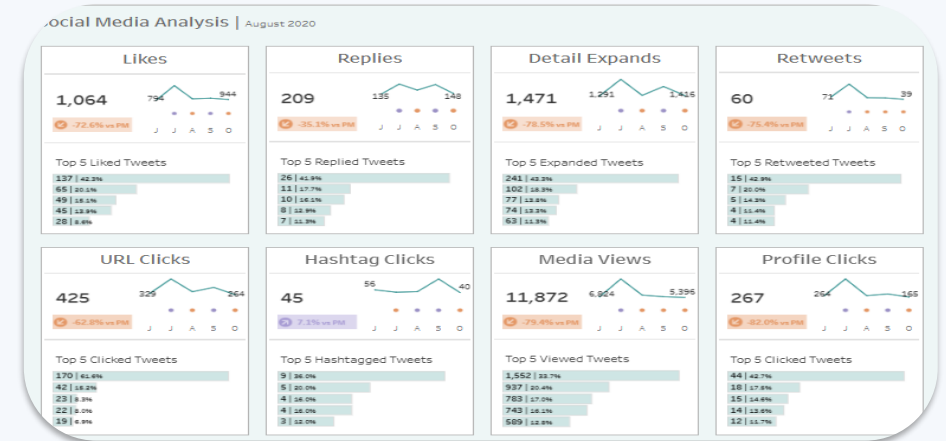
Project Research

Understand user sentiment for a product you're building



Personal Branding

Use these techniques to monitor mentions of your own name/profile



↗ In-Demand Skills You've Developed



Advanced Search



Data Analysis



Competitive Intelligence



Report Generation



Your Toolkit is Live: Your TweetDeck columns and LinkedIn tracking methods can run continuously

Key Takeaways & Your Continuous Mission

🔍 Master the Tools

Advanced Search, Lists, and Boolean are your superpowers for precise intelligence gathering

👤 Your Profile is an Asset

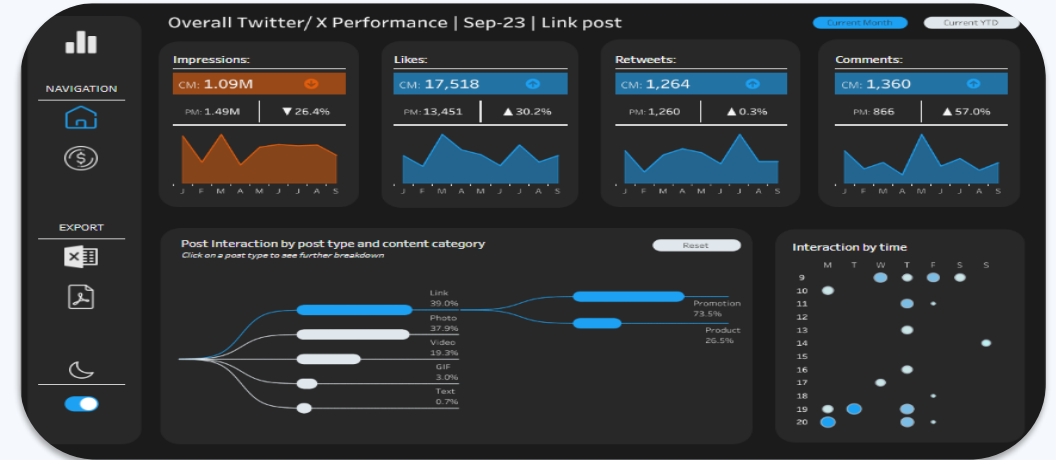
Invest time in making LinkedIn work for you 24/7 with optimized profile elements

🔄 Intelligence is a Process

The workshop framework (Plan → Setup → Collect → Analyze → Report) works for any monitoring goal



Your Continuous Mission: Choose one company, influencer, or topic relevant to your career. Set up one persistent monitoring stream using these techniques. Review it for 5 minutes each week. You are now a practicing social media intelligence analyst.



🏆 Skills You've Mastered

🔍 Advanced Search

☰ Twitter Lists

Σ Boolean Logic

🏢 Company Tracking

👤 Profile Optimization

📊 Signal Analysis

Element 3: Experience & Skills

📁 Experience Section

★ Use the STAR Method

S

Situation

Brief context of the challenge

T

Task

What you needed to accomplish

A

Action

Steps you took

R

Result

Impact and outcomes

Quantify Your Achievements

Weak: "Worked on data processing"

Strong: "Improved data processing speed by 15% through algorithm optimization"

💡 Skills & Endorsements

- ✓ List **Key Technical & Soft Skills** relevant to your target roles
- ✓ **Strategically Get Endorsements** from colleagues who can validate your skills
- ✓ **Return the favor** by endorsing others for skills you've witnessed



Action: Review your current experience descriptions. Replace vague statements with quantified achievements using the STAR method.

Skills to Highlight:

Python

SQL

Data Analysis

Team Leadership

Project Management