



GETTING STARTED WITH THE

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# TRENDS REPORT

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Gain insight to what is being said about  
your brand and who is saying it.

A report for each of your handles!

Uncover products or services your customers are talking about.

Identify possible service issues.

Identify advocates and cultivate new social relationships.

See which hashtags gained traction!

Discover hashtags people are using organically...

...and identify opportunities to tie into timely events that align with your brand.

See spikes around popular topics and hashtags associated with your brand to pinpoint correlations and relationships.

Uncover new competitors or partners to monitor on an ongoing basis through your brand keywords.

