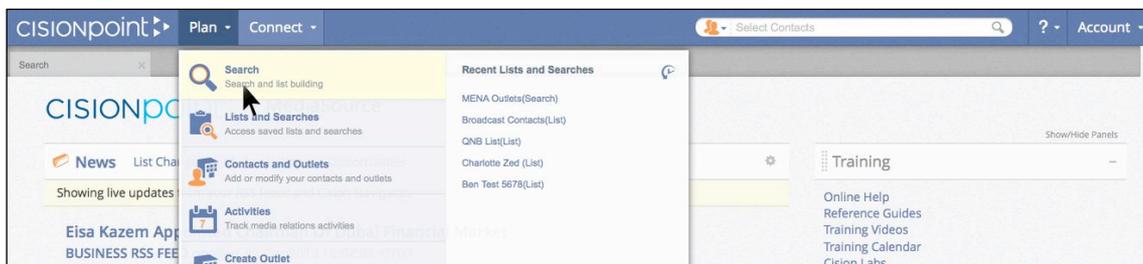


Social Influencer Search

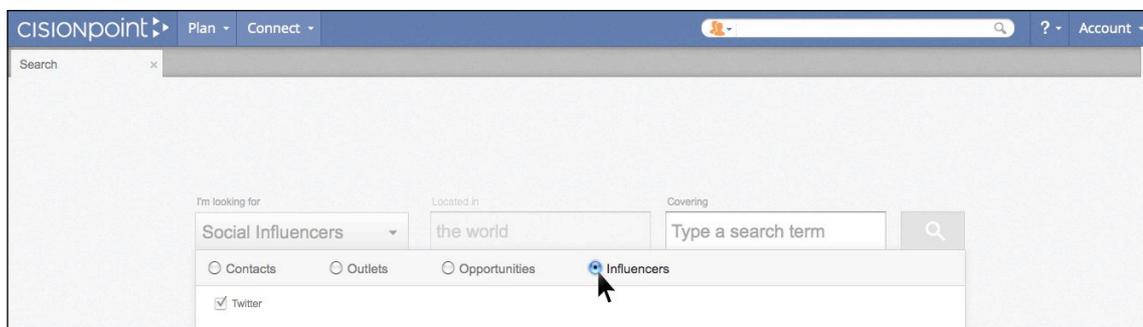
The **Social Influencer Search** enables you to build lists of influential contacts based on recent **Twitter** mentions by searching the real-time **Twitter** feeds of **Contacts**. Search by keyword - such as company name, product, spokesperson or competitor - so you can identify and engage with influencers that have tweeted about a specific subject within the past 90 days.

You can also include an @ or # symbol to return results matching a specific **Twitter** handle or hashtag, enabling you to see which contacts are discussing your own company's handle, or track the level of engagement among journalists and influencers around a trending hashtag.

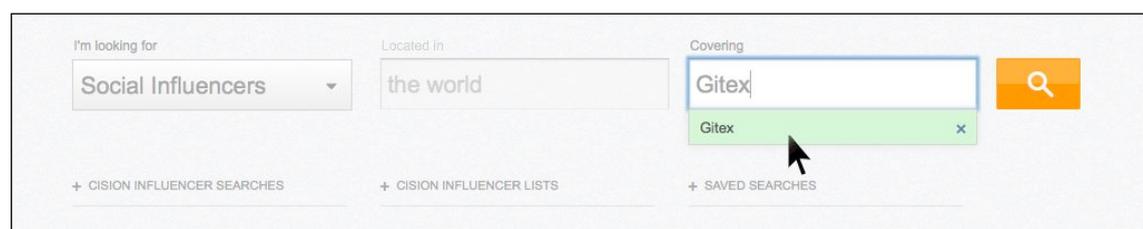
To access the **Social Influencer Search**, go to **Plan** and select **Search**:



Click into the **I'm Looking For** box on the search screen and select **Influencers**:



Enter one or more keywords or phrases in the **Covering** box of the search screen, or a specific **Twitter** handle or hashtag. Click your entry to select it, and the text will appear with a green background once selected:



Note: The **Located In** box is disabled as your search will include all contact **Twitter** handles in the database that your subscription packages gives you access to. **Geographic Filters** are available on the **Search Results** page if you are only interested in seeing results from specific regions, countries or cities.

View Your Search Results

Press the **Search** button to perform your search and the results will display in a new screen:

The most recent **Tweet** from each contact that contained your search term is displayed, and the results are sorted by contact **Influence Rating** (most influential first). If a contact has mentioned your search term more than once in the past 90 days, you can use the **Show More** button to display up to five of their **Tweets** (where applicable).

Core profile data like **Outlet Name**, **Contact Job Title**, **Email Address** and **Phone Number** are also displayed for each contact.

Filter Your Search Results

You can use the **Contact Topics**, **Country**, **City** and **Region** filters at the top of the screen to refine your search results by the topics a contact covers for their associated media outlet, or by geographical criteria. The usual full list of **Additional Filters** is also available if you save your results as a **List**.

Engagement Features

Each **Tweet** offers you the ability to directly engage with the influencer - you can **Follow** the contact on **Twitter**, as well as **Reply**, **Retweet** or **Favourite** content from within the results:

The screenshot shows a search results interface with the following details:

- Header: 1 - 25 of 71 items, 0 selected, 25 per page, page 1 of 3. Buttons: Select all (71), Select all on page (25), Clear selections, Expand All, Collapse All, Save to List.
- Profile 1: **Said, Summer** (@summer_said), Influence Rating 93. Middle East Energy & OPEC Correspondent, Dow Jones. Newswires - Dubai bureau. Contact: summer.said@dowjones.com, +971 (4) 446 1691. Button: Follow @summer_said.
- Tweet 1: 7 Oct, RT @WSJMidEast: Many takers for Z10 at hefty discount in #Dubai Gitex Shopper... reflects @BlackBerry woes http://t.co/A6pnCRDQTB. Actions: Reply, Retweet, Favorite.
- Profile 2: **Ridley, Nic** (@NicRidley), Influence Rating 90. Deputy National Editor, The National. Contact: nridley@thenational.ae, +971 (2) 414 5307. Button: Follow @NicRidley.
- Tweet 2: 9 Oct, RT @SamsungGulf: Retweet this Gitex Shoppers promo for a chance to win 1 of 5 Galaxy Note 3! #GitexPrize http://t.co/dd3zNKrAmL. Actions: Reply, Retweet, Favorite.

Add Influencers to New or Existing Lists

Use the **Save to List** button to save your results, or selected results, to a new or existing **List**. This enables you to create targeted media lists that combine traditional and social influencers based on real-time published content.

The screenshot shows the same search results interface as above, but with the 'Save to List' button open, revealing two options:

- 1 - 7 of 7 items, 3 selected, 25 per page, page 1 of 1. Buttons: Select all (7), Select all on page (7), Clear selections, Expand All, Collapse All, Save to List.
- Profile: **Bond, Steven** (@StevenJohnBond), Influence Rating 87. Reporter, AME Info. Contact: s.bond@mediaquestcorp.com, +971 (4) 364 4851. Button: Follow @StevenJohnBond.
- Tweet: 20 Oct, Bizarre. @DubaiPoliceHQ say they'll remove 8 black points for drivers who visit their stand at #Gitex. The catch: It's a half hour course. Actions: Reply, Retweet, Favorite.
- Dropdown menu: New List, Existing List.

Once a list has been saved, you have access to the full **Edit**, **Create** and **Display Settings** options normally associated with lists, as well as the full range of **Additional Filters** to refine your list further, if required.