American Red Cross

Radian6 Engagement Console User Guide

radian6

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System Requirements

Computer hardware requirements:

- Administrative privileges for initial installation and subsequent updates.
- Greater than 600x800 screen resolution.
- Internet access for downloading and running the Engagement Console.
- High speed internet access recommended.
- Engagement Console traffic travels over the same port (port 80) that regular internet traffic travels over.

Minimum specifications:

Operating system	CPU	Memory	# of Stacks	# of Items per Stack	Refresh Rate
Win XP	2 GHz	2 Gb	3	20	1 minute
Win 7/Vista	2 GHz	2 Gb	3	30	1 minute
MacOS X	2 GHz	2 Gb	4	20	1 minute

Recommended specifications:

Operating system	CPU	Memory	# of Stacks	# of Items per Stack	Refresh Rate
Win 7	>2.4 GHz	4 Gb	5	30	30 seconds
MacOS X	2.6 GHz	4 Gb	5	30	30 seconds
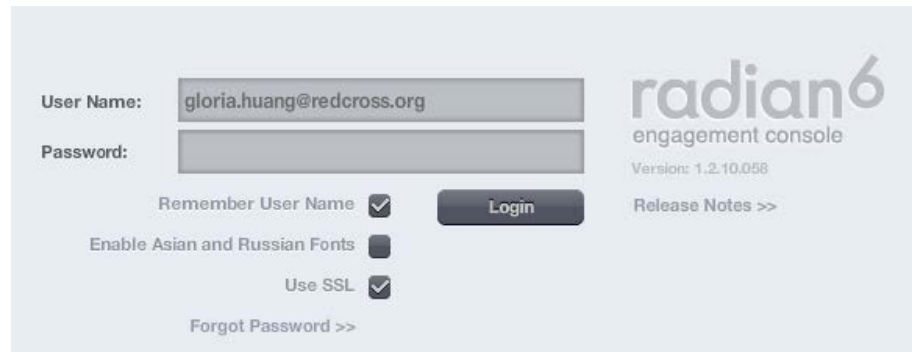
Installing the Console

Visit http://ec.radian6.com/ec.html and click INSTALL NOW.

If you don't already have Adobe Air, you will have to install it before you install the Engagement Console (EC).
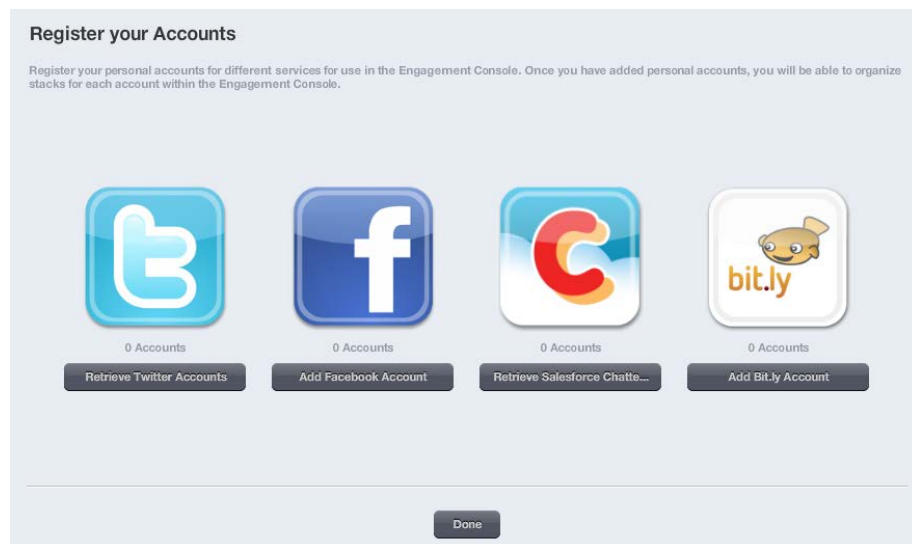
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Understanding the EC tools

Logging in

Your username is your email address.

Register your Accounts

You will see this screen when you log in for the first time. You can use it to add your social media accounts so that you are able to post replies directly through the EC.

Stacks

Stacks allow you to drill down to what's important to you. You can customize them in many ways, for example by keywords, social media platform, or to whom they are assigned.

To create a stack, follow these simple steps:

At the top of the engagement console there is a bar called **Add stack**. It looks like this:

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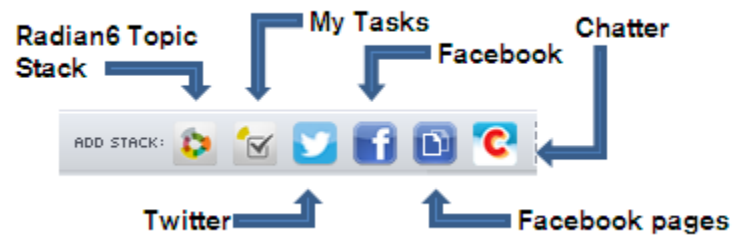
Selecting the **Radian6 Topic Stack** button will open a new window. In this window you can customize your search results and drill down to what is important to you.

1. Add a **title**
2. In **Stack Topics** select the topic you are looking for posts from using the drop down menu. There may be more than one topic you want to pull from – you can add as many as you like.
3. Select **how often** you want it to refresh. The default Real Time Monitoring is recommended. You may also specify a date range if you choose, but this is not mandatory.
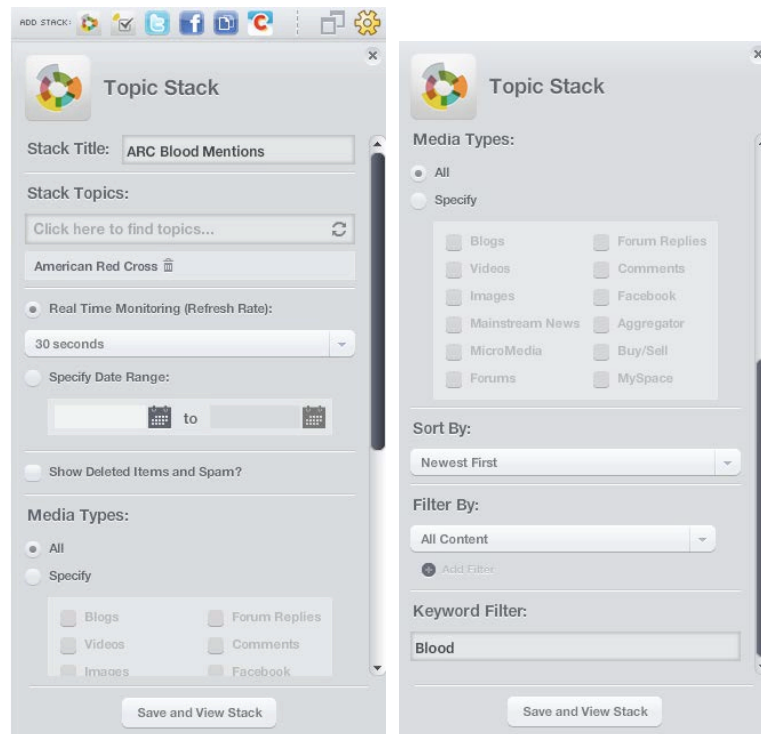4. Select the **media types** you wish to monitor.
5. Select how you want to **sort** these mentions, by Newest First or Oldest First from the drop down menu.
6. Select how you want to **filter** these messages. You can set this section to look at all messages, to just messages assigned to you, to sort by a specific tag, etc.
7. Add a **key word filter** that is relevant to your interest, e.g. blood. This will allow the program to pull all selected social media mentions that have "blood" in the content. Adding a key work will return better and more relevant search results.
8. Select **Save and View Stack**. Your stack will be added to your console dashboard.

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You can create as many stacks as you like. Radian6 recommends that you keep the number of stacks you have open at any time below 15, for better performance.

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Workflow tab

The Workflow tab is the column on the very left of the console. It allows you to flag, assign, and tag mentions you feel are important. You do not need to fill out every field; only what you find helpful.

When you click on a post within a Radian6 Topic Stack, the tab lights up and you are able to use it to take actions on the post. You can:

Add an internal **Note** on a selected message. Only other EC users will be able to see it.

Add **Post Tags** that describe the post. Clicking in the box will give you a drop down of all available tags. You may also select from your Macros below. Post tags focus on subject matter and are case sensitive.

Add **Source Tags** that describe the person that wrote the post. Source tags are associated with the source of the post and will show up with every subsequent post by that same source.

Change the **Engagement Level** – what type of interaction have you had with the content? The setting for this will change automatically to "Reviewed" as soon as you add a tag or take some other action on a post.

Change the **Classification Level –** what kind of information does the post contain?

Assign a **priority** to the post

Assign a **sentiment** to the post

**Assign the post** to someone else who has an Engagement Console license

Use **Macros** to save time on one or more of the items above

For more on how to use these actions to deal with posts, see the section on Interacting with notable posts.

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Macros

Macros are a pre-defined set of actions from the Workflow tab that are created by EC users to help save time when dealing with a lot of posts. You will find a list of shared macros in the bottom section of the Workflow tab.

You can create personal and shared Macros, and as many of each as you like. Select the Create Macro tab and fill out the window to meet you specifications. This is what the Negative Blood Mention macro looks like. Note we have specified the Post Tags as "blood" and selected the Negative Sentiment icon.
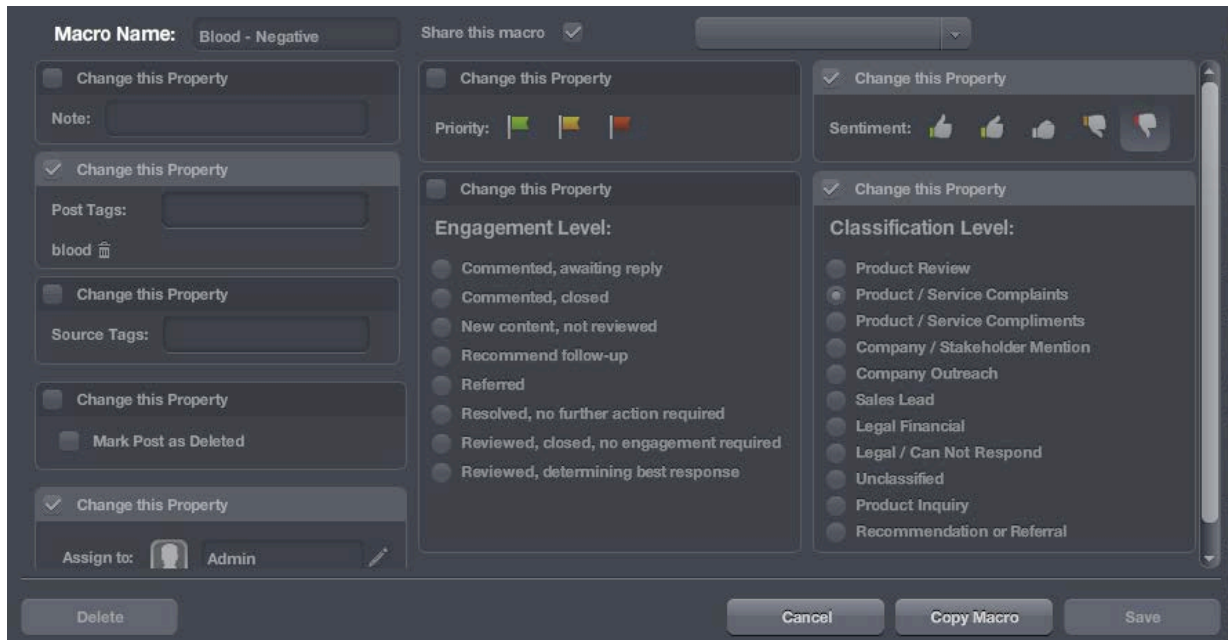
Example: the **Source: RC Chapter** macro adds a "chapter" source tag to the person who created the post. ALL subsequent posts by this person that we pull will automatically display the source tag. This helps us sort mentions and also helps all EC users understand who the people who write the posts are, and whether they have a notable connection with the Red Cross.
There are source tags for blood donors, financial donors, employees, volunteers, PHSS trainees, corporate partners, and more.

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Monitoring in Radian 6

Now that you have your stack(s) set up, it's time to listen and engage. Creating good filters can help cut down on messages that are not useful or relevant and speed up your ability to respond to the messages that are. Because Radian 6 will continue to capture messages without automatically updating your feed, you can check in and out as necessary without losing your place. Checking your Stacks just a few times a day may be all you need to keep up to date without becoming overwhelmed.

The Dashboard

This example dashboard shows three stacks: ARC Micro Media, ARC Social Media and Open Assigned. ARC Micro Media monitors all Red Cross mentions on Twitter, ARC Social Media is looking at Red Cross mentions on all other social media platforms, and Open Assigned is a summary of all posts that have been tagged, flagged, or assigned.

Depending on your settings, the stacks will continue to capture new mentions without updating your column until you choose to do so. You can do this by clicking on the yellow New Items bar at the top of each stack. Clicking Next 20 at the bottom will show you the previous 20 items in reverse chronological order. (Note: in the Settings window, you can opt to display anywhere between 20 to 50 posts per screen.)

Tagging and Responding to Messages

You can tag and categorize notable posts quickly by making use of the shared macros on the bottom of the workflow column (left side of the console). To add more tags, use the Workflow tab mentioned above.

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When you find a message that requires a response simply hold your mouse over it. A pen icon and icon depicting the social media platform will appear.
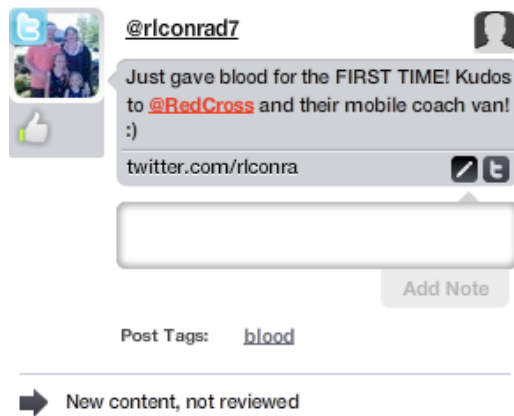
Click on the pen icon ( ) to add an **internal note** to the post. All other EC users are able to see your note.

Clicking on the social media icon (or) allows you to respond directly via the same social medium platform the content was created in. Tweets have the added advantage of being directly integrated– if you have a Twitter account linked, you can send tweets from the EC.

For more information on using Twitter or on commenting policy please see the Social Media Handbook.

Finding Your Tagged and Assigned Posts

Once you have tagged a post, there are several ways to search for it later. When creating a new stack adjust the Filter By setting. Depending on your needs you can use Open Assigned to look at any tagged message, Assigned to a Specific User, Post Tag to search by topic, or one of the Sentiment Tags to search by positive or negative sentiment. You may also wish to include a key word search, e.g. "blood"

"Filter By" options:

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Post Tag / Queue

Source Tag(s)

Any Positive Sentiment

Any Negative Sentiment
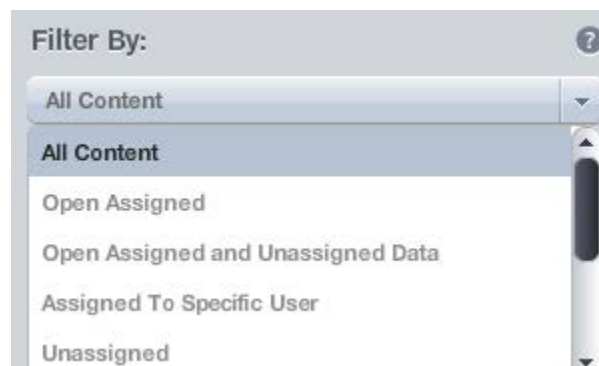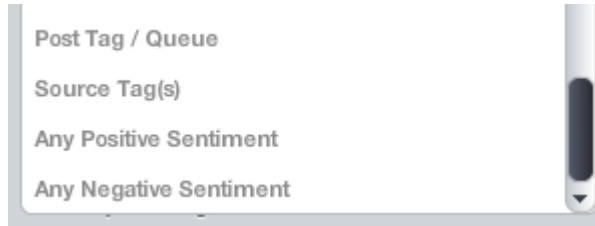
Open Assigned means any post that is assigned to an EC user. This includes all posts that have had been interacted with in some way within the EC. This category is good to use to create stacks that show you notable posts that your team mates have reviewed.

Example filters: This set of filters will search for posts with "blood" as one of their post tags as well as sentiment set to positive.

Filter By:

Post Tag / Queue

blood 🗑

AND   Any Positive Sentiment   🗑

Add Filter

When You Are Assigned a Message

The default settings are programmed to send you an email notification when this happens. You will also be able to see any assigned message in a stack that is filtered on the option Assigned to a Specific User followed by your name:

Filter By:

Assigned To Specific User

Nicole Herman

Add Filter
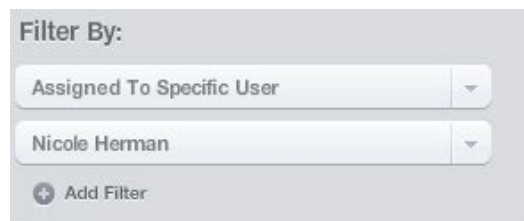
The Admin user is the default assigned user whenever you use one of the shared macros on a post. You may change the assignment at any time by clicking on the post, and then choosing from the "Assign to:" dropdown menu in the Workflow tab.

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Interacting with Notable Posts

Here are some guidelines on what we look out for when monitoring the social web. We would categorize any of these items as "notable" mentions; we then use these mentions to populate our social media updates and to guide our social media content and engagement.

- Direct inquiry to a Red Cross social media account
- Positive or negative experience with the Red Cross
- Heard about a positive or negative experience w/RC
- Question about a Red Cross service/how to get Red Cross services (e.g. Emergency communication for military families, sign up to give blood)
- Comment that has (positive or negative) bearing on Red Cross reputation
- Mention of a campaign (e.g. Holiday Catalog, National Preparedness Month)
- Mention of a service that is provided by Red Cross (e.g. CPR courses)
- Misinformation about Red Cross
- Any post from a person in a disaster area who is talking about the experience
- Any post from an organization we closely partner with (e.g. FEMA)
- Any post from a Red Cross organization or local chapter

Note: You don't have to tag retweets as individual mentions.

In order to figure out what exactly you should be doing with each post, ask yourself these questions:

Who is writing this post?
- Does this person have a notable connection to the Red Cross that we can note using a **source tag**? Add appropriate source tags. Conversely, if there is already a source tag assigned to the post, act accordingly (for example, if the person is tagged as a blood donor, then use that to inform the way you talk to him or her).

What is the subject matter of the post?
- Use **post tags** to specify which line of business it is relevant to, or what issue/event it is relevant to. When in doubt, click on the post tag field in the Workflow tab to see what other tags have been created already.

What is the engagement status of the post?
- Use **Engagement Level** to specify if a post has been commented on, simply reviewed, being investigated, does not need a response, or needs a follow-up.

What kind of post is it?
- Use **Classification Level** to specify if the post is a product/service complaint or compliment, fundraising ask, promotion, reputation issue, public inquiry, or a disaster-related post (posts marked with "DS" in front are to be used during times of disaster)

Should someone else see this post?
- If the post has to do with another line of business or a topic that someone is an expert in, use the **Assign** function to assign the post to that person and they will get an email alert.

Is this post about a reputation issue for the organization?
- If the issue is sensitive or involves a larger organizational issue and you don't feel confident in responding with accurate info, mark the post with the **Classification Level** of "Reputation

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> Issue" and **assign to** someone in the Communications department to check on how to proceed.

Can I respond to this post?
- The single most important thing about the EC is that you can use it to identify opportunities to engage with people online. Use your linked Twitter account to reply to tweets (your responses are saved in the EC so that your team mates are able to see them). You can click through to the website that the post originated from and leave comments on blogs and other sites as well – remember to leave an internal note (and change the Engagement Level to Response Sent) if you do this so that everyone will know that you've commented.

Learning to Recognize Spam

Learning how to quickly recognize spam posts, especially in the blogs and forums mentions, is important. Unfortunately, we don't have sophisticated tools to help us filter out posts that are actually spam, advertisements, or simple reposts of news stories, so as a monitor you must learn to distinguish between real blog posts and spam.

There is a macro labeled "spam" that you can use to label items as spam. This closes the item and grays it out so no one can interact with it.

Here are some examples of spam posts, and a list of things to watch out for.

- Posts that lump the phrase "Red Cross" in with other unrelated keywords to garner traffic
- URLs that contain strings of letters that don't make senses (e.g. singcolwowa.blogspot.com)
- Titles that mention celebrities or products that are not mentioned in the body of the post
- URLs that mention a celebrity or product

Spam Examples:

mel gibson braveheart
Source: primdenmournmu.blogspot.com, Posted on: *Jun 29, 2011 02:40 PM by Margriet*
hostage - and now Israel, the cop, doesn't care if the hostage is affected in the fight. Israel is fully justified in defending its people, but should at least spare shooting independent parties like the **Red Cross** etc who are helping the wounded in Gaza. "when Elephants fight, its the grass that suffers." I am not...

The First Years American **Red Cross** Deluxe Baby Kit Review
Source: aventbottlewarmer.blogspot.com, Posted on: *Jun 29, 2011 02:11 PM by Stella Jacobs*
Years American **Red Cross** Deluxe Baby Kit Product Description: Grooming essentials for growing baby. Contains brush, comb, scissors, nail clipper, fingertip toothbrush, four emery boards, deluxe travel/storage bag, and a babycare, wellness and safety guide. Want to buy The First Years American **Red Cross** Deluxe...

trey songz tattoos on chest
Source: camoureeter.blogspot.com, Posted on: *Jun 29, 2011 02:32 PM by Teobaldo*
proud history (along with issues like most religions/races). Lets hope the people on all sides tone down the rheotric and live and let live tattoo trey songz chest tattoo Trey Songz Chest Tattoo Font sab 01-08 01:29 PM Terrible. From NPR "Eventually, **Red Cross** and Palestine Red Crescent rescuers received...
Wave On Wave mp3 music
Source: mambeuuu.typepad.com, Posted on: *Jun 29, 2011 01:35 PM by Tishonnatmc*
Download Wave On Wave Actor: Back to Back, Stranded, Matt Houston. Soundtrack: Flicka.

American **Red Cross** Issues National Appeal For Blood Pat Green - Wikipedia, the free encyclopedia Patrick Craven (Pat) Green (born April 5, 1972 in San Antonio, Texas) is an American Texas Country artist. Pat Green -..

 Battle breaks out in Tahrir Square, once again | World news | The Guardian
Source: valeriecourreges.blogspot.com, Posted on: *Jun 29, 2011 12:19 PM by Valerie Courreges*
Radioactive contamination (1) Radioactive particles (1) radioactive plume trajectory (14) radioactive steam (1) radioactivity (2) rain making (1) rain water contamination (2) reactor 3 (1) reactor 4 (1) Reactors (5) Real estate (1) **Red Cross**(1) Religion (1) Republicans (2) Reuters (1) Revolutions (34) Rhetoric...

1809 New Jobs - Volunteer jobs
Source: cellphonebargains.blogspot.com, Posted on: *Jun 29, 2011 11:57 AM by Wesley Anderson*
SimplyHired - Daily job email alert Volunteer jobs Jobs 1 - 10 of 1,809 new jobs Title Company Location Date Posted Volunteer - Non Tenet Healthcare Houston, TX Tuesday, June 28 from Tenet Healthcare - Save Job Volunteer Coordinator American **Red Cross** Athens, GA Tuesday, June 28 from The American **Red Cross** -...

Using the Engagement Console for Your Personal Social Accounts

You can also use the Engagement Console to manage your social media accounts. You can do this by adding stacks for the appropriate social platform.

In the Add Stack bar, you can click on the buttons for Twitter, Facebook, Facebook pages, or Chatter to add a stack for that social platform. These stacks do not pull posts from the Red Cross Radian6 Topic Profiles, so you won't be able to add tags or categories to them.
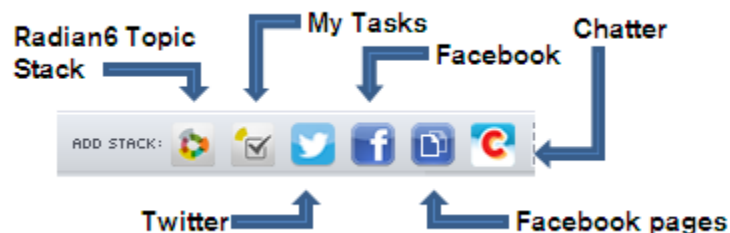
When you add a stack, it will show up next to all of your other stacks. Any posts you make in response to posts in these stacks will NOT be saved in the Radian6 system and will not be visible to other Engagement Console users.