

## Enhancing & Analyzing Social Media Data in Clarabridge

4 hours, eLearning Recording

Reviews typical social media use cases, highlighting techniques for enhancing social media sources. Focus is on analysis of rapidly changing social media feedback data.

*Pre-requisite Courses: Fundamentals of Clarabridge, Basic Categorization Skills and SEE Clearer Insights Using Sentiment, Effort and Emotion*

### Who should attend?

This course is meant for data and business analysts who will be working with social media data and analysis.

### Course Agenda at a Glance

Topics Covered	Learners will be able to:
Introduction to Social Media Analysis <ul style="list-style-type: none"> <li>- How Social Media data is processed</li> <li>- Ways Clarabridge assists in analysis</li> <li>- Use of Contentful and Non-Contentful Filters</li> </ul>	<ul style="list-style-type: none"> <li>- List the three main ways Clarabridge assists in preparing data for analysis</li> <li>- Determine the difference between Contentful and non-Contentful data</li> </ul>
Enhancing Social Media Data <ul style="list-style-type: none"> <li>- Tuning Sentiment</li> <li>- Alerting Categorization for Social Media</li> <li>- Creating Category Derived Attributes for context</li> </ul>	<ul style="list-style-type: none"> <li>- Describe tools used to enhance data for Categorization and Sentiment</li> <li>- Describe purpose of Category Derived Attributes</li> </ul>
Analyzing Social Media Data <ul style="list-style-type: none"> <li>- Campaign Monitoring</li> <li>- Channel Analysis</li> <li>- Competitor Analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Execute Specific Reporting for Analysis</li> </ul>