The doc wiki should be used as a reference for all labs. http://docwiki.cisco.com/wiki/SocialMiner

General Prerequisites (for all labs)

- SocialMiner server software
- A server with Internet access see SocialMiner documentation for hardware requirements.
- A computer with a supported browser.

Contents

Lab 1 Install a SocialMiner

Time 30 Minutes

Prerequisites

- An Active Directory server [recommended]

Instructions

1. Insert DVD and install software
2. Log into the system and change the administrator password
3. Configure Active Directory [Optional]
4. Configure proxy if required [optional]

Lab 2 Add a Blog Feed

Time 20 Minutes

Instructions

1. Go to Google Blog Search
2. Search "Cisco"
3. Copy the RSS Link

4. Configure SocialMiner to capture this RSS feed using the SocialMiner Feed Configuration
5. Configure a Campaign with this Feed
6. View your Campaign Results

Lab 3 Add a Facebook Fan Page Feed

Time 20 minutes

Instructions

1. Find the Cisco Systems Facebook page on Facebook
2. Copy the vanity URL for the Flip Video Facebook Page
3. Configure SocialMiner to capture this page using the SocialMiner Feed Configuration
4. Configure a Campaign with this Feed
5. View your Campaign Results

Lab 4 Add a Twitter Stream Feed

Time 20 minutes

Instructions

1. Create a Twitter Account. Note: You could use your personal Twitter account, but creating a new account for this SocialMiner Lab is recommended as subsequent Labs will potentially expose private information such as Twitter Direct Messages. Tip: You will need a unique email address for each Twitter account you create. If you already have a Twitter account associated with your email address than you will need to use an alternate email address to set up a new account. You could use a personal web mail account (Gmail, hotmail, yahoo, etc.). Alternatively, most corporate email systems support using the "+" to create unique email addresses. For example, if you are an employee at Cisco and your email address is johndoe@cisco.com you can set up Twitter account "john_lab_account" and identify the email addresss as "john_lab_account+johndoe@cisco.com". Twitter will recognize this email address as different then johndoe@cisco.com yet Cisco's internal email system will deliver the emails to johndoe@cisco.com.
2. Configure a Twitter Stream searching for the word "Cisco" using the SocialMiner Feed Configuration (note: do not select a "Reply Template" in this lab. That functionality will be covered in a later lab)
3. Configure a Campaign with this Feed
4. View your Campaign Results Note: it may be minutes before you see any results from the Twitter Stream.

Lab 5 Add a Twitter Account Feed

Time 20 Minutes

Prerequisites

- A Twitter Account

Instructions

1. Configure a Twitter Account Feed on SocialMiner. (note: do not select a "Reply Template" in this lab. That functionality will be covered in a later lab)
2. Configure a Campaign with this Feed
3. View your Campaign Results. Note: if you want to observe a Direct Message in the feed you must follow another Twitter user and have that Twitter user send you a DM. If you are doing this lab as a group you can do this with another lab participant.

Lab 6 Add an Authenticated RSS

Time 20 minutes

Instructions

1. Configure a new Gmail Account on mail.google.com
2. Send a test email (or several) to the account
3. Configure an Authenticated RSS Feed for this account using the following URL: <ins>https://mail.google.com/mail/feed/atom</ins> along with the username/password you configured with the account
4. Configure a Campaign with this Feed
5. View your Campaign Results

Lab 7 Using the Social Contact States and Tags

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it

Instructions

1. Go to Results tab, select a campaign and save to review results
2. Try clicking the Reply/Reserve button, the handled button, the discard button on a number of posts
3. Click settings and change the settings to show all the Social Contact States. Check Unread, Reserved, Handled, and Discarded boxes. Save
4. Note the social contacts in each state. Click buttons again to toggle social contacts between states.
5. Click in the tag text box and type a tag. Repeat for several social contacts. Enter some different tags
6. Refresh the gadget and not the suggested tags. Click to apply some tags from the suggested tags.
7. Click on settings and check the "enable" box under show tags. Select one or more (you can select several with cntrl-click) tags and choose "OK" to save.
8. Note how only Social Contacts with your selected tags appear in the results.

Lab 8 Using Reply Templates

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it

Instructions

1. Ensure you have at least one Twitter Account feed configured on the system
2. Create a campaign that has one feed capturing tweets in it. this could be an RSS, stream or account feed). It doesn't matter, just needs to have some Social Contacts in it
3. Edit your Feed to select the "Cisco Twitter" reply template
4. Go to Results and click on the reply/reserve. You will see the Cisco Twitter Reply template. Note, if you hit send you will be sending a real tweet from your account to the person identified. You should only do this if you are replying to a tweet you created. Otherwise hit cancel.)
5. Post a Tweet using Twitter that will show up in your campaign. Wait for it to arrive in your campaign, then click reply/reserve to respond to yourself.
6. Go on www.twitter.com to find your reply. Note how it identifies Cisco SocialMiner as the application that posted the tweet.

Lab 9 Add and Train a Filter

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it

Instructions

1. Go to the Filter Gadget and add a new Filter
2. Go to Results tab, click on settings, choose a campaign and your new Filter, and click save
3. Train some Social Contacts in (+) and out (-) of the filter
4. Go to the Campaign Gadget and Add your new filter to a campaign
5. View your Campaign Results. Filters will only impact new results, so you won't see an immediate impact. Also, you will have to substantially train a filter (perhaps 100 times) before it will become useful/effective.

Lab 10 Create a custom reply template

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it

Instructions The sample reply template is an OpenSocial gadget. You can download it, modify it, and host it on your own web server to offer an alternative version.

1. Be sure you've completed the "Using Reply Templates" lab
2. Get the sample reply template code that is provided here. The source code is commented and provides details on the SocialMiner javascript functions required.
3. Copy and paste the code into a text editor and save it locally, using a .xml extension (or an appropriate extension if using a web language to dynamically generate the gadget ? such as .jsp or .aspx).
4. Edit the code within the file to modify the gadget - remembering to replace <SocialMinerServerAddress> with the address to your server where ever it appears in the code (there are several instances) - and then post it to a web server somewhere on the Internet. You could insert some text, a picture or whatever you like.

Short cut if you don't have a web server handy. Go here (you'll need a Google account)
http://code.google.com/apis/gadgets/docs/tools.html#GGE

This is the Google Gadget Editor. Select file upload, choose the jsp file from your computer, edit the file to insert your customization in the HTML code, then choose file-publish. You will get a URL something like this:

http://hosting.gmodules.com/ig/gadgets/file/105267679219537288201/tod_reply1.jsp

This is your customized gadget hosted by google. Copy the URL.

1. Go to SocialMiner Admin tab, add a new reply template, name it, and paste your URL.
2. Go to your feed and select the name of your new reply template.
3. Go to SocialMiner results and click the reply button. You will see your customized reply template.

Lab 11 Integrating with Active Directory

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it

1. Go to administration page and configure and enable active directory (example: CN=Administrator, CN=Users, DC=mydomain, DC=com)
2. Create user in Active directory
3. Try to login with new user
4. If it does not work, sniff the traffic on AD and troubleshoot.

Lab 12 Configure Email Notification

Time 20 Minutes

Prerequisites

- A campaign with some Social Contacts in it
- SMTP Server

1. Go to administration page and configure and configure the SMTP Server
2. Go to the Notification gadget and configure a email notification rule
3. Tag something to test and generate an email notification
4. Experiment with some of the different "Notification Body Variables" to control what content is put in the body of the email.

Lab 13 Configure IM Notification

Time 15 Minutes

Prerequisites

- A campaign with some Social Contacts in it

- An account to access an XMPP Service (CUP/Jabber or Webex)

1. Go to administration page and configure and configure the XMPP Server
2. Go to the Notification gadget and configure a IM notification rule
3. Tag something to test and generate an IM notification
4. Experiment with some of the different "Notification Body Variables" to control what content is put in the body of the IM.

Lab 14 Author Filter

Time 15 Minutes

Prerequisites

- A Twitter Account

1. Create a campaign to capture certain keyword or Twitter Account
2. Send a test Tweet from your account and verify it appears in campaign
3. Go to Configuration page and configure a new Author Filter, add your account as an author.
4. Go to the Campaign Configuration and apply the new Author Filter to your campaign
5. Send another test Tweet from your account and verify that it does NOT appear in the campaign (you can set up mirror campaign that does NOT have the author filter applied to it to verify that the Tweet is captured by SocialMiner).

Lab 15 Push Filter

Time 15 Minutes

Prerequisites

- A web site or wiki that you can edit to render HTML (You could also use a tool like this HTML live editor)

1. Create a new Push Feed
2. Create a new campaign, add your Push Feed too it
3. Edit your Push Feed to see, and then copy the embed code
4. Paste the embed code to your web site or HTML editor
5. Complete the rendered form and submit
6. Verify that your pushed Social Contact appeared in SocialMiner
7. You can also couple this push feed with the Email or IM notifications to cause pushes with defined Tags to generate Notifications.