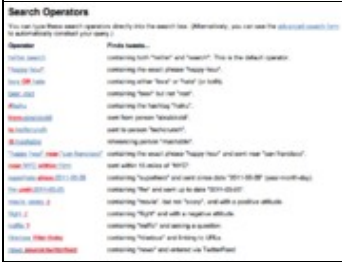




Twitter Search



Twitter Search RSS



Twitter Search Operators



Twitter Advanced Search

To begin using Twitter with SocialMiner, visit the Twitter search page:

<http://www.search.twitter.com>

Try a few searches on this page to zero in on what you find interesting and actionable and also note the volume. For example, Twitter search returns the 15 most recent results by default, so look at the oldest result to see how long it took to produce 15 tweets for your particular search. Although volume will change over time, this gives you a starting point to measure the volume that SocialMiner will be collecting for your search.

The simplest way to add a Twitter search feed is to use the Feed Bookmarklet. Bookmarklets are "smart bookmarks" that include JavaScript. Creating a feed using the Feed Bookmarklet is a one-click method for adding feeds to SocialMiner and eliminates the need to complete fields on the Add Feed form and to copy/paste the URL. Look in the [User Guide](#) for information on using the Feed Bookmarklet

If you do not use the Feed Bookmarklet, then once you are satisfied with your search, you need to convert the search URL to a Atom/RSS feed URL. Twitter redesigned the search.twitter.com API, which removed the RSS feed icon on the link—you now need to construct URL yourself. Copy the end of the URL from

SocialMiner_Twitter

search/twitter.com and paste it after the following:

<http://search.twitter.com/search.atom?q=>

For example:

- Find tweets containing a word: <http://search.twitter.com/search.atom?q=twitter>
- Find tweets from a user: <http://search.twitter.com/search.atom?q=from%3Aalexiskold>
- Find tweets to a user: <http://search.twitter.com/search.atom?q=to%3Atechrunch>
- Find tweets referencing a user: <http://search.twitter.com/search.atom?q=%40mashable>
- Find tweets containing a hashtag: <http://search.twitter.com/search.atom?q=%23haiku>
- Combine any of the operators together: <http://search.twitter.com/search.atom?q=movie+%3A%29>

There is an advanced tab that allows you to implement more complex keyword searches— executing a search from the advanced tab converts into the Twitter search notation. There is also a page that explains the search operators.

A few notes on the advanced search:

- The location criteria only provide exact results for Twitter users who have turned on geotagging, which is not common. If geotagging is not turned on, Twitter will leverage a user's stated location in the profile. This might not be useful in most situations.
- If your team only handles posts in a certain language, they will find the language filter useful.

Additional Tips:

- To find all of the tweets directed at an account, search for "@username". This allows you to monitor all of the public Tweets directed at an account without having to authenticate that account. If you are the account owner, set up a "Twitter Account" feed on SocialMiner instead of using RSS. The Twitter Account Feed will capture all of the mentions (@username) as well as the direct messages (private messages).
- If you are looking for Tweets related to three products, you have the option of creating one Twitter search for all three products and configuring that on Socialminer as one feed. Alternatively, you could create three Twitter searches and configure three feeds on SocialMiner. One search for all three products is a bit simpler to set up and maintain on SocialMiner because it is a single feed, but if you intend to put the three products into different campaigns, you would set up a feed for each product.
- If you would like an RSS feed of the timeline for a Twitter accounts (the tweets of all the people followed by a particular account) then you will need to use a service such as:

<http://www.twitter2rss.com>