



Sweet™ Social Search

The Challenge: Understanding the rest of the social web

Marketers are faced with hundreds of thousands – if not millions – of places across the social web where relevant dialogues take place everyday. To further complicate things, many of these locations are unmanaged content sites that make it difficult to engage in the conversations or understand anything about the people having the dialogue.

Sweet Social Search

Sweet Social Search, or *The Hive*, completes the social web view of a person by capturing data from across over 100,000 social media sites based on specific topics and keywords that you select.

The Hive then connects the relevant conversations that are returned to a single social profile including activity from other managed areas of Sweet. Sweet Hive continually crawls the social web to update or find new people who are engaging in conversations relevant to your organization. Sweet Hive's unique method of weighting activity allows marketers to prioritize based on specific criteria.

What is so unique about Sweet Social Search?

Sweet Hive not only crawls 100,000+ sites on the social web – it allows for an unmatched level of customization in searches. With Sweet Hive, you can:

- Search social content in 11 different languages.
- Choose from nine different sources including:
 - Blogs
 - Microblogs
 - Public Facebook dialogues
 - Mainstream news sites
 - Forums and forum replies
 - Image and video sites

FEATURES:

- Build multi-lingual, multi source searches.
- Identify relevant social content authors of interest to you.
- Identify other social identities related to an individual.
- Weight and score social media activity for each individual captured by search.

BENEFITS:

- Capture dialogues from the widest array of social sites.
- Focus on only those content authors who have the largest impact for you.
- Connect multiple identities to an individual to capture more of the social dialogue.
- Quickly and easily determine influencers.



Sweet Hive

- Customize searches by language and content source.
- Build searches to exclude specific terms.

Create Search Filter

Enter a name for the search filter:

Languages

- English
- French
- Spanish
- German
- Italian
- Finnish
- Japanese
- Korean
- Chinese
- Russian
- Portuguese

Sources

- Blogs
- Videos
- Images
- Mainstream News
- MicroMedia
- Forums
- Forum Replies
- Comments
- Facebook

Create Search Filter Query

Enter the query:

Is it an exclude query?

- Enjoy a single summary view of Hive Searches and resulting content.
- Drill down into results, view posts, filter search results, and link to individual profiles.

Hive Search Filter Summary

[View Recent Articles](#)

Name	Articles	Comments	Commenters	Engagement	Threadsize	Links	Views	Votes	Followers	Following	Updates
Family	35,820	8,104	112,194	2,819	713,086	0	11,004	3	14,449,115	3,715,728	33,151,751
Politics	24,291	6,705	44,597	1,384	176,001	0	1,161	0	4,304,926	2,717,685	19,412,715
Severe weather	6,684	1,497	13,120	354	80,779	0	2,145	0	1,022,712	731,362	8,234,291
Demo	229,890	473,801	360,729	22,681	0	0	52,513	0	0	0	0
Totals	296,685	490,107	530,640	6,809	969,866	0	66,823	3	19,776,753	7,164,775	60,798,757

Source: Sort by: [Reset Search](#)

Harvested	Headline	C	Crs	E	TS	L	Vi	Vo	Fw	Fo	Up
2010-05-18 16:31:41 2010-05-18 16:31:41	betty white snl By: Michael Tingué on 2010-05-18 16:31:41 URL: http://www.facebook.com/profile.php?id=1321197756&v=wall this is so funny love betty white!!!! [View Article]	0	0	0	0	0	0	0	0	0	0
2010-05-18 16:20:38 2010-05-18 16:20:38	betty white snl By: Murdie Laframboise on 2010-05-18 16:20:38 URL: http://www.facebook.com/profile.php?id=568715720&v=wall GOOD TIMES!!!!!! [View Article]	0	0	0	0	0	0	0	0	0	0
2010-05-18 16:11:27 2010-05-18 16:11:27	betty white snl By: Pablo Antequera on 2010-05-18 16:11:27 URL: http://www.facebook.com/profile.php?id=1331224902&v=wall lol [View Article]	0	0	0	0	0	0	0	0	0	0
2010-05-18 16:09:18 2010-05-18 16:09:18	betty white snl By: Bryan Phillip Schmidt on 2010-05-18 16:09:18 URL: http://www.facebook.com/profile.php?id=1361851194&v=wall [View Article]	0	0	0	0	0	0	0	0	0	0
2010-05-18 15:54:54 2010-05-18 15:54:54	betty white snl By: Lyle Thibodeaux on 2010-05-18 15:54:54 URL: http://www.facebook.com/profile.php?id=744343277&v=wall Betty freakin White..... Macgruber! [View Article]	0	0	0	0	0	0	0	0	0	0