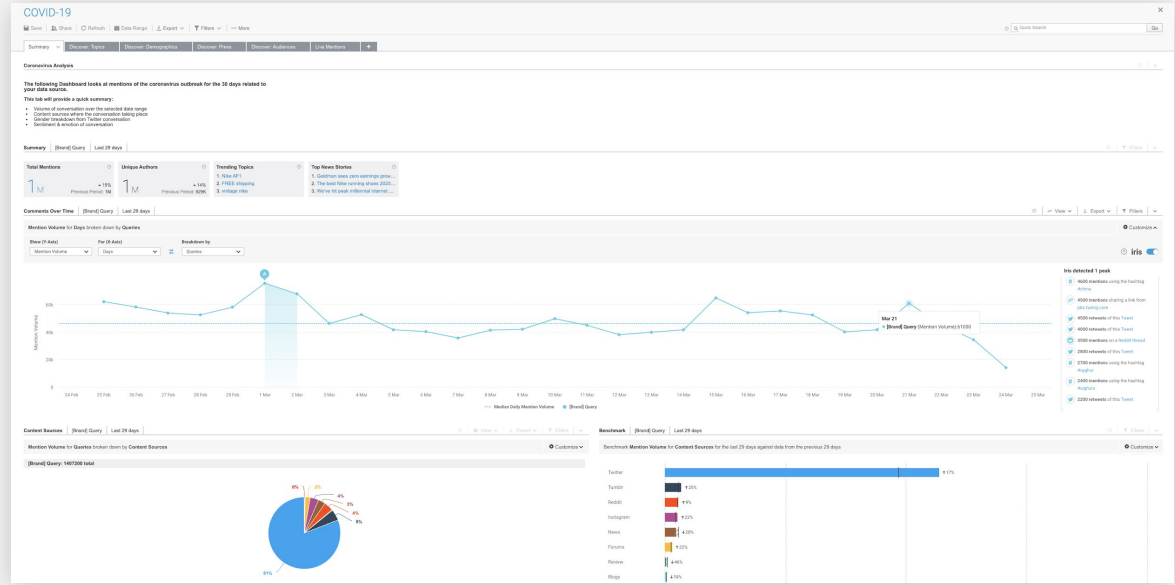**Brandwatch**

Guide: Monitoring conversations about Covid-19 for your brand

Covid-19 Guide

This guide will help you monitor the Covid-19 conversation related to your brand, using your existing setup.
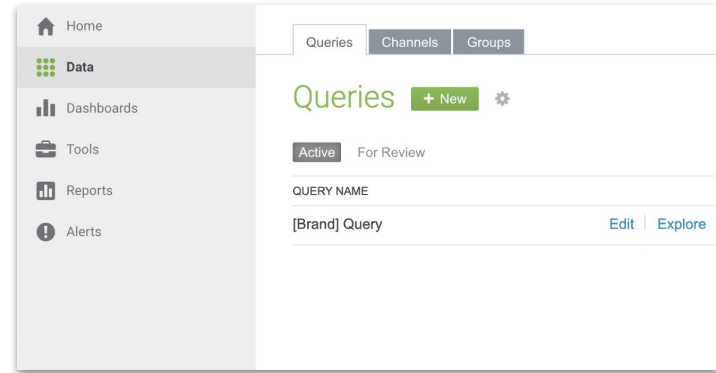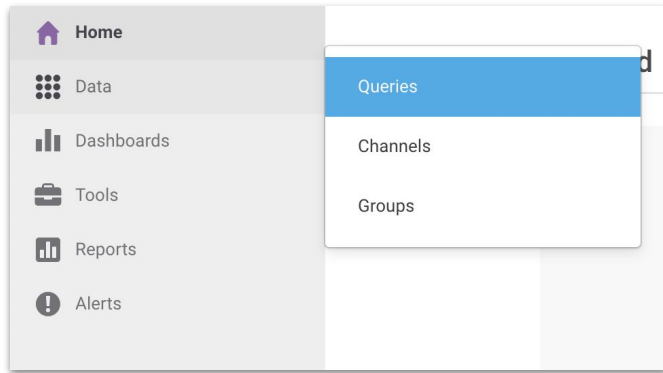
You'll learn how to build a Dashboard to **monitor** the crisis, **segment** vital conversation and identify insights to **action**.

Step 1 - Locate your data source

Locate the Brand Query (can be your brand or a competitors) to use when analyzing Covid-19.

1 To find the data sources available to you click on **Data** > **Queries**

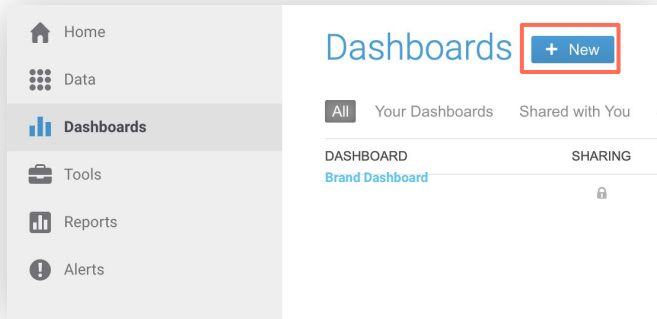If you are unsure of where your Brand Query is, please speak to your admin user.

2 Move to the next step. At this stage you just need to identify what source you will use
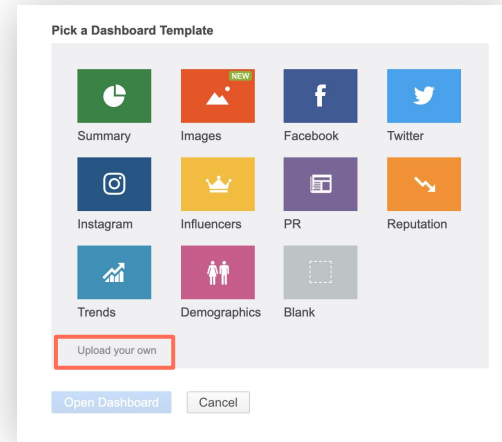
Step 2 - Use our expert-built Dashboard

We have created a **Custom Dashboard template for you to use.**

1 **Download** our pre-built Dashboard template **here**
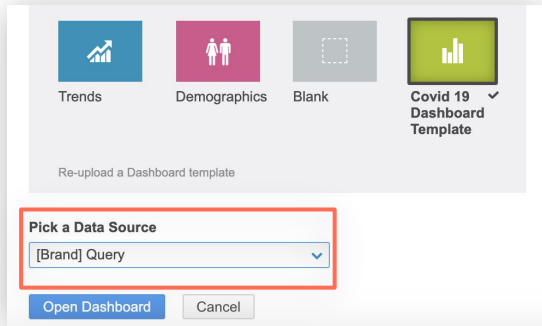
2 Click **+New** in the Dashboard area

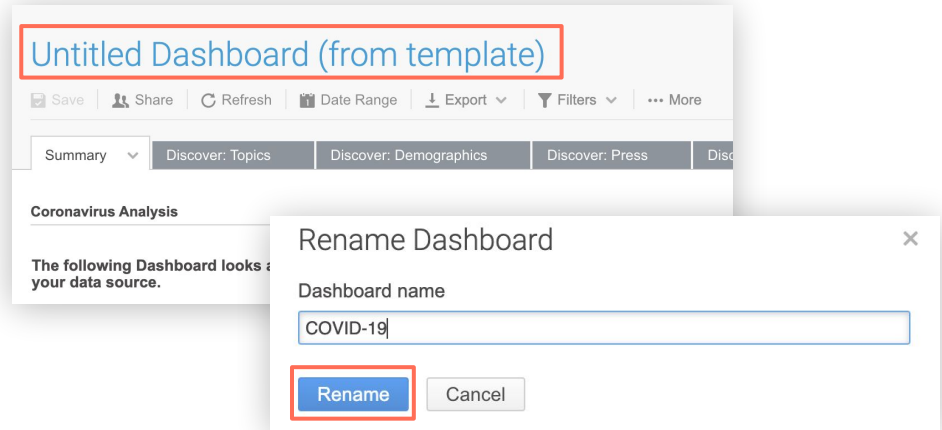**3** Click **Upload your own**

4 Select and upload the Dashboard file you just downloaded

Step 2 - Use our expert-built Dashboard (continued)

5 Plug in the relevant data source you identified in Step 1 to **populate the Dashboard**

6 Name and **save** your Dashboard

Trends

Demographics

Blank

Covid 19 Dashboard Template

Re-upload a Dashboard template

Pick a Data Source

[Brand] Query

Open Dashboard   Cancel

Untitled Dashboard (from template)

Save | Share | Refresh | Date Range | Export | Filters | More

Summary | Discover: Topics | Discover: Demographics | Discover: Press | Disc

Coronavirus Analysis

The following Dashboard looks a
your data source.

Rename Dashboard

Dashboard name

COVID-19

Rename   Cancel

# ✅ Step 2 - Use our expert-built Dashboard (continued)

- **Note:** You now have a Dashboard that's analysing your data set, but **not Covid-19.**

- We now need to **filter the conversation** so we only analyze conversation about Covid-19 in relation to your brand.
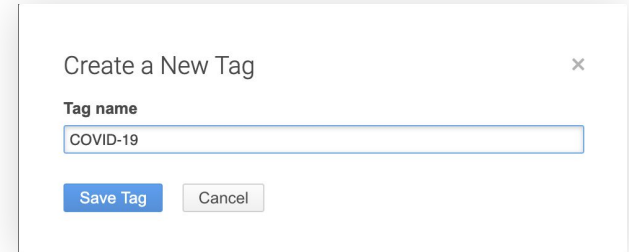
- **Move to the next step.**
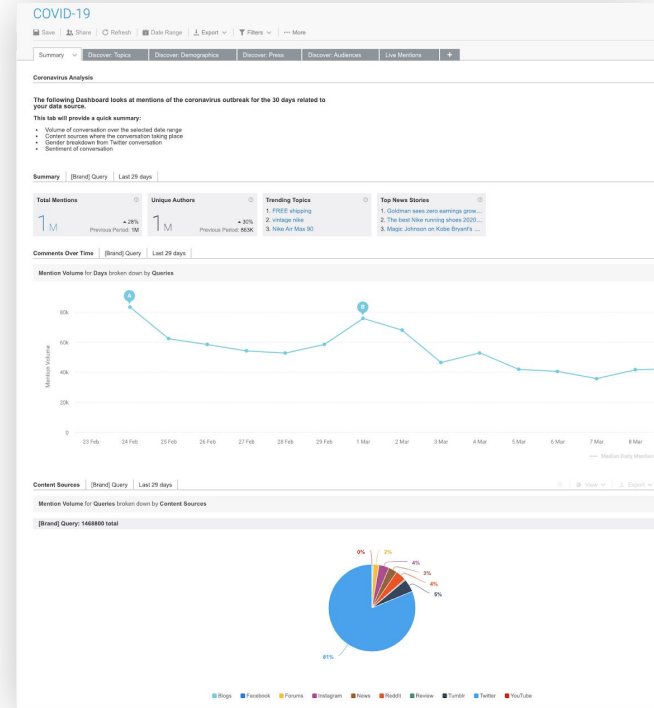
Step 3 - Create a Tag filter

A Tag is how we create the Covid-19 filter:

1 **Tags** are created in the **Tool** tab on your account. Go to **Tools** > **Tags** > Click on **New**
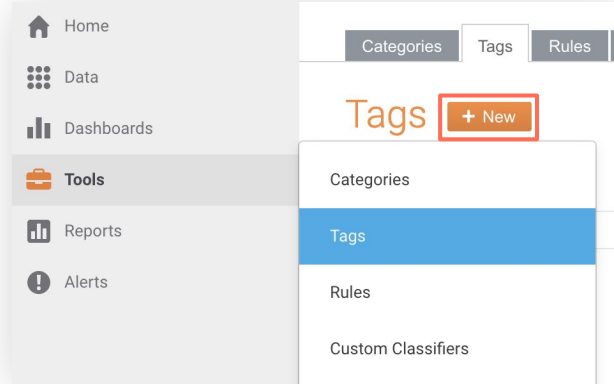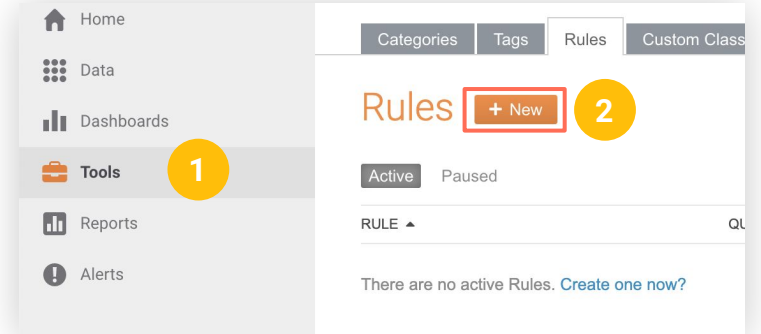
2 Name the Tag **'Covid-19'** > **Save** the Tag

Step 4 - Create a Rule

A **Rule** tells the platform how to filter
conversations:

1   **Rules** are created in the **Tool** tab on your
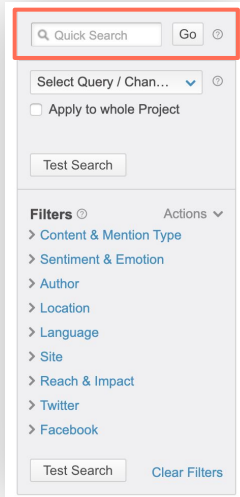account

2   Go to **Tools** > **Rules** > Click on **New**
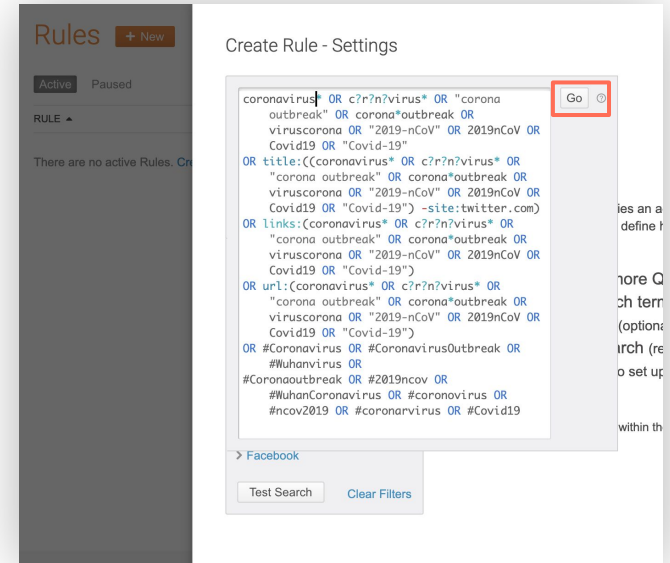
Step 4 - Create a Rule (continued)

3 In the **Search Within** area, copy and paste the below text

4 Click **Go**


```
coronavirus* OR c?r?n?virus* OR "corona outbreak"
OR corona*outbreak OR viruscorona OR "2019-nCoV"
OR 2019nCoV OR Covid19 OR "Covid-19"
OR title:((coronavirus* OR c?r?n?virus* OR "corona
outbreak" OR corona*outbreak OR viruscorona OR
"2019-nCoV" OR 2019nCoV OR Covid19 OR "Covid-19")
-site:twitter.com)OR links:(coronavirus* OR
c?r?n?virus* OR "corona outbreak" OR
corona*outbreak OR viruscorona OR "2019-nCoV" OR
2019nCoV OR Covid19 OR "Covid-19")
OR url:(coronavirus* OR c?r?n?virus* OR "corona
outbreak" OR corona*outbreak OR viruscorona OR
"2019-nCoV" OR 2019nCoV OR Covid19 OR "Covid-19")
OR #Coronavirus OR #CoronavirusOutbreak OR
#Wuhanvirus OR #Coronaoutbreak OR #2019ncov OR
#WuhanCoronavirus OR #coronovirus OR #ncov2019
OR #coronarvirus OR #Covid19
```

Step 4 - Create a Rule (continued)

5 **Select the data source** you want to apply this Rule to. This **must** be the **same data source you identified in Step 1 and have plugged into your Dashboard in Step 2**

6 Click **Apply,** and then **Next**

7 Choose an Action > Add Tags

Step 4 - Create a Rule (continued)

8 Then select the Tag you created in Step 3

Create Rule - Action

What should happen with mentions for this search?

Action: Add Tags ▾

🔍 Search or create Tag

☑ COVID-19

‹ **Next ›**

9 Next > Name your Rule "Covid-19"

Create Rule - Name and Scope

Name your Rule

COVID-19

Please select which mentions should be affected by this Rule

○ Apply Rule to **future** mentions **only**

This Rule will apply to mentions that will be found from now on.

● Apply Rule to **future and past** mentions

This Rule will apply to future and historical mentions back to 1 Feb 2017. For large data volumes this may take several minutes. We'll email you when it's ready.

Please reach out to your Account Contact to access historical data prior to 1 Feb 2017.

‹ **Next ›**

10 Next > Save

Confirm Rule Setup

Name
COVID-19

Data Source
[Brand] Query

Search String
covid

Action
Add Tag: COVID-19

Scope
The Rule will apply to all **future and past** mentions (back to 1 Feb 2017)

‹ **Save Rule**

The platform will now find **all mentions that contain reference to Covid-19** within your brand data.

Step 5 - Apply Tag filter to the Dashboard

The final step is to apply your Tag to your newly built Dashboard!

1 Go back to your Dashboard you saved in Step 2 and open it

2 On the top Dashboard control select **Filter** > **Tag** > Choose your newly created 'Covid-19' Tag > **Set Filters** > **Apply**

3 **Save** your **Dashboard**

You now have a Dashboard to analyze **all mentions that contain reference to Covid-19** within your brand data.
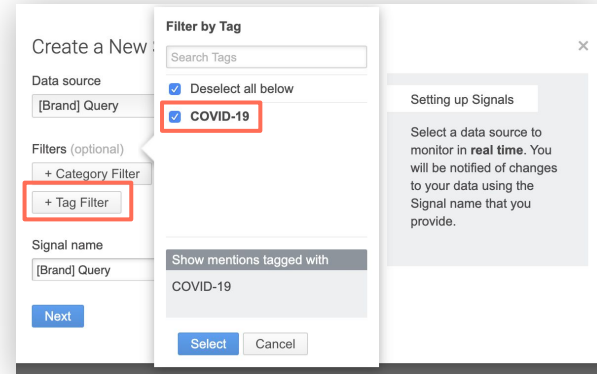
Step 6 - Create a Signal

This newly created Tag can be applied to a **Signal.** We will **alert you by email** when there's change in conversation. These email alerts will notify you in real-time.

1 Signals are found in the Alert area on the left hand side menu . Select **Signals > New**
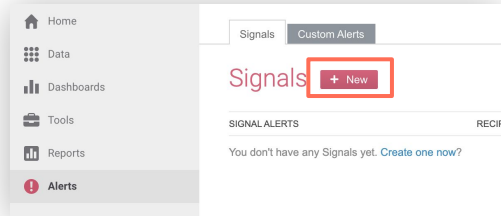
2 **Select** the **data source** from Step 1 again, and **apply the Tag**

3 Name your Signal and follow steps through to **Create the Signal**

Need more support?

- Join our regular use case based **Training Webinars**. We run a Brand & Crisis session every week.

- Watch our selection of **Training Videos** to learn more about all functions of the Consumer Research platform.

- Contact your **Customer Success Manager**

Now You Know

Brandwatch Education Services