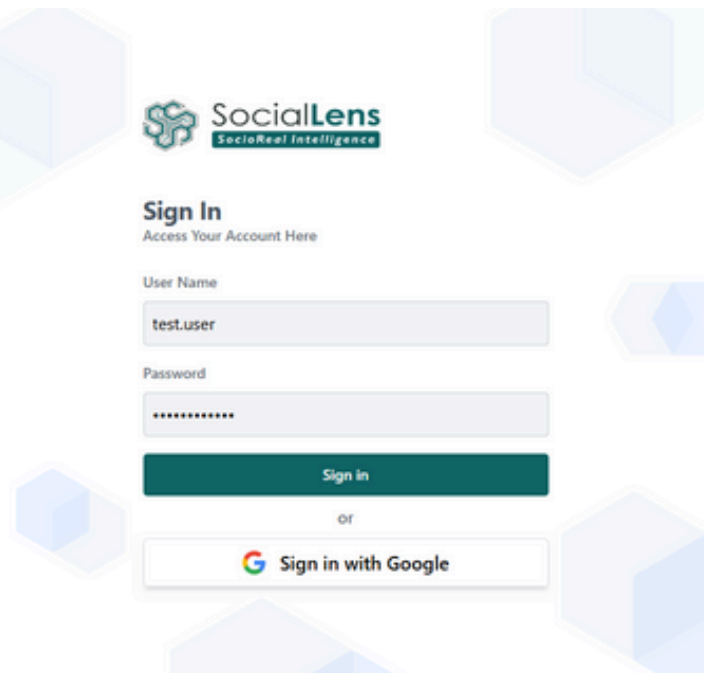**SocialLens Product Guide**

Introduction

SocialLens is our advanced, AI-intuitive, integrated platform, with customizable dashboards that are customer-centric across multiple industries and geographies. SocialLens specializes in text analytics, sentiment analysis, and personal identifier masking—ensuring privacy without compromising insight by leveraging advanced AI models. SocialLens is a regulatory-compliant offering that provides 100% online coverage of languages globally.

Getting started with SocialLens

Step 1: Log In
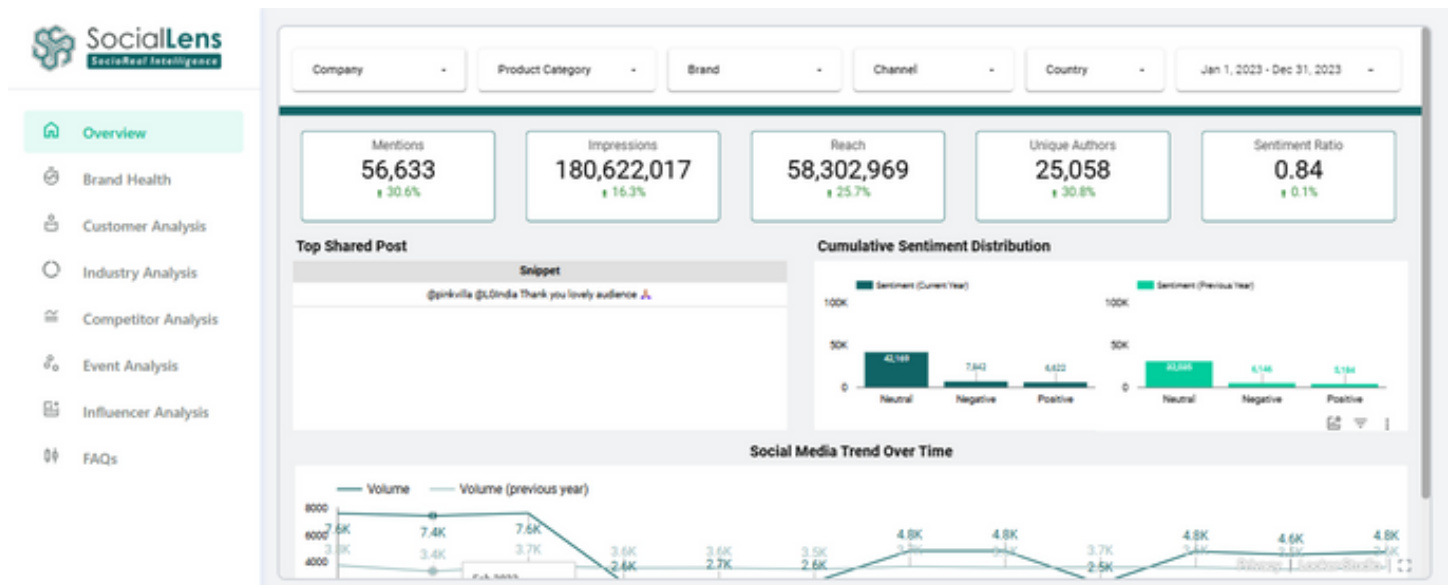
Sign in to the SocialLens platform using your Email ID.

Step 2: Check the overview section

In the overview section, you can access the social media Trend Over the Years by selecting

1. Time and date
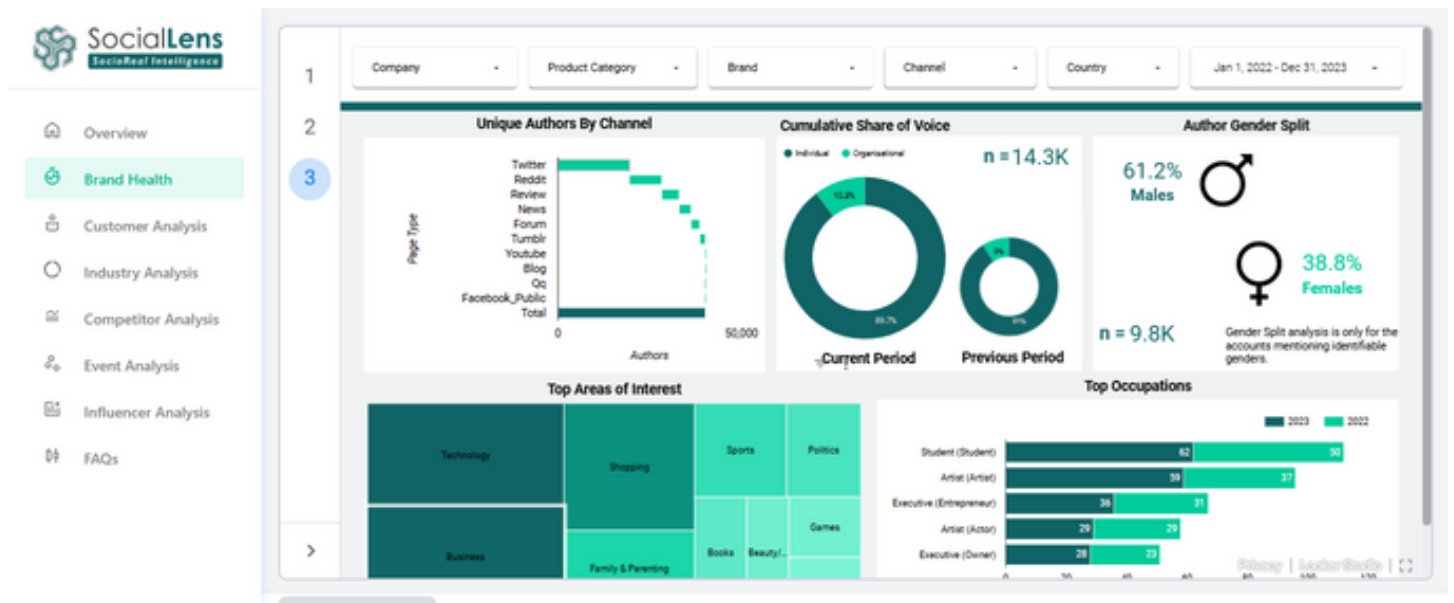2. Country
3. Channel
4. Brand
5. Product Category
6. Company

Check out each section and select accordingly.

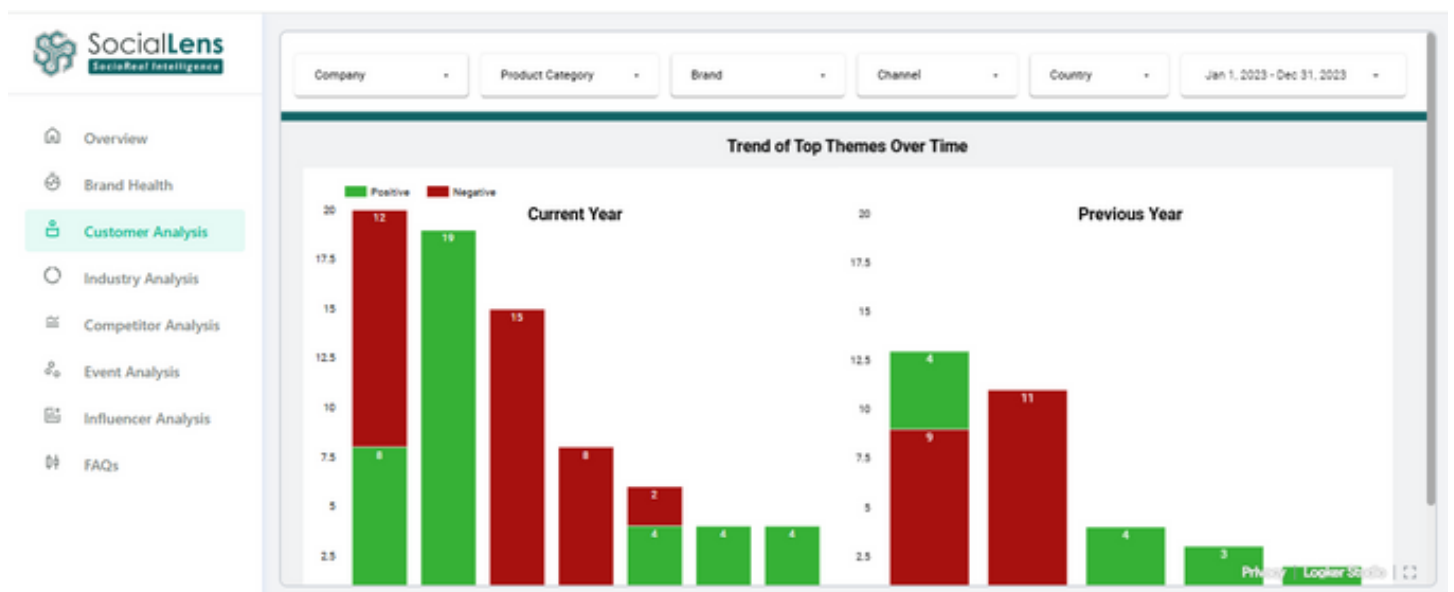**Step 3: Check out brand health section**

Here you can check a few unique details like

1. Authors By Channel
2. Author Gender Split
3. Top Areas of Interest
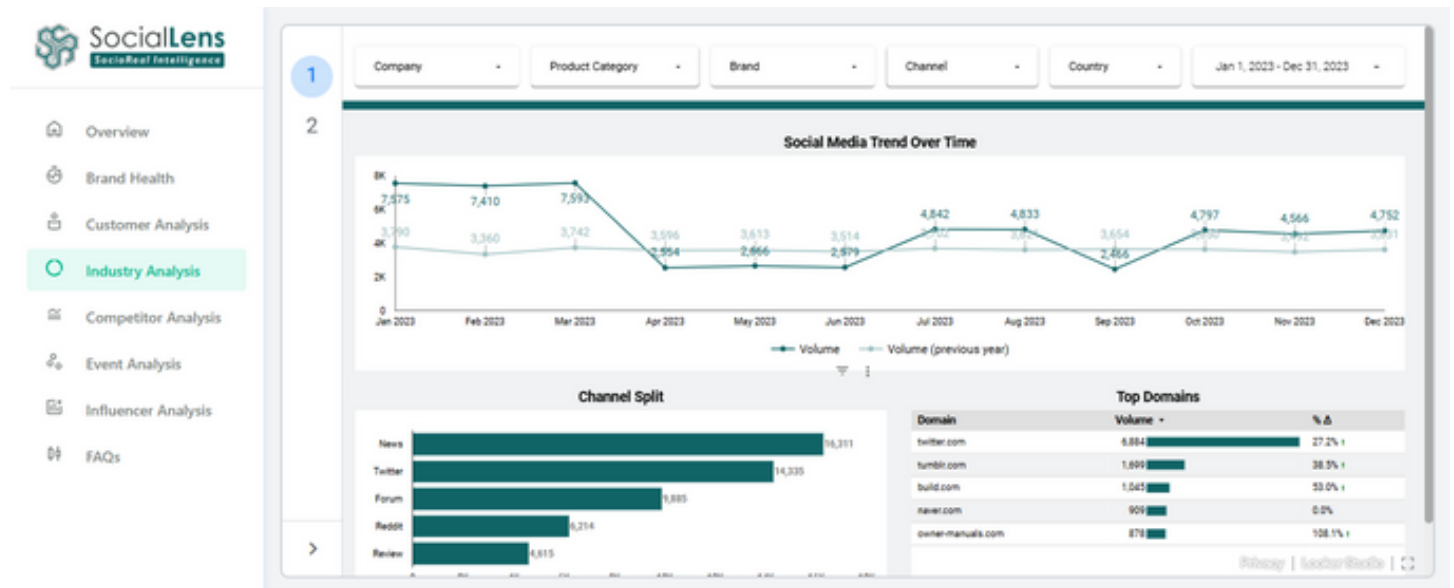4. Top Occupations
5. Cumulative Share of Voice

Step 4: Check out the Customer Analysis section

Here you can check the Trend of Top Themes Over the Years

Step 5: Check out the Industry Analysis Section
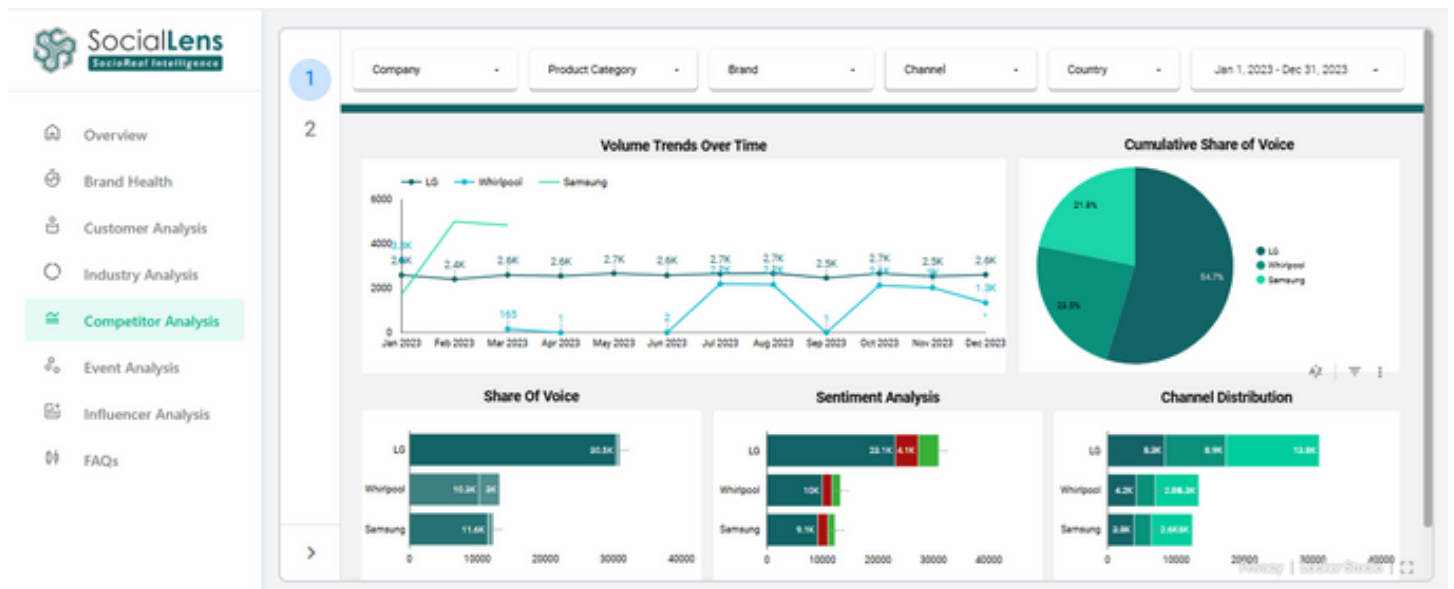
Here you can check the social media Trend Over time by volume, channel split and Top Domains.

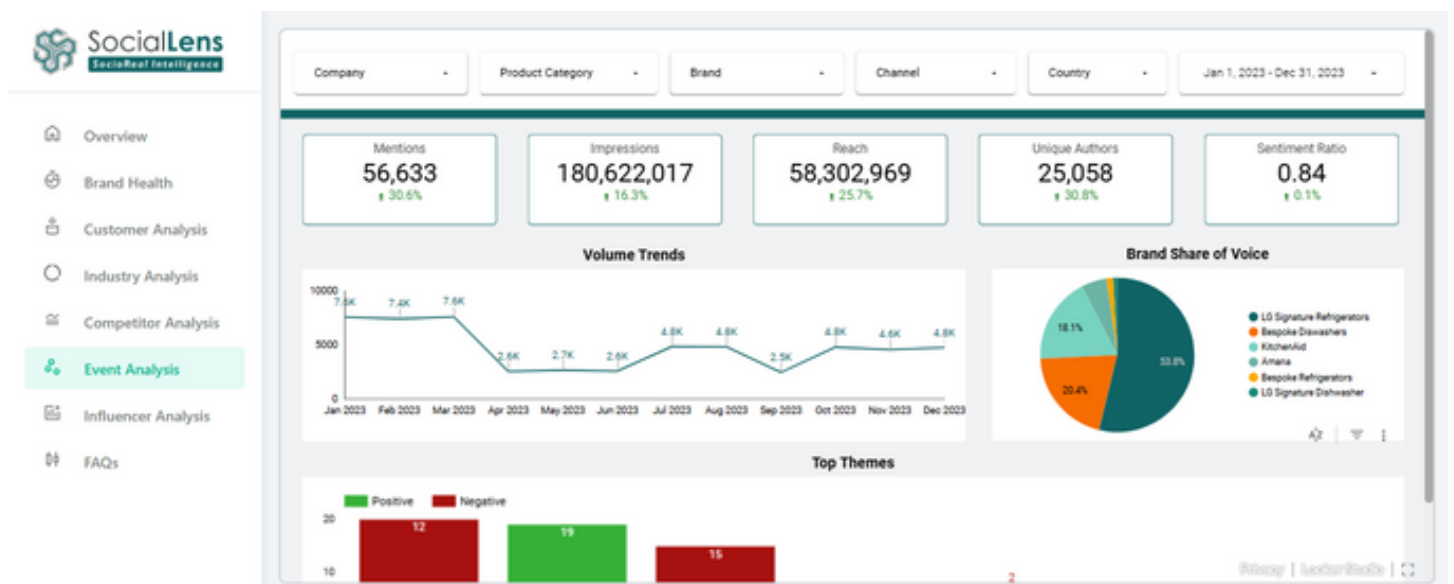**Step 6: Check out the Competitor Analysis Section**

In the competitor analysis section, you can check out the following

1. Volume trends over time
2. Cumulative Share of Voice
3. Share of Voice
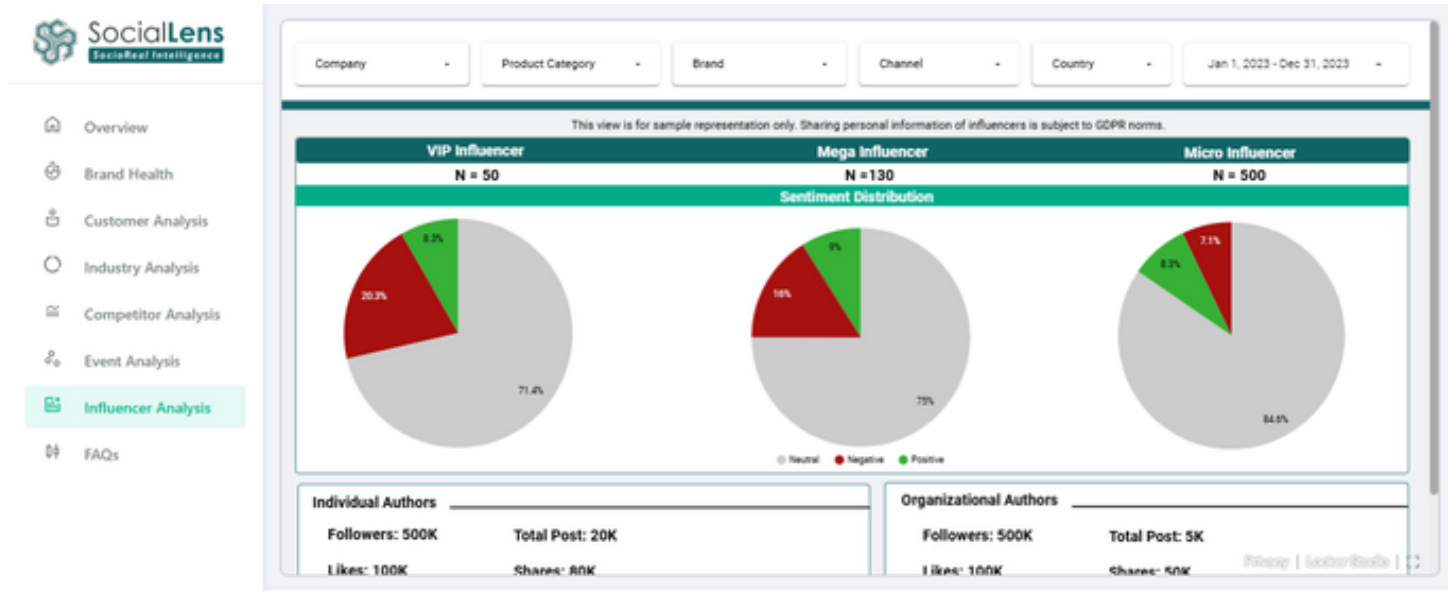4. Sentiment Analysis
5. Channel Distribution

Step 7: Next comes the Event Analysis section

Here you can check volume trends, brand share of voice, and top themes.

Step 8: Next comes the Influencer Analysis Section

Here you can check the percentage of VIP Influencer, Mega Influencer, and Micro Influencer. Also, there is the option to check the individual and organizational authors.

Step 9: FAQs

Here you can ask the questions focused on each analysis.

Now, you have completely understood how you can make the most use of SocialLens.