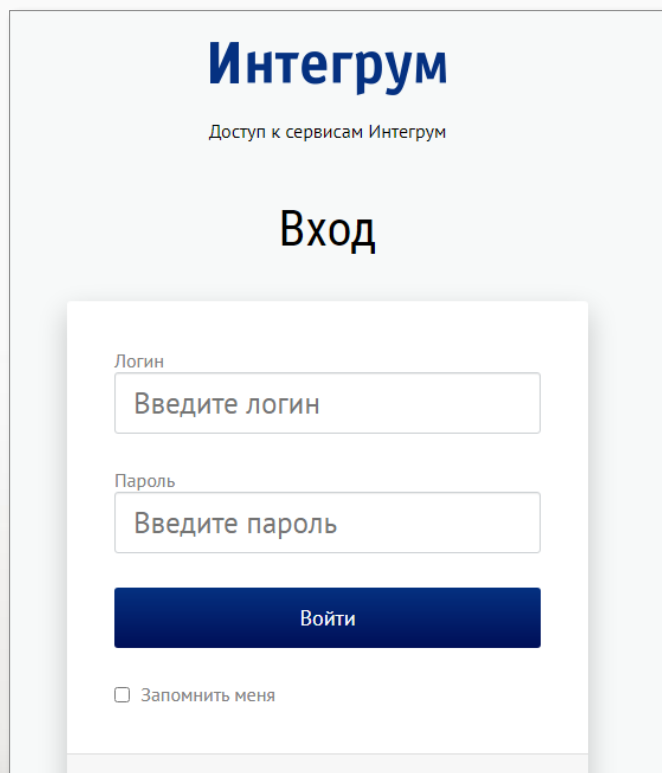


INTEGRUM Social Networks

User Manual

Login

Go to <https://sso.integrum.ru/Login.aspx>
and enter your login and password



The screenshot shows the login interface for Integrum. At the top, the word "Интегрум" is displayed in a large blue font, with the subtitle "Доступ к сервисам Интегрум" below it. The main heading "Вход" (Login) is centered. The login form consists of two input fields: "Логин" (Login) with the placeholder "Введите логин" and "Пароль" (Password) with the placeholder "Введите пароль". Below the fields is a dark blue button labeled "Войти" (Login). At the bottom, there is a checkbox labeled "Запомнить меня" (Remember me).

After first login

After login into the system for the first time you will be able to either
Create a new Theme or
Set up blogger monitoring

The screenshot shows a web interface with a sidebar on the left and a main content area on the right. The sidebar has a menu with 'Темы' (Themes) and 'Мониторинг блогеров' (Blogger monitoring). Below the menu is a red arrow pointing up to the text 'Set up blogger monitoring'. The main content area is titled 'Создание темы' (Creating a theme) and contains several form fields: 'Название' (Name) with the text 'Новая тема' and a red arrow pointing to the text 'Create a new Theme'; 'Описание' (Description); 'Критерии отбора' (Selection criteria) with radio buttons for 'только один объект (запрос)' (selected) and 'много объектов (запросов)'; 'Что искать' (What to search for) with a text input field and a link '(добавить поле)'; and 'Что исключить' (What to exclude) with a text input field.

Темы <

Мониторинг блогеров

↑

[Set up blogger monitoring](#)

Создание темы

Название

Новая тема [Create a new Theme](#)

Описание

Критерии отбора

только один объект (запрос) много объектов (запросов)

Что искать

Искать документы, где есть все следующие слова

введите ключевые слова через пробел или запятую

[или документы, где есть все следующие слова \(добавить поле\)](#)

Что исключить

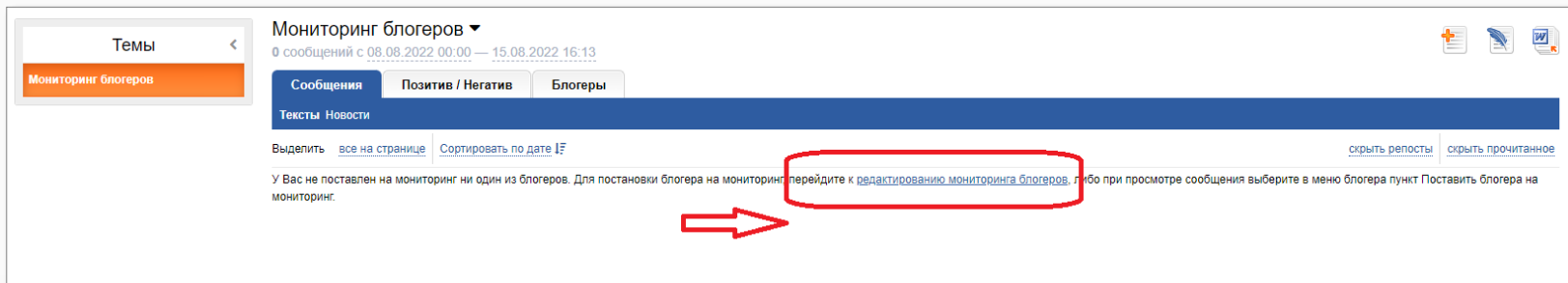
Не должны встречаться слова

введите слова или фразы через запятую

Blogger monitoring

Blogger monitoring option allows you following Telegram Chats, YouTube Channels, VK groups etc.

After entering the section for the first time you will be offered to proceed to setting up a new monitoring.

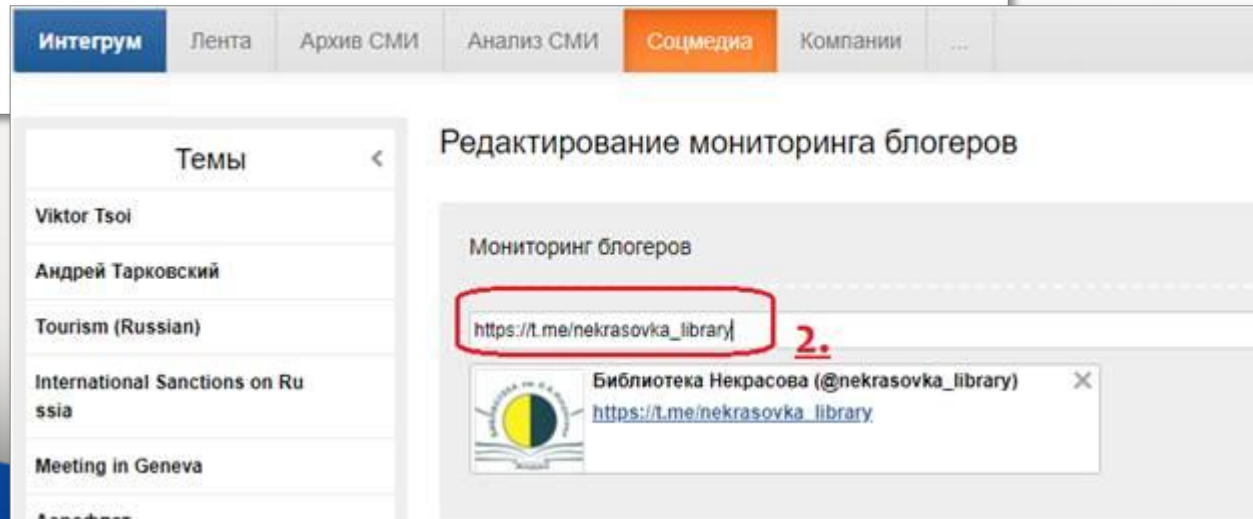
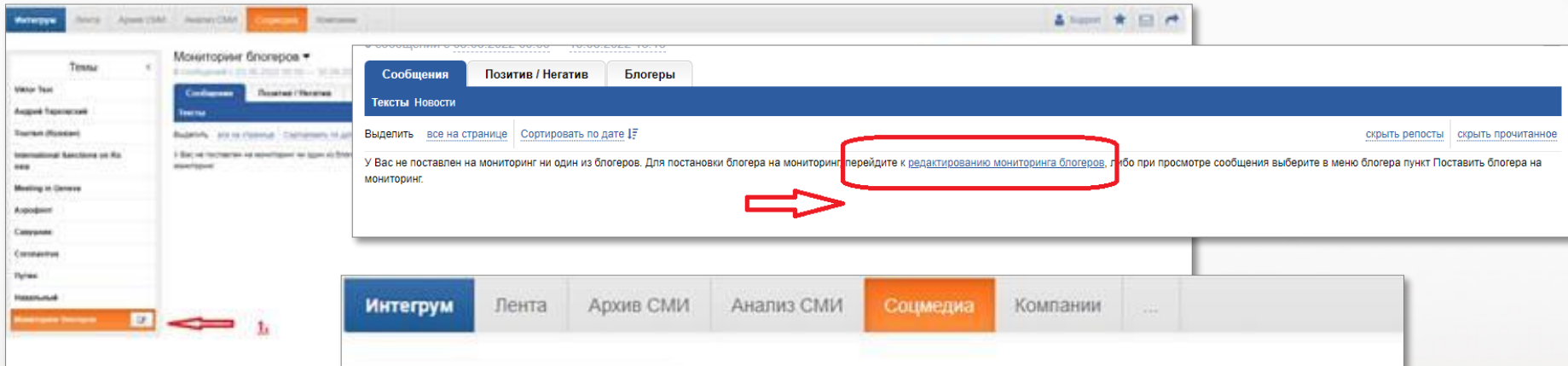


The screenshot shows the 'Мониторинг блогеров' (Blogger Monitoring) section of a software interface. On the left, there is a sidebar with 'Темы' (Topics) and 'Мониторинг блогеров' (Blogger Monitoring) selected. The main area displays 'Мониторинг блогеров' with a dropdown arrow, '0 сообщений с 08.08.2022 00:00 — 15.08.2022 16:13', and tabs for 'Сообщения', 'Позитив / Негатив', and 'Блогеры'. Below these are 'Тексты' and 'Новости' tabs. A blue bar contains 'Выделить' (Highlight) and 'Сортировать по дате' (Sort by date). On the right, there are 'скрыть репосты' (hide reposts) and 'скрыть прочитанное' (hide read) buttons. The main text reads: 'У Вас не поставлен на мониторинг ни один из блогеров. Для постановки блогера на мониторинг перейдите к [редактированию мониторинга блогеров](#), либо при просмотре сообщения выберите в меню блогера пункт Поставить блогера на мониторинг.' A red box highlights the link 'редактированию мониторинга блогеров', and a red arrow points to it from the left.

Blogger monitoring

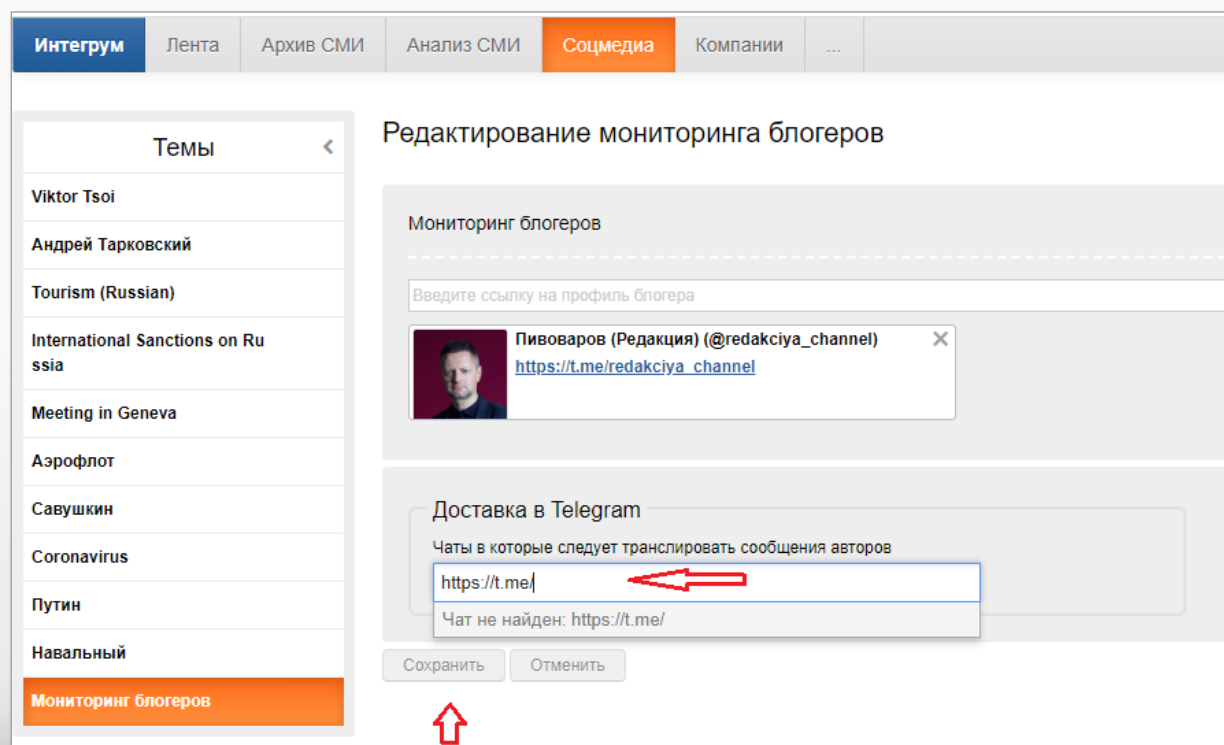
For the first monitoring set up:

1. Choose «Мониторинг блогеров» in the left column as shown on the screenshot and then click «редактировать мониторинг блогеров»;
2. add the address in the search box at the top of the page.



Blogger monitoring. Delivering results to Telegram

The results can be delivered to a selected Telegram chat. Please enter the chat name and click “Save”.



The screenshot shows a web interface with a top navigation bar containing tabs: "Интегрум", "Лента", "Архив СМИ", "Анализ СМИ", "Соцмедиа" (highlighted in orange), "Компании", and "...". Below the navigation bar is a sidebar titled "Темы" with a list of topics: "Viktor Tsoi", "Андрей Тарковский", "Tourism (Russian)", "International Sanctions on Russia", "Meeting in Geneva", "Аэрофлот", "Савушкин", "Coronavirus", "Путин", "Навальный", and "Мониторинг блогеров" (highlighted in orange). The main content area is titled "Редактирование мониторинга блогеров". It features a section "Мониторинг блогеров" with a text input field "Введите ссылку на профиль блогера" containing a Telegram channel link: "Пивоваров (Редакция) (@redakciya_channel) https://t.me/redakciya_channel". Below this is a section "Доставка в Telegram" with a text input field "Чаты в которые следует транслировать сообщения авторов" containing "https://t.me/". A red arrow points to this field, and a tooltip below it says "Чат не найден: https://t.me/". At the bottom of the "Доставка в Telegram" section are "Сохранить" and "Отменить" buttons. A red arrow points to the "Сохранить" button.

Blogger monitoring.

Choosing a blogger from an existing Theme

1. Go to any of the Themes that you are monitoring.
2. Then move to the Bloggers (Блогеры) tab.
3. Then click on any blogger's name and choose «Поставить блогера на МОНИТОРИНГ».

The screenshot shows the 'Интегрум' interface with the 'Соцмедиа' tab selected. The left sidebar shows a list of themes, with 'Андрей Тарковский' highlighted (1). The main content area shows the 'Блогеры' tab for the theme 'Андрей Тарковский' (2). A pie chart displays the distribution of bloggers, with 'Все клипш (vseklipsh)' being the largest category at 34.82%. A table below the chart lists the bloggers and their respective counts and percentages. The 'Поставить блогера на мониторинг' option is highlighted with a red circle and arrow (3).

Блогер	Всего	Всего, %
Все клипш (vseklipsh)	117	34.82
Николай Бурлеев ТВ (@BurlaevTV)	24	7.14
Quizarium Pro (@Quizarium)	11	3.27
Новости Костромы (@darkkostroma)	8	2.38
Андрей Тарковский (tarkovskiyduo)	8	2.38
Просмотреть профиль блогера	2	2.08
Поставить блогера на мониторинг	5	1.49
Зубовский 15 (ТМФРП) им. В.И. Пана - Реконструкция Ломоносовского - Вечная память (@zubovsk15)	5	1.49
МУЗЫКА МОЕГО ДЕТСТВА (club54105543)	4	1.19
T.A.R.K.O.V.S.K.Y (tarkovskiyduo)	4	1.19

Themes and Objects.

Setting up a New Theme.



The button in the upper right corner of the screen opens the menu of setting up a new Theme.

Мониторинг блогеров ▾

407 сообщений с 30.08.2022 00:00 — 06.09.2022 16:07

Add a new Theme →

Сообщения | Позитив / Негатив | Блогеры

Тексты

Выделить | все на странице | Сортировать по дате |

скрыть репосты | скрыть прочитанно

telegram.org | Novaya Gazeta. Europe (@novaya_europe) | 06.09.2022 15:49:01 | Аудиторный охват — 109596

«Мне никто так и не объяснил, почему мы провисели два часа на жаре. Что это за садистская фантазия была?» Российские силовые структуры и правоохранительные органы часто применяют методы «следствия» и «правосудия», которые доставляют людям огромные психологические страдания. Наказания,... [раскрыть](#)

https://t.me/novaya_europe/5721

telegram.org | Novaya Gazeta. Europe (@novaya_europe) | 06.09.2022 15:49:01 | Аудиторный охват — 109596

Рекомендуем

https://t.me/novaya_europe/5720

Themes and Objects.

Setting up a New Theme.

In the menu of setting up a new Theme

- Type your Title;
- Add a description, if required;
- Choose whether to add one or several objects of monitoring;
- Type the name of the object of monitoring;
- Add the keywords that should be searched for and that should be excluded from your search.

The screenshot shows a web form for creating a new theme. The form is divided into several sections:

- Название (Name):** A text input field containing "Sweden". A red arrow points to the text with the annotation "Type your Title".
- Описание (Description):** An empty text input field. A red arrow points to the field with the annotation "Add a description (optional)".
- Критерии отбора (Selection Criteria):** Two radio buttons are present: "только один объект (запрос)" (unselected) and "много объектов (запросов)" (selected). A red arrow points to the selected option with the annotation "Choose whether to add one or several objects of monitoring".
- Object List:** A list of objects is shown, with "Sweden" as the current theme. A button "+ Добавить объект" (Add object) is visible. A red arrow points to the button with the annotation "Add one more Object of Monitoring".
- Название объекта (Object Name):** A text input field containing "NATO". A red arrow points to the text with the annotation "Type the name of your object".
- Что искать (What to search for):** Two search criteria are listed:
 - Criteria 1: "Искать документы, где есть все следующие слова" (Search documents where all the following words are present). The input field contains "Швеция НАТО". A red arrow points to the text with the annotation "Type keywords".
 - Criteria 2: "или документы, где есть все следующие слова" (or documents where all the following words are present). The input field contains "швед НАТО". A red arrow points to the field with the annotation "Add a Field".
- Что исключить (What to exclude):** A section for excluding words. The input field is empty. A red arrow points to the field with the annotation "Type the keywords that should be excluded from your search".

Themes and Objects.

Setting up a New Theme.

! Choose several objects of monitoring if you need to get information for different objects in one report. For example, for the topic " NATO " you need to see the number of messages separately for Sweden and for Finland.

“” Use quotation marks to find exact phrases, for example “Североатлантический альянс”.

Use tags to search Instagram, for example, #selfie.

The screenshot shows a web form for creating a new theme. The form is divided into several sections:

- Название (Name):** A text input field containing "Sweden". An annotation "Type your Title" with a red arrow points to the input.
- Описание (Description):** An empty text input field. An annotation "Add a description (optional)" with a red arrow points to the input.
- Критерии отбора (Selection Criteria):** Two radio buttons are present: "только один объект (запрос)" (unselected) and "много объектов (запросов)" (selected). An annotation "Choose whether to add one or several objects of monitoring" with two red arrows points to both radio buttons.
- Object List:** A list showing "Sweden" with a "+ Добавить объект" (Add object) button below it. An annotation "Add one more Object of Monitoring" with a red arrow points to the button.
- Название объекта (Object Name):** A text input field containing "NATO". An annotation "Type the name of your object" with a red arrow points to the input.
- Что искать (What to search for):** A section with two input fields. The first contains "Швеция НАТО" and is annotated "Type keywords". Below it, the text "или документы, где есть все следующие слова" is followed by "швед НАТО" in a separate input field. An annotation "Add a Field" with a red arrow points to this field. The word "OR" is placed between the two input fields.
- Что исключить (What to exclude):** A section with a text input field. An annotation "Type the keywords that should be excluded from your search" with a red arrow points to the input.

Themes and Objects.

Edit an Existing Theme.



The button in the upper right corner of the screen opens the menu of Editing a Theme.

The button to edit or delete an existing Theme also appears when you hover over the name of a Theme on the left side of the screen.

The screenshot displays the VK.com interface. At the top, there are navigation tabs: "Интегрум", "Лента", "Архив СМИ", "Анализ СМИ", "Соцмедиа", "Компании", and "...". The "Соцмедиа" tab is active. Below the navigation, there is a header for "Андрей Тарковский" with a dropdown arrow and a date range "418 сообщений с 31.08.2022 00:00 — 07.09.2022 13:25". To the right of the header, there is a red button labeled "Edit the Theme" with a red arrow pointing to it. Below the header, there are tabs for "Сообщения", "Объекты", "Позитив / Негатив", "Платформы", "Блогеры", "Локация", and "Индекс ISMI". The "Объекты" tab is active. On the left side, there is a "Темы" (Themes) sidebar with a list of themes: "Виктор Трои", "Андрей Тарковский", "Tourism (Russian)", "International Sanctions on Russia", "Meeting in Geneva", "Аэрофлот", "Савушкин", "Coronavirus", "Путин", "Навальный", and "Мониторинг блогеров". The "Андрей Тарковский" theme is highlighted, and a red box highlights the "Delete" and "Edit" buttons next to it. The main content area shows a post by "Игорь Сабаша" about "Иваново детство" by Andrei Tarkovskiy, with a video player and a link to the post. Below it is another post by "MART" about "Андрей Тарковский, 4 стадии женской жизни". On the right side, there is a "Редактирование темы" (Edit Theme) dialog box. It has fields for "Название" (Name), "Расширение НАТО" (NATO Extension), and "Описание" (Description). There are radio buttons for "Критерии отбора" (Selection Criteria): "только один объект (запрос)" (only one object (query)) and "много объектов (запрос)" (multiple objects (query)). There are sections for "Что ИСКАТЬ" (What to SEARCH) and "Что ИСКЛЮЧИТЬ" (What to EXCLUDE). The "Что ИСКАТЬ" section has a text input field and a "Добавить объект" (Add object) button. The "Что ИСКЛЮЧИТЬ" section has a text input field. At the bottom, there is a "Доставка в Telegram" (Delivery to Telegram) section with a text input field and a "Выборить чат" (Select chat) button. The dialog box has "Сохранить" (Save) and "Отменить" (Cancel) buttons at the bottom.

Themes and Objects. Schedule of Reports.



The button in the upper right corner of the screen opens the menu of Report Schedule.

Choose your preferences and press “Применить” (Apply) button.

The screenshot displays the 'Темы' (Themes) interface. On the left, a list of themes is shown, including 'Viktor Tsol', 'Андрей Тарковский', 'Tourism (Russian)', 'International Sanctions on Russia', 'Meeting in Geneva', 'Аэрофлот', 'Савушкин', 'Coronavirus', 'Путин', 'Навальный', and 'Мониторинг блогеров'. The main area is titled 'Редактирование темы' (Editing theme) and shows the 'Viktor Tsol' theme being edited. A red arrow points to the 'Create a Schedule of Reports' button in the top right corner. Two overlapping dialog boxes, 'Расписание для отчетов' (Report Schedule), are shown. The top dialog box has a dropdown menu open showing options: 'Каждый день' (highlighted), 'Каждую неделю', and 'Каждый месяц'. The bottom dialog box has a dropdown menu open showing options: 'MS Word' (highlighted), 'XML', and 'MS Excel'. The 'Apply' button ('Применить') in the bottom dialog box is highlighted with a red arrow.

Themes and Objects. Filters.

On the right side of the screen you can find the list of filters.

The screenshot shows a search results page for 'Coronavirus'. The main content area displays a list of tweets with their respective profiles, dates, and text. A red arrow points to the 'Filters' button in the top right corner of the main content area. On the right side, there is a sidebar titled 'Фильтр' (Filter) with a list of filter categories and sub-items:

- Объекты
 - антиковидные меры
 - вакцинация
 - заболеваемость-смертность
 - еще объекты
- Блогеры
 - Позитив / Негатив
 - Пол авторов / блогеров
 - Возраст авторов / блогеров
- Платформы
 - vk.com
 - twitter.com
 - youtube.com
 - telegram.org
 - еще платформы
- Локация
 - Город Москва столица Российской Федерации, Россия
 - Россия
 - Украина
 - Sankt-Peterburg, Россия
 - Киев, Украина
 - Город Санкт-Петербург, Россия
 - Новая Шотландия, Канада
 - Казахстан
 - Беларусь
 - еще регионы
- Качество публикаций

Themes and Objects. Filters.

Click on an Object to see the messages relevant only to this Object.
Several Filters can be applied together.

The image illustrates the filtering process on a social media platform. It shows a feed of posts related to 'Coronavirus' with a central 'Фильтр' (Filter) dialog box and a detailed 'Фильтр' sidebar.

Central Filter Dialog:

- Объекты
 - антиковидные меры
 - вакцинация
 - заболеваемость-смертность

еще объекты

Right Sidebar Filter:

- Объекты
 - антиковидные меры
 - вакцинация
 - заболеваемость-смертность

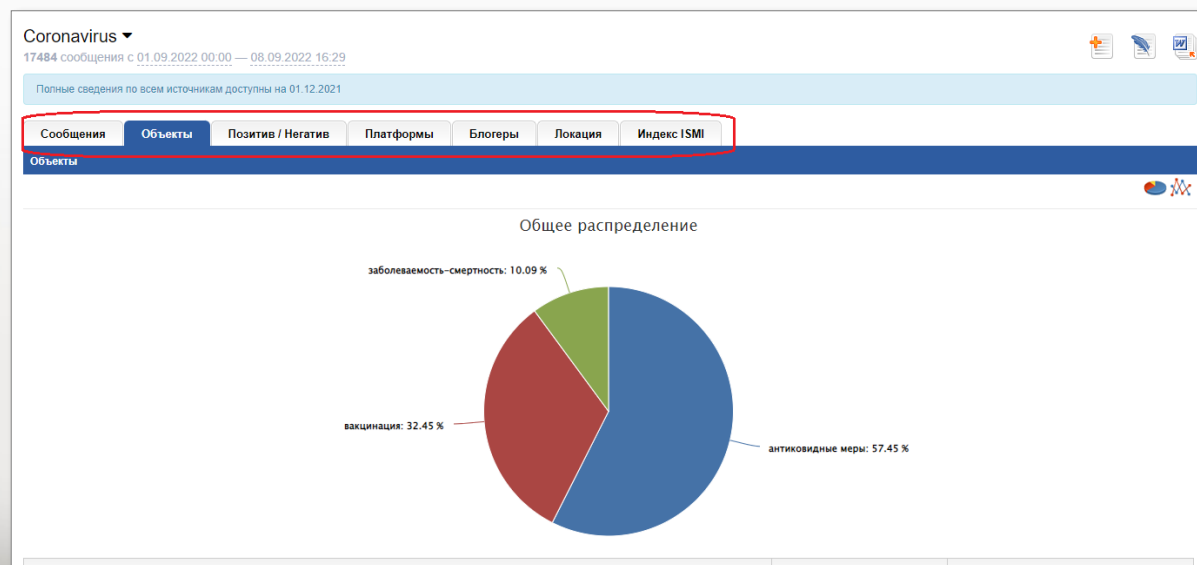
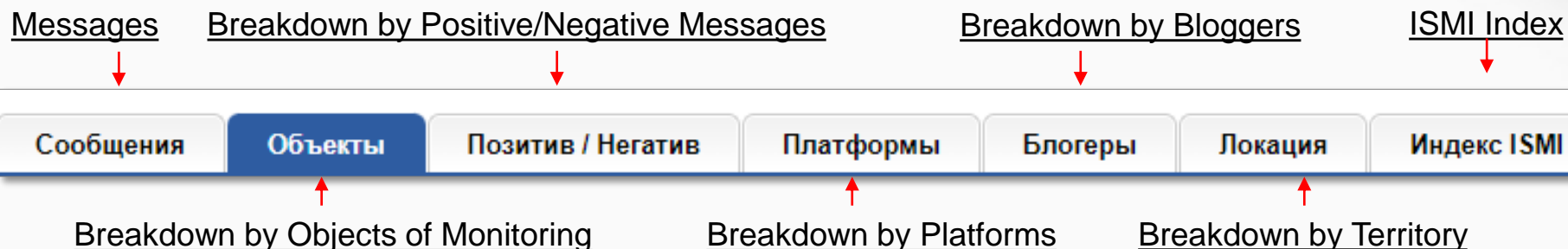
еще объекты
- Блогеры
- Позитив / Негатив
- Пол авторов / блогеров
- Возраст авторов / блогеров
- Платформы
 - vk.com
 - twitter.com
 - youtube.com
 - telegram.org

еще платформы
- Локация
 - Город Москва столица Российской Федерации, Россия
 - Россия
 - Украина
 - Sankt-Peterburg, Россия
 - Киев, Украина
 - Город Санкт-Петербург, Россия
 - Новая Шотландия, Канада
 - Казахстан
 - Беларусь

еще регионы
- Качество публикаций

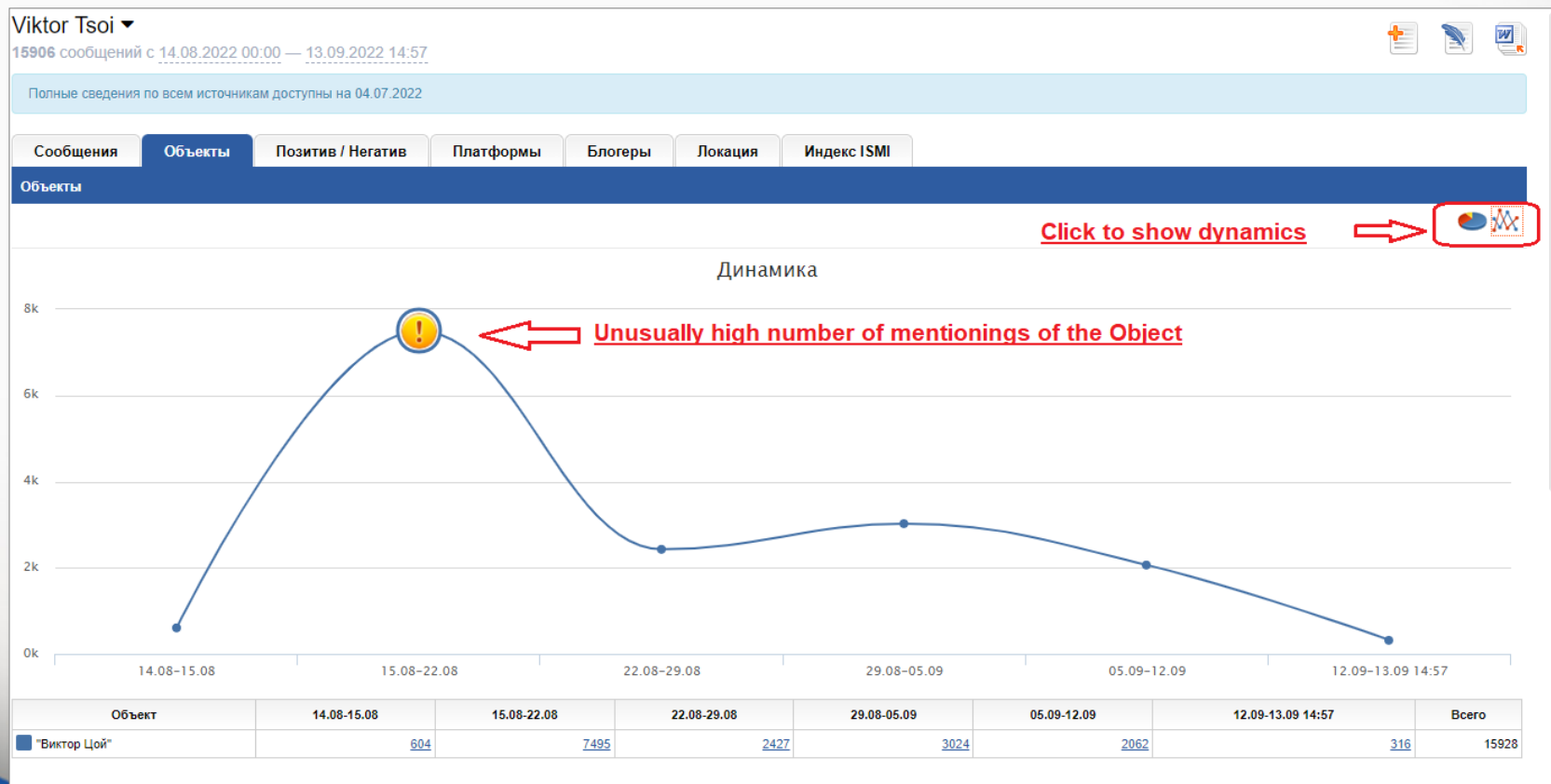
Visualization.

The service provides a wide selection of tools for the analysis of information and getting reports.



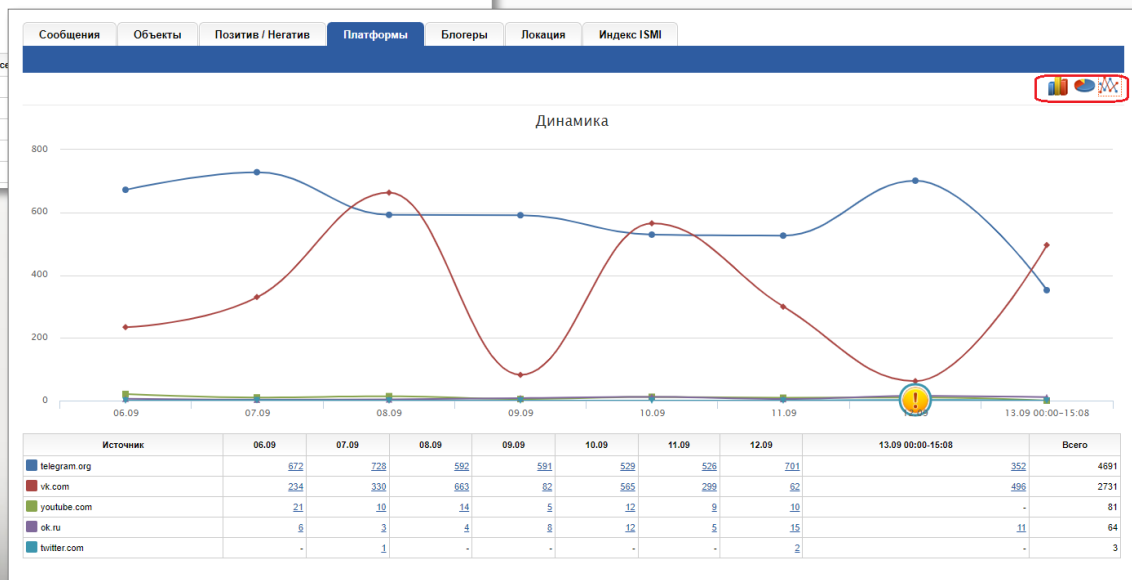
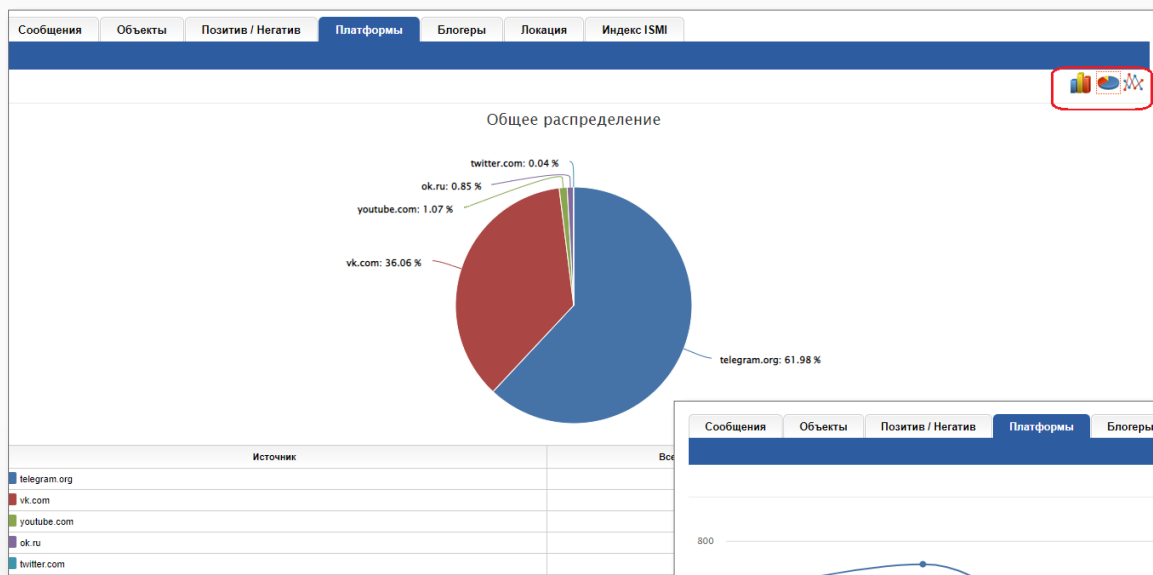
Visualization.

Visualization of the Dynamics of Mentioning the Objects of Monitoring



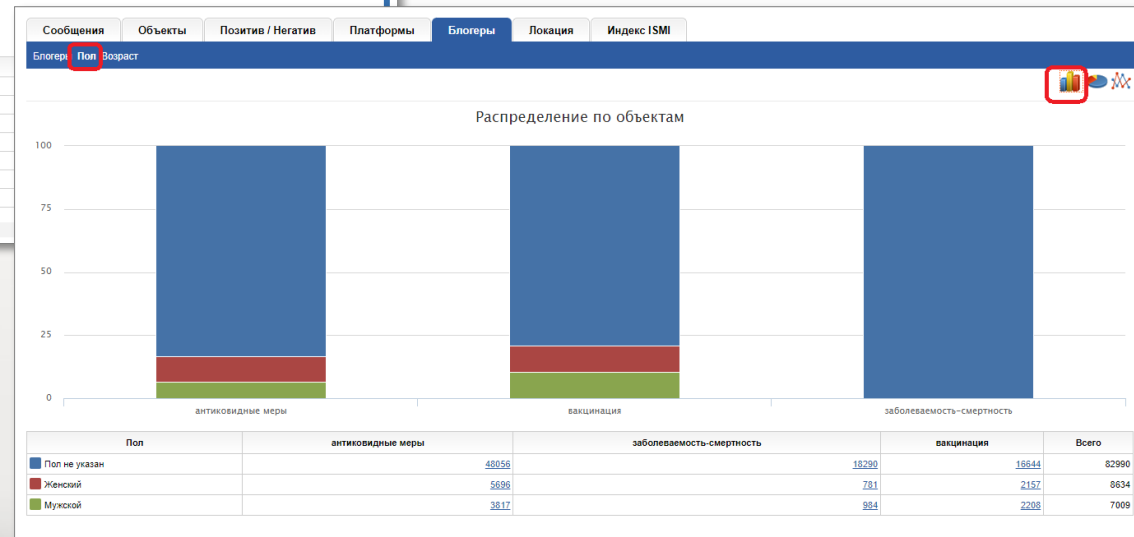
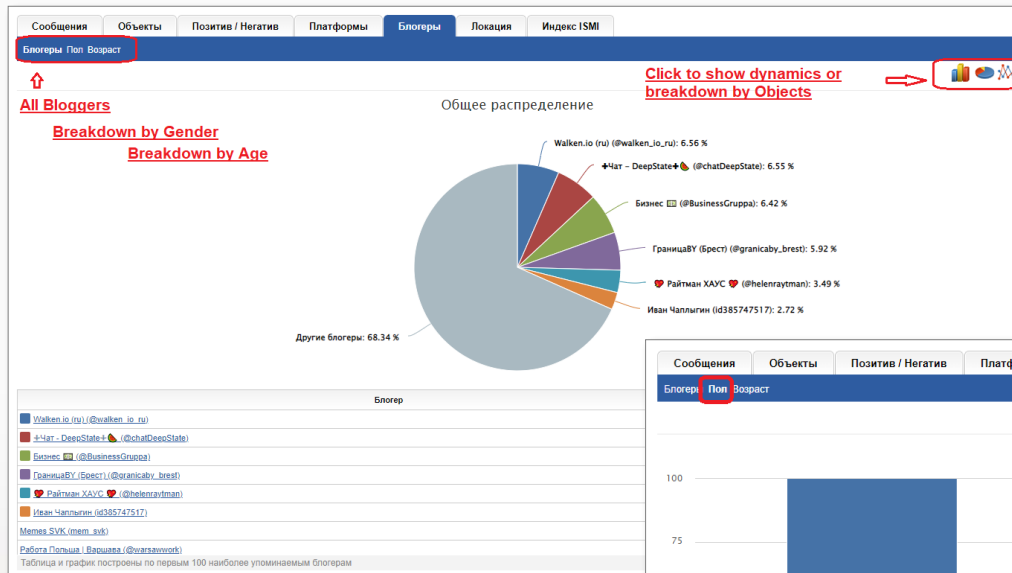
Visualization.

Breakdown by Platforms. The distribution of the posts between the objects of monitoring and their dynamics.



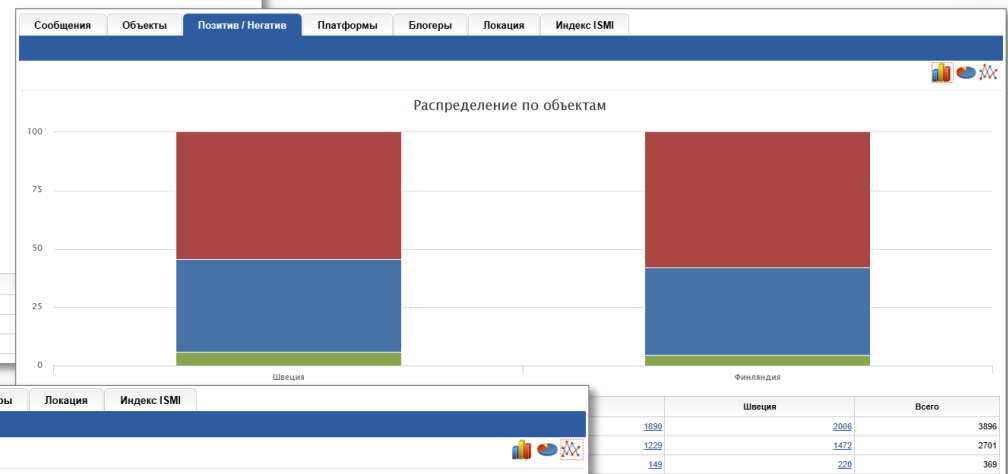
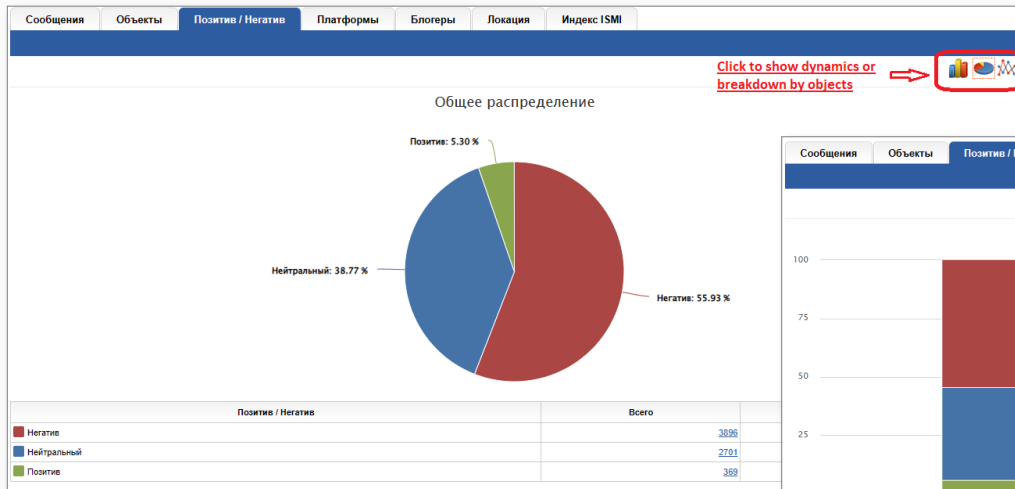
Visualization.

Breakdown by Bloggers. The distribution of the posts between the 100 most mentioned bloggers. The breakdown by their gender and age.



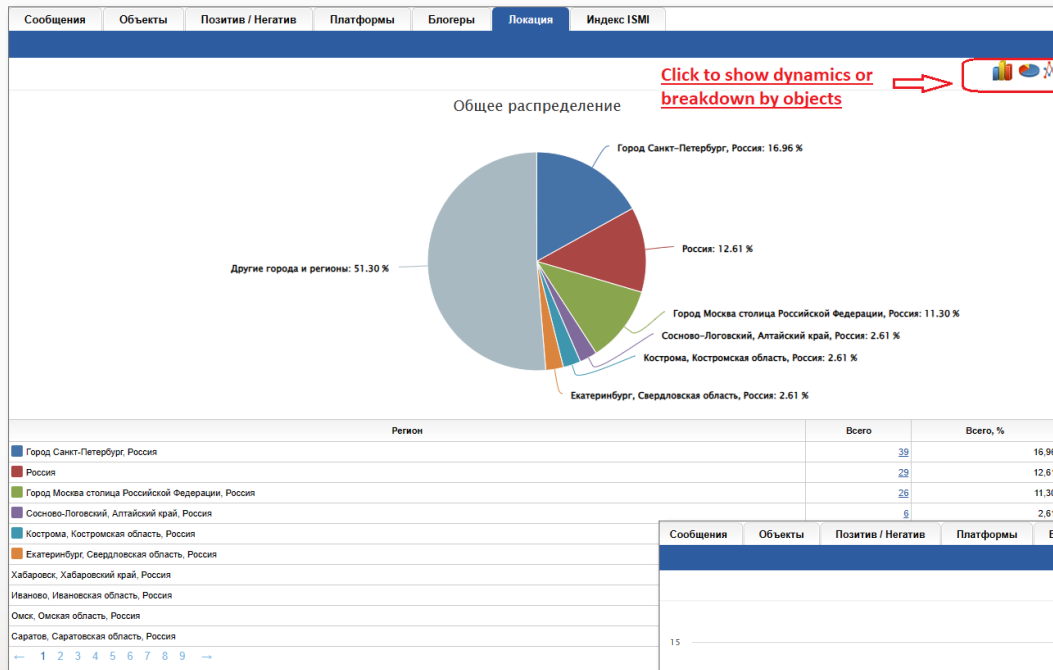
Visualization.

Breakdown by Positive/Negative/Neutral Messages.

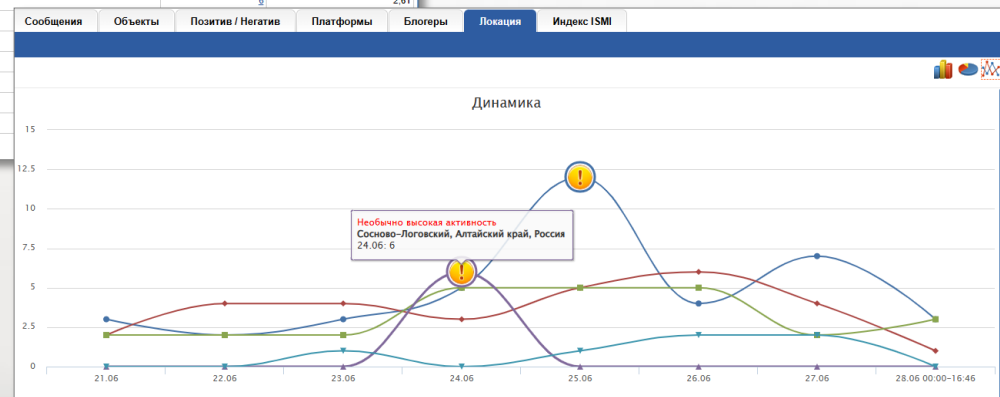


Visualization.

Breakdown by Territory.



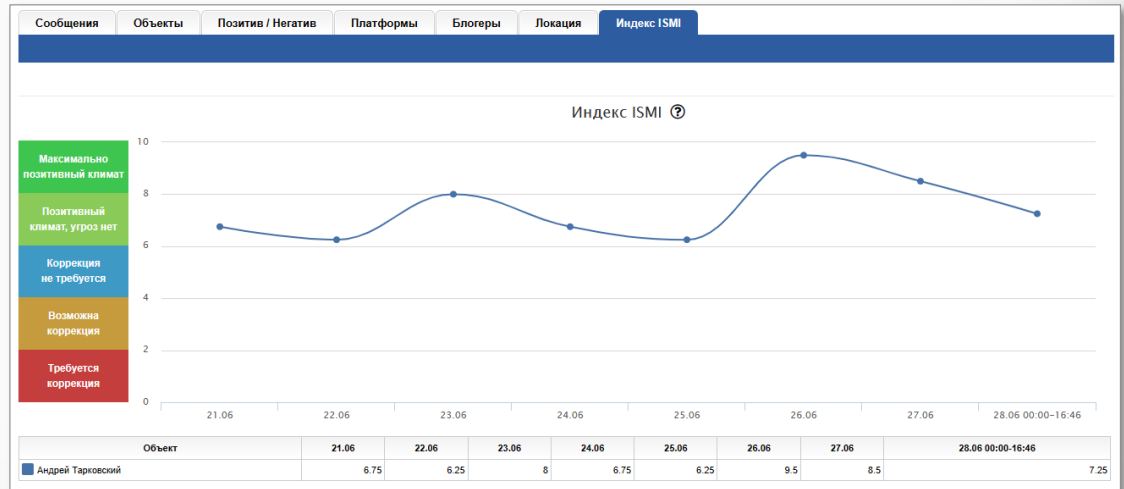
The location is determined by what users indicate in their profiles. For example, if a user indicates origin as “from Ryazan” but actually the user lives in Moscow, then posts by this user will be marked as posts from Ryazan. If a user does not specify their location, then it won't be determined by the system.



Visualization.

ISMI Index. Integrum Social Media Influence

The Index allows evaluating the reputation of an object (a person, an organization etc.) and the dynamics of its change in social networks.



The Index is calculated according to:

- the average number of messages on the object for a considerable period of time;
- the total number of messages on the object for the selected period;
- messages from unreliable accounts (bots) for the selected period of time;
- messages from top bloggers, large communities and opinion leaders for the period under review;
- the ratio of positive and negative messages for the period under review.



Exporting Data to MS Word or MS Excel.



The button in the upper right corner of the screen opens the menu of Saving Reports.

Choose your preferences and press “Подготовить” (Compile) button.

Андрей Тарковский ▾
537 сообщений с 21.06.2023 00:00 — 28.06.2023 16:46

Click to download the report  

5 новых сообщений по теме Обновить

Сообщения | Объекты | Позитив / Негатив | Платформы | Блогеры | Локация | **Индекс ISMI**

Инд

Максимально позитивный климат
Позитивный климат, угроз нет
Коррекция не требуется
Возможна коррекция
Требуется коррекция

Объект	21.06	22.06	23.06	24.06
Андрей Тарковский	6.75	6.25	8	

Формат отчета: MS Word ▾
XML
MS Word
MS Excel

Подготовить Закреть

Thank you for your attention!

**If you have questions
please do not hesitate to contact us.**

Integrum WorldWide
Customer Service Department
support@integrumworld.com

www.integrumworld.com