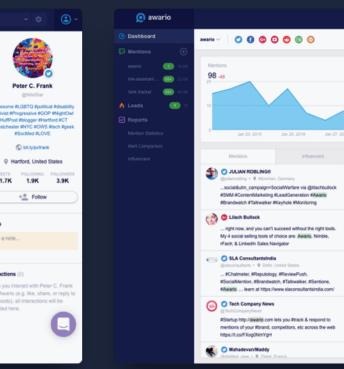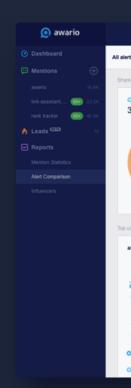# Getting Started Cheat Sheet

Set up a perfect social media monitoring alert

in under 5 minutes

Using new tools is often overwhelming – but it doesn't have to be. With this cheat sheet, you'll learn how to set up and fine-tune a social media monitoring alert with Awario – all in just a few minutes.

Key terms

Let's explore Awario's key concepts to make getting started quick and efficient.

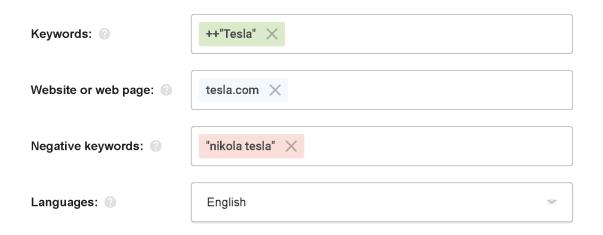|	
Alert	An alert is a combination of your search settings (e.g., a keyword, such as a brand name, and other prefs, such as negative keywords or language settings) plus the results your search returns. Depending on your Awario plan, you'll be able to create from 3 to 50 alerts under your account.
Project	A project is a way to organize your alerts. It's usually convenient to keep related alerts (e.g., a brand, its products, plus its competitors) under a single project. This will also let you compare related alerts easily using the *Alert Comparison* report.
Mention	A mention is a result Awario has found that matches your search. Depending on your Awario plan, you can find up to 500,000 mentions a month across all alerts.

Alert settings overview

Let's look at the search parameters you have at your disposal when creating an alert.
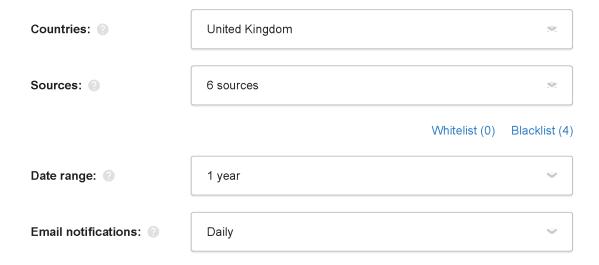
Parameter	Description
Keywords	The word(s) or phrase(s) you'd like to monitor within an alert. To search for an exact match of a phrase, surround it with quotes. For case-sensitive search, surround the term with quotes and add ++ in the beginning. [Learn more about keyword formats](#)
Website or web page *(optional)*	A URL of a website or page you'd like to find links to. This will let you find posts and articles that do not necessarily mention your keywords, but do link out to your site.
Negative keywords *(optional)*	Mentions containing these word(s) or phrase(s) will not be added to your alert. The same keyword formats are supported as in the *Keywords* field. This option is useful if your keywords are common or ambiguous terms.
Languages *(optional)*	The languages you'd like Awario to find mentions in.
Countries *(optional)*	The countries you'd like to receive mentions from. Note that Reddit and Instagram do not support country-specific search.
Sources *(optional)*	The platforms Awario will search for mentions.
Whitelist *(optional)*	A priority list of social media accounts to search. Currently, Facebook and Instagram are supported – these platforms' APIs have limited search capabilities.

Whitelist *(optional)*	A priority list of social media accounts to search. Currently, Facebook and Instagram are supported – these platforms' APIs have limited search capabilities.
Blacklist *(optional)*	Social media profiles and websites results from which will not be added to your alert. Social media accounts you connect to Awario are automatically blacklisted.
Date range *(optional)*	The timeframe you'd like to receive results for (i.e. how far in the past you'd like to go with your search).

Example

With the setup below, you'll find mentions of *Tesla* with a capital *T*, as well as links to *tesla.com* (and any of its pages), excluding mentions of *Nikola Tesla*. The search will only return mentions in *English* that come from the *United Kingdom* across *6 sources*. With this setup, you'll find mentions from up to *1 year ago*.

Keywords: ❓   ++"Tesla" ✕

Website or web page: ❓   tesla.com ✕

Negative keywords: ❓   "nikola tesla" ✕

Languages: ❓   English ▼

| Countries: | ❓ | United Kingdom | 🔽 |

| Sources: | ❓ | 6 sources | 🔽 |

<div align="right">Whitelist (0)   Blacklist (4)</div>

| Date range: | ❓ | 1 year | 🔽 |

| Email notifications: | ❓ | Daily | 🔽 |

Boolean search overview

Boolean search is a particularly handy way to search for mentions by combining keywords with Boolean operators and creating flexible searches. It will work well for complex queries and use cases: e.g., monitoring brand names that are common words, looking for sales prospects, finding unlinked brand mentions for link building, etc.

To access Boolean search, click *Switch to Boolean search* in your Alert Settings. If you've already filled out some fields in the basic mode, your parameters will automatically be converted into a Boolean query.

Let's examine the most common Boolean operators:

Operator	Sample query	Description
AND	Starbucks AND "pumpkin latte"	This operator is used with 2 or more keywords when you are searching for mentions that contain ALL of the terms (e.g., *Starbucks* and *pumpkin latte*). Mentions of *Starbucks* only or *pumpkin latte* only won't be added to your alert.

OR	Starbucks OR "pumpkin latte"	Use this operator with 2 or more keywords when you are searching for mentions that contain ANY of the terms (e.g., *Starbucks* or *pumpkin latte*). For the sample query, Awario will find mentions of either *Starbucks* or *pumpkin latte* (or both).
AND NOT	Starbucks AND NOT "pumpkin latte"	This operator lets you exclude mentions containing certain words, phrases, links to certain websites, or languages from the search. With the query on the left, you'll find mentions of Starbucks that do not contain the phrase *"pumpkin latte"* anywhere in the text. *AND NOT* can be combined with other operators, such as *near/n* and *link:*.
near/n:	near/4:Starbucks, "pumpkin latte"	*near/n* is used with 2 or more keywords and specifies the closeness of your keywords to each other. E.g., the sample query will return results where both *Starbucks* and *pumpkin latte* appear within 4 words from each other, in any order.
onear/n:	onear/4:Starbucks, "pumpkin latte"	This is an extension of *near/n* that takes word order into account. E.g., the query on the left will return results where both *Starbucks* and *pumpkin latte* appear within 4 words from each other, and *Starbucks* appears before *pumpkin latte*.

link:	link: "*.starbucks.com/*"	Use this operator followed by a URL in quotes to search for mentions that contains a link to a web page or an entire website. For the latter, add * after the URL to search for links to any of the website's pages. You can also add * at the beginning of the URL to search for links to the domain and its subdomains.
lang:	Starbucks AND "pumpkin latte" AND lang:en	This operator specifies the language(s) of your results. It should be used with either *AND* or *AND NOT* (never with *OR*).
country:	Starbucks AND "pumpkin latte" AND country:us,uk	*country:* specifies the countries your results should come from.
FROM	Starbucks AND "pumpkin latte" FROM facebook, twitter	*FROM* specifies the source(s) you want your mentions to come from. If no source is specified, you'll get mentions from all supported sources.

For a complete guide to Boolean operators Awario supports, visit this page. For a guide on using Boolean search for SEO and lead generation, jump to this article.

Have questions or feedback? Let us know!

Get in touch

awario