Keyhole Tutorial
Social Media and Monitoring Tool

By Kenia Garnica

Landing Page
keyhole.co

Keyhole

Product ⌄   Solutions ⌄   Pricing   Resources ⌄

Log in   CONTACT US   START FREE TRIAL

We help Marketers measure the impact of social media campaigns

#1 in Hashtag Tracking, measure your social campaigns and hashtags metrics in real-time, then prove your impact and create compelling reports on time for your clients.

Free 7-day trial or choose a plan from three packages starting at $49/ month.

GO TO DASHBOARD

✔ No credit card required

Keyhole is custom built for

Agencies
Hashtag Analytics for your client's campaigns, with real-time data.

Non-Profit
Prove your impact to your community and sponsors with accuracy.

Medias
Measure your audience and grow your advertising revenue

Keyhole is a social media monitoring tool that focuses on:
- Social media listening & campaign tracking
- Social media account analytics
- Influencer management
- Trending topics

With Keyhole, you will be able to monitor industry trends, competitor's social media account metrics, your company's social media account metrics, and more.

Keyhole

 Social Listening & Campaign Tracking   @ Social Media Account Analytics   Influencer Management   QuickTrends

CONTACT US   UPGRADE

Social Listening & Campaign Tracking

This tool tracks Keywords and Hashtags.

Request the data of these keywords/hashtags from before the tracker was created.

Get Historical Data   + Add New Tracker

Add keywords or hashtags to track.

Trackers Used 2 / 3

Active Trackers

Paused Trackers

Groups

Create a group to compare keyword/hashtag performance.

starbucks

Activity Log | Edit | Created: Nov 3 2020 | Current Cycle Usage: 128 posts

+ Add Tracker to Group

OFF ON

dutch bros

Activity Log | Edit | Created: Nov 1 2020 | Current Cycle Usage: 443 posts

+ Add Tracker to Group

OFF ON

TRIAL: **5** DAYS LEFT

Upgrade

FAQs

Keyhole

@ Social Media Account Analytics

+ Add New Tracker

Add accounts to track—
select account from Twitter,
Instagram, Facebook, or
YouTube.

Trackers Used 2 / 3

Active Trackers

Paused Trackers

Groups

Create a group to compare
account performance. Can be
used to compare across platforms
or a competitor's account on the
same platform.

☐ **Dutch Bros Coffee (@dutchbros)**

Activity Log | Delete | Created: Nov 4 2020

+ Add Tracker to Group

OFF ●━ ON

☐ **Starbucks Coffee (@starbucks)**

Activity Log | Delete | Created: Nov 4 2020

+ Add Tracker to Group

OFF ●━ ON

TRIAL: **5** DAYS LEFT

Upgrade

FAQs

Keyhole

CONTACT US   UPGRADE   kenia.garnica-avila@...

Access Influencers post impressions and engagement data once they have been invited. The data will populate in the Social Listening & Campaign Tracking tool.

👤 Influencer Management

Go to Campaign Trackers   + Add Influencers

Influencer Management allows you to invite your influencers to Keyhole.

All
Authenticated
Unauthenticated
Expired

INFLUENCER NAME   ACCOUNTS ➕   AUTHENTICATED   REMOVE

To add an influencer, click '+ Add Influencers' above.

When inviting Influencers to authenticate, they will have to connect their account to Keyhole. Or you can add their accounts manually.

Influencer name	Accounts ➕	Authenticated	Remove
Keyhole.co	Keyhole 🔑 @keyholeco	Invite to Authenticate	View Analytics 🗑
	Keyhole	Invite to Authenticate	View Analytics 🗑
	Keyhole @keyhole.co	✓	View Analytics 🗑
	Keyhole	✓	View Analytics 🗑
No Name Assigned	Catherine at Keyhole	EXPIRED Authenticate	Analyze 🗑

You will be able to add multiple social media platforms under one name or add a new influencer.

FAQs

https://keyhole.co/mytracks

Go to Tracker List

starbucks ●

Dashboard
Posts 328
Influencers
Trending Topics
Sentiment
Media Wall
Tracker Settings
Historical Data

REAL-TIME TRACKER:

starbucks

Choose which media platforms you want to monitor; click once to turn off monitoring for that platform.
Adjust the date range to see reports during that time frame.

NOV 03 - NOV 04

🕘 HISTORICAL DATA

Download everything in this report in PDF, Excel file, or a customized form. You also have the option to share this tracker link.

⬇ PDF   ⬇ XLS   ▥ CUSTOMIZE   ↪ SHARE

Click on the area of interest for further breakdown on those metrics.

💬 328 POSTS   👤 195 USERS   ♡ 18,129 ENGAGEMENT   📢 192,300 REACH   🎙 195,277 IMPRESSIONS

Here, you can create sub-trackers, set up your intelligence notifications, and filter your tracker by language, location, accounts, etc.

Timeline ⓘ

PREDICTION | CUMULATIVE | GROUP BY HOUR

Posts

250

Tracker Created

200

150

100

50

0.0

2020/11/03   2020/11/03   2020/11/03   2020/11/03   2020/11/03   2020/11/04   2020/11/04   2020/11/04   2020/11/04   2020/11/04   2020/11/04

Timezone: GMT-0800 | PST

TRIAL: 5 DAYS LEFT

🔒 Upgrade
❓ FAQ

Top Posts ⓘ

Most Engaging   Most Recent

@myana__ Nov 3
RT @_tisyia: Holiday Glitter Cold Cups Starbucks ✨ taking order for this ! and kita ada open sharing item 🐱so boleh beli loose pack 🐱 i

52 🔁 0 ♡

Influential Users ⓘ

Most Engaging   Most Frequent

@pimpuntaree
33,468 Followers
6,551 Avg Engagements

@afiqparker
98 Followers
6,367 Avg Engagements

@foodyoucaneatfc
77,400 Followers
2,468 Avg Engagements

Go to Tracker List

starbucks ●

Dashboard
Posts 328
Influencers
Trending Topics
Sentiment
Media Wall
Tracker Settings
Historical Data

Related Topics ❓

Hashtags   **Keywords**

The bigger the word, the more engagement it gets.

Related topics are popular topics mentioned alongside the keyword being monitored.

joy cup
open christmas crunchy
coffee
peppermint ada mocha
join care 100
loose 2020
holiday beli
item world
pack
boleh

Keyword: "starbucks"

This chart showcases the mentions of this keyword over time. The time of day that consumers mention "starbucks" can correlate with what time of day they visit, buy, or crave Starbucks Coffee drinks and products. This insight can help guide marketing efforts surrounding social media and promotions.

NOV 03 - NOV 04

...ound this tracker

View Trending Topics ›

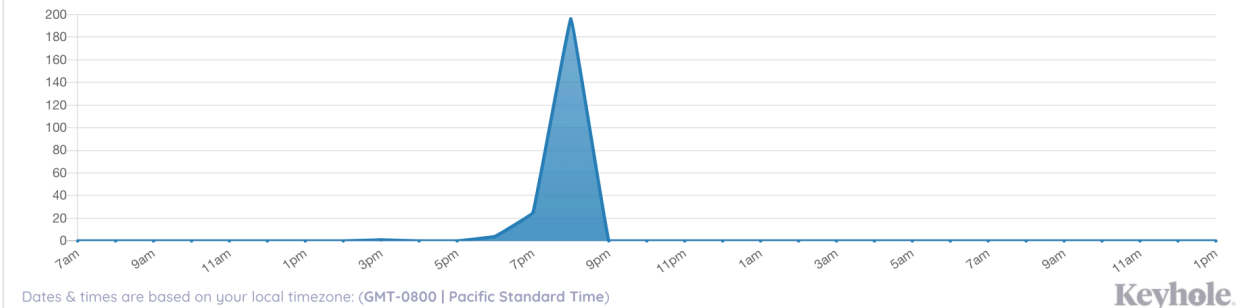| Top	Rising	
▲ starbuck		141
▲ christmas		46
▲ スタ		40
▲ rt		38
▲ mocha		36
▲ joy		35
▲ peppermint		35
▲ สิ่งที่ทำให้รู้สึกว่าใกล้		35
▲ ส่วน		35
▲ แล้ว		35

Trending Topics

Related topics are good insight into what themes are at play during certain seasons. In this case, you can see that the audience is getting excited about the holidays and holiday coffee drinks. This information can help you produce the most relevant content with the right keywords that may attract the consumer to your company's media platforms.

Mentions Over Time: starbuck

(chart with y-axis 0–200, x-axis times 7am–1pm)

Dates & times are based on your local timezone: (GMT-0800 | Pacific Standard Time)

Keyhole

USER	POST TEXT	ENGAGEMENTS	REACH	DATE
หลิงหลิง @ling_wrsc	สิ่งที่ทำให้รู้สึกว่าใกล้ Christmas แล้ว 1. All I Want For Christmas Is You 2. Peppermint Mocha Starbucks ส่วน Joy to the World คือตัดทิ้งอย่างแรกเลย เพราะฟังแล้วนึกถึงแต่อามาตบเด็ก	424	89,978	Nov 3, 2020 7:41 PM
Instagram Account…	🏷️#เมนูใหม่ #บราวนี่ช็อกสุดฟิน ที่ สตาร์บัคส์ น่าลองสุด ๆ สายหวานอย่างเราห้ามพลาดเลย รสชาติอร่อยลงตัวช็อกเข้มข้น ไม่หวานเกินไป เนื้อหนึบหนับ กินมาเพลิน ๆ ขึ้นเดียวไม่เคยพอ !! . 🥐 เพียง 295.- 📍 ที่ Starbucks ทุกสาขา 👀…	401	0	Nov 3, 2020
Chanel 🎀 @90srepublic	If you can wait in line at the Starbucks at 75th and McDowell you can wait in line to vote !!!!	335	595	Nov 3, 2020
T 😂	if i ever asked if u wanted starbucks i care abt u	119	520	Nov 3, 2020

‹ Go to Tracker List

starbucks ●

Dashboard
Posts 328
Influencers
Trending Topics
Sentiment
Media Wall
Tracker Settings
Historical Data

TRIAL: 5 DAYS LEFT

🔒 Upgrade
❓ FAQ

Related Topics ?

Hashtags   Keywords

joy   cup
open coffee christmas   crunchy
peppermint ada mocha
loose   join care   100
holiday   world   2020   beli
item   pack   boleh

View Trending Topics ›

Top Websites That Mention This Term ?

Domain	Rank
reddit.com	18
glassdoor.com	434
kaskus.co.id	904
4chan.org	915
ptt.cc	929
myfitnesspal.com	1,649
4channel.org	1,752
jeuxvideo.com	2,172
city-data.com	3,770
babycenter.com	4,153

Here, you can keep track on the common sites that users mention your brand, keyword, or hashtag.

View All Domains By Rank ›

Sentiment ?

Brand Sentiment: You'll be able to see what users are saying about your brand, keep track of it over time, and start to understand the language/pattern around how people are talking about your brand.
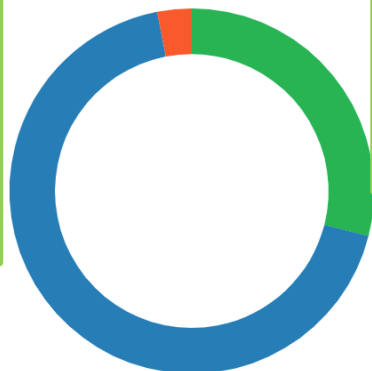
You'll be able to decipher what users may or may not like about your current campaign, product, or service and adjust for future marketing efforts.
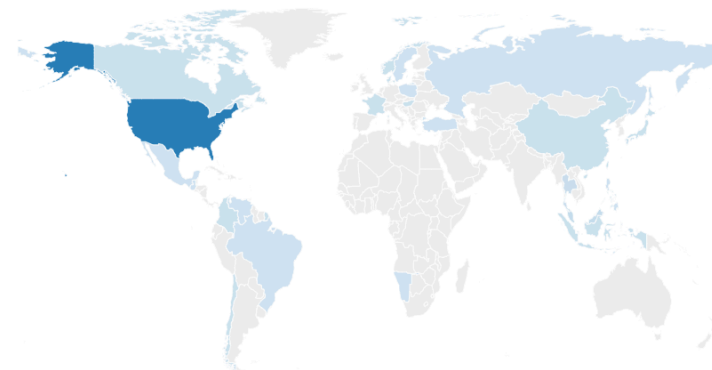
Sentiment Score **90.48**

● Positive   29 %
● Neutral   68 %
● Negative   3 %

Sentiment Breakdown ›

Location ?

Download as a PDF or Excel file for more information.

World   USA

View Posts by Country ›

Go to Tracker List

🐦 Dutch Bros Coffee ● ▾

Dashboard
Optimization
Posts
Mentions 🔒
Follower Insights
Follower List

TWITTER TRACKER:

Monitor your company's or competitor's social media account.

Dutch Bros Coffee

NOV 05, 2019 - NOV 04, 2020 ▾

Authenticate   Why?

Authenticate by connecting your company's social media platform to gain access to more data.

⬇ PDF   ⬇ XLS   ↗ SHARE

Dutch Bros Coffee @DutchBros
Get up early! Stay up late! Change the World! 👋
✓ Twitter Verified 🔗 https://bit.ly/2DAckEW   📅 Joined Feb 12, 2009

191,609 TOTAL FOLLOWERS   **78** TOTAL FOLLOWING   **8,441** TOTAL POSTS

99 POSTS THIS PERIOD   **22,914** ENGAGEMENTS   **199** AVG LIKES PER POST   **36** AVG RETWEETS PER POST   Authenticate to view impressions, and engmt rate

Account Statistics

AVERAGE ▾   **TOTAL** LIKES RETWEETS   GROUP BY MONTH ▾

This chart shows the number of posts per month in bar chart form and the number of engagements in line chart form.

You'll be able to connect this information back to the type of content your brand posted that month and gain a better understanding on what type of content your followers may like more than other content.

Posts / Avg Engagements

931 / 381 / 405 / 118 / 237 / 368

Feb Mar Apr May Jul Aug Sep Oct Nov

Timezone: GMT-0800 | PST

TRIAL: **5** DAYS LEFT

🔒 Upgrade
❓ FAQ

Top Posts by Engagements

Go to Tracker List

Dutch Bros Coffee

Dashboard

Optimization

Posts

Mentions

Follower Insights

Follower List

TRIAL: **5 DAYS LEFT**

Upgrade

FAQ

Optimal Post Time

ENGAGEMENTS FREQUENCY

The darker the color, the more engagement. Click on the individual boxes to see what specific posts led to this recommendation.

Here, Keyhole gives recommendations to optimize your posting.
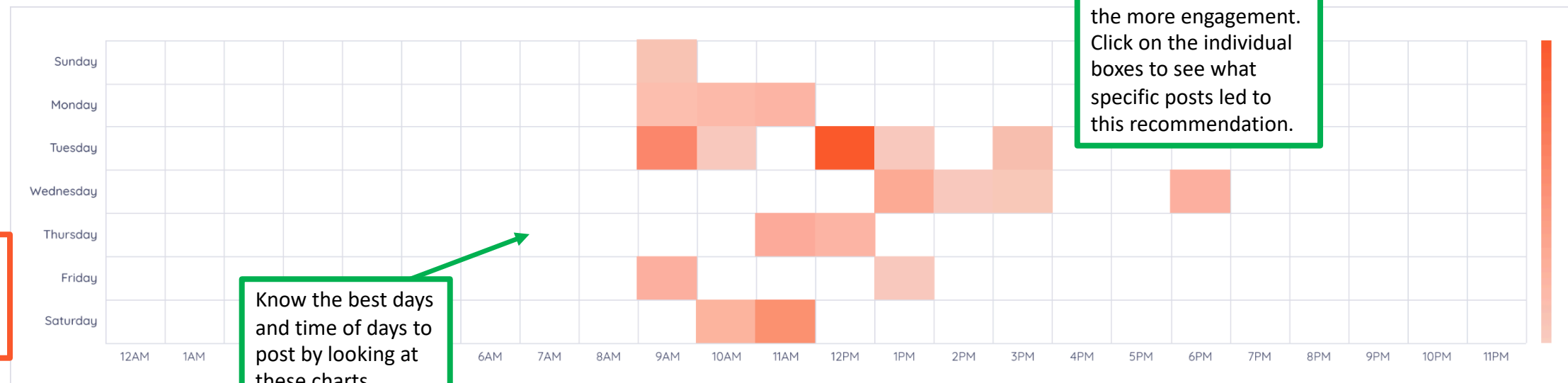
Know the best days and time of days to post by looking at these charts.

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

12AM 1AM 6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM 11PM

Best Times to Post

DAY	TIME
Tuesday	12PM
Tuesday	9AM
Saturday	11AM
Wednesday	1PM
Thursday	11AM
Friday	9AM
Wednesday	6PM
Saturday	10AM

Optimal Post Length

ENGAGEMENTS FREQUENCY

Avg Engagements

1.2K
1.0K
800
600
400
200
0

529   1,071   776   408

0-45 Characters   46-90 Characters   91-140 Characters   140+ Characters

Gain a better understanding on what your followers are more likely to engage with and adjust your content to engage more users.

< Go to Tracker List

🐦 Dutch Bros Coffee • ⌄

Dashboard

Optimization

Posts

Mentions 🔒

Follower Insights

Follower List
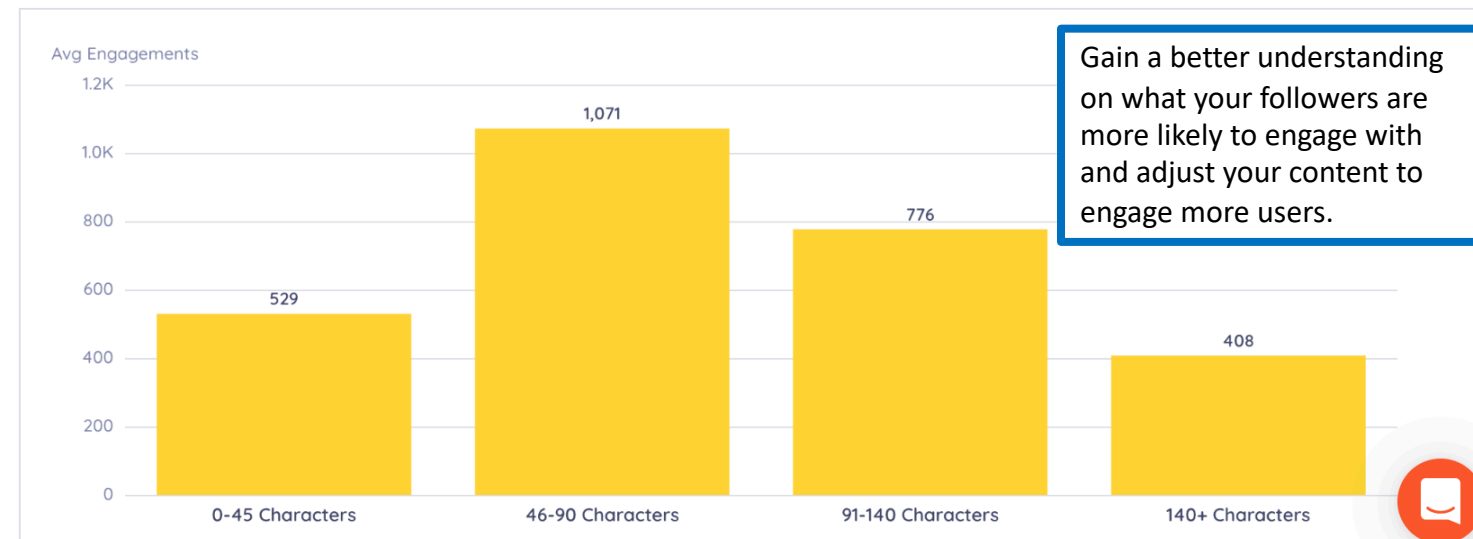
Most Frequent Post Types

Reply	70 %
Text	26 %
Retweet	2 %
Quote	2 %
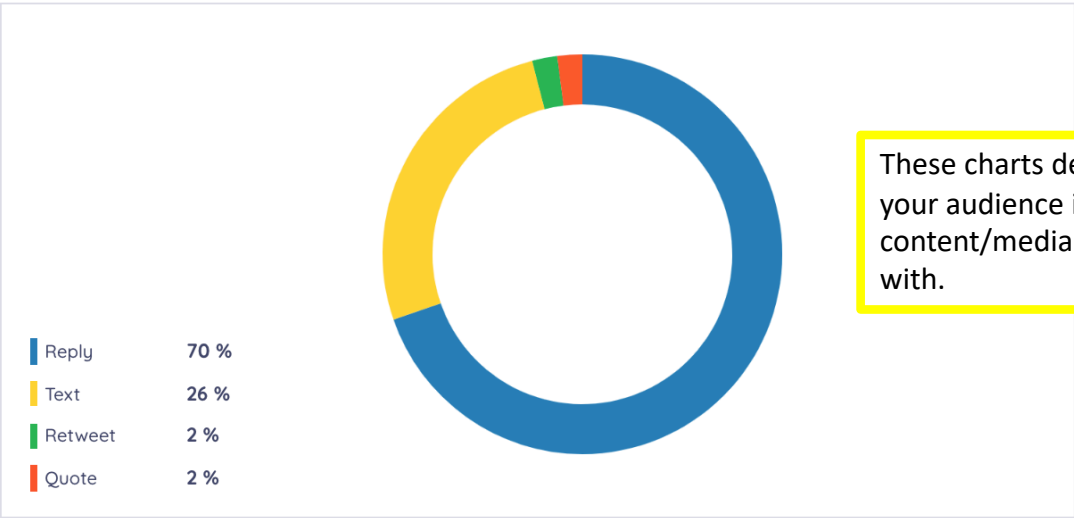
Most Frequent Media Types

Text	81 %
Photo	9 %
Link	5 %
Combination	4 %
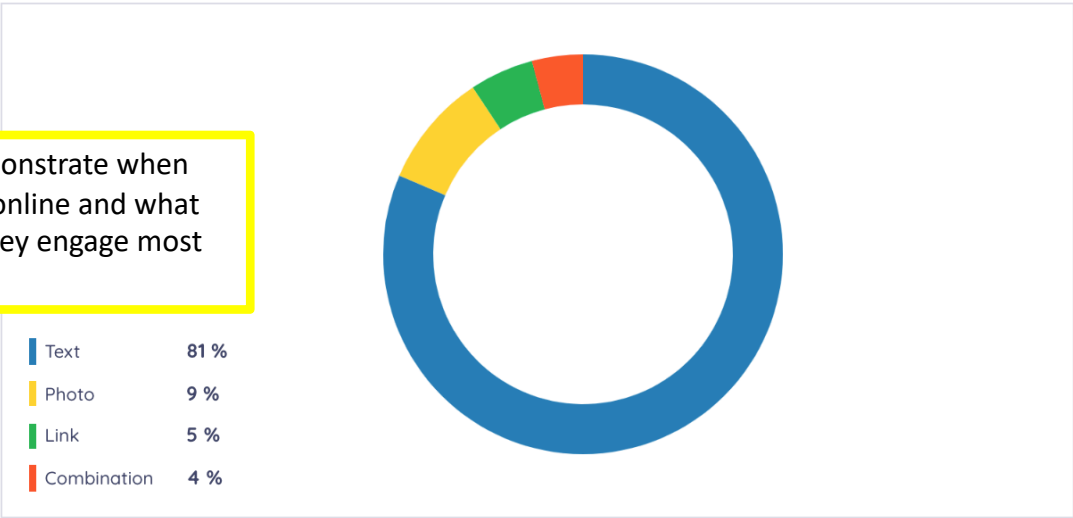
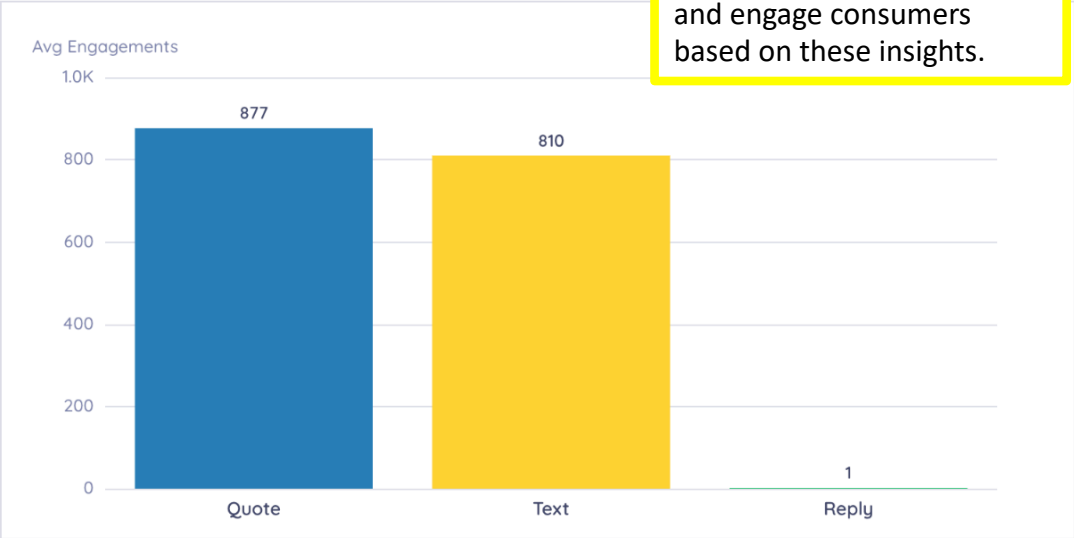These charts demonstrate when your audience is online and what content/media they engage most with.

Most Engaging Post Types

Avg Engagements

1.0K

877

810

800

600

400

200

1

0

Quote   Text   Reply

Tailor your content to attract and engage consumers based on these insights.

Most Engaging Media Types

Avg Engagements

1.0K   998

800

601

600

442

400

200

116

0

Photo   Link   Combination   Text

TRIAL: 5 DAYS LEFT

🔒 Upgrade

❓ FAQ

Keyhole®

CONTACT US   UPGRADE   kenia.garnica-avila@... ▾
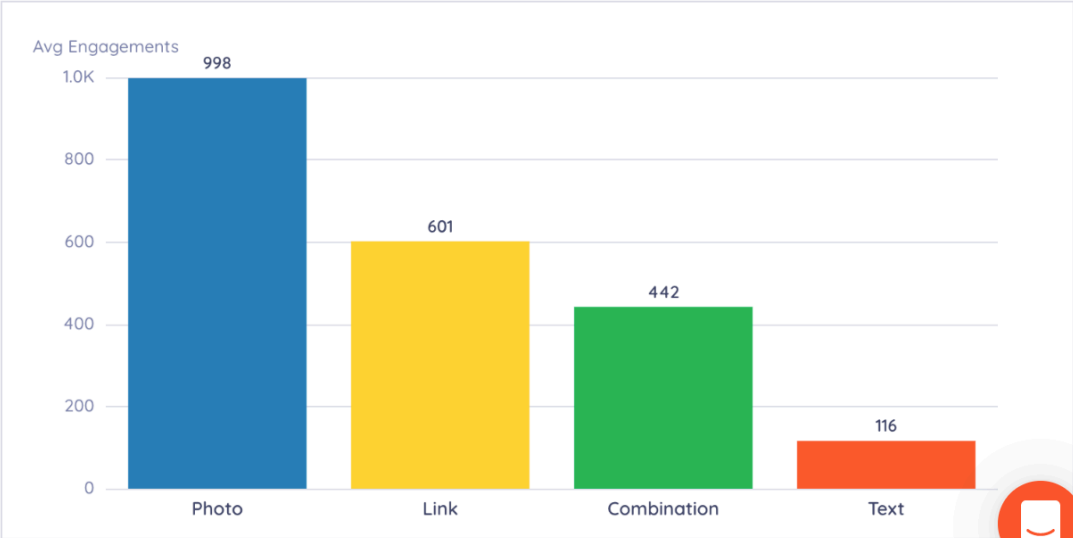
Social Mentions Over Time

Quickly measure the number of social and web mentions for global trends, brands, and hashtags.

Enter a Topic

QuickTrends: "coffee"

Additional topics that are currently popular.

RECENT SEARCHES

See what brands, hashtags, and keywords are trending. Keep track of their mentions and additional relevant topics. This is a great tool to monitor industry trends and conduct market research.
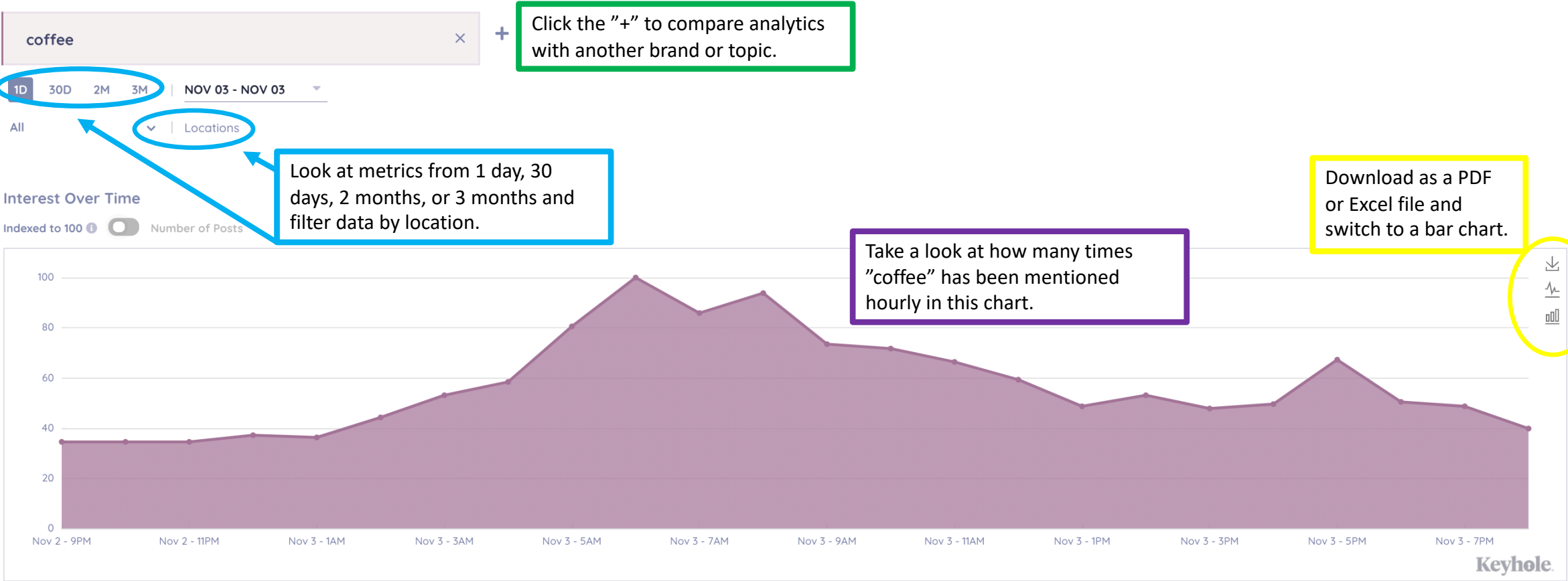
coffee

RECENT TRENDS

coronavirus	#caturday
#StayHome	trump
dalgona coffee	marijuana
taylor swift	facebook
world cup	china
#photooftheday	nike
raptors	CNN

Keyhole.

coffee   ✕   +

Click the "+" to compare analytics with another brand or topic.

1D   30D   2M   3M   NOV 03 - NOV 03 ▾

All   ⌄ | Locations

Look at metrics from 1 day, 30 days, 2 months, or 3 months and filter data by location.

Interest Over Time

Indexed to 100 ⓘ ⬤── Number of Posts

Download as a PDF or Excel file and switch to a bar chart.

Take a look at how many times "coffee" has been mentioned hourly in this chart.

100

80

60

40

20

0

Nov 2 - 9PM   Nov 2 - 11PM   Nov 3 - 1AM   Nov 3 - 3AM   Nov 3 - 5AM   Nov 3 - 7AM   Nov 3 - 9AM   Nov 3 - 11AM   Nov 3 - 1PM   Nov 3 - 3PM   Nov 3 - 5PM   Nov 3 - 7PM

Keyhole

Analytics

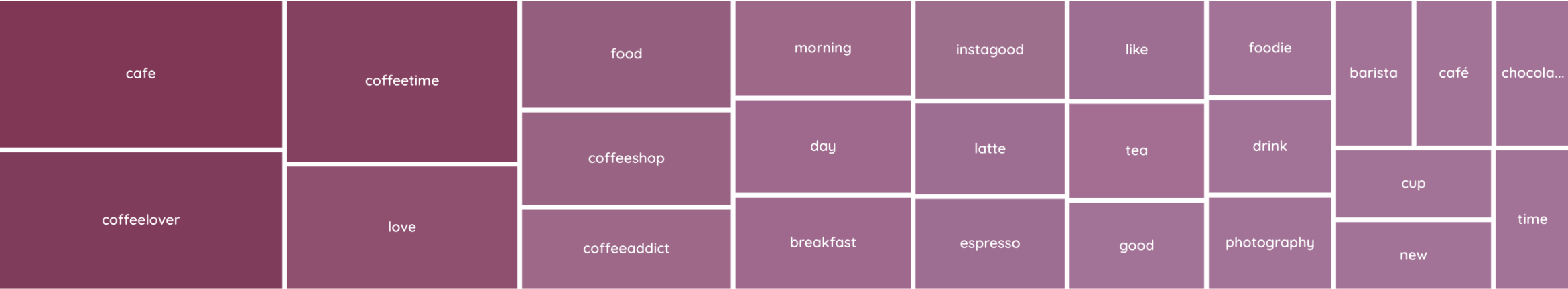| Topic	Posts	Users	Potential Impressions	Sentiment
coffee				

🔒 Upgrade to See Full Metrics

Trending Topics ⓘ

Indexed to 100

Click on a trending word below to filter posts by it.

By looking into trending topics in the industry, you can discover a new direction for a campaign or relevant ideas for you brand strategy.

| coffee

cafe

coffeetime

coffeelover

love

food

coffeeshop

coffeeaddict

morning

day

breakfast

instagood

latte

espresso

like

tea

good

foodie

drink

photography

barista

café

chocola...

cup

new

time

Key Posts ⓘ

| coffee

Look into key posts about this certain topic and what users are saying.

📇 **yahoo.com** · Nov 3, 2020

By Kane Wu and Echo Wang HONG KONG/NEW YORK (Reuters) - President Donald Trump raised barriers for Chinese companies seeking to invest or raise money in the United States that will have a lasting impact even if he does not win a second term, according to dealmakers and policy experts. Chinese acquisitions of U.S. companies dropped to $1.86 billion last year, a tiny fraction of the $61 billion they totaled in 2016, when they were at their peak right before Trump came into office, according to Refinitiv data. Chinese venture capital investments into the United States, which peaked in 2016 at nearly $15....

💬 **reddit.com** · Nov 3, 2020

Well I was going to Starbucks to wait for the bus, and I had my luggage with me and was wearing a coat that was stylish at the time where I live, but I probably looked more comparable to a homeless person in NYC, and this guy was coming out holding multiple coffees so I held the door open and smiled, and he yelled "what do you want?!?", while looking me in the eye angrily and then stormed off muttering.

💬 **reddit.com** · Nov 3, 2020

Hey guys I'm a college student in my final year of school and for the life of me I can't study or focus at home. Prior to everything closing down I use to go to my local Starbucks everyday to study where I was able to get all my school work done. Since in door dining is now banned I can no longer go there and Im really struggling to get of my school work done. Considering that the semester is coming to an

Thank you!

By Kenia Garnica