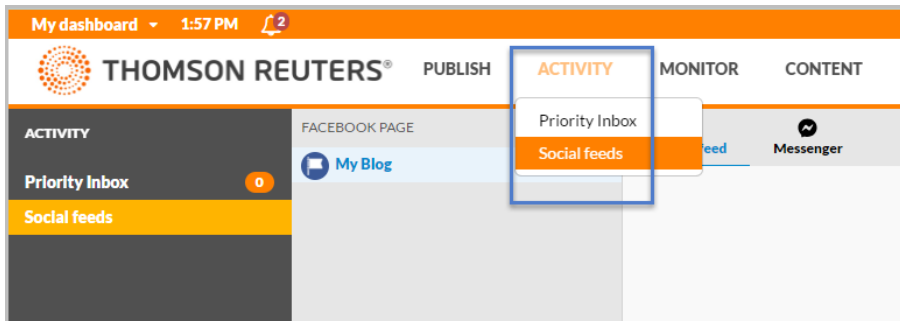# Checkpoint Australia - Social Media Manager
Understanding the Priority Inbox & Social Feeds

You can access your Priority Inbox and Social Feeds from the **Activity** tab.

About the Priority Inbox

- The Priority Inbox is designed to serve as a place to find your message notifications (an alternative to receiving them by email) and display "actionable engagement" that you want to view and respond to.
- It provides you with a sentiment rating - positive, negative, or neutral - for each message. The coloured dots at the beginning of each item show the predicted sentiment of the content of the comment. Grey stands for neutral, green for positive and red for negative sentiments. "Sentiment" is judged based on the ratio of "good" words to "bad" words in the message. If there are more "good" words then the message is deemed as positive sentiment and vice versa.
- Only profiles that you have chosen to send notifications to the Priority Inbox as an option during setup (Image 1) will appear in the Inbox. If you need to update your setting to include this, navigate to Profiles > My Profiles and click the Edit icon for the profile you wish to update (image 2).
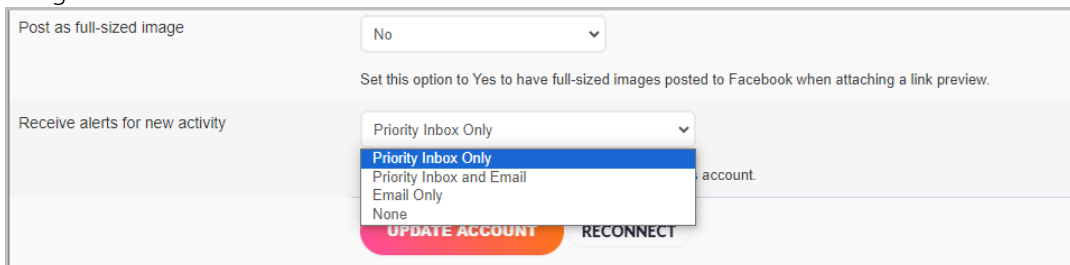
Image 1

Image 2

- Examples of what you might see in your inbox include a conversation on Facebook, a comment on Instagram, a mention within Twitter, or a tag on LinkedIn. The specifics on what is pulled in and how you can interact is determined by what type of social profile you are working with.
- From the Priority Inbox you will be able to interact with engagement that happens **within 4 days** of when the original post was sent out.
- There can be a **1-2 hour delay** for messages to be brought from your social channels into the Priority Inbox as messages are being analysed for their sentiment. To monitor your social channels in real-time, please review the related Social Feed where possible.
- The inbox will display items from multiple social profiles in chronological order.
- You can respond to messages from the Priority Inbox including re-posting to share them on your own social profiles. The options available will vary depending on the social channel the message has come from.

Not everything is available to be displayed in the Priority Inbox. What can you see?

- Facebook Page profiles: comments, replies, mentions, direct messages
- Facebook Ads: comments
- Twitter profiles: comments, mentions, retweets, quote retweets, direct messages
- Instagram Business profiles: comments, likes, reposts
- LinkedIn Company Page profiles: replies
- YouTube profiles: comments
- Be aware that Facebook Groups, LinkedIn Profiles, Google My Business, and all blogs, as well as Instagram direct messages, will not be shown in the Priority Inbox.

Options available:

1. A checkbox to select all the messages currently loaded in the Priority Inbox.
2. A file box icon to archive posts from your Priority Inbox.
3. An icon to refresh your inbox.
4. A button to export your Priority Inbox as a CSV file.
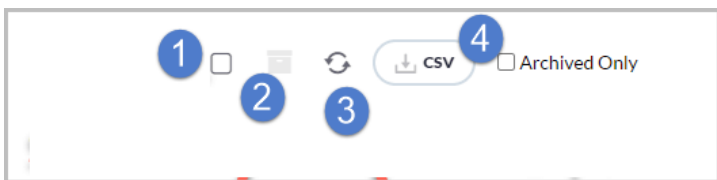
You can filter the results by:

1. Specific dates.
2. Particular social profiles you have added (you can include more than one).
3. Messages you have previously archived by clicking Archived Only
4. You can also search for words in the body of posts.

About Social Feeds

- The Social Feeds view is designed to allow you to keep up with messages on your individual social profiles and interact with your audience in real-time. It shows both the actionable engagement as well as the home feed for each social profile.
- The options which will appear in the Social Feed differ between social sites, depending on the actions they allow you to perform via their API.
- There are some actions that you can take that are identical to what you can do in the Priority Inbox such as replying to a comment, but you will be able to see the original post along with the comment thread.
- Social Feeds are available for Facebook Pages, Instagram Business, LinkedIn Company Page, and Twitter social profiles.
- You can reply to comments on your Instagram posts via the Social Feeds area only.
- The current social feeds available to you will be displayed in a list to the right-hand side of the screeb. Click on the name of the social feed you wish to view in order to display it.
- A number of options will be displayed depending on the social channel the message has come from eg. Facebook or Twitter, so that you can share posts, like posts, etc. Hover your cursor over an icon and its function will be displayed.
  Note: The options which will appear in the social feed differ between social sites, depending on the actions they allow third parties to perform.

What's the difference between the Priority Inbox and Social Feeds?

Priority Inbox	Social Feeds
The purpose of the Priority Inbox is to easily identify important messages and take action in one place across all profiles. It also allows you to monitor your brand's reputation using sentiment analysis.	The purpose of the Social Feeds view is to provide a real-time view of your individual social profiles.
Messages delayed up to 2 hours	Messages appear immediately
Organised chronologically across all social profiles	Organised by social profile
Shows message sentiment	(not available)
Can reply to messages	Can comment/reply to messages on some social platforms
(not available)	Links to the message on the social platform
Clicking on a profile name opens that account in a new browser tab	Clicking on a profile name opens that account in a new browser tab

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