

SNAPTRENDS' UNIQUE FEATURES

ALERTS

Keyword and threshold alerts. Custom text/email alerts based on user-determined criteria, such as keywords and number of times something is mentioned.

Benefit

Allows you to have threatening social posts fed to your units without the need to monitor the site constantly, which will save you valuable man-power.

KEYWORD SEARCH

Word and phrase filtering within global and local lenses. Searches include content in linked URLs. Customize searches using Boolean operators (AND, OR, INCLUDE & EXCLUDE options).

Benefit

Allows you to create a filtered group of posts that are extremely relevant to an incident or subject in question. You will also be able to quickly find posts containing intent to “do something, sell something, buy something, or harm someone.” Example: (meth AND sell) – shows the intent to sell meth.

DRILL-DOWN FUNCTIONALITY

Extensive drill-down capability within individual search results and user profiles. Direct linking to original sources.

Benefit

Allows you to create POI profiles within the SnapTrends system from a person-of-interest's Facebook, Twitter or Instagram profiles. The system will deliver you all of their historical public posts, pictures, friend and connection lists, and captures of any posts they may delete going forward. Your team will be able to sort by date ranges, keywords they use in a post, friends' names, and then bookmark the posts of interest.

EMBEDDED ANALYTICS

Collected results are measured for emerging language trends, types of devices used, registered locations, sentiment, and the context behind verbiage used in an area or by a POI.

Benefit

Allows you to quickly gain insight into how people are describing crimes, weapons, drugs, and what devices they are using to communicate with each other.

DATA EXPORT

Customizable reports and collected data sets are available to export in multiple formats, including PDF, CSV, HTML, XML, and text.

Benefit

Allows you to save valuable time by extracting data SnapTrends has saved for you into usable formats which are easily imported into other tools and systems you use. It will also give you the ability to compile information needed for court documents and to send out mobile reports to responders, patrol, and command staff members.

LENS TECHNOLOGY

Patented location listening lens and multi-lens “mesh” solution. Activated by proper place name, address, city, country or state name.

Benefit

Allows you to draw a point radius lens without the need for coordinates to quickly listen to and collect data over specific geographic areas. Through our Twitter tool, you can choose to create a line over a highway, parade route, protest route, etc., or create a unique shape with the use of lines.

LOCATION ALGORITHM PATENTS

Delivery of approximate user location on 25-28% of public posts.

Benefit

Allows you to pull up to 10-15 times more geographic posts across public profiles. Other social monitoring vendors only give you the small percentage of public posts with activated location services. Our patented process allows us to pull up approximate locations on many posts from users who have chosen to turn off his or her location services. A higher number of posts will allow you to gain intelligence within your jurisdiction, which would otherwise be unavailable through other monitoring tools.

LOCATION CAPABILITY

Custom-size listening lens with secondary drill-down lens feature. Multi-lens mesh for large, irregular coverage.

Benefit

Allows your team to laser in on a specific part within any lens without creating new lenses. This will save you valuable time in assessing the posts from a small segment of the main lens.

MAPPING OVERLAYS

Options to overlay heat indicators, clusters of posts, weather radar, traffic, and emergency watches and warnings within the mapping view.

Benefit

Allows you to make a fast assessment of where most of the posts are occurring based on which keywords are being searched for in your query. Your team will now see a bird's eye view of areas of distress, commotion, protests, and criminal activity.

PERSON-OF-INTEREST AUTO-INTELLIGENCE

Web crawler will deliver other social media profiles from 10 platforms and certain websites tied to your POI.

Benefit

Allows you to save valuable time by finding other social profiles associated with the POI and tying their posts, pictures, videos and geo-locations into one view. It will also allow you to see a much richer view of your POI with little effort.

SMART GROUPS

User-defined multi-factor grouping capabilities for areas and keywords of interest.

Benefit

Allows you to quickly assess people who are mentioning a variety of keywords, or who are found in multiple geographic regions which are specified by your department. Understand which POI are involved in multiple negative activities.

SOCIAL NETWORK MAP

Complex mapping of an individual's extended social network of connected friends and followers.

Benefit

Allows you to understand who a POI's most important connections are and who he or she communicates with in a matter of seconds. Saves valuable time in understanding which associates you should research further.

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UNLIMITED LENS CREATION

Unlimited lens creation capability anywhere in the world.

Benefit

Allows you to identify potential threats within your jurisdiction or to your jurisdiction from other parts of the world. Additionally, you can now locate fugitives, runaways, warranted individuals and people of interest.

UNLIMITED TRAINING & SUPPORT

Guidance on how to use the product, create monitoring profiles using best practices, and tips on using newly created tools.

Benefit

Allows your team to take self-paced online courses, which will allow for a variety of learning styles throughout the department. You also have the ability to join live daily Q&A sessions to gain hands on advice on how to be most effective with SnapTrends.

UNLIMITED LENS CREATION

General, profile or lens-specific world-cloud containing the most used hashtags, user handles and keywords.

UNLIMITED LENS CREATION, CONT.

Benefit

Allows you to quickly assess what is about to happen in a specific area, or understand what has just happened based on the most common word usage.

ESRI INTEGRATION

Esri customers will be able to gain access to custom maps and shared map views within the SnapTrends tool.

Benefit

Allows you to gain specific mapping layers and details from your current Esri mapping platform.