1. Marketing Director of Venmo want to see the users’ feedback through #venmo, “venmo”, “venmo transfer”
2. A company want to set up their main third-party account by seeing the evaluation of apple pay and google pay through #ApplePay, #GooglePay
3. A president candidate wants to see the sentiment of people to his campaign policy through related tag or text (eg. “Medical insurance”, “Trade War”)
4. A fan of Jay Chou, want to know how others think about the upcoming tour by this singer through the tour tag #Jay Chou Tour
5. The product manager of WeChat want to know users feedback to their new version feature #WeChat