Chatter Swagger  
The Chatter Social Influence Measuring Engine

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**Abstract:**

Chatter Swagger is an application in the same vein as Klout or Kred that aims to provide a simple numerical total indicative of a user’s influence about topics, and over people within a Salesforce organization. By tracking posting keywords and mentions, as well as users responses to those posts and the mood reflected in them Swagger is able to paint a picture of your users posting behaviors and social pull.

**How the Hell does it do that?**

When a user posts, the contest of that post are analyzed. Any hash tags or mentioned are extracted and noted. The user is given one swagger point about any mentioned topic or person. The mood of the post is also analyzed using the twitter sentiment API.

The real magic begins when users being interacting with each other. When a user leaves a comment on a person’s post, the original post by default will gain 1 swagger about the topics mentioned. However, the commenters also have the power to control this. If for example a post was particularly good the commenter may ‘upvote’ the post. In which case the original poster will gain +2 swagger for each mentioned topic. If the content however was of poor quality, a commenter may ‘downvote’ the post in which case the original poster will lose two swagger on each mentioned topic. This encourages quality posting, as opposed to just frequent posting.

Then installer of the app may also opt to hide the voting keywords. So users may vote without fear of being judged for their votes. The comment will still be posted, but the voting code will be removed. A future feature may be to just delete the post entirely, but keep the voting effects in place.

Currently commenters are not able to gather swagger from commenting, but by adding a simple trigger to the feedComment object would allow them to do so. Simple call the create createSwagger method in the chatterSwagger class, pass in the list of comments, the field that represents the creator or the comment and the field that contains the comment text (‘parentId’ and ‘commentBody’ respectively).

**Uh huh, What else does it do?**

Aside from simple measuring these metrics, Chatter Swagger also contains a user profile page that may be accessed by visiting /apex/chatterSwagger?id=[userid] and including a userid in the URL. If a user id is not provided, the currently running users profile is shown. The profile page contains basic information about the person, their total swagger and tables showing their influential topics and people they influence and are influenced by.

Chatter Swagger also comes with a homepage component that shows the currently running users swagger in a nifty yellow bubble. It is self refreshing, show score updates are shown in practically real time (no page refreshed needed to see changes). This is done by including a visualforce page in an iframe, a technique that could be replicated anywhere on the side. It is easily reusable to be included anywhere an admin desires.

**K, How do I install it?**

Install the managed package. That’s it. No config needed. It just starts working. Oh, you may want to include the home page component in your layout if you want to see it. Other than that, just enable the chatter swagger app for your users, or even just the chatter swagger profile page.

**Broken Crap**

This should work fairly reliably. There might be odd behaviors if you starting importing chatter posts, which just doesn’t really make any sense, so don’t do that. Also, slim possibility it might have some issues if you end up with thousands and thousands of topics. Some of the queries could probably be a little together with their where clauses but I did as best I could with the time I had (the chatter data model is a real bitch).