

Creating and Saving Searches

Creating searches in Listen generates a Listen dashboard that allows you to view public mentions matching your search query. When you create a Quick Search, you can view an immediate snapshot of the results, allowing you to test and refine your query.

By saving your search, you can revisit the collected data in a dashboard, look further back in time, and review your query data on an ongoing basis. For a full overview of the difference between Quick Searches and Saved Searches, please visit our [Quick Search vs. Saved Search](#) article.

In this article, learn how to create a Listen search and save the data as a Saved Search.

Creating a new Quick Search

Like a preview, creating a Quick Search allows you to see an example of the mentions your search will pull in. Once you've created a Quick Search, you can then choose to either save the search to your list of Saved Searches or further refine the search before saving.

To get started, visit the **Quick Search** tab in Listen. When you're creating a new Quick Search, you can choose from three options:

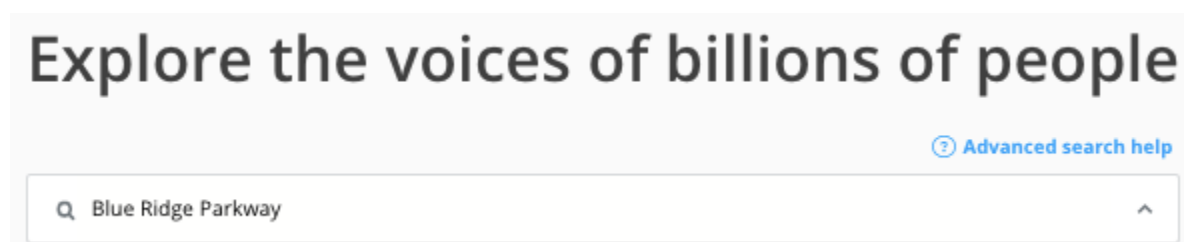
1. Simply type or enter your word or phrase.
2. Use the Guided Search option.
3. Create an Advanced Query using Boolean operators

Note:

Quick searches are limited to a maximum of 600 characters, while Saved Searches have a maximum of 100,000 characters.

Word or phrase

In the search bar, simply enter anything people might be talking about. For example, you could enter the name of a brand, person, event, handle, topic, or hashtag. You can include multiple words. Next, hit enter to view your Quick Search results.

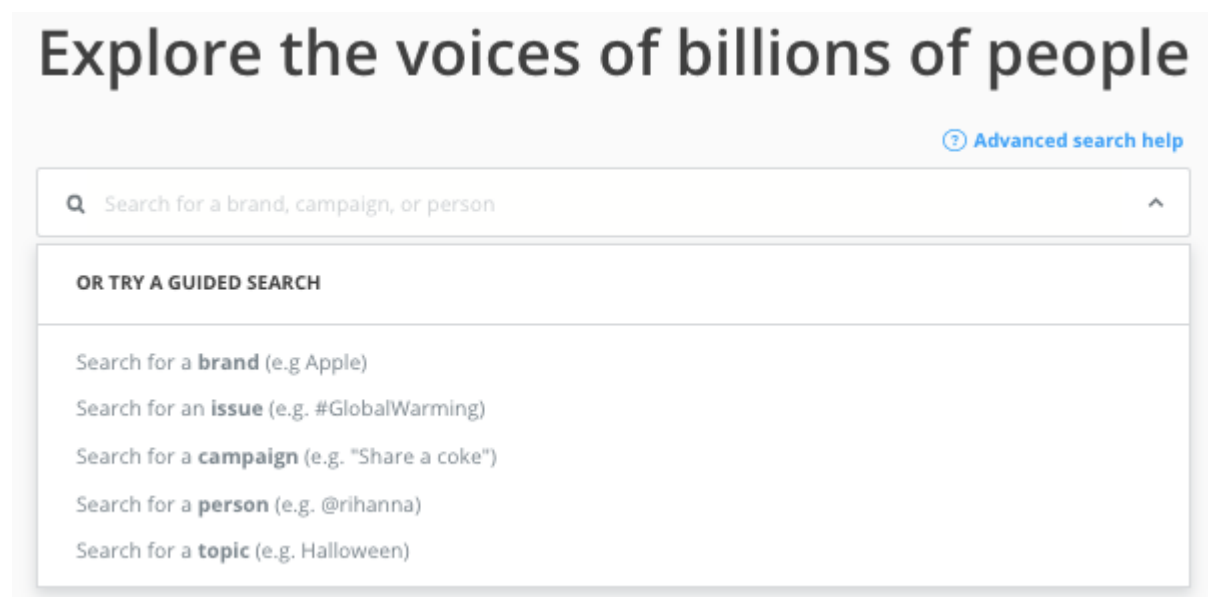


The screenshot shows a search interface with the heading "Explore the voices of billions of people". Below the heading is a search bar containing the text "Blue Ridge Parkway". To the right of the search bar is a link labeled "Advanced search help" with a question mark icon. The search bar has a magnifying glass icon on the left and an upward arrow icon on the right.

Guided search

Below the search bar, you can choose to use Listen's Guided Search feature if you're searching for any of the following:

- A Brand
- An Issue
- A Campaign
- A Person
- A Topic



The screenshot displays the Listen search interface. At the top, the heading "Explore the voices of billions of people" is shown in a large, bold, dark font. To the right of this heading is a link labeled "Advanced search help" with a question mark icon. Below the heading is a search bar with a magnifying glass icon on the left and an upward arrow icon on the right. The placeholder text inside the search bar reads "Search for a brand, campaign, or person". Below the search bar is a section titled "OR TRY A GUIDED SEARCH" in bold. Under this title, there are five search suggestions, each with a label in bold and an example in parentheses: "Search for a **brand** (e.g. Apple)", "Search for an **issue** (e.g. #GlobalWarming)", "Search for a **campaign** (e.g. 'Share a coke')", "Search for a **person** (e.g. @rihanna)", and "Search for a **topic** (e.g. Halloween)".

Click on any option to enter your criteria into custom designed fields, separating your keywords and hashtags using commas. You can navigate between the **Include** and **Exclude** tabs to narrow down your search.

As you enter terms into the applicable fields, Listen will automatically create an advanced query based on the information entered. Click **Search** to view your results.

Search for a topic



Formula

("Blue Ridge Parkway" OR "BlueRidgeParkway") OR (" Blue Ridge Mountains" OR BlueRidgeMountains) ...

include exclude

Use commas to separate words and phrases.

Search in the context of my brand Off ☐ On

Words and phrases

Enter any words and phrases to include in your results.

"Blue Ridge Parkway" ✕

Blue Ridge Mountains ✕

Visit Asheville ✕

Discover NC ✕

Hashtags

Enter any relevant hashtags to include in your results.

#blueridgeparkway ✕

#visitnc ✕

#wnc ✕

Is this helpful?

SEARCH

When you create a Guided Search for a brand, you can later choose to create additional Guided Searches within the context of that brand. This may be helpful if the brand is experiencing an issue or you would like to check a particular hashtag related to your brand. Click **Search in the context of my brand** to choose from existing brand searches you have created.

Search in the context of my brand Off ☒ On

Blue Ridge Parkway ▼

Advanced query

In the search bar, you can also choose to manually create an Advanced Search to discover mentions closer to what you had in mind. Find out more about creating Advanced Searches using Boolean Operators from our guide [here](#).

Explore the voices of billions of people

[Advanced search help](#)

🔍 ("Blue Ridge Parkway" OR BlueRidgeParkway) ^

Targeted data source

In Listen, it's possible to track a [targeted data source](#) for Facebook, Instagram, and LinkedIn, such as an owned Facebook Page, an owned Instagram account, an Instagram hashtag, or an owned LinkedIn Company Page.

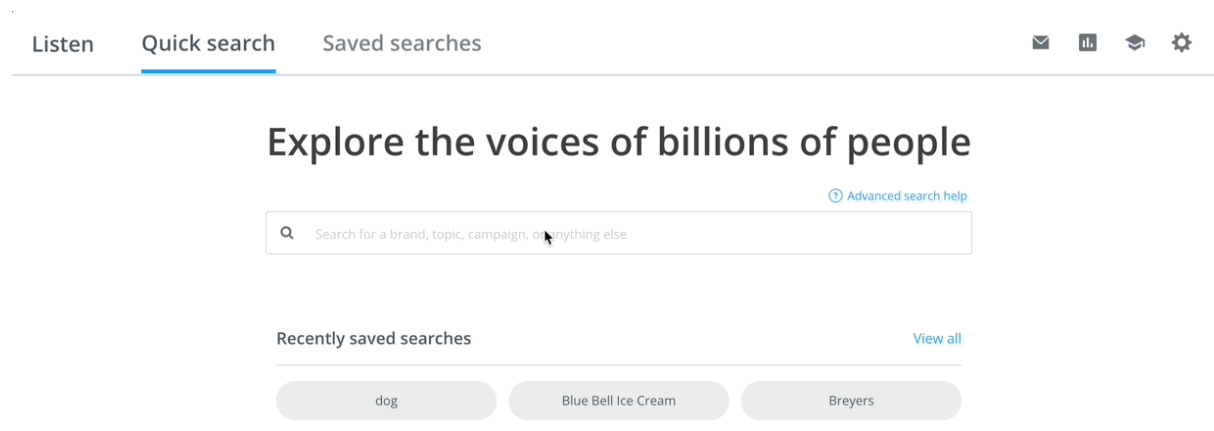
Note:

In order to track a targeted data source in Listen, you will first need authenticate your owned accounts as targeted data source(s) in your Listen settings. For more information on how to set these up, visit our article on [Managing Targeted Data Sources](#).

After you have set up your targeted data sources in Listen, you can utilize those sources in your searches. To search for mentions on a specific channel, use the **channelid** operator in your search and specify your channel ID, or do a guided brand search to select the specific social account you would like to search on to generate the channel ID for your search.

Tip:

To find your channel ID for an owned Facebook Page, refer to [Facebook's Help Center](#). You can use the guided brand search feature in Listen to find the channel IDs for non-owned targeted data sources.



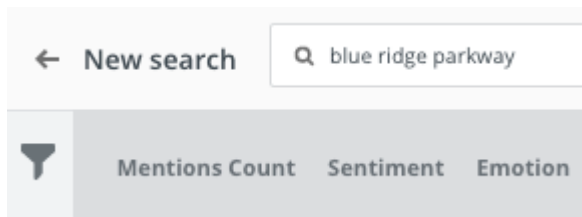
Filtering a Quick Search

From the top left, select the **Filter icon** to filter your Quick Search results by keyword, platform, emotion, sentiment, gender, author, tags, language, and location.

For more information on filtering your Quick or Saved Searches, see our article on [Filtering Your Searches in Listen](#).

Editing a Quick Search

If you're not happy with the results in your Quick Search, you can choose to edit the search by clicking the **search bar** at the top of the page. Once you're happy with the changes, you can hit **Enter** to view the new results.



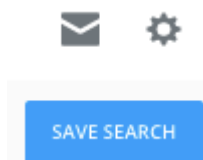
When you're viewing a Quick Search, please bear in mind that it's only possible to view data from within the last month and the timeframe can't be customized. To view data and mentions from further back in time or select a custom timeframe, you will need to save your search by following the steps [below](#). Find out more about the available historical data in your searches [here](#).

Saving a Quick Search as a Saved Search

Note:

Only Social Media Management users with a [user role](#) of **Team Leader** or **Admin** can save searches. Users with any other user role can only create Quick Searches and view existing Saved Searches.

Once you have refined your search and you would like to save it, click **Save Search** from the top right.



Next, give your search a name, select the applicable team, and provide a description if needed. When you're finished, click **Save**.

Save Search



Name

Falcon.io

Team

Falcon Sales/CX



Description (optional)

Cancel

Save

Your search will now be saved and can be found under the **Saved Searches** tab at the top of the page. Please bear in mind that the total number of Saved Searches your Social Media Management organization can save is limited as per your Social Media Management contract. For more information on how to view and increase your limit, check out our article for [Limits on Saved Searches and Mentions](#).

Creating a dashboard with multiple searches

Did you know that you can add multiple Saved Searches to a Dashboard to compare your searches and see aggregated search analytics? Find out more in our article on [Comparing Multiple Listen Searches](#).