



from: **Jul 15, 2025**
until: **Aug 13, 2025**

AI Analytic Tool

Top Mentions Report

Owned Media

Overview

Overall mentions analysis

The graph shows the mentions from each source channel per day.



TOTAL MENTIONS

494

total

494 Social from 2 users
0 Web on 0 sites



SOCIAL REACH

3.3M

unique

f 3.3M



SOCIAL ENGAGEMENT

28K

total

👍 25.1K 🔁 1.3K 💬 1.4K

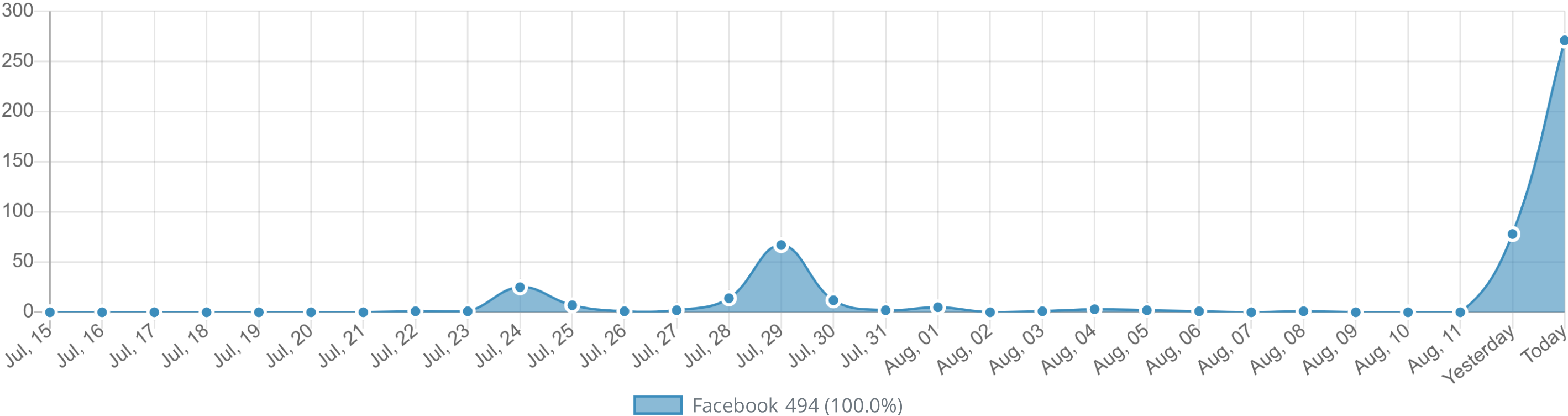


SENTIMENT ANALYSIS

55.6% 23.5% 20.9%

(274) (116) (103)

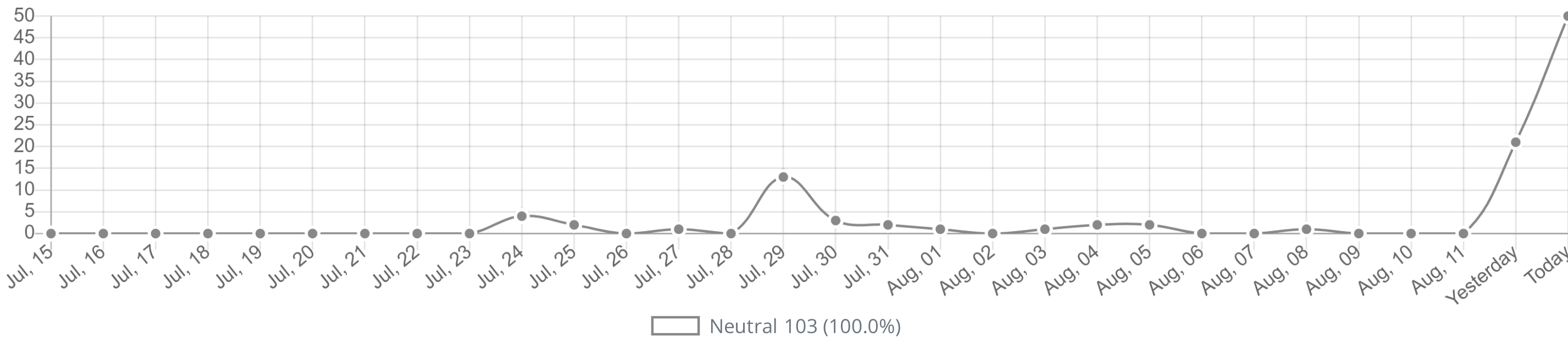
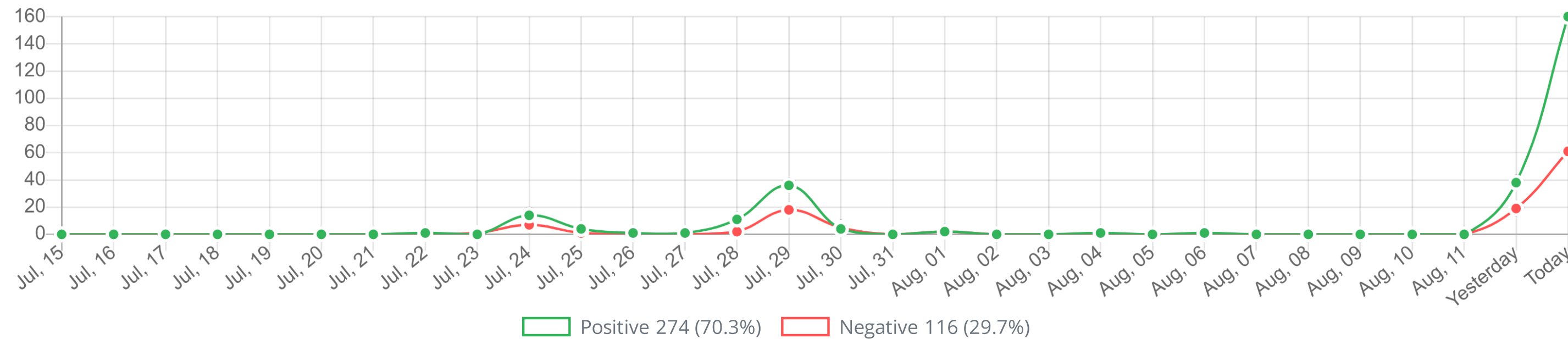
positive negative neutral



Sentiment Analysis

Negative vs Positive, Neutral mentions

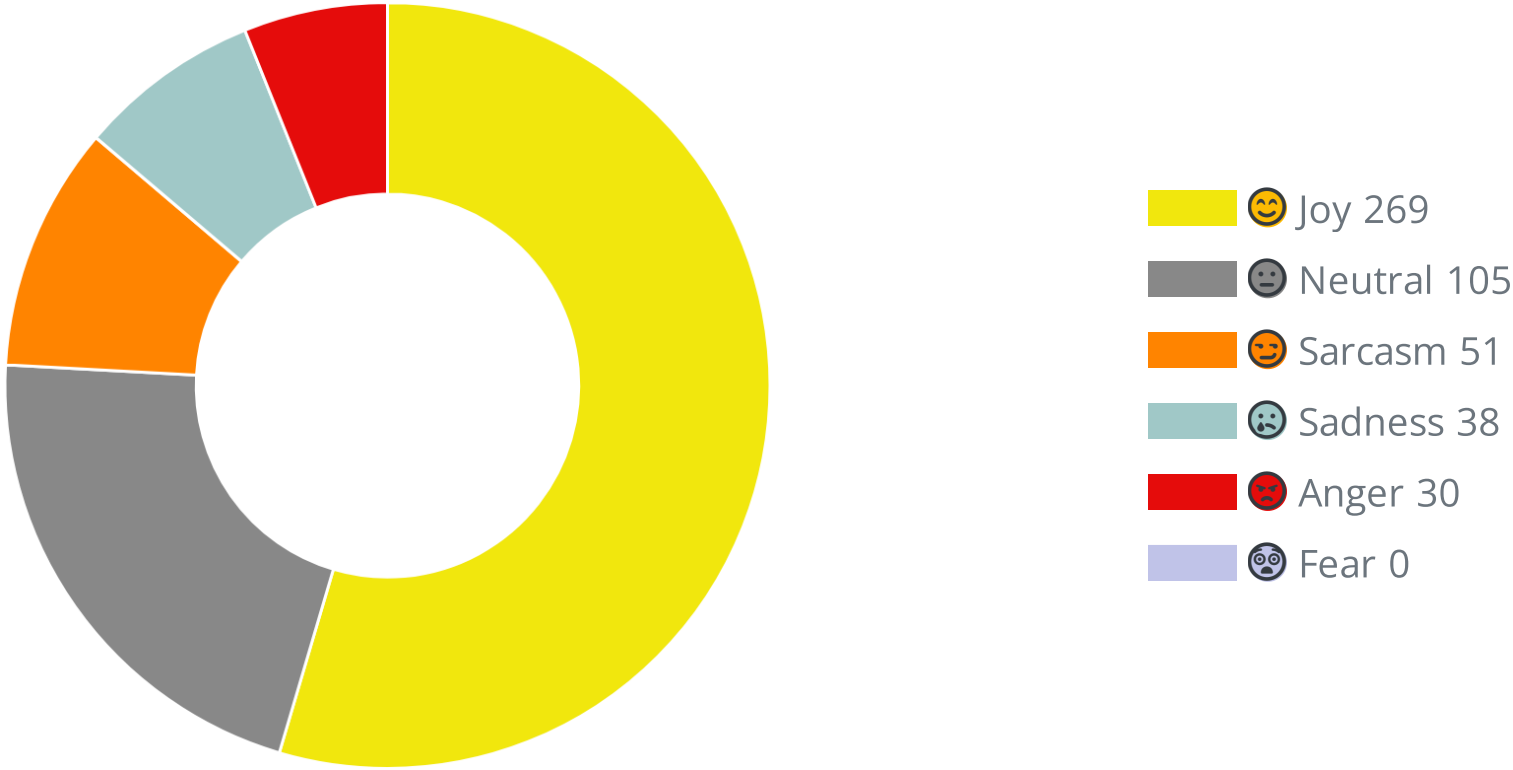
Daily totals for Positive/Negative/Neutral mentions.



Emotion Analysis

Emotion Analysis Chart

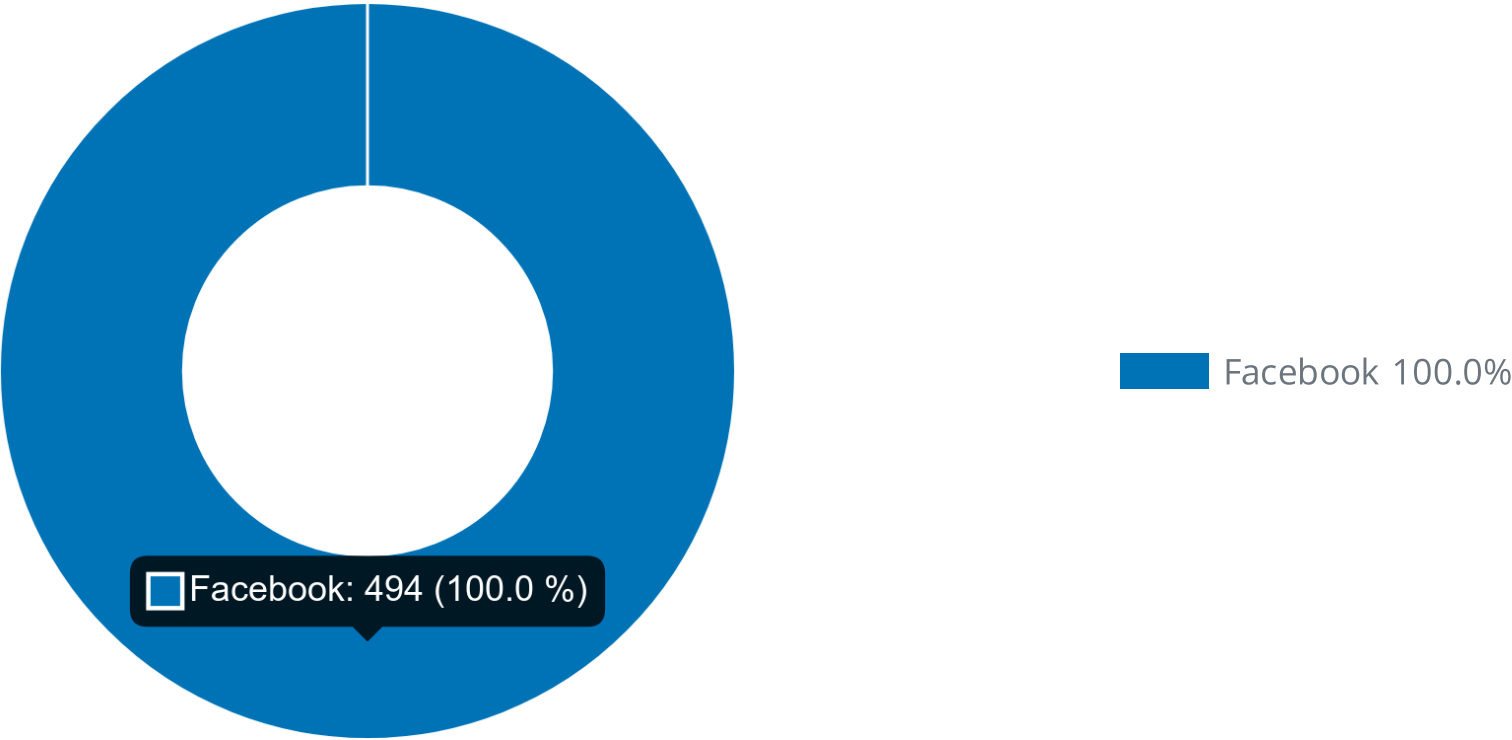
In addition to Sentiment Analysis which classifies your mentions to Negative, Positive and Neutral, our advanced deep learning algorithms will also classify your mentions in a deeper level of understanding Emotion: Joy, Anger, Sadness, Fear or Neutral



Media Share

Share of mentions per source

Below is the Media Share for each different mention source for the selected date period



Word Cloud

Most common words in mentions

Larger words mean they occur more often in the mentions of the selected period. Different colours are just to distinguish words more clearly. (Cloud created with a sample of 10k mentions)



Geography

Distribution of mentions

For mentions that country is determined, this is the list of the top countries. Language is detected in all mentions, unless it does not contain any actual language (e.g. just emoticons).

Countries

with most mentions

No country data was indicated in the mentions.

Languages

with most mentions

99% English

01% Tamil





Facebook Mentions

Top 6, Ordered by Reach

These are the Top 6 Facebook mentions (in page posts and comments) for the selected keywords, ordered by potential reach i.e the number of followers the page had at the time of posting.

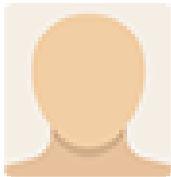


Tool (@ToolMusic)

13 Aug 07:48

Australia! Tool will be returning this December for Good Things Festival! Sign up now for early bird presale access → <https://goodthingsfest.com/tool> Early bird presale access begi...

😊 😊 📺 en ➦ 1903 👥 3.3M 🖼️



Fb User → @Tool (Australia! Tool will be returni...

13 Aug 07:57

💬 Insert token "come to NZ" comment here

😐 😞 📺 en ➦ 92 👥 N/A ☰





Top Facebook Mentioners

Ordered by Follower Count

This is a list of the top Facebook Pages, based on their follower count, which mentioned your keywords.

			Followers	Mentions	Engagement	Sentiment
1		Tool @ToolMusic	N/A	7	26K	<div><div></div></div>
2		Facebook User @facebookUser	N/A	487	1.3K	<div><div></div></div>





Negative

Facebook Mentions, by Reach



Tool (@ToolMusic)

23 Jul 21:29

The members of Tool wish to express their deepest sympathy to the passing of Ozzy Osbourne. Needless to say, he was an iconic figure on the music scene for decades and influential...

🙄 🙄 🗣️ en 🔄 17.3K 👥 3.3M 📷



Fb User → @Tool (SECOND SHOW ADDED! Blaisd...

12 Aug 04:52

💬 Can't even get the abbreviation for Hi right cause you're right more like HA. Respect the culture ;)

🙄 😏 🗣️ en 🔄 39 👥 N/A ⋮



Positive

Facebook Mentions, by Reach

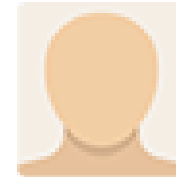


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😊 😄 🗣️ en 🔄 1903 👥 3.3M 📷



Fb User → @Tool (Australia! Tool will be returni...

13 Aug 07:59

💬 Patiently waiting for a Tool sideshow in Adelaide

😊 😄 🗣️ en 🔄 34 👥 N/A ⋮

