



Optimize Your Little Bird Reports

When you're learning how to use an innovative product or tool, there can often be a learning curve that accompanies it. Here at Little Bird, we want to fast-track your learning curve and help you understand how to use Little Bird more efficiently *from day one*.

To get you started, we've included below some helpful pro-tips and advice which will provide you with some insight into how you can best optimize your reports! We hope that you enjoy your exploration of Little Bird, and we invite you to reach out to us directly (via help@getlittlebird.com) if you have any questions, feedback, or would like assistance. We want to make sure you're getting the results you're looking for!

1. Little Bird is great at discovering online topical communities and key Influencers within those communities. When you're choosing a topical term for your report, it's helpful to try to think in terms of the language that the community you'd like to connect with is using. As the language that different communities are using to describe themselves will vary, the report-creation process is often an iterative one. You may have to try several different search terms until you hit the sweet spot that delivers the results you're looking for.

Try to focus on using terms that you imagine people are building a community around and having conversations about. Simpler terms with fewer words tend to be the best approach whenever possible. Make your terms human-friendly -- remember, you're looking for people first, rather than content.

2. Some examples, by type of search:

Roles - Chefs, Financial Advisor, Programmers, CEO

Industry sectors - Academia, Biology, Computer Science, Fashion, Food, HCM

Activities - Biking, Hiking, Meditation, Writing, Content Marketing, Risk Management

Umbrella Brands & Products - Ford, IBM, Apple, Whole Foods

Product Categories - Cloud Computing, SaaS, Smart Phones, Wine

Memes - Big Data, Gamification, Gov 2.0, IoT (Internet of Things), Harlem Shake

Acronyms/Abbreviations - B2B, HealthTech, Comp Sci, FinTech (Financial Tech), Bio

Note: The Little Bird search engine doesn't use boolean search (X and X; Y or Y; Z not Z; or W, X, Y, Z) and doesn't focus on content-analysis-driven keyword searches (i.e. no #hashtags and/or "quotes")

3. It's useful to try your searches using a variety of 'types' and terms. For example, if you want to know about the food industry, you can search a variety of terms like; Food, Cooking, Chefs, Restaurants, Grocery Stores, Farmer's Markets, Whole Foods, Steak, Easy Meals, etc.

It can also be helpful to do a little bit of quick research if you're unsure whether a report will turn out well - looking at Wikipedia for commonly used acronyms and abbreviations, as well as searching the term you have in mind on Twitter, to see if people are consistently using it in their username and/or in their bios. That should give you a better feel for whether people will be congregating around a given topic.