

Bionic **STUDIO**



Social

Manual

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Broadcast Bionics – BIONIC SOCIAL Manual – Bionic Studio (Version 4) January 2015

Errors & Omissions Excepted

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Introduction

BIONIC SOCIAL is an acronym for the **On Air Social Interaction Server**, it is the module used in conjunction with Bionic Studio which allows you to manage your in-studio Social Media effectively. It allows you to aggregate content, discover content, manage content and engage with your listeners.

This user manual is designed to introduce you to the features and functions of this product module allowing you to understand more fully how it then facilitates your operations in the studio.

If you have questions about or experience any difficulties with your Bionic Studio software or modules please contact your local Bionic Studio representative or Broadcast Bionics directly.

BIONIC SOCIAL

BIONIC SOCIAL is represented by the Message Queue in the Bionic Studio v4 Graphical User Interface (GUI). BIONIC SOCIAL is an Acronym for **On Air Social Interaction Server** and is able to ingest hundreds of Social Media (Twitter, Facebook, SMS, Email, Commotion... accounts). As new services become popular those additional feed types added to the system.

BIONIC SOCIAL Principles

Several basic principles exist within the BIONIC SOCIAL module.

Click and hold

In order to find a sub menu on one of the menu items you simply click and hold and this will pop up additional options. If this option is available a small dot is present in the top right hand corner of the menu item in question.

Context based menus

Some menu items change according to the function you are performing. The available options presented to you are specific to that task.

Colour & Motion

Colour & Motion are only used in BIONIC SOCIAL as visual indicators, they help in highlighting the things you should be aware of.

Drag & Drop

Calls and messages can be dragged around the screen to change location and to initiate calls (there are some exceptions, eg: call log and Directory entries cannot be managed in this way).

Images & Videos

Images and videos appended to messages are represented by icons (paperclip for image & filmclip for videos). This images and videos are not downloaded until the user selects them. Thus enabling better system performance.

Queue Scrolling

When a message is selected in a queue, this will bring the message to the front, however the queue behind will continue to scroll.

Message counter

 When you see a number in a red box as in this example, this indicates the number of messages currently in a queue

Confidence meter

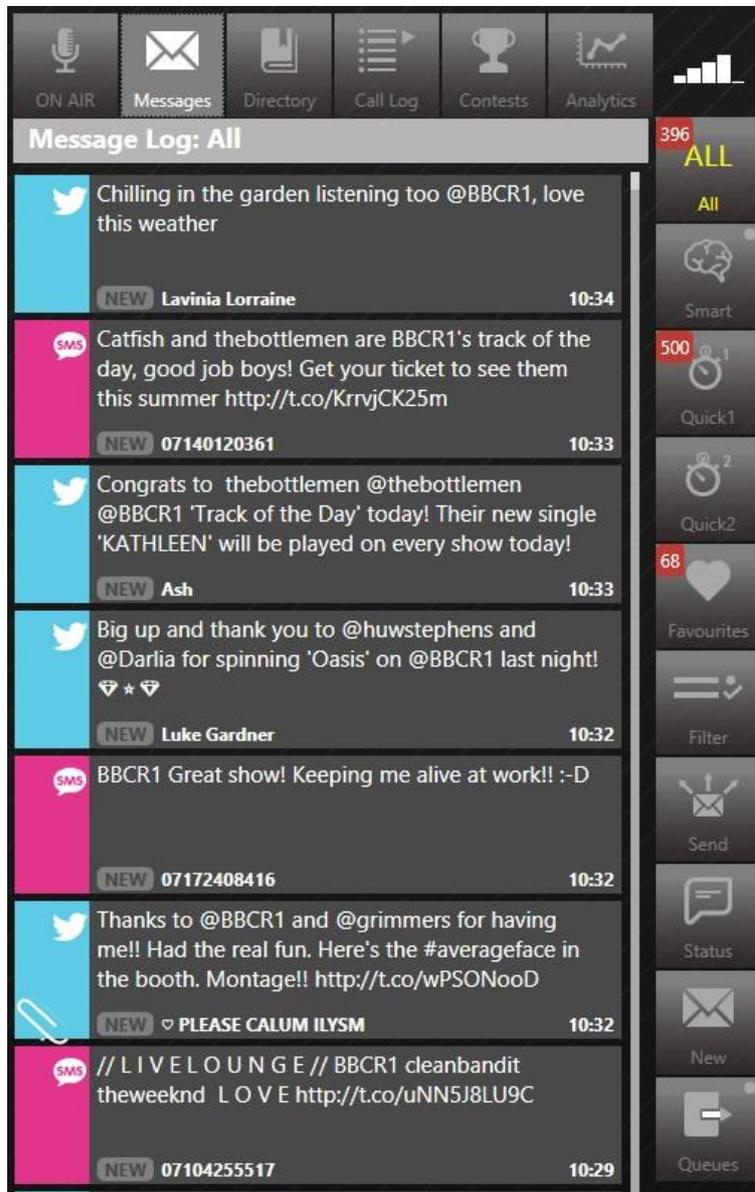


The confidence meter is a very simply way of showing those using the system how engaged they are with their audience.

Stacked Messages

To facilitate display of messages in a queue, threads or messages of the same type appear as a stacked (or overlaid) message, htus indicating there is more than one message, this stack can be expanded by clicking on it, thus revealing the other related messages.

BIONIC SOCIAL sits within the Bionic Studio GUI and is considered to be a module thereof. BIONIC SOCIAL is specifically configured so that all feeds are routed to the correct studio – whether the station is syndicated or networked. As each show has a log on, you can work in any studio at your station and get the correct accounts for your show. This is implemented using the same methodologies Bionic Studio uses for calls.

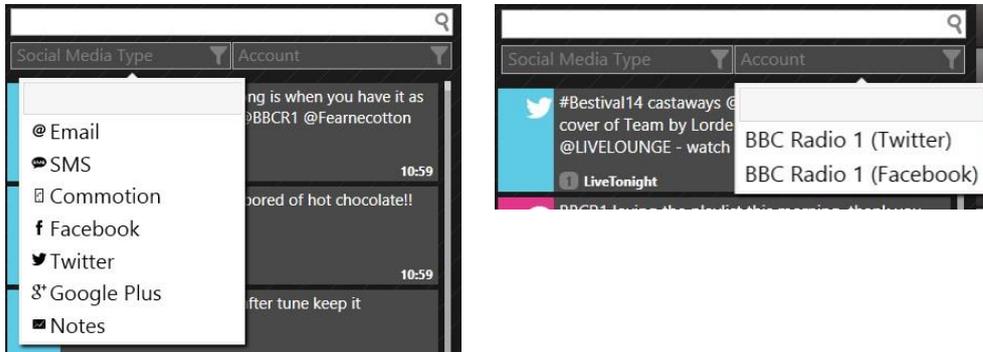


Above is the "All" message queue this shows all incoming messages relevant to your show or station. The source of the messages displayed is set in the BIONIC SOCIAL configuration allowing you to display only the data relevant to your specific show.

Bionic Social has a number of other features allowing you to Engage with your listeners, Curate the content and Control where and how it is used, these are explained as follows;

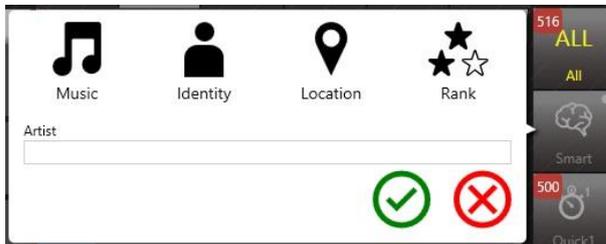
Queues & Filters

The system has several queue modes to enable you to filter the best messages. This can be done by either Social Media type or by Account as shown below.



Messages can also be sorted/filtered by utilising other Queues.

Smart Queues



Music smart Queue

The system puts hooks into your playout system to get the now and next data for the tracks in your playlist. It automatically pulls in Tweets and Facebook posts from the official authenticated accounts of the artists in your playlist. It's fully integrated with MusicBrainz database so it's always current. Just imagine seeing Lady Gaga's support act announced whilst you're playing one of her tracks! As well as details from the artist, it will also pull and prioritise messages from listeners mentioning, requesting each song/artist or those who like and follow them.

Identity smart queues

Using a number databases and lists of famous people you can find official accounts of celebrities for guests, tweets and posts relating to them.

Location smart queues

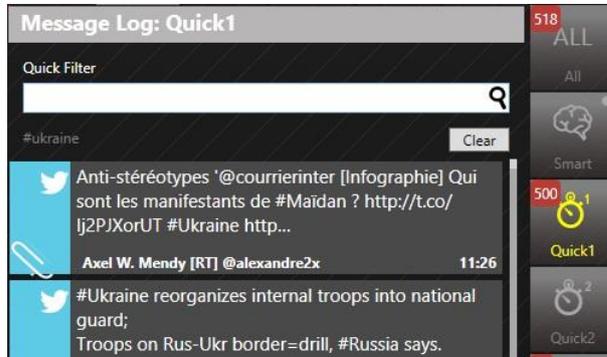
Stories (general and news) can be tracked, and by using the geographical location setting you can find tweets nearest to a specific area. The Tweeters become your reporters "on the ground". Using GPS co-ordinates now included in many social media messages, you can identify messages which have been received from a specific location (eg. Glastonbury). Simply enter the location in the search box and these messages will be filtered.

Rank smart queues

The Rank smart queue allows you to filter messages received by those who have a degree of Social Media influence.

Quick Queues

Quick Queues allow you to filter messages by keywords and other devices such as # (hash) tags. This allows you to set filters around specific subjects to monitor social media about current events – local, national, worldwide, sporting, celebrity... You can have a couple of queues set up specific to your show. These queues can be changed in real time.

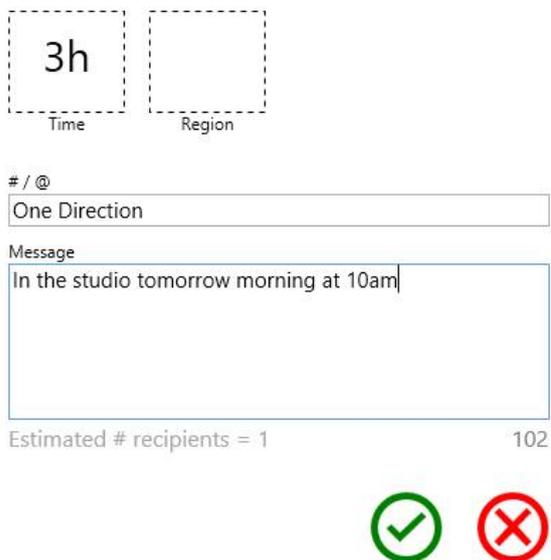


In the example above you can see we are following messages about the Ukraine by filtering all messages using #Ukraine.

Favourites

The Favourites queue displays messages from those you follow directly from within your social media accounts.

Send



The send feature allows you to push messages out to your listeners using the parameters you select in the send dialogue box. Once set the send function will give you an estimated number of recipients for your specific targeted message. For example you may want to send a message to those listeners who have been engaged with the show in the last 30 minutes, from a specific region if you run networked programming, who are interested in One Direction to alert them that they will be in the studio tomorrow morning. You are also alerted as to how many characters you have left to send an authorised message. You are limited (in your configuration) as to how many messages you can send per day so as not to inadvertently spam your listeners

Status

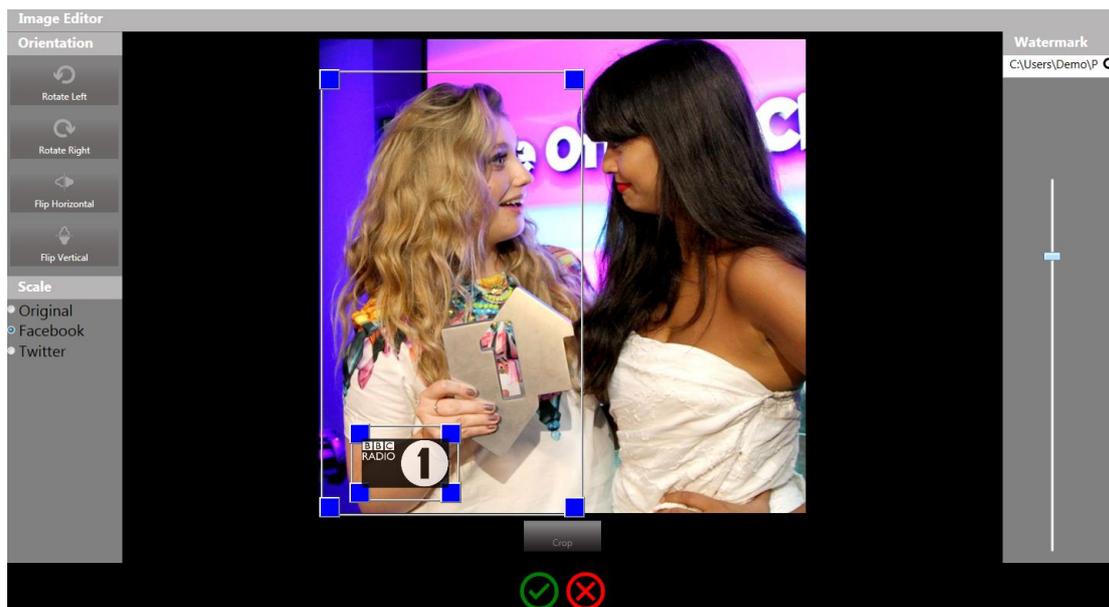
The status function allows you to post a status and images to Facebook & Twitter directly from the studio in the same way you are able to do from you mobile device or PC.

You can choose which feed to post from...

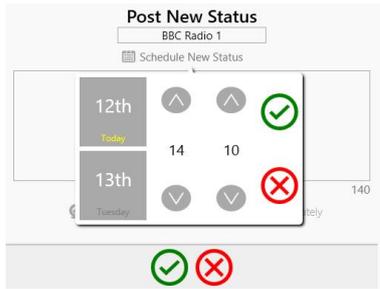


Your status post can include images, which can be added from an image library or configured external source, or taken directly from a webcam or studio camera which is configured to work with BIONIC SOCIAL.

When adding an image you have the ability to crop, rotate, flip, resize (this can be done for you by selecting the medium you are posting to) and add a station logo or watermark as in the example below. You can also change the depth of the watermark as appropriate

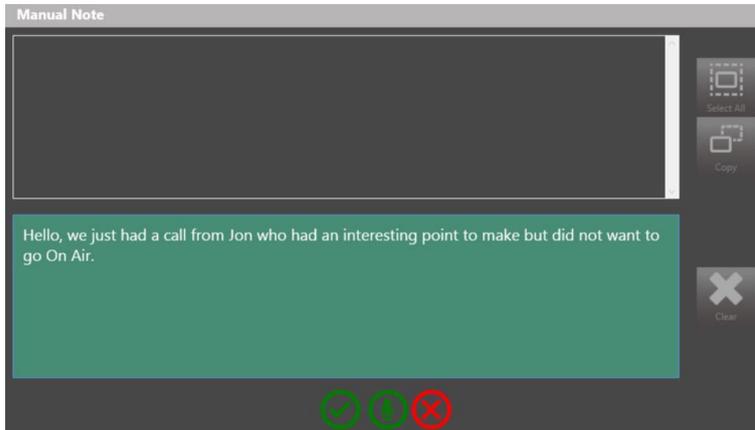


Status updates can be posted immediately or scheduled for an optimum time (within a 24 hour period) relating to your show.



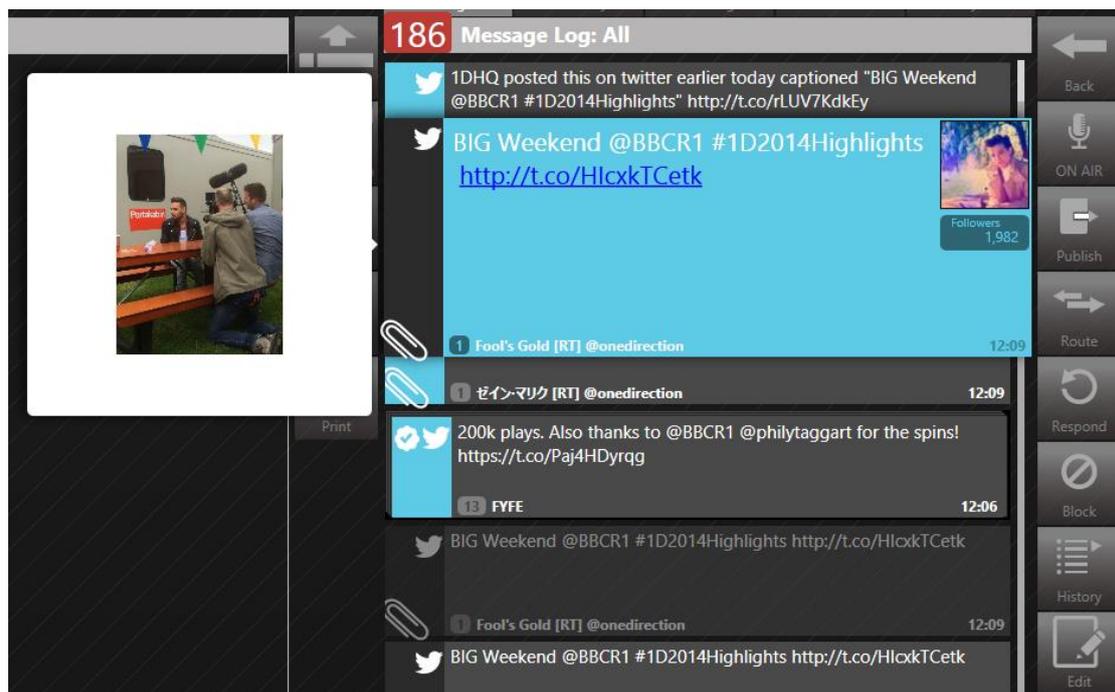
Notes

The Other type of message you can create is a manual note. You may for example have a good caller who does not wish to go On Air but has a valid point to make.



A selected Message

Once you have selected a message you can see the context based menu on the right hand side of the screen changes...



You now have the option to;

 Place in the On Air Queue to be read On Air by the presenter.

 Publish the content to an external source (eg, your website, a visualisation system, Commotion, AudioBoo, CapGen machines...) You can publish to a single external source or simultaneously to multiple external sources.

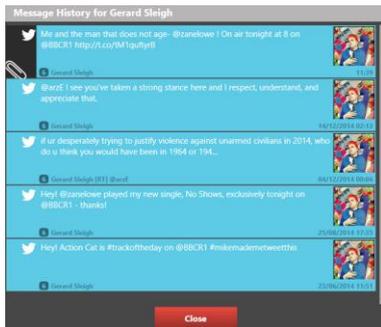
 Route to an alternative department (News, Traffic & Travel, Management or to place it in an RSVP queue for attention after the show). When a message has been routed the icon for that department appears in the line box to indicate such.

 Respond – Retweet, reply or add as a favourite.

 Block – Similar to your phone calls you can block messages too (by sender, keyword or subject).

☰ Look at the contributor's history.

The history screen looks like this...

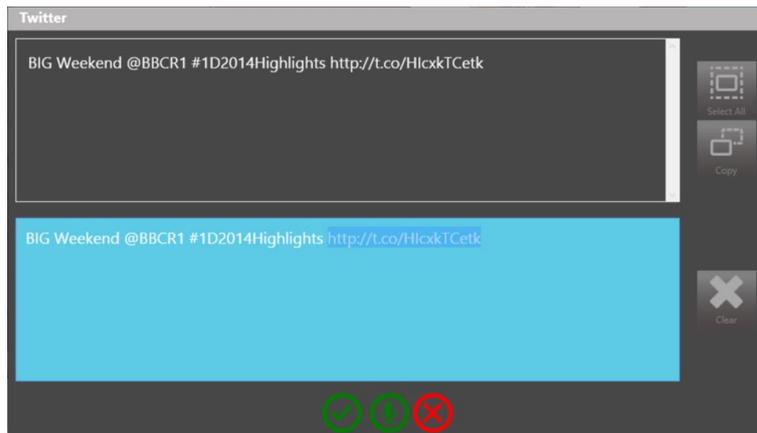


Of course as you have selected a message you are now also able to find out more about the contributor. By clicking on their name in the bottom left hand corner of the message you can pop up a Profile Summary.



This gives you more information about the contributor and even allows you to go to their full profile.

 Edit – this allows you edit a message extracting the pertinent point before placing it in the OnAir queue for the talent whilst removing unwanted text, simply highlight and delete. The original message is always retained. You can edit from the a message from the Message queue or from the OnAir queue

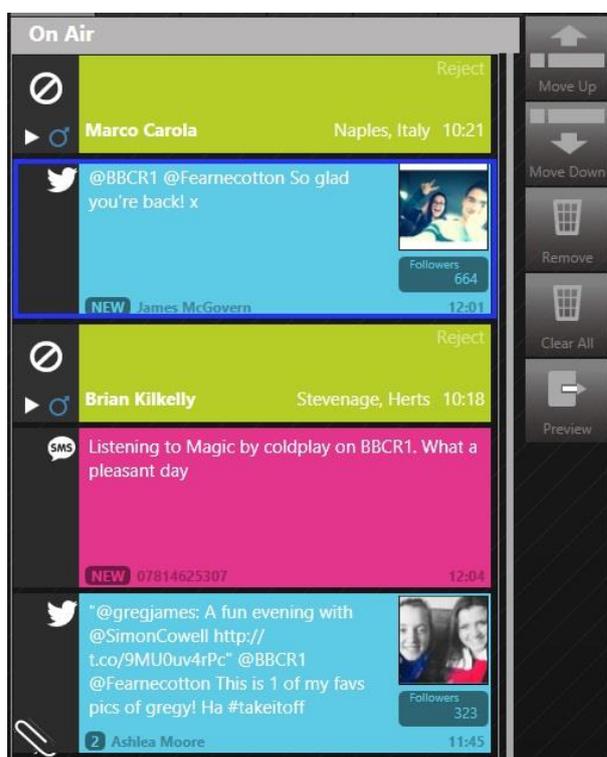


You will notice that all messages in a queue either have a number **2** or new **NEW** in the bottom left hand corner. This indicates the number of times the contributor has engaged with the show.

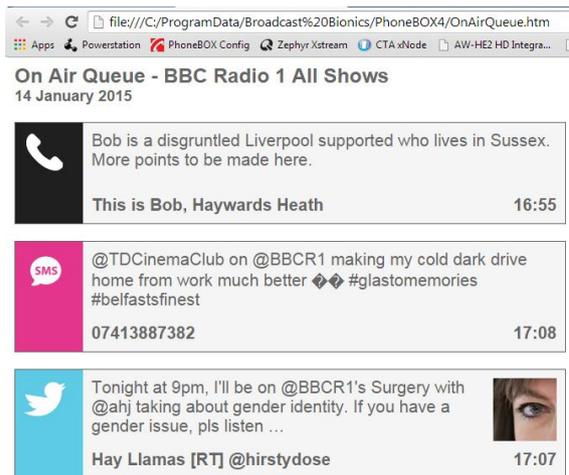
For messages that have been selected for use OnAir, their line box turns yellow in the "All" queue to indicate such.

On Air Queue

The On Air Queue allows you to build a single aggregated queue list comprising phone calls, Social Media, SMS, Email all for use by the talent OnAir. You can include calls marked for call back, and add notes as previously described. One list in one place keeps everything straightforward.



As in the image above you can sort the queue to create a running order for your presenter to simply use the calls/messages in the order they are queued and focus on the content of the show. The menu options on the right hand side vary depending on whether you have selected a call or a message. A message can be edited or previewed, whereas a call can be routed or you can access the call log, other menu items remain the same. Another way of removing items is simply by dragging them out of the queue. For those who wish to retain a paper record of what has been in the On Air queue it can be printed. By selecting print a printable view is created in a browser.



Analytics

The analytics features in BIONIC SOCIAL allow you to understand more about your audience, enabling you to build a closer relationship with them based on your understanding of their activity and your engagement with them in real time.

Live Analytics

The live analytics screen shows you data in graphical and summary form relating to all incoming messages from each specific medium (eg: Facebook, twitter, SMS, Email...) you can see total messages received, peaks in messaging and much more.

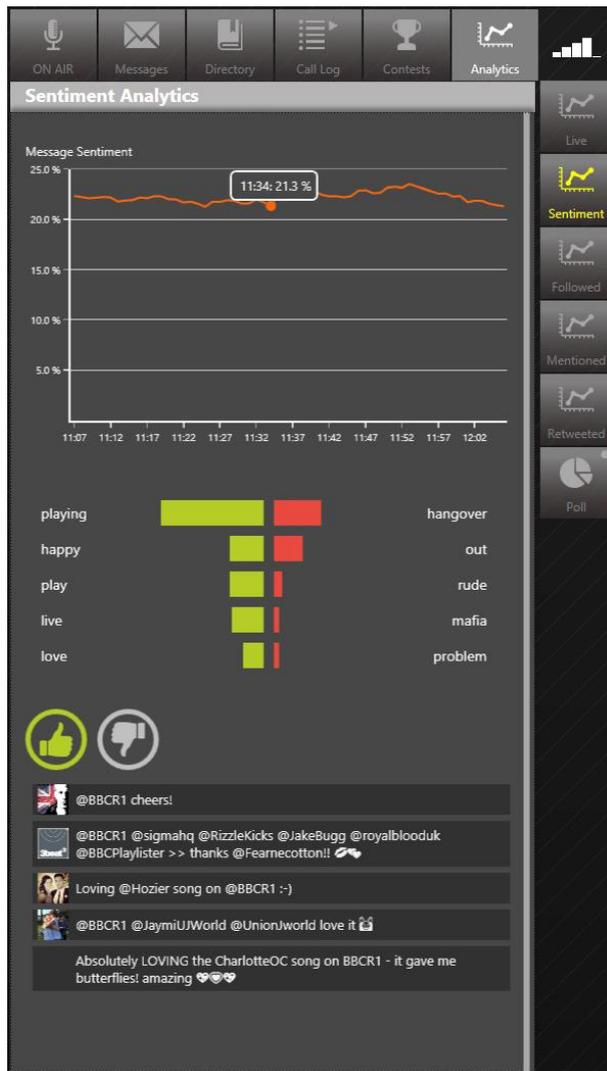


Sentiment

The sentiment analysis screen shows you;

- a graph plotting the sentiment of your listeners based on the mood of your audience
- the top 5 positive words used in this analysis
- the top 5 positive messages used in this analysis
- the top 5 negative words used in this analysis
- the top 5 negative messages used in this analysis

In order to interpolate this data, we adopt an algorithm which analyses words, sentence structure and punctuation which then produces the score which we plot. We also plot peaks where a song has played or where an event has taken place (in the case of a sports station) in order to see what effect this has on the audience mood. In general we find that music stations tend to have a high or positive sentiment whereas news or talk stations tend to have a lower or negative sentiment.



Most Followed

The most followed tab allows you to see the top 10 list of accounts most followed by your listeners, this allows you to further understand the shape and demographic of your audience. New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow.

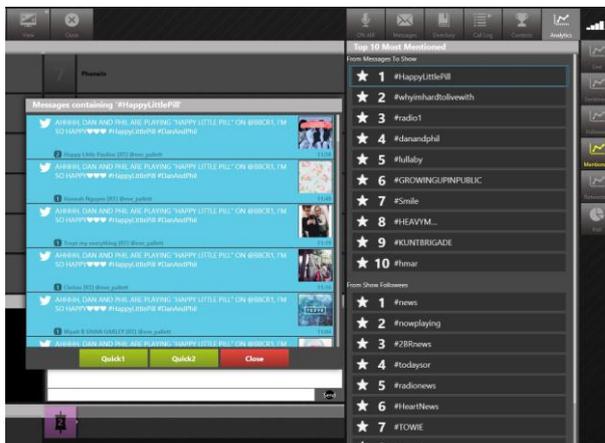


Most mentioned

The most mentioned tab is split into two sections;

- From messages to show – this allows you to see the top 10 hashtags (#) relating specifically to your show
- From show followees – this allows you to see the top 10 hashtags (#) being used by people who follow your show

New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow. You can drill down further into each hashtag (#) simply by clicking on it. At this point you are also presented with the option to create a “quick queue” should you want to monitor this further for your show.



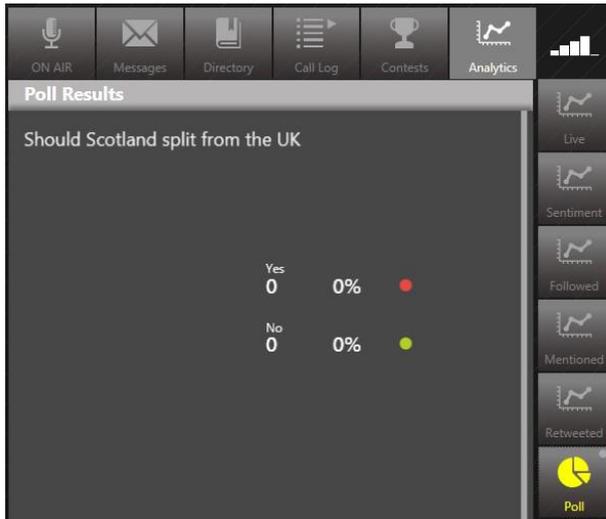
Most retweeted

The top 10 most retweeted tab shows you just that. Again it is presented in the ever popular radio format of a top 10 chart. New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow.

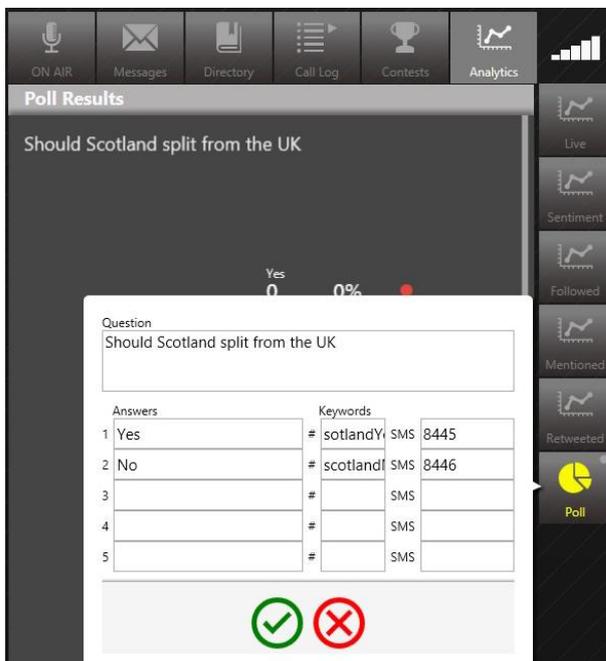


Poll

The poll tab allows you to setup polls for your listeners to answer questions or express their opinion on the fly as the mood of the show changes or a new topic comes under discussion.



Polls can be set up simply by holding the Poll button, you are then presented with the dialogue box below.



With the use of BIONIC SOCIAL and the analytics therein, you are presented with the unique opportunity of eavesdropping on the conversations your listeners are having and joining in rather than trying to impose new conversations which may not be as relevant. This gives you more opportunity to engage with your listeners.

Technical

Bionic Studio is compatible with Telos VX, Avaya IP Office and Bionic Studio Audio Server products.

Minimum recommended hardware specifications

BIONIC SOCIAL & Bionic Studio servers

i7 Processor or better (Xeon Quad Core Recommended)

12GB Memory
15GB free disk space
XP/Server 2003R2 or newer

BIONIC SOCIAL & Bionic Studio4 client machines
i3 Processor or better
4GB Memory
5GB free disk space
XP (SP3)/Windows 7 or newer
Direct x9 graphics card with 60MB VRAM, Pixel shader 2.0+

For the best user experience Broadcast Bionics recommends the use of a touchscreen monitor with Screen mode full HD, resolution 1920 x 1080 and colour support 16.7 million colours, or similar (minimum supported screen resolution is 1280 x 720).