

## Aheadsup.com channel - Automatic Twitter Feed

Here is how it works:

Post an entry in your social media sentiment channel. Example: alert for SGU



The screenshot shows the 'Social Media Sentiment' website. At the top left is a thumbs-up icon with a registered trademark symbol. To its right is the text 'Social Media Sentiment'. Below this is a navigation bar with links: 'HOME | BROWSE CHANNELS | VIDEO SENTIMENT | NEWS SENTIMENT | SE'. A blue button labeled 'Message sent' is positioned below the navigation. Underneath is a section titled 'My Channel - News' with a horizontal line. Below the line is a tweet-like entry: a thumbs-up icon, the text 'SGU usequities 07/22/2013 10:02 AM EST', and a red 'Delete' link. The main text of the entry reads 'Star Gas Partners, L.P. Declares Quarterly Distribution of \$0.0825 per Unit'.

The alert will automatically appear on the web site of your choice:



The screenshot shows the 'MediaSentiment' website. At the top is a purple navigation bar with a 'Home' link. Below the navigation is a large banner with the 'MediaSentiment' logo, which features a thumbs-up icon with green and orange arrows. Below the banner is the text 'Get A Heads-Up on the stock move:'. Underneath is a section titled 'U.S. Equities - News' with a horizontal line. Below the line is the same tweet-like entry as in the previous image: a thumbs-up icon, the text 'SGU usequities 07/22/2013 10:02 AM EST', and the text 'Star Gas Partners, L.P. Declares Quarterly Distribution of \$0.0825 per Unit'.

A tweet will be sent to your followers automatically

## Tweets



and to all web sites that distribute tweets for that particular symbol \$SGU (i.e., more and more web sites distribute tweets regarding stock symbols, such as marketwatch.com, sekingalpha, yahoo and more).

For instance, one of the media sentiment's alerts made it to the top of marketwatch's twitter feed on 7-15-2013

The image is a screenshot of the MarketWatch website. At the top, there are sections for 'Latest News' and 'Retirement'. Below that is a navigation bar with various market categories. The main content area features a stock price chart for 'lululemon athletica inc.' (NASDAQ: LULU). The current price is \$63.40, down from the previous close of \$63.55. To the right of the chart is a 'MarketWatch News on LULU' section with several news items. Below the news section is a 'TOP LATEST' section featuring three tweets:

- Media Sentiment**: \$LULU received a new alert <http://t.co/qApYvPLQJ> 11 Hours Ago
- Yahoo! Finance**: \$LULU Chairman Dennis "Chip" Wilson is looking to sell up to 3.4 million shares of the yogawear retailer: <http://t.co/ZyQhepUUAf> (@Reuters) 11 Hours Ago
- Daniel Miller**: Lululemon chairman will sell up to 3.4M shares <http://t.co/1r2Cw2enKQ> via @YahooFinance \$LULU 5 Hours Ago

Users/investors interested in your alert will click on the link that you have posted for the tweeter alert – normally link to your web site – and your web site will receive a new visitor who is very well qualified.

As an added bonus, your twitter followers may re-tweet your alert to give it even further distribution.

## How to use the new function

Log in to aheadsup.com and you will notice a new menu item called SETTINGS. Click on it and you will see the following screen:

 **Social Media Sentiment** ◀ Predicting how crowd reaction to news will impact your investment ▶

[HOME](#) | [BROWSE CHANNELS](#) | [VIDEO SENTIMENT](#) | [NEWS SENTIMENT](#) | [SETTINGS](#) | [LOG OUT \(usequities\)](#)

---

### SEND TWEETS FROM YOUR AHEADSUP.COM ACCOUNT AUTOMATICALLY

1. Connect to your twitter account by clicking [HERE](#).
2. Keep twitter connection on:
3. Send the message below automatically everytime a heads-up alert is posted:
4. Add the market symbol to every tweet sent automatically:
5. Market symbol to be preceded by this character (\$, #, etc.):
6. Add the thumbs up #TU or thumbs down #TD hashtags to indicate sentiment:
7. Enter message that will automatically be sent to twitter:

received a new alert <http://www.mediasentiment.com/> #stocks #markets

characters left.

If you want to send a tweet right away:

To store these settings to send messages to twitter automatically, click:

This is be a one-time set-up for an automatic tweet to be sent everytime you post an entry to your aheadsup.com channel. You may come back to this page and change the text of the message at any time. Make sure that after any update you make to any of the settings on this page, including the text of the message, you click on the Update button so the system stores the latest settings.

What the entries on the screen mean:

1. Connect to your twitter account by clicking [HERE](#).  
This should be a one time setting. Click on the word [HERE](#). It will take you to a screen that allows you to connect the aheadsup.com application to your twitter account so the application can send tweets automatically for you – as you instruct it. No other use exists for it at this momemnt, other than sending tweets for you..  
The log in screen will look like the one below:



## Authorize Social Media Sentiment aheadsup to use your account?

This application **will be able to**:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.

Remember me · [Forgot password?](#)

**Authorize app**

**Cancel**

This application **will not be able to**:

- See your Twitter password.



**Social Media Sentiment aheadsup**

[www.aheadsup.com/](http://www.aheadsup.com/)

Send your twitter followers a heads-u every time you post in aheadsup.com and point them to the web site of you choice!

You can revoke access to any application at any time from the [Applications tab](#) of your Settings page.

By authorizing an application you continue to operate under [Twitter's Terms of Service](#). In particular, some usage information will be shared back with Twitter. For more, see our [Privacy Policy](#).

Enter your twitter credentials and click on the Authorize app button.

This enables your channel in aheadsup.com to communicate with your twitter account so it can send tweets automatically to your followers, everytime there is a new post in your aheadsup.com channel.

2. Keep twitter connection on:

This should be a one time setting. Please check thi check box in order to be sending tweets automatically everytime you enter new data in your aheadsup.com channel.

If at a later date you would like to stop sending tweets automatically, you could uncheck this box and click on the Update button. The connection to your twitter account will be severed. In order to re-start sending tweets automatically, you will have to follow steps 1. And 2. Once again.

3. Send the message below automatically everytime a heads-up alert is posted:  
You need to check this box in order for the application to start sending tweets automatically.

4. Add the market symbol to every tweet sent automatically  
This will be the market symbol you entered in the aheadsup.com data entry called Market Symbol . If you select this option, the market symbol will be added for all your automatic tweets.  
For stocks, this will be the stock symbol you enter.

5. Market symbol to be preceeded by this character:  
You may elect to precede the market symbol by a special character such as \$ for stocks or # for hashtags.

6. Add the thumbs up #TU or thumbs down #TD hashtags to indicate sentiment  
This option automatically determines the type of sentiment of the aheadsup.com entry and it will add the respecive hashtag to the tweet automatically.

7. Enter message that will automatically be sent to twitter.  
This is the standard message that your aheadsup.com channel will send to tweeter automatically everytime you enter a new alert in your aheadsup.com channel (it applies to vide news as well).

If you want to send a tweet right away:

If you need to send a tweet manually, then enter the text into the box and press on the button:

[Click to send Message to Twitter Account](#)