

Media Sentiment®

Introduces: **Twitter Sentiment**



www.aHeadsUp.com

Media Sentiment, Inc.
www.MediaSentiment.com



Agenda

1. Benefits to users [Page 3](#)
2. What Twitter Sentiment is [Page 4](#)
3. How it works – Functions [Page 5](#)



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

1. Benefits to users

a. Free Market Research

- a. Better understand the tweets of the twitter feeds that you follow, their interests and values
- b. Research market segments by analyzing custom Twitter feeds
- c. Find new marketing opportunities

b. Free Marketing & Distribution Opportunities

- a. Increase marketing reach: Program Twitter Sentiment to send tweets automatically
- b. Add hash tags # and cash tags \$ to increase exposure beyond your followers
- c. Increase exposure with more tweets that communicate valuable content
- d. Increase marketing reach with distribution of new content via iframes

c. Create Fresh Content for you current users – Free

- a. Program Twitter Sentiment to bring valuable content in real-time with curated twitter feeds to focus on certain topics and
- b. Keep you current users longer and more engaged on your sites: add frames to a web site or blog to bring fresh valuable content in real-time, automatically.

d. Revenue Potential

- a. Provide a., b. and/or c. above as services to your current customers to increase revenues



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

2. What Twitter Sentiment is

Twitter Sentiment is a new function of www.aheadsup.com that allows you to program automatic searches and sentiment determination in order to extract customized information in real-time and automatically from the feeds your twitter account follows, information that is of most value to **you**.



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. **Program an automatic search and sentiment assignment -** [Page 6](#)
- b. Make your search private - [Page 19](#)
- c. Real-time display and updates - [Page 21](#)
- d. Increase your search power - Activate other accounts - [Page 24](#)
- e. Twitter distribution: Send tweets to a twitter account automatically - [Page 26](#)
- f. iframe distribution of your fresh content - [Page 30](#)



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

1. Register and Sign in
2. Connect to twitter account to search and assign sentiment in real-time from the twitter feeds you follow
3. Establish search topics
4. Enter search keywords or phrases for each search topic
5. Enter keywords and phrases for automatic assignment



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
 1. Register and Sign in
 - a. If you open a new account, Go to www.aheadsup.com home page and enter a Username, password, a valid email address and click on the Register button.
 - a. **Note:** the Username will be your channel name for the newly created account
 - b. The Username is unique and the system will not accept a duplicate user name.

Register

(For new accounts/channels)

Username:

(up to 30 characters:
letters, numbers, _, -, .)

Password:

(up to 30 characters:
letters, numbers, _, -, .)

Email:

Register



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

1. Register and Sign in

b. If you have an existing account, Go to www.aheadsUp.com home page and enter your existing Username and password and click on the Sign In button.

Sign In

(For existing accounts/channels)

Please enter your username
and password

Username:

Password:

Sign In



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

1. Register and Sign in
2. Connect to twitter account to search and assign sentiment in real-time from the twitter feeds you follow
3. Establish search topics
4. Enter search keywords or phrases for each search topic
5. Enter keywords and phrases for automatic assignment



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program automatic searches and sentiment assignment – to be performed in real-time.
 2. Connect to a twitter account to search and assign sentiment in real-time from the twitter feeds you follow
 - a. Once you have signed in, click on the Twitter Sentiment link on the main menu to get to the Twitter Sentiment page.
 - b. Click on the **connect** word of the first line and then use your twitter credentials to connect to the twitter account you would like to search the live feeds of (i.e., you will be searching the tweets coming from the accounts your twitter account follows)

< Predicting how crowd reaction to news will impact your investment >

SENTIMENT | SETTINGS | TWITTER SENTIMENT | LOG OUT (test23)

Search your twitter account and receive the sentiment for the topics you are interested in, automatically. Once you set up the search, you will receive results effortlessly day-in and day-out. You can always come back and refine, update or add more topics to te search. Search symbol(s) (i.e., search topics) and their associated keywords/phrases and Sentiment are mandatory entries in order to receive results.

1. Click here to **connect** to your twitter account

- c. Once you have connected, the first line will indicate the twitter account you are connected to and you are ready to start your search and sentiment assignment. It also allow s you to disconnect at any time. If you ever would like to stop the search, click on the Logout link.

1. You are connected as **aheadsup4u** **Logout**



Media Sentiment®

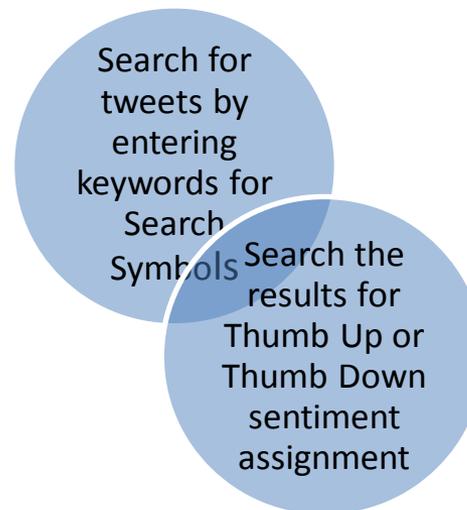
www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment **Summary.**

This is a visual summary of how the search and sentiment assignment functions work.

Remember: you need to enter both **search keywords AND sentiment keywords** to receive results.



Therefore, you are instructing the Twitter Sentiment function to:

1. Search your twitter feeds to find tweets that contain certain keywords that you attribute to a particular topic (the topic is represented by a Search Symbol).
2. From the tweets that contain the search keywords, you instruct Twitter Sentiment to select only those that contain either positive or negative sentiment keywords. This process filters the tweets to bring you only the tweets that have the most value to You.



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

3. Establish search topics

The first task is to establish search topics that you would like the automated search to be performing. To start entering search topic click on the words Search Symbol on line marked 2.

2. Enter the **Search Symbol** and Search Keywords *

A search topic is an area of interest to you. For instance, if you are interested in searching for information related to the Apple, Inc stock you could enter their symbol as AAPL in a text box available on the Search Symbol screen:

Search Symbol	Search Keywords	Add Condition	Delete Condition
<input type="text" value="AAPL"/>	Search Keywords	<input checked="" type="radio"/> Match all conditions	<input checked="" type="radio"/> Match any conditions
<input type="text" value="GOOG"/>	Search Keywords	+	-
<input type="text" value="MSFT"/>	Search Keywords	+	-

You can enter as many search symbols as you would like To add more search symbols, click on + to Delete click on -

Note: The Search Symbols are not the keywords that the system will search for. They simply organize the information so the search results will appear under the symbol you enter as each symbol can receive multiple keywords to search on. The Sentiment assignment will work for ALL search symbols you enter here. Organize the search symbols in such a way that you could benefit from the same keywords assigned for sentiment assignment. Example: create a list of search symbols for stocks.



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

3. Establish search topics **continued**.

Once you have entered the list of search symbols, make you sure to click on the Save button to save your information.

[Click here to update the information](#)

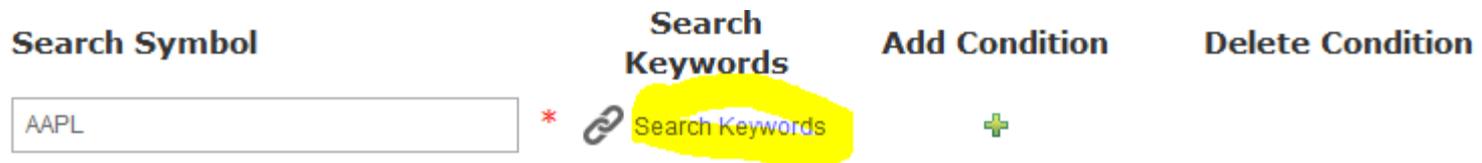


You are now ready to enter keywords to instruct the system to search for, for each individual Search Symbol.

Note:

You have the opportunity to search the same twitter account feeds you follow for multiple topics, each topic can receive multiple keywords – all in real-time and automatically. Think of the time savings this feature brings to you! All you need is to program this and Twitter Sentiment will do the work for you day in and day out.

To start entering the keywords click on the Search Keywords link to get to the Search Keywords screen:





Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

4. Enter search keywords or phrases for each search topic

Once you clicked on the Search Symbol link you arrive at a screen that allows you to enter an unlimited number of keywords for a particular Search Symbol (or topic). This is a very powerful and time saving feature.

To identify what the best keywords are to enter here, you would need to familiarize yourself with the keywords your twitter users are using. To do that go to twitter and run a few searches by entering a few keywords yourself and pick the ones you believe would bring the most significant results for your search .

Social Media Sentiment < Predicting how crowd reaction to news will impact your investment >

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

Enter the Search keywords to determine the sentiment for. To add search keywords or phrases please click on the + button. To delete search keywords or phrases, please click on the - button. Always click on the Save button to save your search keywords.

	Add Condition	Delete Condition
<input type="text" value="Apple"/>	+	
<input type="text" value="\$AAPL"/>	+	-
<input type="text" value="Apple Inc."/>	+	-
<input type="text" value="AAPL"/>	+	-

Click here to update the information

SAVE BACK

Note: By entering the keywords here you instruct the system to filter only the tweets that contain these keywords for further sentiment assignment. The Sentiment assignment will look for other keywords as well, in order to filter the tweets even further for particular positive or negative sentiment.

To add a new keyword click on the + button, to delete a keyword for the search click on the - button. Make sure you save your work by clicking on the save button

Click here to update the information



Note:

Repeat this process for all Search Symbols you entered. The system will automatically search for these keywords and organize the tweets automatically by the search symbol you entered. However, **You must enter sentiment keywords to receive results!!**



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment

1. Enter keywords and phrases for automatic sentiment assignment
 - a. On the initial Twitter Sentiment panel, click on the word Sentiment of line 4.

4. Enter keywords and/or phrases to determine sentiment *

- b. You will arrive at the Sentiment assignment screen. This screen allows you to assign positive and negative keywords so the system automatically assigns sentiment to tweets – these are the tweets the system found by using the keywords you entered for each Search Symbol.

Note: the system will further filter the tweets by looking for the keywords you have entered on the sentiment screen and automatically assign the sentiment for each tweet that contains a keyword you assigned while organizing and presenting the results by each search symbol that the tweet falls under - this organization was created by you when you entered the search keywords for each search symbol.

Enter keywords to find tweets with positive sentiment under the Thumb Up section



* At least one entry is mandatory, either for Thumb Up or Thumb Down, in order to receive search results.



Tweet should contain:	Add Condition	Delete Condition
above analyst estimate *	+	
above analysts estimate	+	-
Analyst boosts	+	-
Analysts boost	+	-
analyst raised	+	-
analyst raises	+	-



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment **continued.**

1. Enter keywords and phrases for automatic sentiment assignment

Enter keywords to find tweets with negative sentiment under the Thumb Down section:

Thumb Down Match all conditions Match any conditions

Tweet should contain:	Add Condition	Delete Condition
<input type="text" value="below analyst estimate"/> *	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="below analysts estimate"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="below analysts estimates"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Analyst lowers"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Analysts lower"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Analyst lowered"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="Analysts lowered"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="misses analyst"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="missed analyst"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="missed analysts"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="misses earnings estimate"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="missed earnings estimate"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

How to find the right sentiment keywords:

In order to find the right keywords for sentiment assignment you would need to run some searches in twitter. Twitter allows you to enter one keyword at a time. So there is a bit of manual work to do in twitter at the beginning. For instance, to identify positive keywords for the stock symbol AAPL, search in twitter by using keywords such \$AAPL, AAPL , Apple Inc. Once you receive the results in twitter you would need to read the tweets and make a decision what kind of keywords would indicate to **You** a positive or negative sentiment.

Then enter these keywords in the Thumb Up or Thumb Down sections for automatic sentiment assignment.



Media Sentiment®

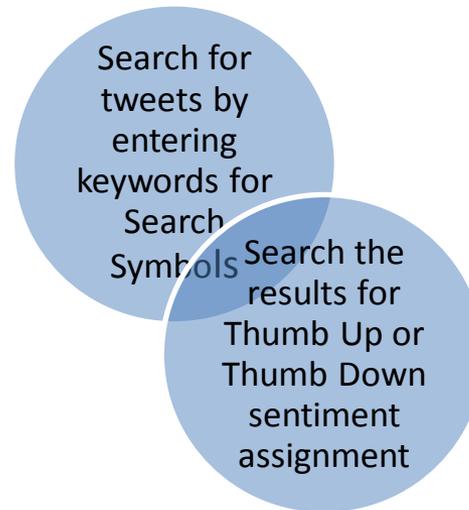
www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

a. Program an automatic search and sentiment assignment **Summary.**

This is a visual summary of how the search and sentiment assignment functions work.

Remember: you need to enter both search keywords AND sentiment keywords to receive results.



Therefore, you are instructing the Twitter Sentiment function to:

1. Search your twitter feeds to find tweets that contain certain keywords that you attribute to a particular topic (the topic is represented by a Search Symbol).
2. From the tweets that contain the search keywords, you instruct Twitter Sentiment to select only those that contain either positive or negative sentiment keywords. This process filters the tweets to bring you only the tweets that have the most value to You.



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
- b. **Make your search private**
- c. Real-time display and updates
- d. Increase your search power - Activate other accounts
- e. Twitter distribution: Send tweets to a twitter account automatically
- f. iframe distribution of your fresh content



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

b. Make your search private

- a. On the Twitter Sentiment screen, put check mark in the box on line 6. if you would like to make your channel results available to the public (i.e., channel will appear under the Browse screen) to be viewed and followed. Alternatively, to keep your search private, make sure there is no check mark in the box on line 6.
- b. Even when the search is private, you can still choose to distribute the search results via the iframe code.

< Predicting how crowd reaction to news will impact your investment >

NTIMENT | SETTINGS | TWITTER SENTIMENT | LOG OUT (usequities)

Search your twitter account and receive the sentiment for the topics you are interested in, automatically. Once you set up the search, you will receive results effortlessly day-in and day-out. You can always come back and refine, update or add more topics to te search. Search symbol(s) (i.e., search topics) and their associated keywords/phrases and Sentiment are mandatory entries in order to receive results.

1. You are connected as **aheadsup4u** [Logout](#)
2. Enter the **Search Symbol** and **Search Keywords ***
3. Enter **filters**
4. Enter keywords and/or phrases to determine **sentiment ***
5. **Distribute** your channel: Copy the code below into your website, blog, social network page or give it to your friends or others to increase the viewership of your channel:

```
<iframe frameborder="0" scrolling="no" width="325" height="470" src="http://aheadsup.com/twitter/sentiment.html?user=usequities&embed=true"></iframe>
```
6. **Make this channel available for public browse/following:**

* These entries are mandatory in order to receive search results on the left side of this page. Thumb Up/Down search results may predict value changes for the search symbol selected.

THIS SENTIMENT FORECASTING METHOD IS PATENT PENDING!

Update



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
- b. Make your search private
- c. Real-time display and updates
- d. Increase your search power - Activate other accounts
- e. Twitter distribution: Send tweets to a twitter account automatically
- f. iframe distribution of your fresh content



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

c. Real-time display and updates

The search results will appear on your left panel of your Twitter Sentiment screen automatically and in real-time as they are discovered by the system:

Note that the search results are presented under a search symbol such as NVDA, HOLX, AMCX, DISCA, TWX. Each result has a sentiment assigned, either thumb up or thumb down.

You can page through the results by clicking on the Next Link at the bottom – to bring data right away or for older data by clicking on the individual page numbers at the bottom.

These results are coming to you automatically, based on the search keywords and sentiment keywords you entered. The system works continuously and brings data from the time you have connected to your twitter account, and entered the search and sentiment keywords going forward.

If you need to see a search for just one search symbol only, type that symbol in the search box and hit enter. See Next slide..

My Channel - Twitter Sentiment

Symbol Lookup

NVDA usequities 12/02/2013 11:49 AM Delete
@stocks_tweets: Nvidia's GPU Business Outperforms PCs For Various Reasons: Nvidia designs and develops Graphics Processing Units... <http://t.co/9czjrDgPTc>

HOLX usequities 12/02/2013 11:37 AM Delete
@MarketCurrents: Cowen downgrades Hologic <http://t.co/cMopbYrA42> \$HOLX

AMCX usequities 12/02/2013 11:28 AM Delete
@AnalystWire: Guggenheim Upgrades AMC Networks SAMCX to Buy <http://t.co/lZ0ku4BhEt>

DISCA usequities 12/02/2013 11:25 AM Delete
@AnalystWire: Guggenheim Downgrades Discovery Communications \$DISCA to Neutral <http://t.co/xcHruzHvtQ>

TWX usequities 12/02/2013 11:23 AM Delete
@AnalystWire: Guggenheim Downgrades Time Warner \$TWX to Neutral <http://t.co/RB97t6mNz8>

Next

Search you topics you search, you You can alv topics to te their associ mandatory

1. You are
2. Enter th
3. Enter fil
4. Enter ke
5. Distribu website, or other

<iframe fr src="http:/ embed=tr

* These en page. Thumb Up/ selected.

THIS SENT

6. Make th

Up

1 2 3 4 5 ... 811



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

c. Real-time display and updates continued

The search results will appear on your left panel of your Twitter Sentiment screen automatically and in real-time as they are discovered by the system:

Note that the search results are presented under the one search symbol such as NVDA, that we have entered in the search box.

You can keep the search focused on one symbol only to receive results for that symbol in real time and automatically. Or you can go back to receiving results for all symbols by clicking on the arrow button. You can also take the iframe code for this particular symbol that you searched for (NVDA) and implement it into any web page you want to focus on that symbol only.

My Channel - Twitter Sentiment

Search: NVDA

←

NVDA usequities 12/02/2013 11:49 AM [Delete](#)
@stocks_tweets: Nvidia's GPU Business Outperforms PCs For Various Reasons: Nvidia designs and develops Graphics Processing Units... <http://t.co/9czjrDgPTc>

NVDA usequities 11/18/2013 10:29 AM [Delete](#)
@MarketCurrents: Nvidia hit by Morgan Stanley downgrade <http://t.co/0Xk8EWn2WX> \$NVDA

NVDA usequities 11/18/2013 09:23 AM [Delete](#)
@AnalystWire: UPDATE: Morgan Stanley Downgrades NVIDIA \$NVDA to Underweight <http://t.co/QQOepea9RU>

NVDA usequities 11/18/2013 09:08 AM [Delete](#)
@Cleanwaterfunds: Morgan Stanley downgraded NVIDIA (NASDAQ: NVDA) from Equalweight to Underweight.

NVDA usequities 11/18/2013 07:51 AM [Delete](#)
@Benzinga: Morgan Stanley Downgrades \$NVDA On Projections Of Significant Headwinds <http://t.co/8kZVzScFxb> #premarket

Next



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
- b. Make your search private
- c. Real-time display and updates
- d. Increase your search power - Activate other accounts
- e. Twitter distribution: Send tweets to a twitter account automatically
- f. iframe distribution of your fresh content



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

d. Increase your search power - Activate other accounts

You can take advantage of the aheadsup.com social networking capabilities to organize your search on various hierarchical category levels and expand your search capabilities to:

- Overcome twitter’s limitations (currently, twitter limits all new accounts to following only 2,000 other accounts)
- Organize your search results on multiple aheadsup.com accounts for ease of reading and distribution, while being able to present the results under one higher level account if you so wish.

Click on the BROWSE CHANNELS link in the main menu to access all channels available to the public. You can follow other channels by clicking on the link to Activate. If you later decide not to present the search results from another channel, you can easily click on the DeActivate link.

Note:

This function allows you to also add fresh content from other users of the aheadsup.com system – without having to make any effort. Just open an account in aheadsup.com and follow any of the channels that are publicly available – listed under the Browse Channels menu.



Social Media Sentiment



HOME | BROWSE CHANNELS | VIDEO SENTIMENT | NEWS SENTIMENT | SETI
| VIDEO SENTIMENT | NEWS SENTIMENT | TWITTER SENTIMENT |

You can activate or deactivate channel

Access02
Activate

equities2
DeActivate

FX
Activate

investmentinfo
Activate

newsletter
Activate

oo205j
Activate

otc
Activate

rajesh
Activate

testthis3
Activate

usequities
That's you!



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
- b. Make your search private
- c. Real-time display and updates
- d. Increase your search power - Activate other accounts
- e. **Twitter distribution: Send tweets to a twitter account automatically**
- f. iframe distribution of your fresh content



Media Sentiment[®]

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

e. Twitter distribution: Send tweets to a twitter account automatically

You can instruct aheadsup.com to send tweets to one of your twitter accounts automatically, every time a new search results is found by the system – therefore, alerting other twitter user of the important piece of information your account has located.

This function will increase the number of valuable tweets sent to your twitter account and it works like an automated pilot.

Use this function to increase the distribution and visibility of your fresh content.

You can also use this function to bring more users to your web site or blog by placing the iframe code of your channel on the web page of your choice and entering a link to that web page in the message box as seen next.

You first need to connect to the twitter account you would like the automated tweets to be sent to by clicking on the connect link on line 1.

See Next slide..

The screenshot shows the top navigation bar of the 'Social Media Sentiment' website. On the left is the thumbs-up logo. To its right is the text 'Social Media Sentiment'. Further right is a navigation menu with links: 'HOME', 'BROWSE CHANNELS', 'VIDEO SENTIMENT', 'NEWS SENTIMENT', 'SETTINGS', and 'TWITTER SENTIMENT'. On the far right, there is a blue arrow pointing left and the text 'Predicting how crowd reaction to news will impact you'.

SEND TWEETS FROM YOUR AHEADSUP.COM ACCOUNT AUTOMATICALLY

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

140/140 characters left.

If you want to send a tweet **right away**:

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



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

e. Twitter distribution: Send tweets to a twitter account automatically continued

Once you are connected to a twitter account, you are ready to program the system to send messages to that account, each time a new tweet is found for the symbols you have entered – as programmed under the search keywords and sentiment keywords.

Put a checkmark in the box on line 2. to instruct the system to send the message you are formatting automatically. If you later decide to stop sending messages automatically you can either Logout from your twitter account or uncheck the box on line 2. Put a checkmark in the box on line 3. to instruct the system to add the search symbol to the message every time a tweet is sent automatically.

Put a character in the box on line 4. to instruct the system to add that character to the symbol every time. For instance, if the symbol represents a stock such AAPL and the character you placed in the box is \$ the results will be \$AAPL

Put a checkmark in the box on line 5. to instruct the system to send the sentiment hash tags automatically (not recommended).

Enter your message in the message box at line 6. This will be the core message you instruct the system to send to twitter for every symbol.

To receive users to your web site, make sure you place the iframe code on your web site and make sure you enter the URL of the web page in the message box here.

Make sure you save your data by clicking on the Update button.



Send tweets from your aheadsup.com account automatically

1. You are logged in as : **mediasentiment**
2. Send the message below automatically **everytime a heads-up alert is posted:**
3. Add the **market symbol** to every tweet sent automatically:
4. Precede the market symbol with this **character** (\$, #, etc.):
5. Add the thumbs up **#TU** or thumbs down **#TD** hash tags to indicate sentiment:
6. Enter **message** to send to twitter:

received a new alert. Find out why at <http://www.mediasentiment.com/> #stocks #markets #daytrading

29/126 characters left.

To send this message to twitter **right away:**

To store these settings **to send message to twitter automatically, click:**



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

e. Twitter distribution: Send tweets to a twitter account automatically continued

This is how your tweets may look like – again, they are sent automatically by the system. The system puts the symbol and the \$ character and are hash tags (i.e., #stocks, #markets, #daytrading) automatically as instructed. These tags are in fact, pre-set searches in all of Twitter – allowing you to expand the reach of your message into the entire twitter user base.

Also, the system adds the link to mediasentiment.com as instructed in the message box. This allows twitter users to click on the link and visit your web site for additional information.

Tweets

Media Sentiment @mediasentiment 21m
\$WSFS received a new alert. Find out why at mediasentiment.com #stocks #markets #daytrading
Expand Reply Retweet Favorite More

Media Sentiment @mediasentiment 21m
\$SWI received a new alert. Find out why at mediasentiment.com #stocks #markets #daytrading
Expand Reply Retweet Favorite More

Media Sentiment @mediasentiment 21m
\$TTM received a new alert. Find out why at mediasentiment.com #stocks #markets #daytrading
Expand Reply Retweet Favorite More

Media Sentiment @mediasentiment 21m
\$WD received a new alert. Find out why at mediasentiment.com #stocks #markets #daytrading
Expand Reply Retweet Favorite More



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

- a. Program an automatic search and sentiment assignment
- b. Make your search private
- c. Real-time display and updates
- d. Increase your search power - Activate other accounts
- e. Twitter distribution: Send tweets to a twitter account automatically
- f. **iframe distribution of your fresh content**



Media Sentiment®

www.aHeadsUp.com – Twitter Sentiment

3. How it works – Functions

f. iframe distribution of your fresh content

To take advantage of getting new users from twitter to come to your web site, you place the frame with the search results on your web site – at the URL you have in the message box at e. above.

To get the code for the iframe go to Twitter Sentiment page, line 5. and copy the code by highlighting it and using the shortcut keys (CTRL+C for windows systems) and paste it into the html of your web page or blog using the shortcut keys (CTRL+V for windows systems).

5. **Distribute** your channel: Copy the code below into your website, blog, social network page or give it to your friends or others to increase the viewership of your channel:

```
<iframe frameborder="0" scrolling="no" width="325" height="470"
src="http://aheadsup.com/twitter/sentiment.html?user=usequities&
embed=true"></iframe>
```

This is how the iframes look when they are implemented in the mediasentiment.com web site.

The following automated tweet will entice twitter users to click on the mediasentiment.com link to find more information about the newly issued alert for the stock symbol \$CDI.

Tweets

Media Sentiment @mediasentiment 17m
\$CDI received a new alert. Find out why at mediasentiment.com
#stocks #markets #daytrading

