

# HOW TO: SOCIAL STUDIO:

## Set Up Social Sentiment Tuning

### Get the right sentiment by customizing Social Studio tools

Learn how to fine-tune social sentiment to your company's needs. With this Accelerator, you'll learn how to tune tenant level sentiment outside of Marketing Cloud's default dictionary words and weights. The results will be a more accurate measurement of customer sentiment.

### What it can do for you.

- Improved precision and recall
- Increase reporting accuracy

### How it works.

A Certified Specialist will guide you through the process via two-three calls totaling 3 hours over 2 to 4 weeks.

- Overview of Sentiment tuning concepts & homework assignment
- Working session to review assignment output

### Outcomes

- Instruction on tuning your model and review tips and tricks

### ADDITIONAL INFORMATION

#### Premier or Signature

Time you will spend on this Accelerator: 3 hours

#### GOAL

Gain business insights.

#### INTENDED USER

You have brand specific considerations around measuring social media sentiment using Social Studio.

#### PREREQUISITES

- Must have Social Studio licenses and Premier Success Plan for Social Studio
- Must have a volume of at least 200 posts for analysis
- A Marketing Cloud Administrator to validate and/or implement recommendations
- Must have working knowledge of existing Marketing Cloud account data structure
- Must be an Admin to validate and or implement recommendations

To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

#### Corporate Headquarters

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