

TRCH

TRAINING GUIDE



In this training, we'll cover:

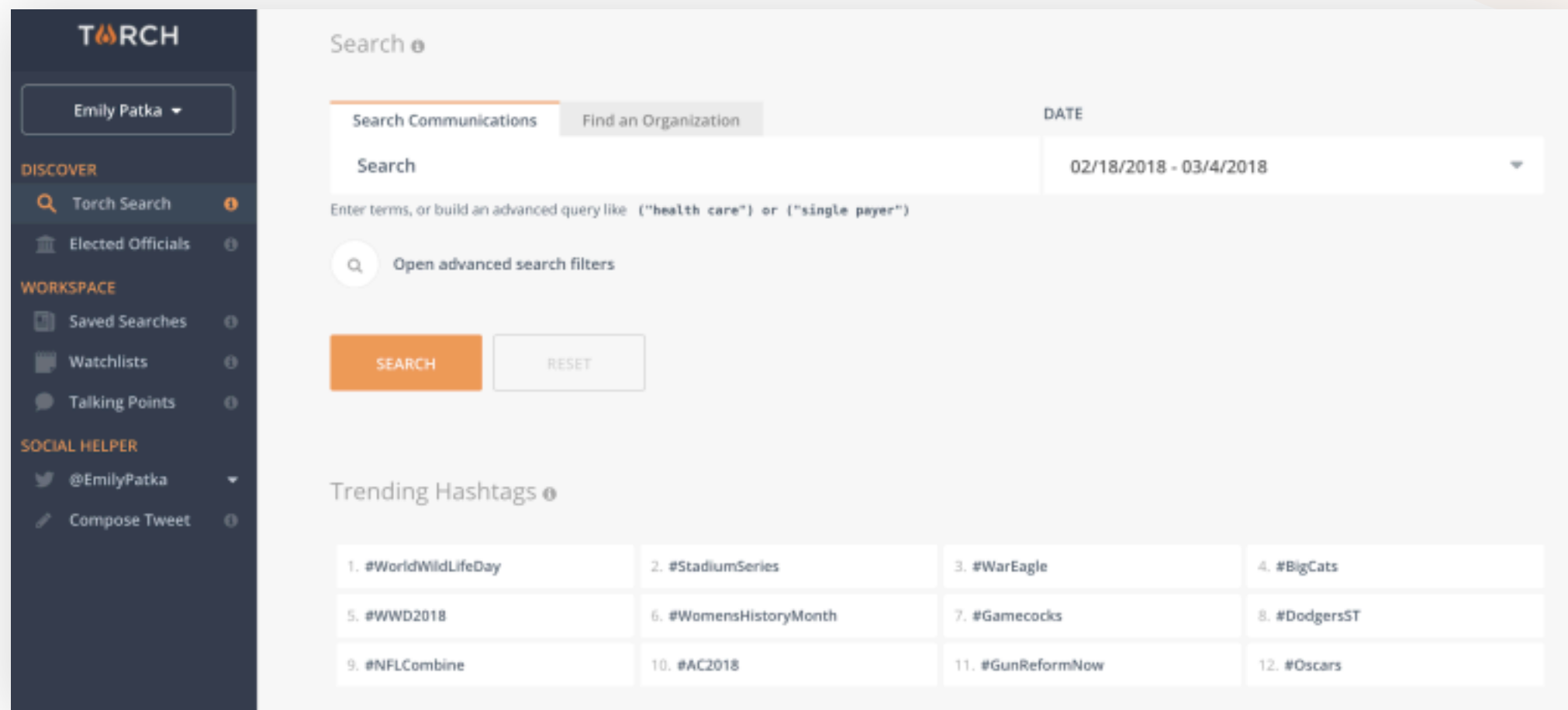
- What Torch is, who uses it, and what for
- How to search in Torch
- The difference between Saved Searches, Watchlists, and Talking Points and how to use each
- Social helper

What is Torch?

- Torch™ is the real-time communications and intelligence platform for mission-driven organizations.
- Torch™ aggregates and indexes digital content exclusively from mission-driven organizations and leaders from across the world,
- making searchable millions of their social media posts, YouTube videos, homepage updates, blog posts, and public emails in a real-time dashboard with customized feeds and reporting tools.
- You can use Torch™ to 1) improve your communications, 2) find and recruit new allies and clients, 3) gain an edge by learning about
- breaking developments and new trends in their industry as they happen, and more!



Torch Search

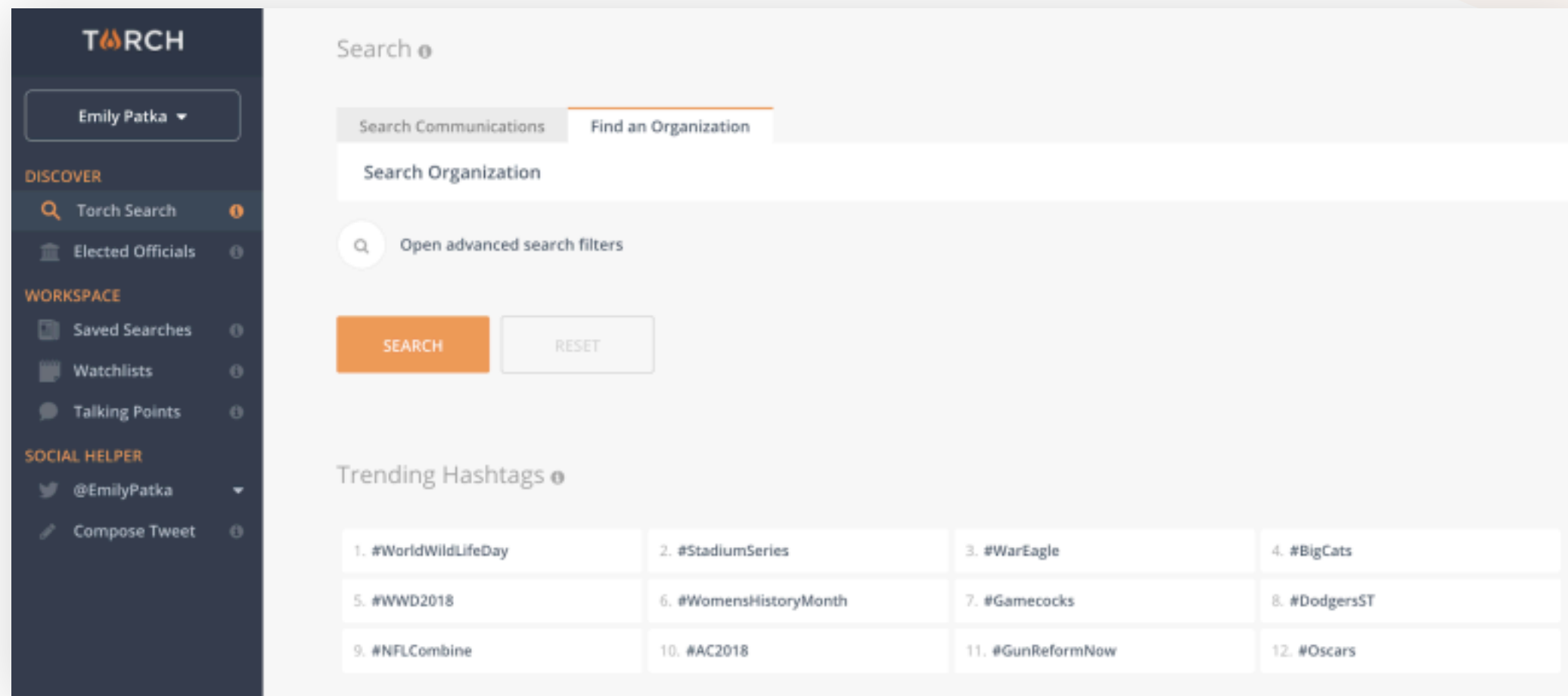


The screenshot displays the Torch Search web application. On the left is a dark sidebar with the 'TORCH' logo at the top. Below the logo is a user profile section for 'Emily Patka'. The sidebar is divided into three sections: 'DISCOVER' with 'Torch Search' (active), 'Elected Officials', and 'WORKSPACE' with 'Saved Searches', 'Watchlists', and 'Talking Points'. The 'SOCIAL HELPER' section includes '@EmilyPatka' and 'Compose Tweet'. The main content area is titled 'Search' and features two tabs: 'Search Communications' (selected) and 'Find an Organization'. A search bar is present with a date range filter set to '02/18/2018 - 03/4/2018'. Below the search bar is a text prompt: 'Enter terms, or build an advanced query like ("health care") or ("single payer")'. There is a link to 'Open advanced search filters' and two buttons: 'SEARCH' and 'RESET'. At the bottom, a 'Trending Hashtags' section lists 12 hashtags in a grid.

Trending Hashtags			
1. #WorldWildLifeDay	2. #StadiumSeries	3. #WarEagle	4. #BigCats
5. #WWD2018	6. #WomensHistoryMonth	7. #Gamecocks	8. #DodgersST
9. #NFLCombine	10. #AC2018	11. #GunReformNow	12. #Oscars

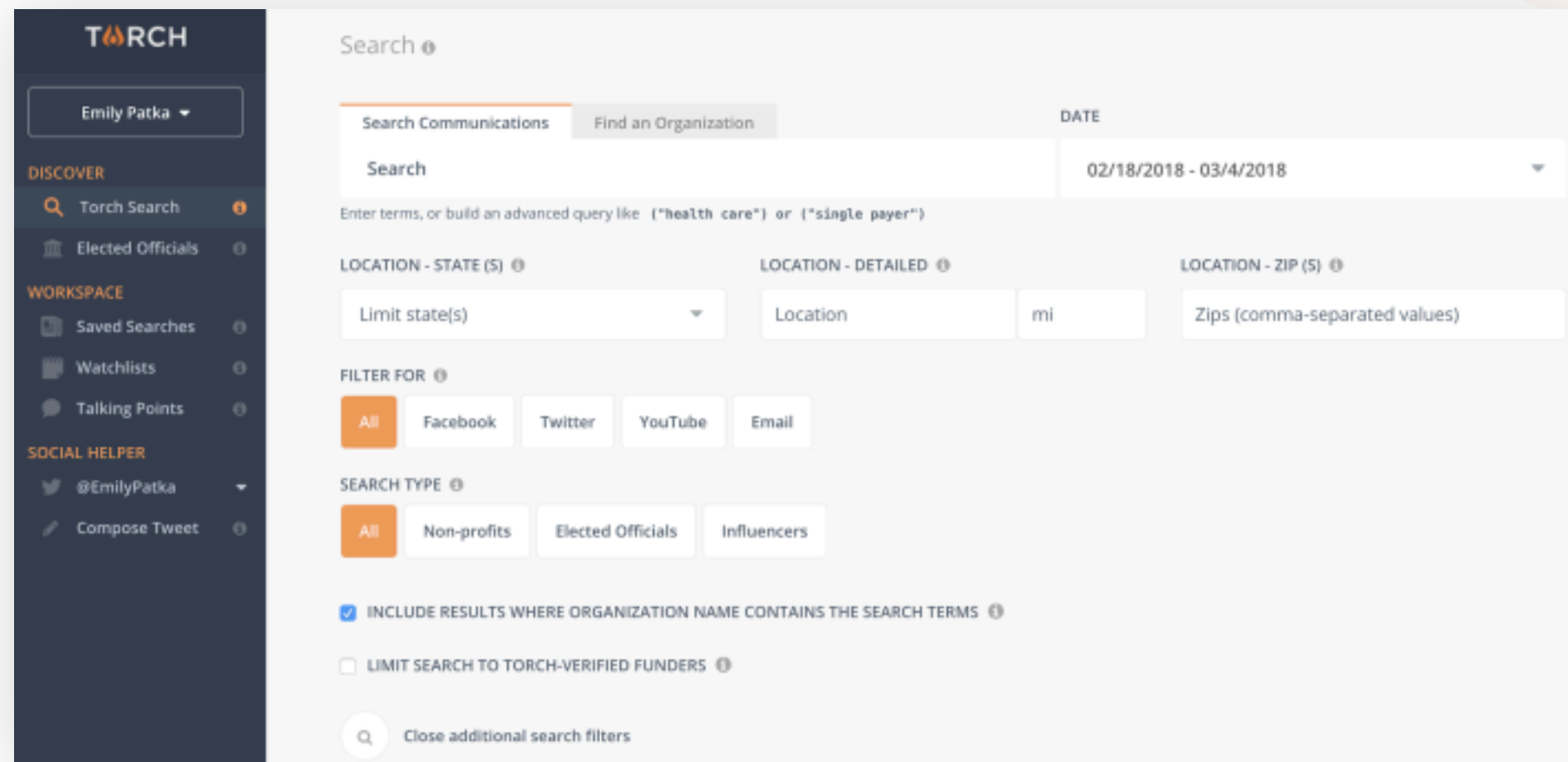
When you log into Torch, this is what you will see. You can search right from the search box for any key terms or hashtags you are interested in.

Torch Search



You can also search specifically for an organization from this tab.

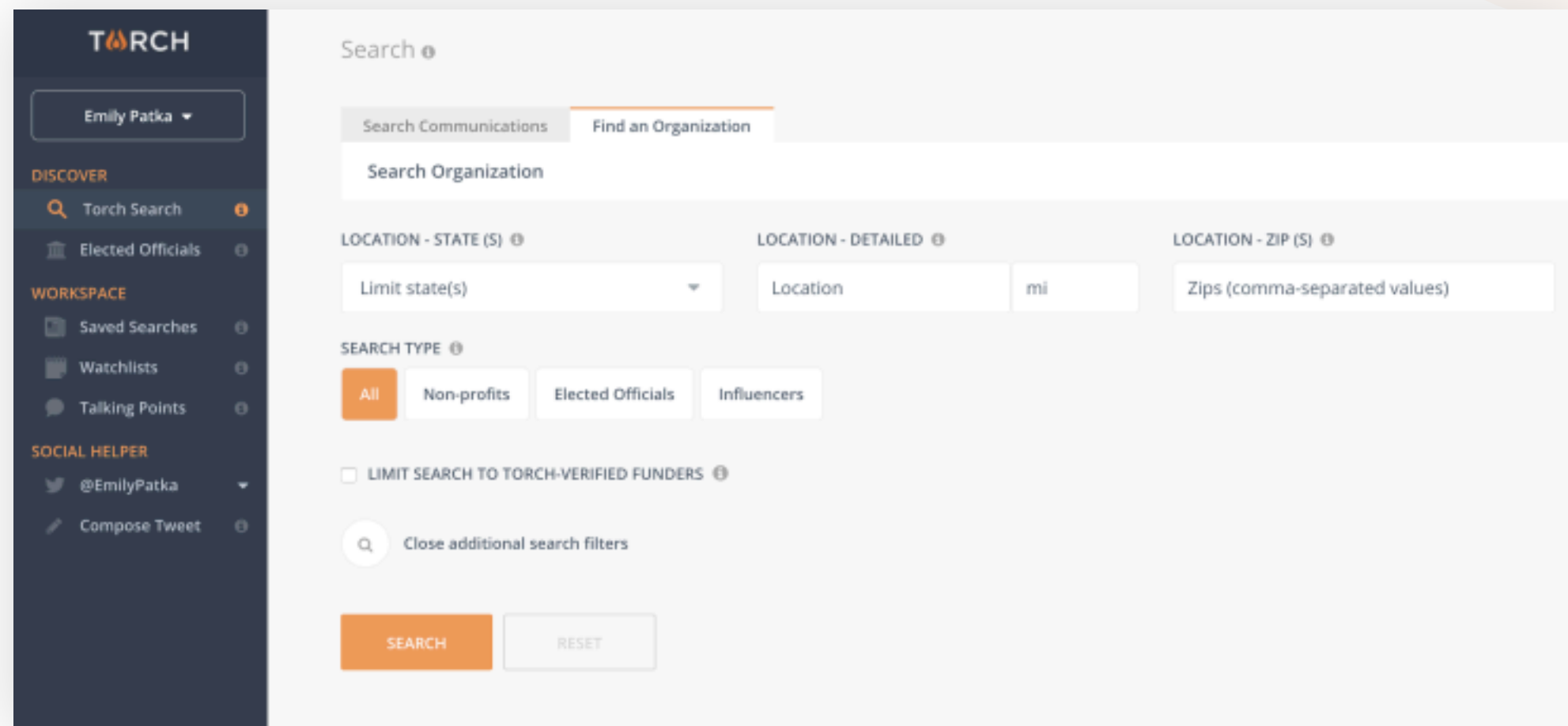
Torch Search



The screenshot displays the Torch Search interface. On the left is a dark sidebar with the 'TORCH' logo at the top. Below the logo is a user profile section for 'Emily Patka'. The sidebar is divided into three sections: 'DISCOVER' with 'Torch Search' (active), 'Elected Officials', 'WORKSPACE' with 'Saved Searches', 'Watchlists', and 'Talking Points', and 'SOCIAL HELPER' with '@EmilyPatka' and 'Compose Tweet'. The main content area is titled 'Search' and has two tabs: 'Search Communications' (active) and 'Find an Organization'. A 'DATE' dropdown is set to '02/18/2018 - 03/4/2018'. Below the search bar, there are three location filters: 'LOCATION - STATE (S)' with a dropdown for 'Limit state(s)', 'LOCATION - DETAILED' with fields for 'Location' and 'mi', and 'LOCATION - ZIP (S)' with a field for 'Zips (comma-separated values)'. There are two filter sections: 'FILTER FOR' with buttons for 'All' (selected), 'Facebook', 'Twitter', 'YouTube', and 'Email'; and 'SEARCH TYPE' with buttons for 'All' (selected), 'Non-profits', 'Elected Officials', and 'Influencers'. At the bottom, there are two checkboxes: 'INCLUDE RESULTS WHERE ORGANIZATION NAME CONTAINS THE SEARCH TERMS' (checked) and 'LIMIT SEARCH TO TORCH-VERIFIED FUNDERS' (unchecked). A 'Close additional search filters' button is at the very bottom.

Advanced search filters are also available for Communications...

Torch Search



The screenshot displays the Torch Search web application interface. On the left is a dark blue sidebar with the 'TORCH' logo at the top. Below the logo is a user profile section for 'Emily Patka'. The sidebar is divided into three sections: 'DISCOVER' with a 'Torch Search' link, 'Elected Officials', 'WORKSPACE' with 'Saved Searches', 'Watchlists', and 'Talking Points', and 'SOCIAL HELPER' with '@EmilyPatka' and a 'Compose Tweet' button. The main content area is titled 'Search' and has two tabs: 'Search Communications' and 'Find an Organization', with the latter being selected. Below the tabs is a 'Search Organization' input field. The search filters are organized into three columns: 'LOCATION - STATE (S)' with a 'Limit state(s)' dropdown, 'LOCATION - DETAILED' with 'Location' and 'mi' fields, and 'LOCATION - ZIP (S)' with a 'Zips (comma-separated values)' field. A 'SEARCH TYPE' section contains four buttons: 'All' (highlighted in orange), 'Non-profits', 'Elected Officials', and 'Influencers'. Below these is a checkbox for 'LIMIT SEARCH TO TORCH-VERIFIED FUNDERS'. At the bottom of the filters is a 'Close additional search filters' button with a magnifying glass icon. At the very bottom are 'SEARCH' and 'RESET' buttons.

...And Organizations.

Breakdown of advanced search items:



Select US state(s), if desired.

Choose specific sources for the communications you are searching. Default is All.

Choose specific groups to search within: Non-profits, Elected Officials, Influencers. Influencers are individuals such as high-net-worth philanthropists and other influencers of policy.

Torch-Verified Funders are foundations and individuals who have been verified by Torch as grant-giving or philanthropists.

Checking this box includes organization names that have your search terms in them. By default this is checked.

Select desired date range, or identify a Custom Range. The default range is two weeks.

Search one or many zip codes, separated by comma.

Type in city, if desired, and mileage radius for search. If you add a city, you must also add a mileage range.

The screenshot shows the Torch Search interface. On the left is a dark sidebar with the Torch logo and navigation links: Emily Patka (dropdown), DISCOVER (Torch Search, Elected Officials), WORKSPACE (Saved Searches, Watchlists, Talking Points), and SOCIAL HELPER (@EmilyPatka, Compose Tweet). The main search area has tabs for 'Search Communications' and 'Find an Organization'. It includes a search bar, a date range selector (02/18/2018 - 03/4/2018), location filters (State, Detailed, Zip), source filters (All, Facebook, Twitter, YouTube, Email), and search type filters (All, Non-profits, Elected Officials, Influencers). There are also checkboxes for including organization names and limiting to verified funders.

Search

Search Communications Find an Organization

DATE 02/18/2018 - 03/4/2018

Enter terms, or build an advanced query like ("health care") or ("single payer")

LOCATION - STATE (S) LOCATION - DETAILED LOCATION - ZIP (S)

Limit state(s) Location mi Zips (comma-separated values)

FILTER FOR

All Facebook Twitter YouTube Email

SEARCH TYPE

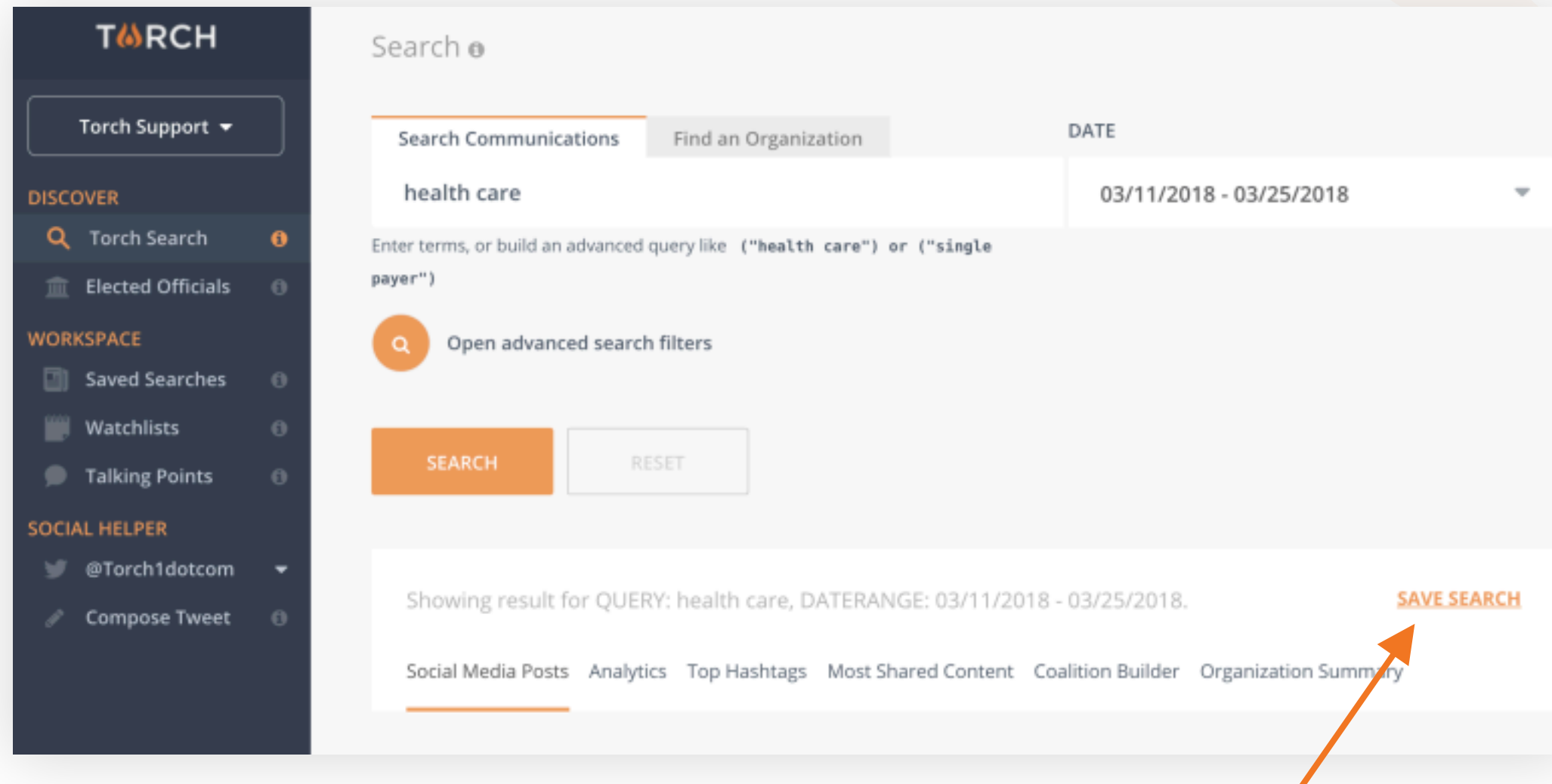
All Non-profits Elected Officials Influencers

☒ INCLUDE RESULTS WHERE ORGANIZATION NAME CONTAINS THE SEARCH TERMS

☐ LIMIT SEARCH TO TORCH-VERIFIED FUNDERS

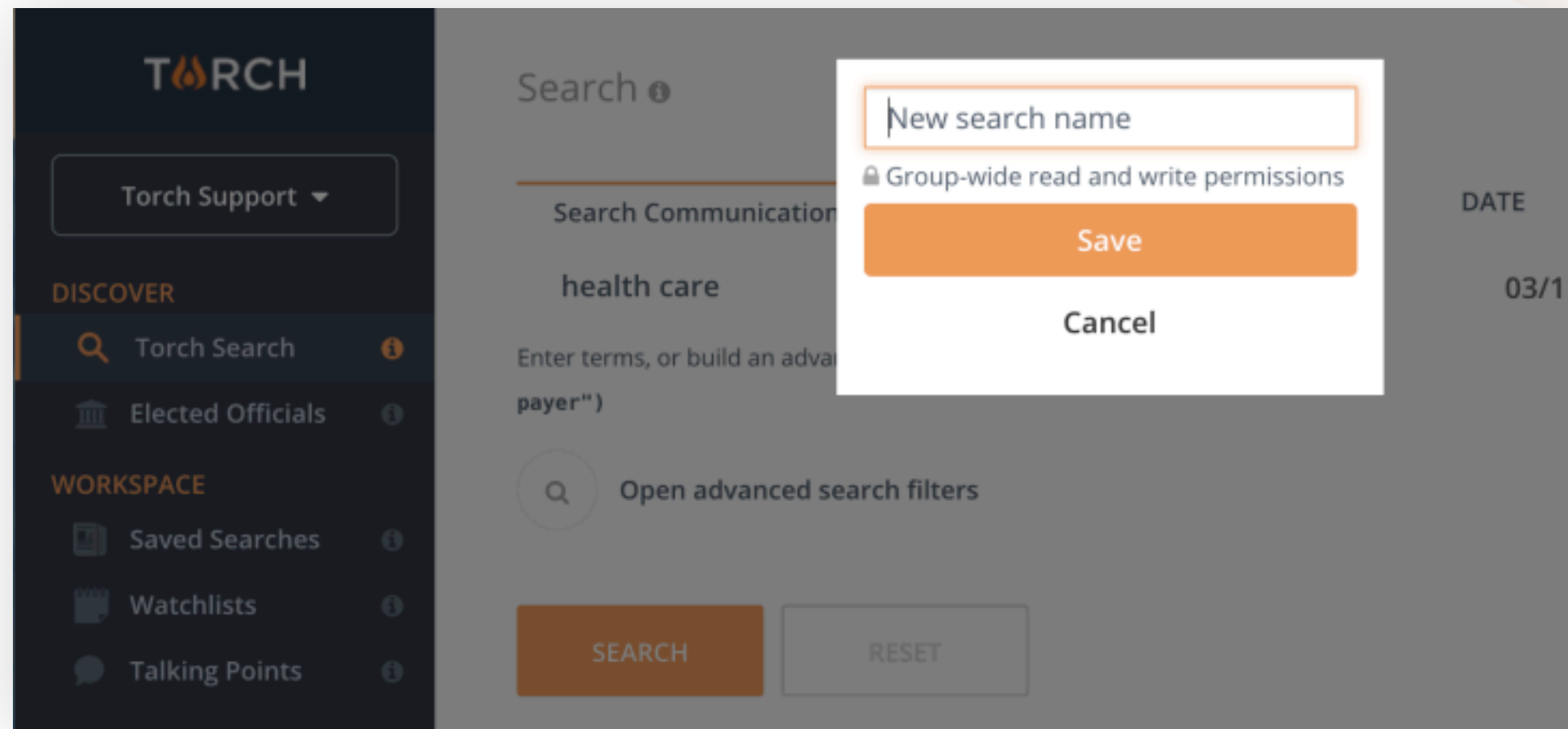
Close additional search filters

Saved Searches



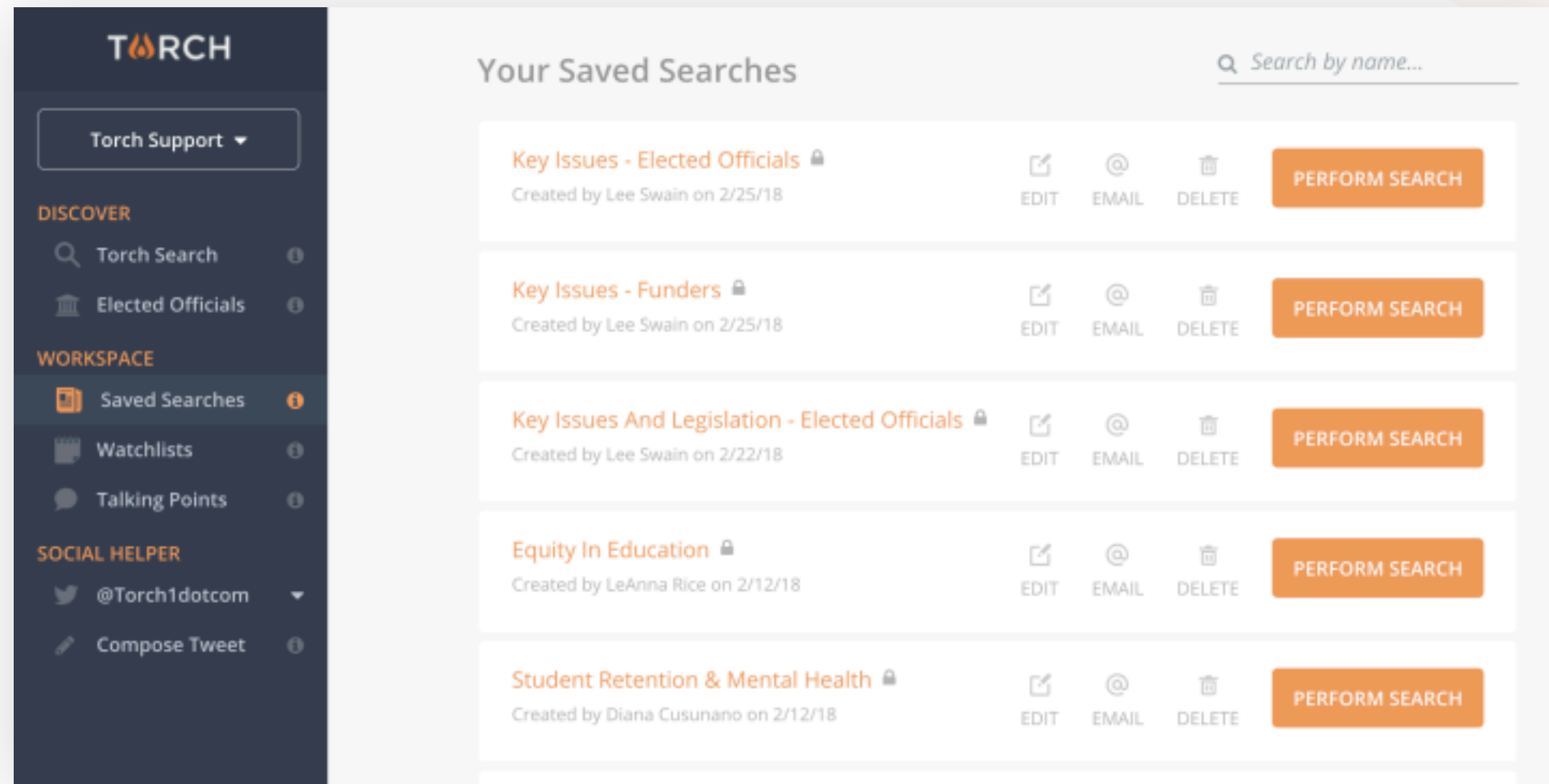
You can save any search you want by clicking “Save Search.”

Saved Searches (Cont'd)



Name your saved search in the pop-up dialog box.

Saved Searches (Cont'd)



Click on “Saved Searches” in the left panel menu to access them.

Watchlists

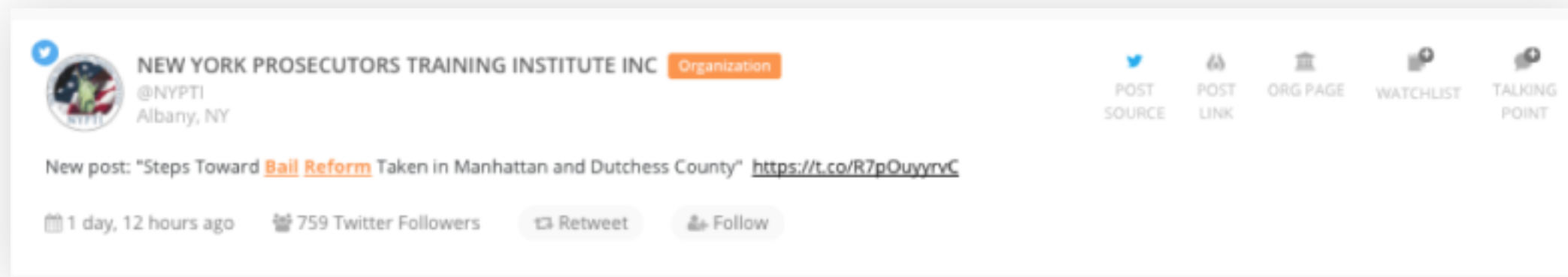
A Watchlist is a collection of entities (non-profit, elected officials, influencers) that are organized around a particular principle. You can create a watchlists of:

- Your funders
- A coalition you are managing
- A group of elected officials
- Your grantees
- A group of organizations and influencers who are communicating about a particular issue (i.e. bail reform)
- And anything else you choose...



Create or Add to a Watchlist

You can create a watchlist and add to it directly from the search result field by clicking “+ Watchlist” on the upper right side of the result box. Follow the steps to name, create, or add to an existing watchlist.



Access Your Watchlists



TORCH

Torch Support ▾

DISCOVER

- Torch Search ⓘ
- Elected Officials ⓘ

WORKSPACE

- Saved Searches ⓘ
- Watchlists ⓘ**
- Talking Points ⓘ

SOCIAL HELPER

- @Torch1dotcom ▾
- Compose Tweet ⓘ

Your Watchlists (Create New Watchlist)

Search by name...

Greek Partners 6 ⓘ

Created by Allyson Chung on 3/10/18

EXPORT BULK MESSAGE/FOLLOW EDIT EMAIL DELETE VIEW WATCHLIST VIEW ORGANIZATIONS

#SeizeTheAwkward groups / past year 58 ⓘ

Created by you on 2/28/18

EXPORT BULK MESSAGE/FOLLOW EDIT EMAIL DELETE VIEW WATCHLIST VIEW ORGANIZATIONS

Prospective Funders: talking about Jed key issues / past year 150 ⓘ

Created by you on

EXPORT BULK MESSAGE/FOLLOW EDIT EMAIL DELETE VIEW WATCHLIST VIEW ORGANIZATIONS

You can export all information about the entities in the watchlist to a CSV file. Org overview, phone number, email address, contact names.

Use this link to sign up for Watchlist email updates.

Click on "watchlists" in the left panel menu to access your existing watchlists.

Click "View Organizations" to see which organizations are in the Watchlist.

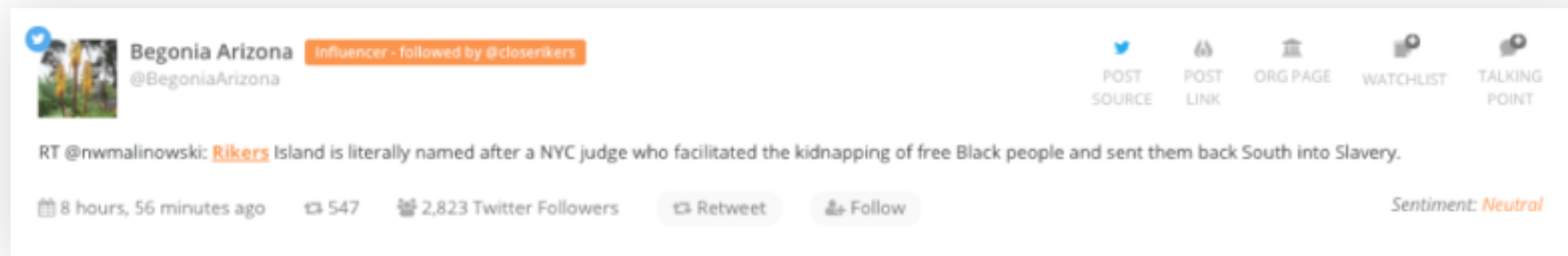
Talking Points

- Talking Points are sharable PDFs that contain pinned search results around a particular issue or organizing principle of your choice.
- You may want to email these to stakeholders, for example, or share them before a meeting in which you are discussing a particular initiative.
- Each page of the Talking Point shows the communication (tweet, fb post, email), as well as organization information, including financials, mission statement, and contact information.



Create or Add to a Talking Point

You can add any post to a Talking Point by clicking “+ Talking Point” in the upper right corner of the search result box. Follow the steps to create and name a new Talking Point, or add to an existing.



Reports

For Searches and Watchlists, you can export a PDF report which summarizes the data and analytics in an easy-to-share PDF format.

Showing result for QUERY: early childhood literacy or "PatersonReads", DATERANGE: 05/15/2019 - 06/14/2019.

 SAVE SEARCH

 EXPORT PDF REPORT

Social Media Posts Analytics Top Hashtags Most Shared Content Coalition Builder Social Leaderboard

Create or Add to a Talking Point



Title

Search Report 6.14.pdf

☐ Replace top posts with a talking point

☐ Use dark theme

Included sections:

☒ Analytics

☒ Top Posts

☒ Influencers

☒ Top Hashtags

☒ Trending Phrases

☒ Most Shared Articles

10

10

10

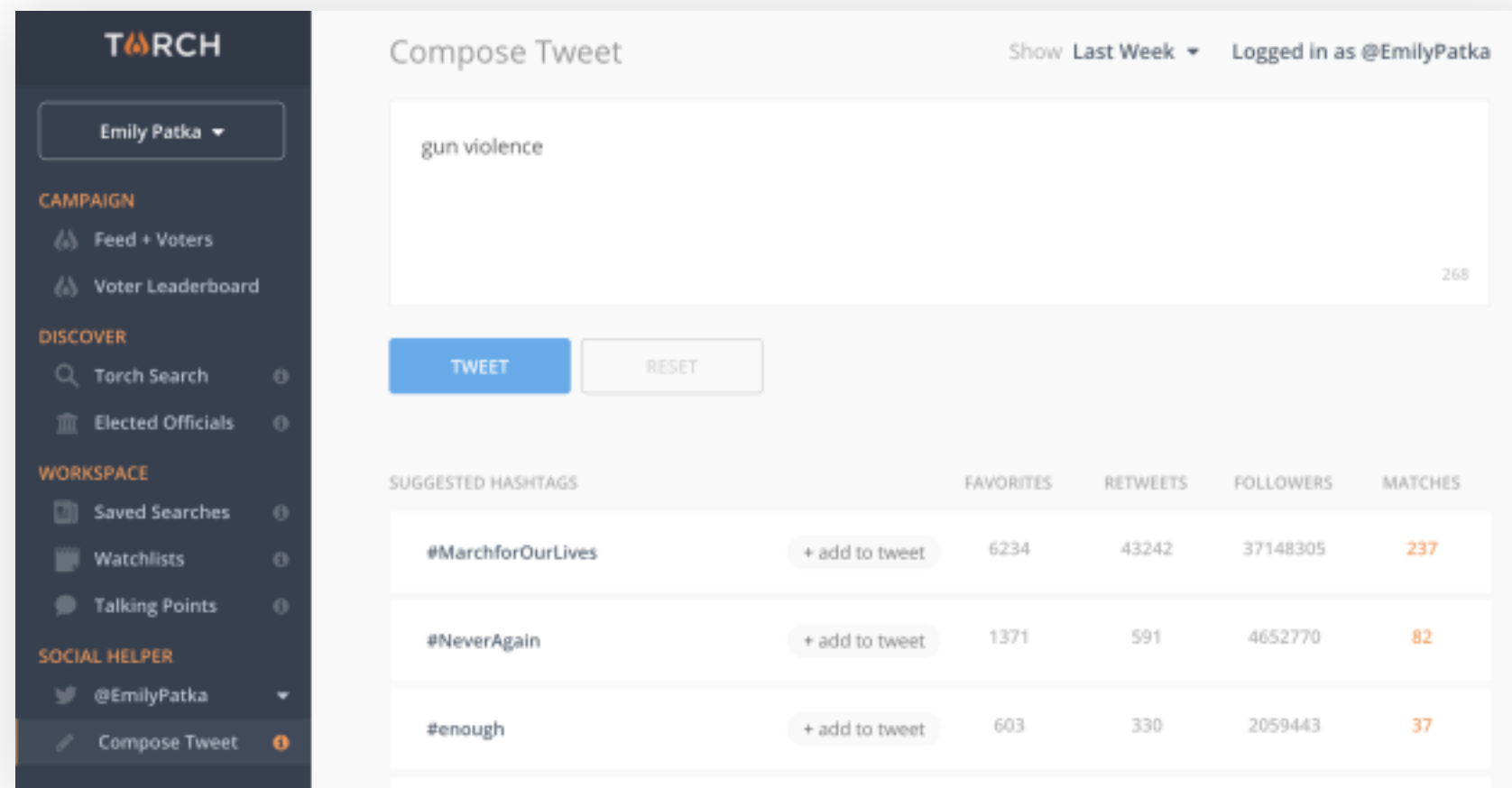
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Export

When you click “Export PDF Report,” You will be given the option to include or exclude information from the report.

You can also replace the automatically generated top posts with a Talking Point that you or a teammate has created.

Social Helper



The screenshot displays the TORCH Social Helper interface. On the left is a dark sidebar with the TORCH logo and navigation links under categories: CAMPAIGN (Feed + Voters, Voter Leaderboard), DISCOVER (Torch Search, Elected Officials), WORKSPACE (Saved Searches, Watchlists, Talking Points), and SOCIAL HELPER (@EmilyPatka, Compose Tweet). The main area is titled 'Compose Tweet' and shows the user is logged in as @EmilyPatka. A text input field contains 'gun violence' with a character count of 268. Below the input are 'TWEET' and 'RESET' buttons. A table of suggested hashtags is shown below, with columns for the hashtag, an 'add to tweet' button, and counts for FAVORITES, RETWEETS, FOLLOWERS, and MATCHES.

SUGGESTED HASHTAGS		FAVORITES	RETWEETS	FOLLOWERS	MATCHES
#MarchforOurLives	+ add to tweet	6234	43242	37148305	237
#NeverAgain	+ add to tweet	1371	591	4652770	82
#enough	+ add to tweet	603	330	2059443	37

You can compose tweets right from social helper. When you enter text, suggested hashtags will pop up that you can add to your tweet, based on what is currently trending. Above is an example using the text “gun violence.”

TRCH