TORCH

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

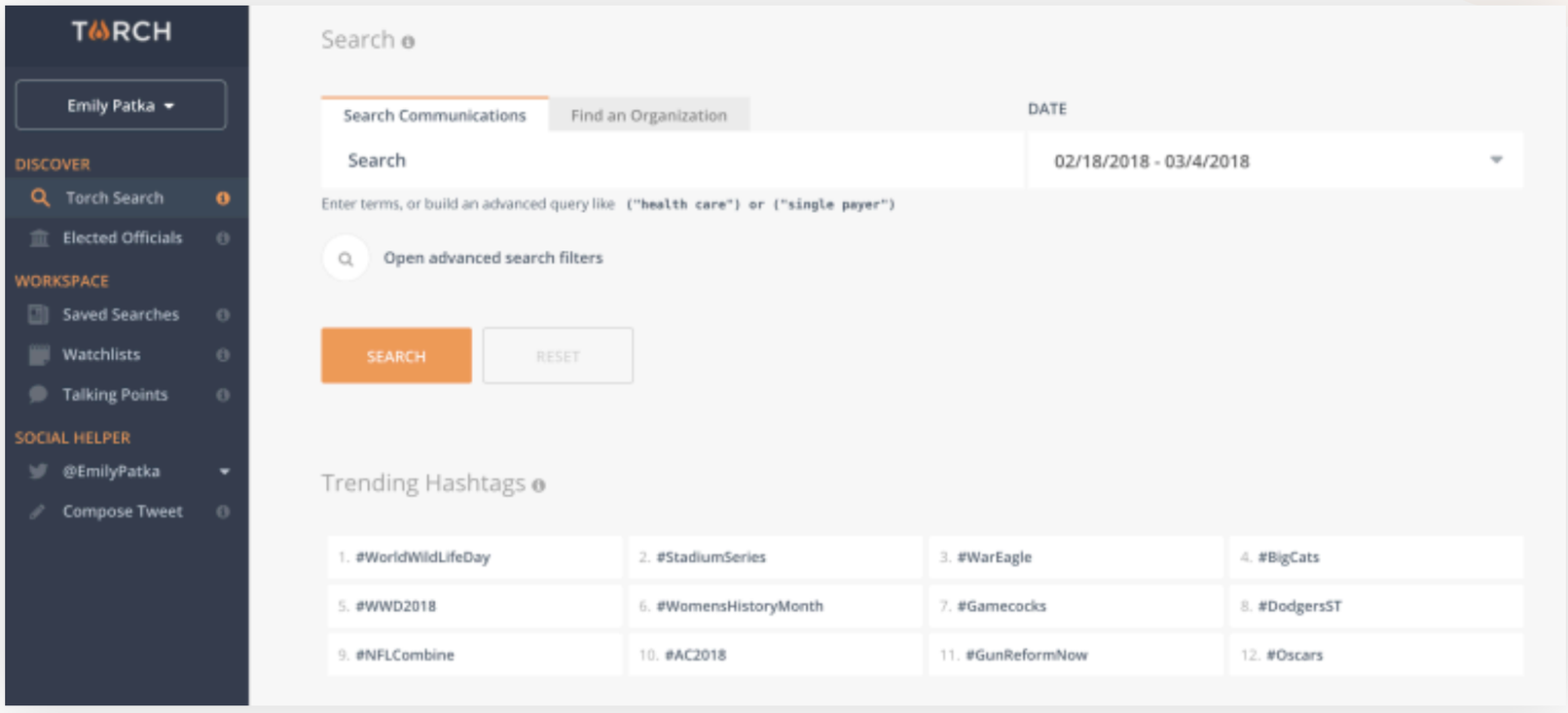
What is Torch?

- 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.

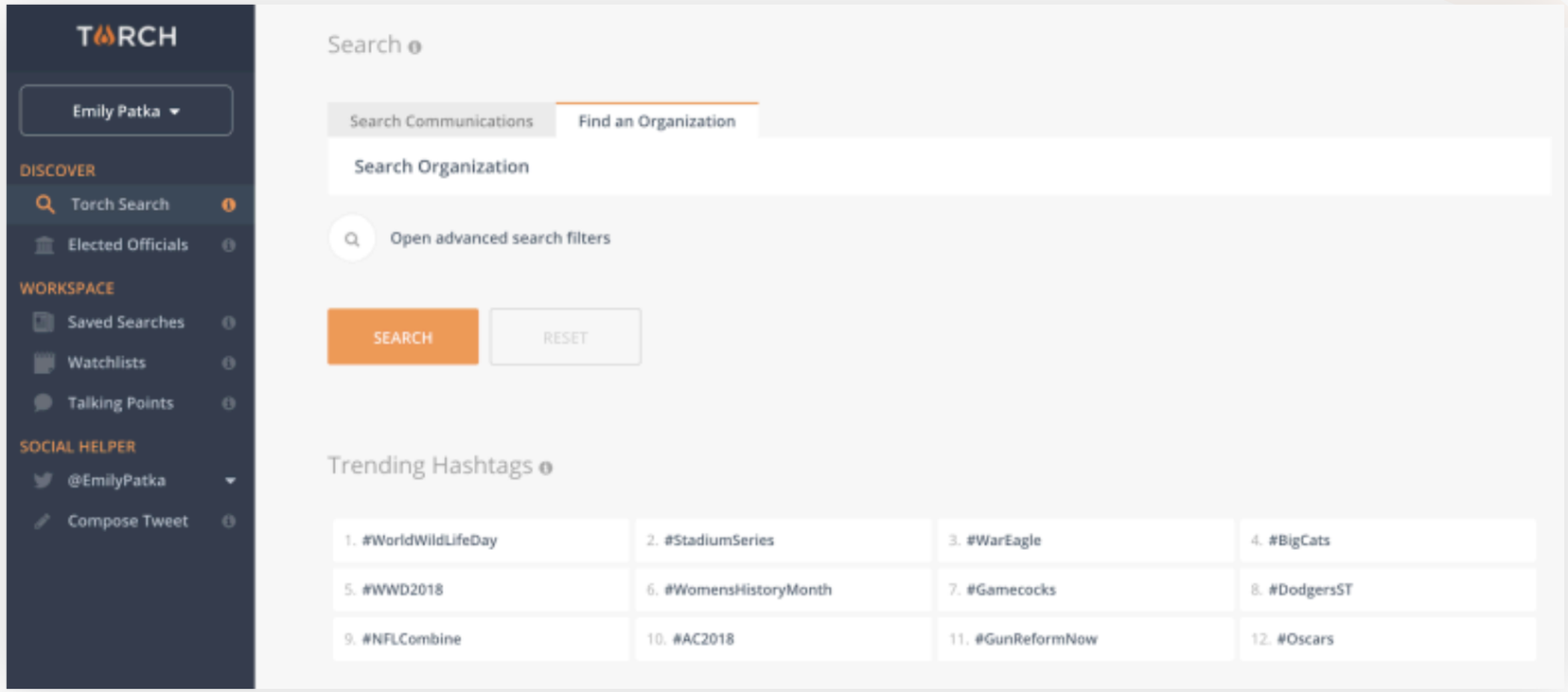
  You can use Torch™ to 1) improve your communications, 2) find and recruit new allies and clients, 3) gain an edge by learning about breaking developments and new trends in their industry as they happen, and more!

Torch Search



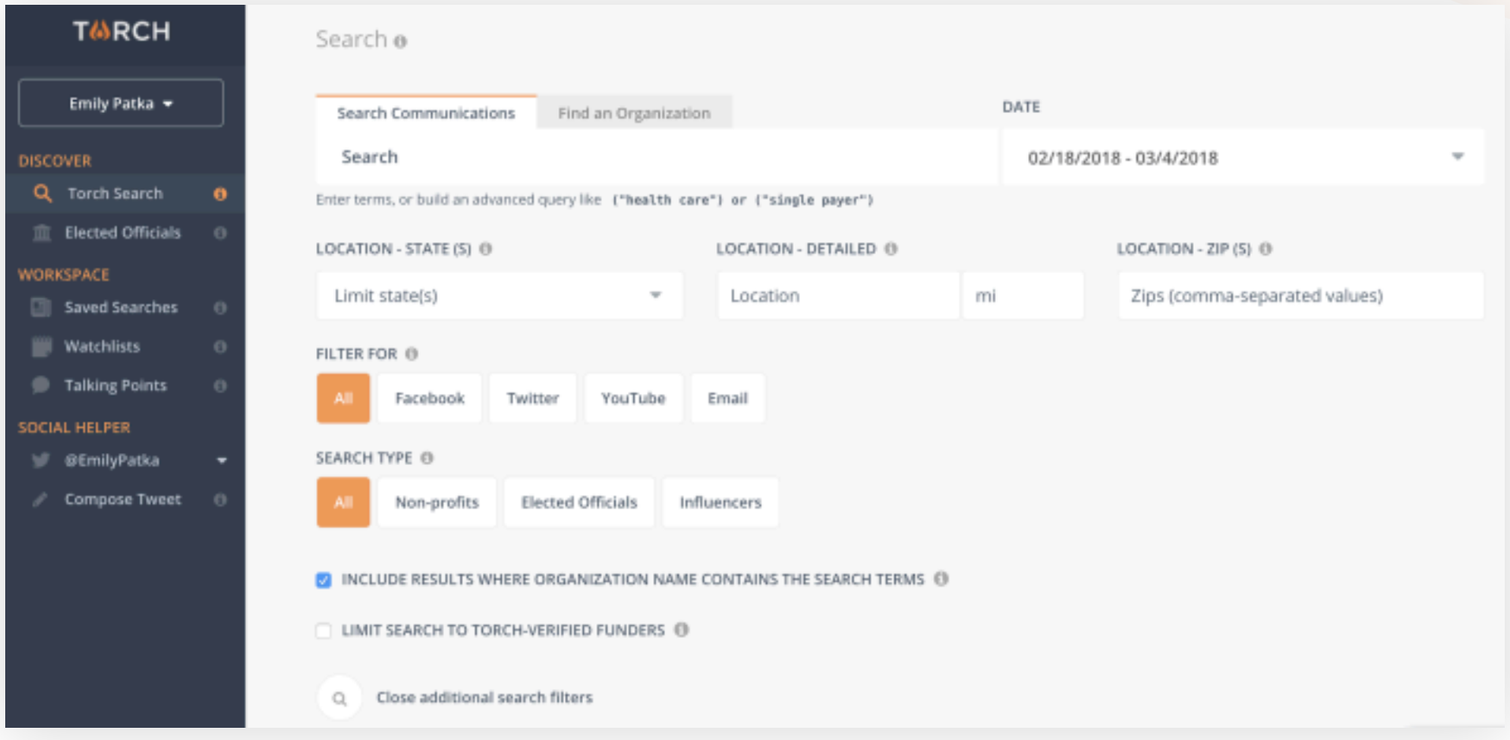
When you log into Torch, this is what you will see. You can search right from the search box for any key terms or hashtags you are interested in.

Torch Search



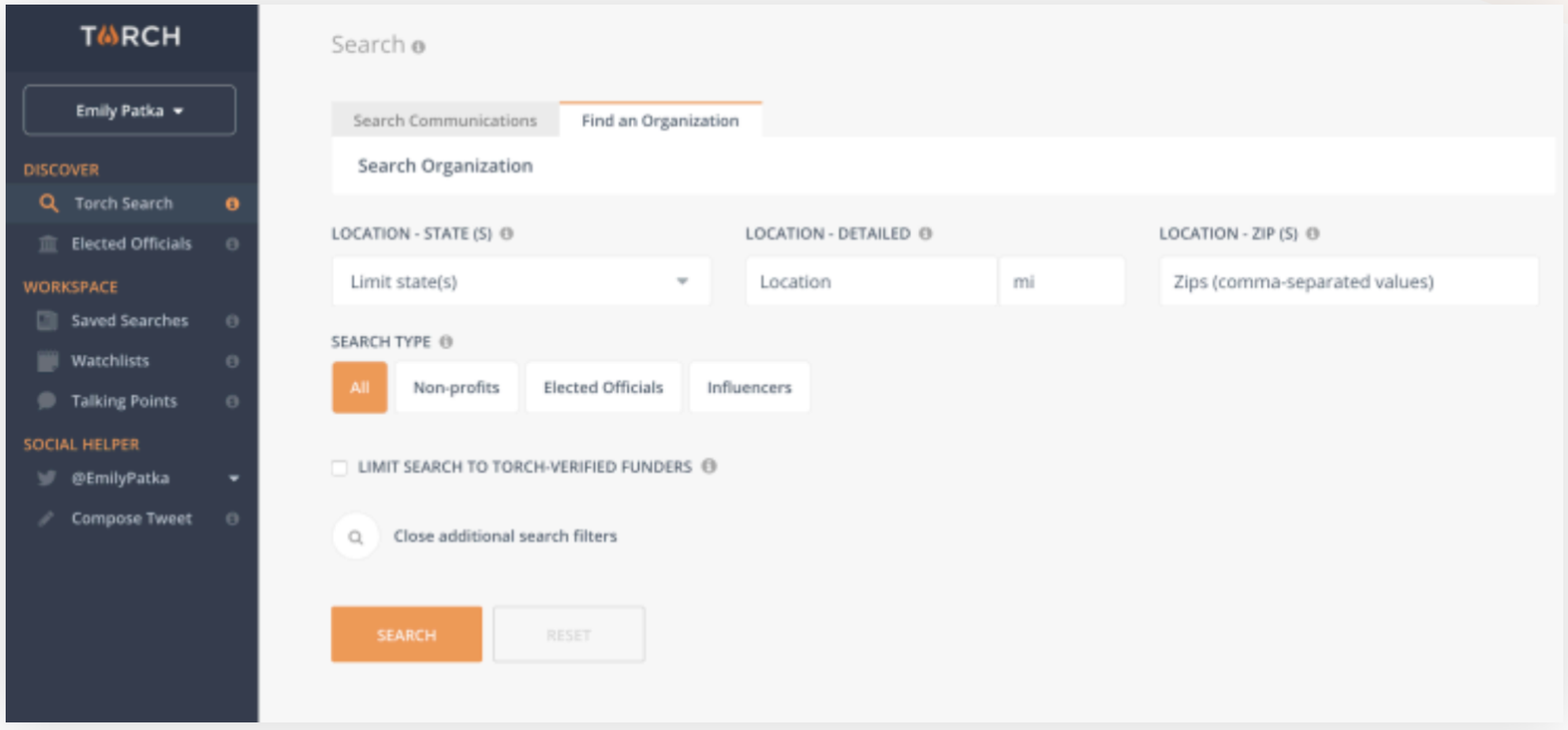
You can also search specifically for an organization from this tab.

Torch Search



Advanced search filters are also available for Communications...

Torch Search



...And Organizations.

Breakdown of advanced search items:

Select US state(s), if desired.

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

Search one or many zip codes, separated by comma.

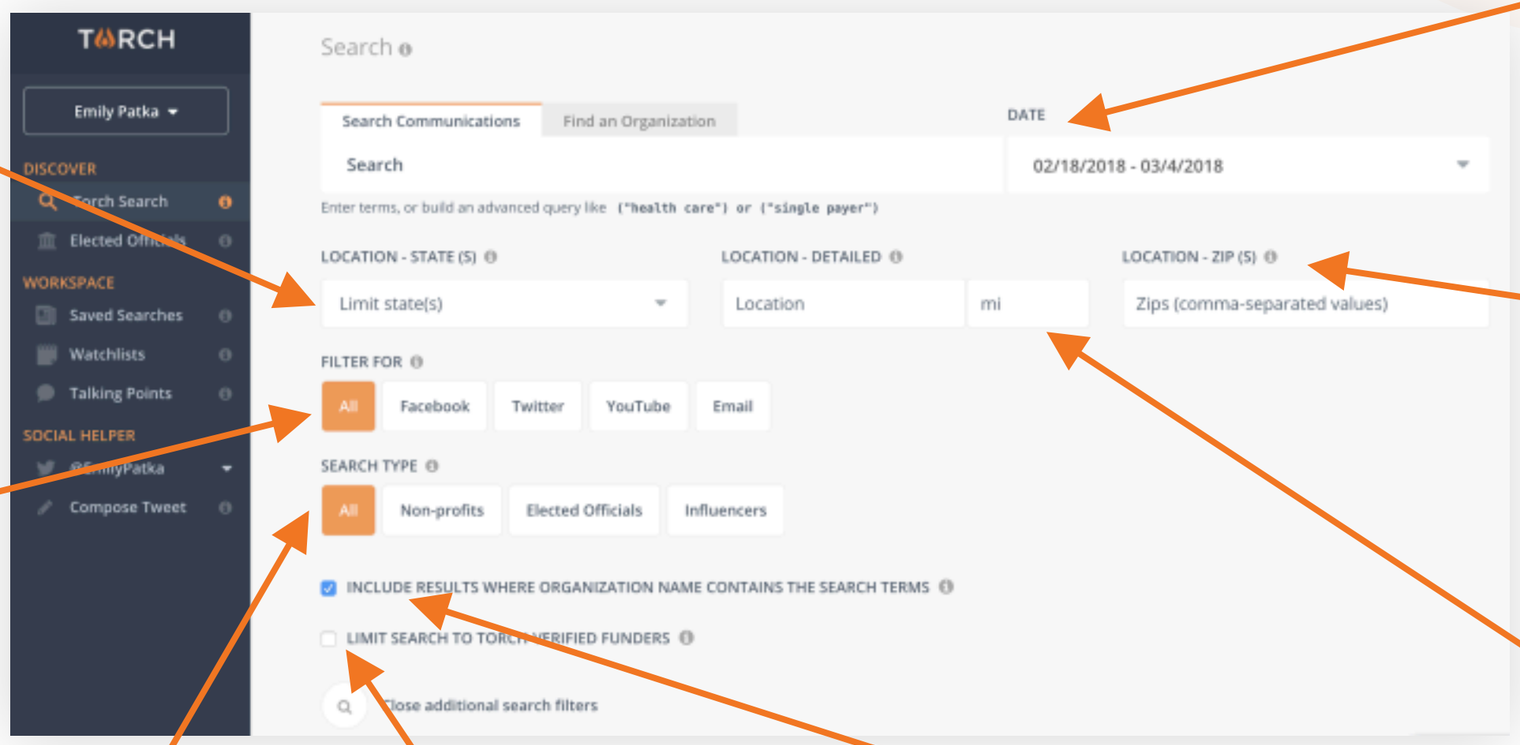
Type in city, if desired, and mileage radius for search. If you add a city, you must also add a mileage range.

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

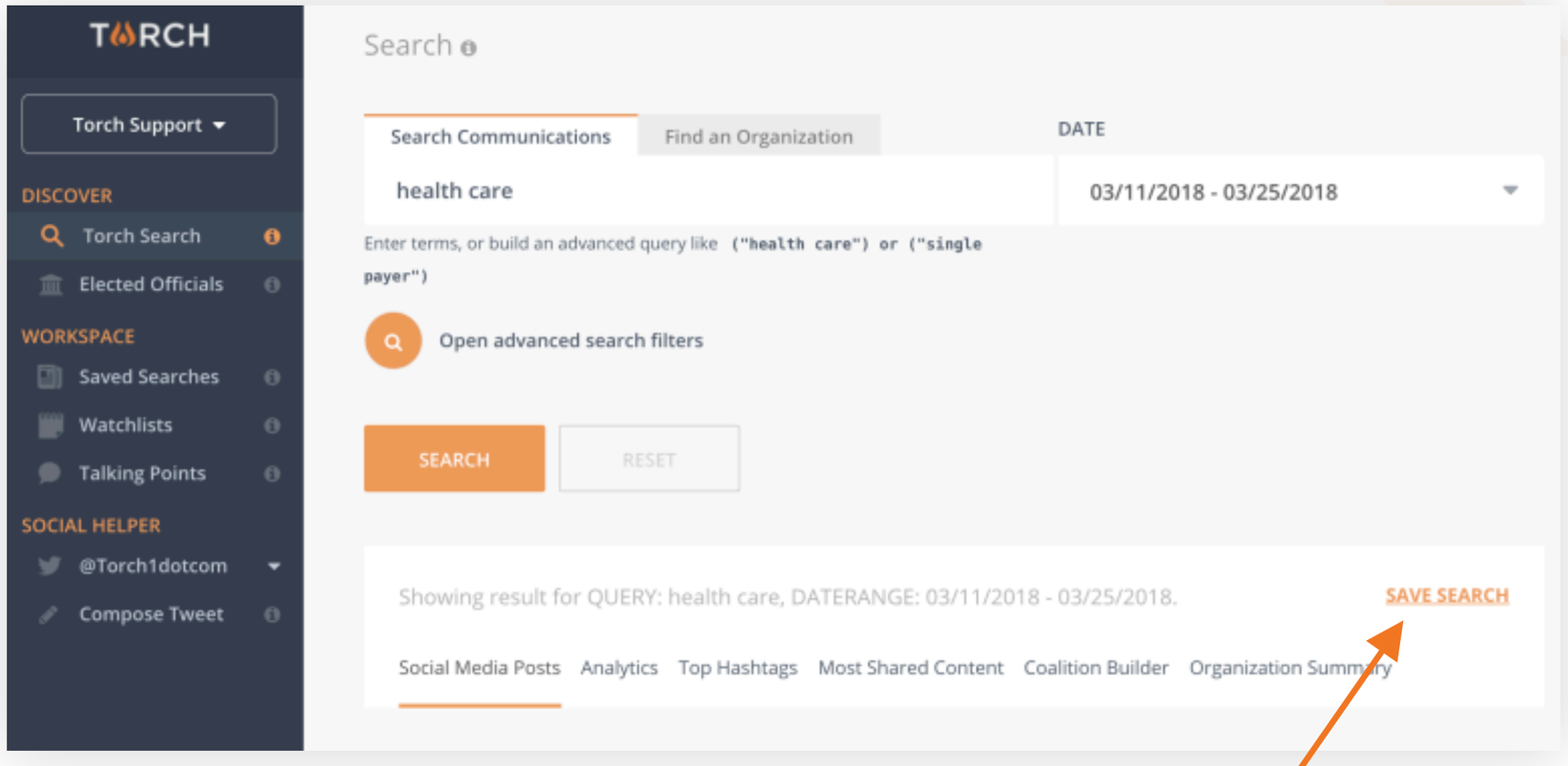
Choose specific groups to search within: Non-profits, Elected Officials, Influencers. Influencers are individuals such as high-net-worth philanthropists and other influencers of policy.

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.

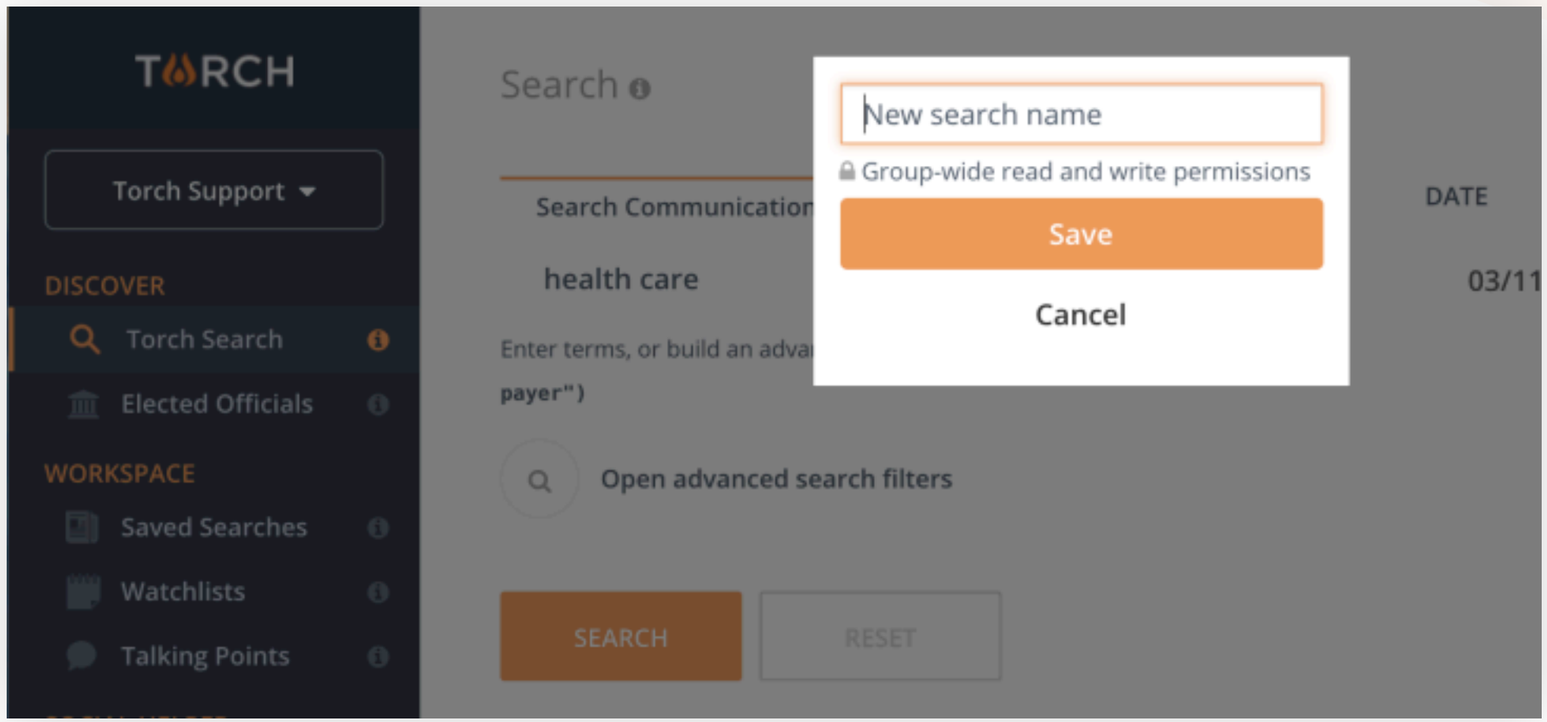


Saved Searches



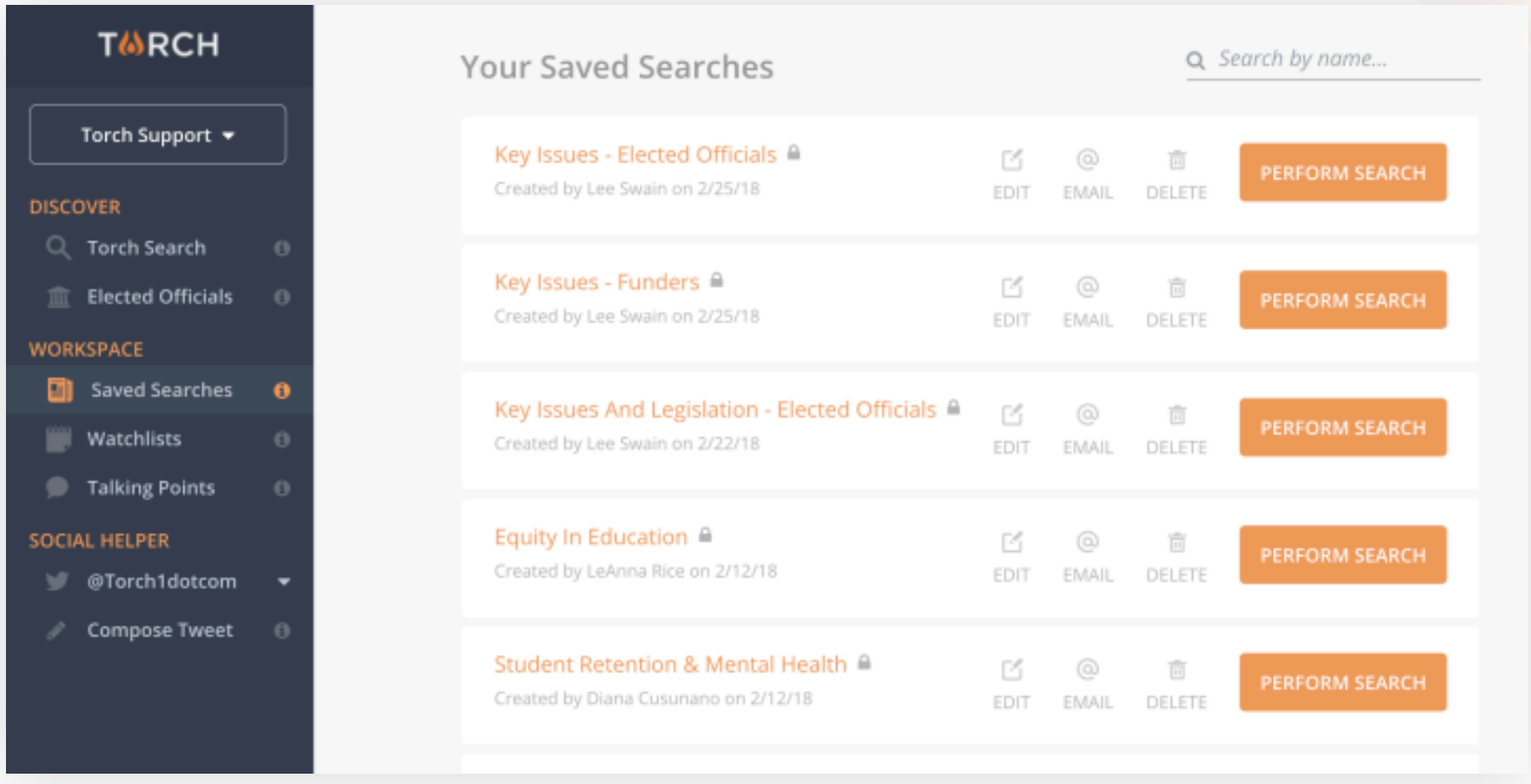
You can save any search you want by clicking “Save Search.”

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.

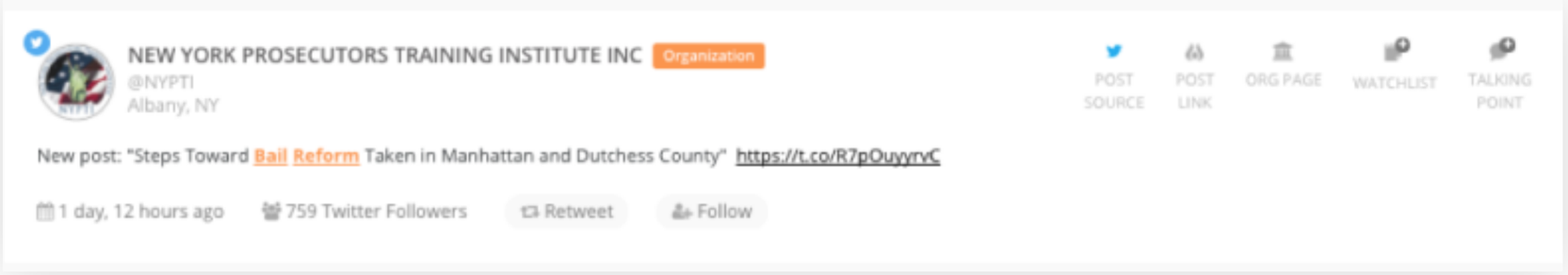
Watchlists

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:

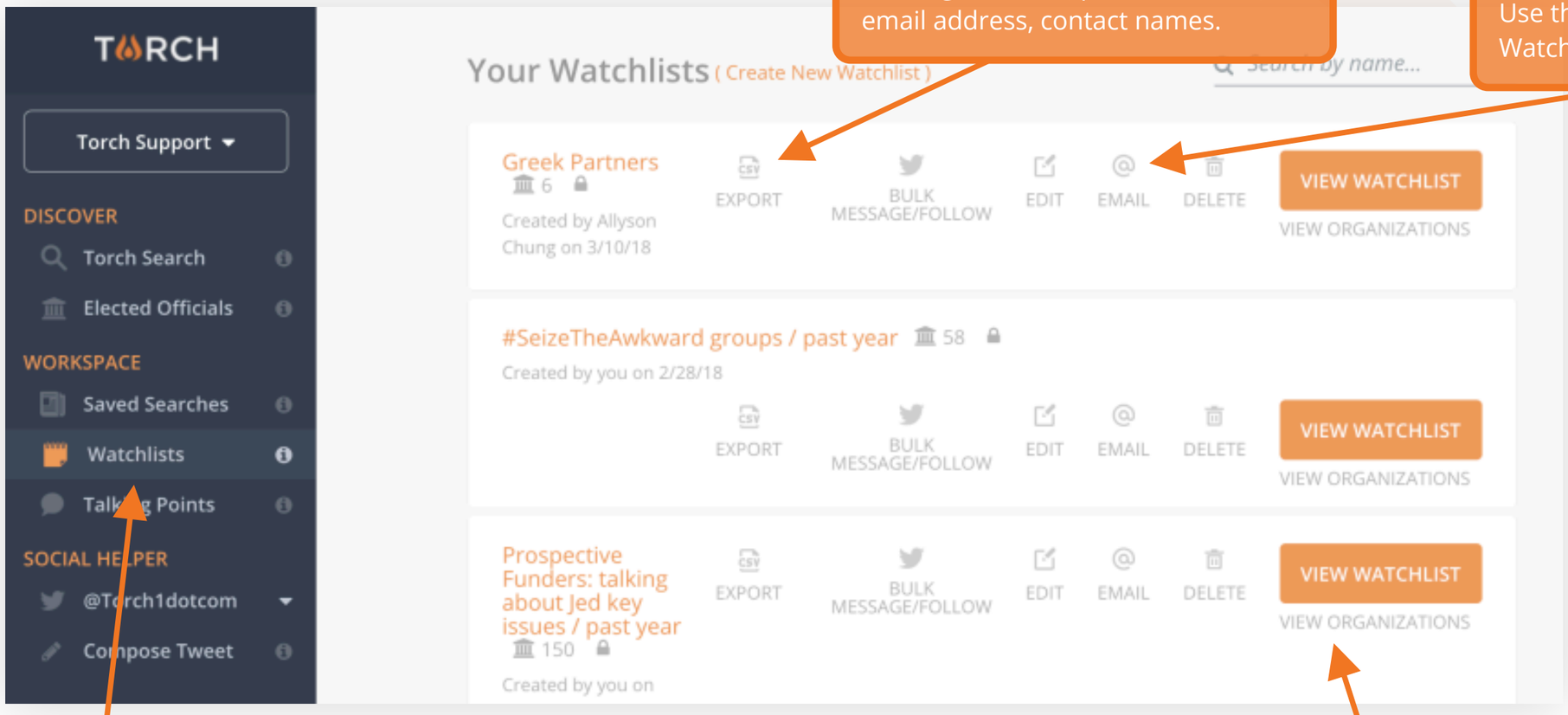
- Your funders
- A coalition you are managing
- A group of elected officials
- Your grantees
- A group of organizations and influencers who are communicating about a particular issue (i.e. bail reform)
- And anything else you choose...

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



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 discussion a particular initiative.

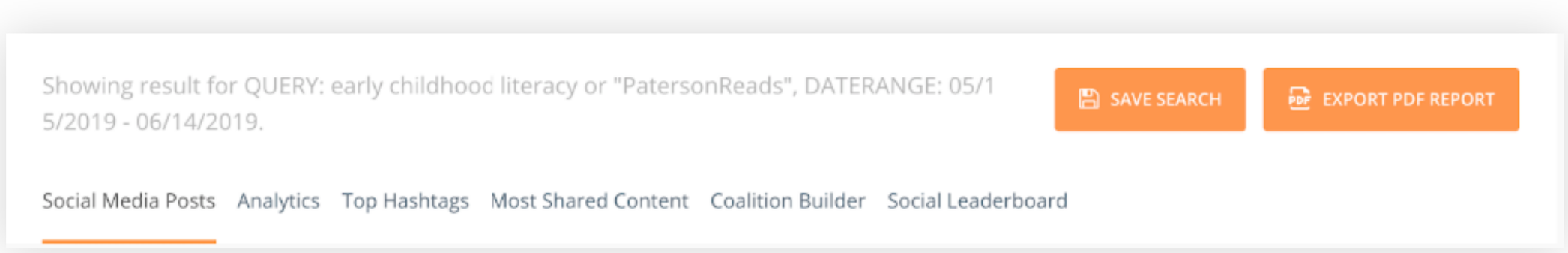
- Each page of the Talking Point shows the communication (tweet, fb post, email), as well as organization information, including financials, mission statement, and contact information.

Create or Add to a Talking Point

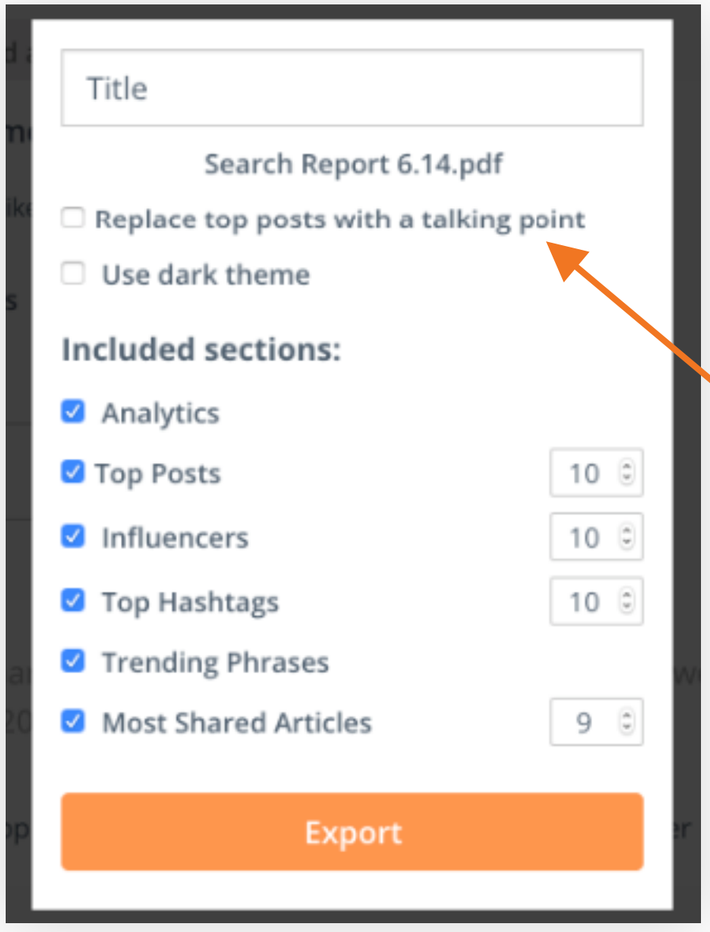
You can add any post to a Talking Point by clicking “+ Talking Point” in the upper right corner of the search result box. Follow the steps to create and name a new Talking Point, or add to an existing.

Reports

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



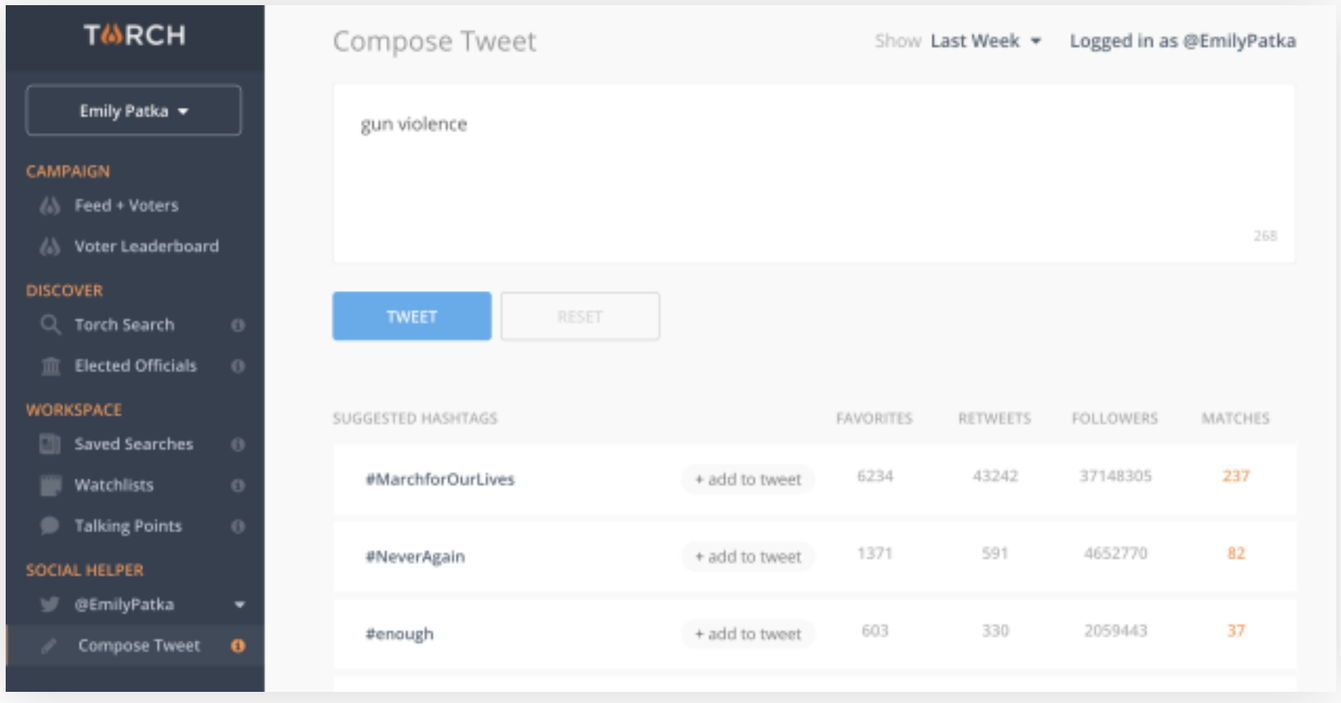
Create or Add to a Talking Point



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



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.”

TORCH