

Search through articles, tweets or instagram posts to identify which journalists and outlets are writing about the issues you care about.

TOP

TIPS

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Lists Search
                         Pinpoint
                                    Distribution
Streams
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#### Search with Roxhill

- Roxhill allows you to search for journalists through a variety of different filters.
- Navigate to the Search option in your toolbar to discover all the different search tools and options available to you.

Use Boolean formulas when searching for more than one keyword.

To search with multiple keywords you can include the words AND, OR, **NOT** in uppercase. This is to ensure the system applies the instruction instead of looking for the word.

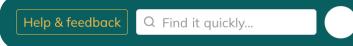
Example: To find global outlets posting content to Twitter or Instagram relating to interior design and kitchen design.

Type (interior\* OR kitchen) AND design into the 'Enter Keyword...' text box.



#### **Boolean Search Keys**

- AND Combines search terms e.g. interest AND rates
- OR Includes one word or the other e.g. interest OR rates
- Omit results which contain a specific NOT word
  - e.g. interest NOT rates
  - Searches for the word variations e.g. interest\* will display interesting, interested
- 66 77 Searches for specific phrases e.g. "interest rates"
- Differentiate elements within a ()combined search
  - e.g. interest AND (rates OR level)



## 1. Quick Search

- The fastest way to search for a specific journalist or outlet, is via the quick search bar in the top-right.
- Type in the name of the journalist or outlet, and Roxhill • will populate with suggestions.
- From here, you can navigate to their Journalist or Outlet profile.



# 2. Topic Search

Note: Covers UK Nationals and Regionals only.

- Select the 'Search' button in the top menu
- Select or stay in the ٠ lournalists tab
- Under 'Writing about'. select 'Articles'
- Free type your topic(s) ٠ into the 'Choose topics...' box. or select from the pop-out menu

Use the "Sort View" button to adjust he you wish to view and sort through the results.

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### 3. Sector Search

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$\sim$ choose sector	Consumer Lifestyle
	Education
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	Education Management, Training
Writing about	Higher Education / University
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	Student Life & Publications

Note: Don't forget to clear all filters before beginning a new search.

- Select the 'Search' button in the top menu
- Select or stay in the journalists tab
- Find the 'Sectors' filter under 'Publication details'
- Free type or select your sector(s) ٠ from the drop-down menu



Your search results will display ٠ all relevent journalists, globally, who write about your chosen sectors(s).

Use the "Sort View" button to adjust how you wish to view and sort through the results.

# 4. Twitter Search

- Select the 'Search' button in the top menu.
- Select or stay in the • Journalists tab.
- Go to 'Writing about' ٠ and select 'Tweets'
- Type your keyword(s) ٠ into the Keywords box.
- Your search results will display journalists who have tweeted your keyword(s) within the last year.

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# 5. Instagram Search

#### Writing about

#### Articles Twitter Instagram

- Select the 'Search' button in the top menu
- Select or stay in the lournalists tab
- Go to Writing about and select 'Instagram'
- Type your keyword(s) into the Keywords box



Your results will display journalists who have posted with your keyword(s) within the last year. You can adjust this timeframe in the filters. Use the "Sort View" button to adjust how you wish to view and sort through the results.