

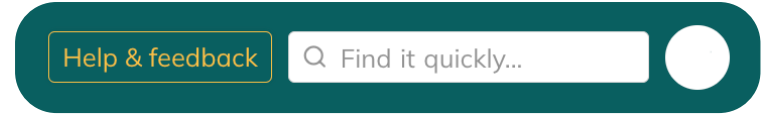
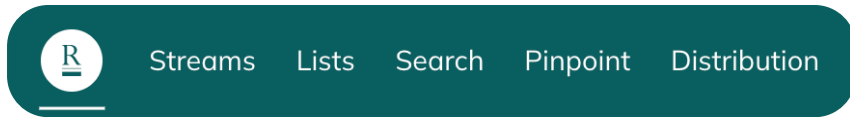


Roxhill

USER GUIDES

5 WAYS TO SEARCH

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



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.

TOP TIPS

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.

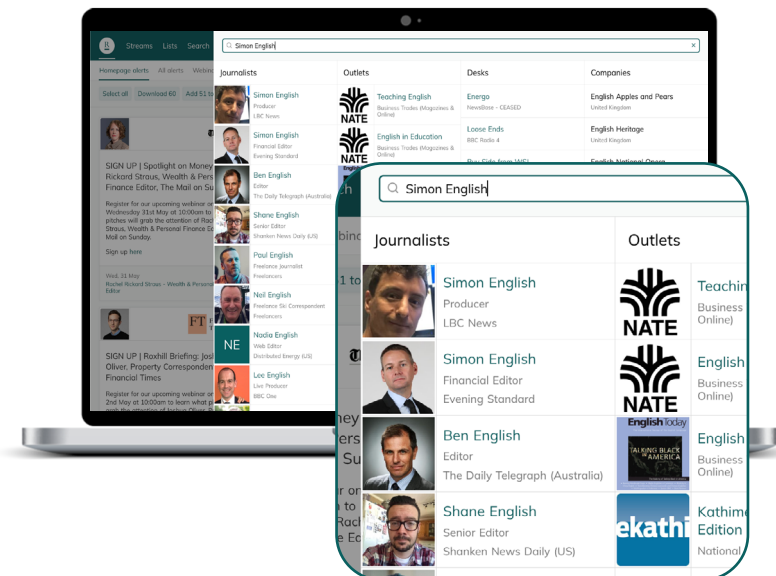
Boolean Search Keys

TOP TIPS

- AND** Combines search terms
e.g. *interest AND rates*
- OR** Includes one word or the other
e.g. *interest OR rates*
- NOT** Omit results which contain a specific word
e.g. *interest NOT rates*
- *** Searches for the word variations
e.g. *interest** will display *interesting, interested*
- “”** 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.

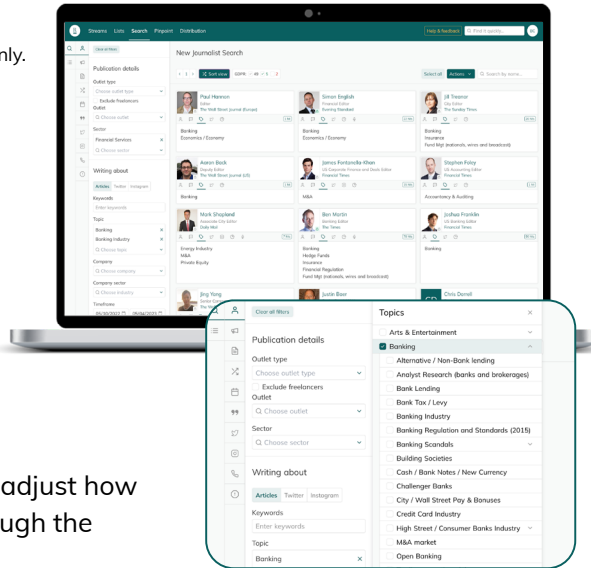


2. Topic Search

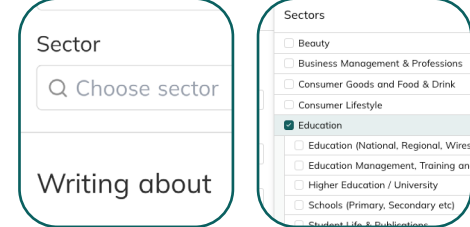
Note: Covers UK Nationals and Regionals only.

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

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

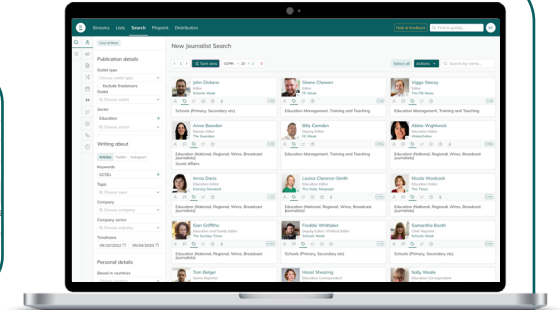


3. Sector Search



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

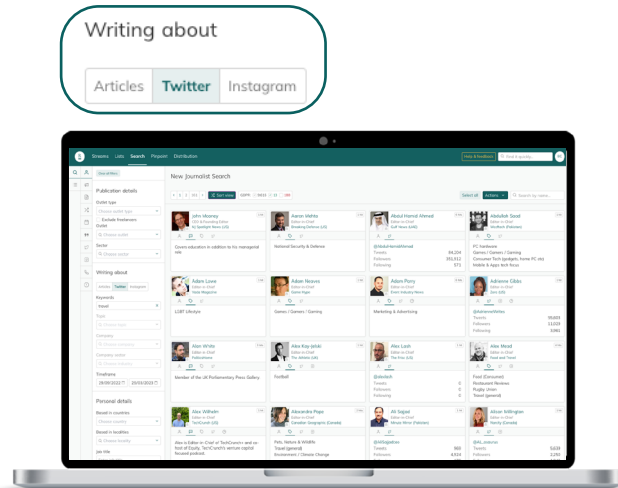
- Select the **'Search'** button in the top menu
- Select or stay in the journalists tab
- Find the **'Sectors'** filter under **'Publication details'**
- Free type or select your sector(s) from the drop-down menu



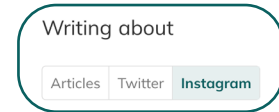
- Your search results will display all relevant journalists, globally, who write about your chosen sector(s). Use the **"Sort View"** button to adjust how you wish to view and sort through the results.

4. Twitter Search

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



5. Instagram Search



- Select the **'Search'** button in the top menu
- Select or stay in the Journalists 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.

