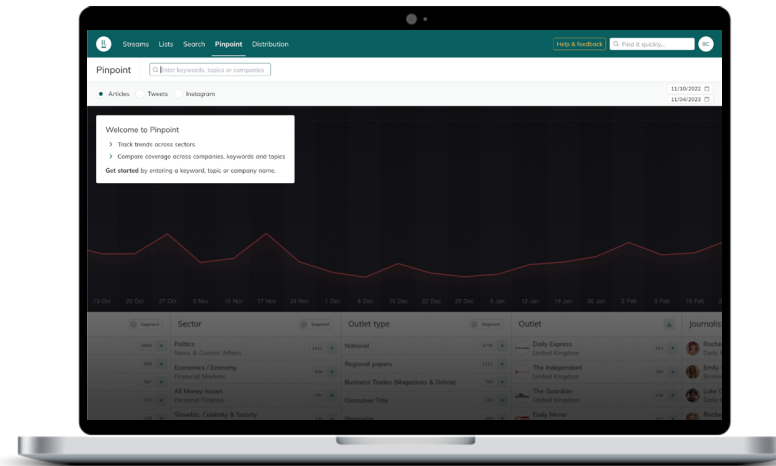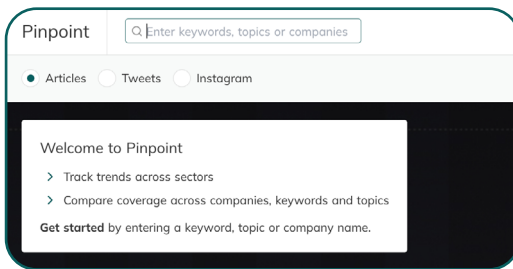# Roxhill
USER GUIDES
PR & MEDIA ANALYSIS - PINPOINT

Identify PR trends with Pinpoint - Roxhill's PR analysis tools help you in pinpoint the latest PR trends and media opportunities, giving you a deeper understanding of the issues impacting your business.

Search for a keyword, topic or company

To start your search, start typing in the search bar. Relevant suggestions will appear in a drop-down menu.

**Pinpoint**
🔍 Enter keywords, topics or companies

○ Articles ○ Tweets ○ Instagram

Welcome to Pinpoint
› Track trends across sectors
› Compare coverage across companies, keywords and topics
Get started by entering a keyword, topic or company name.

Need a little help?

If you need further help, contact your account manager via [Help & feedback] and they'll get back to you as soon as possible.
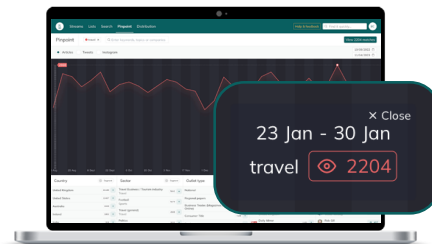
Establish a timeline...

Select your dates
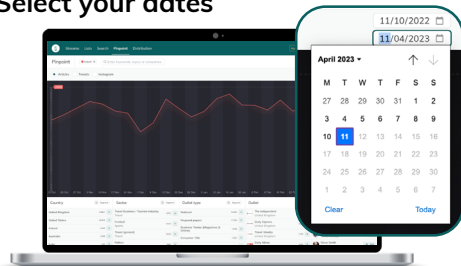
- Click the date fields to open the calendar view.
- Select your start and end dates by clicking the days you want in the calendar.
- The graph below will populate with the relevant results.

Hover for results

23 Jan - 30 Jan × Close
travel 👁 2204

- Hover over the graph to show the number of results over specific dates.
- Click the eye button to open a side panel and view the articles, tweets or instagram posts that matched your search.

Viewing your results
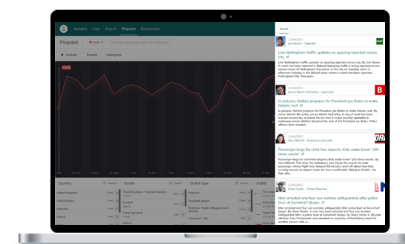
- In the sidebar, you will see a long list of your results.
- From here, you can click to view the article, or navigate to the journalist's profile.

TOP TIPS

Refine your search

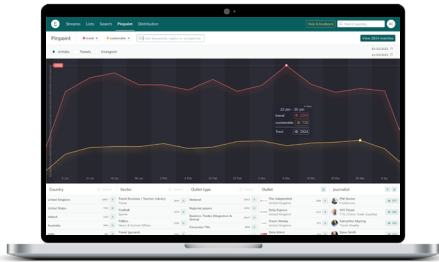You can filter the type of results included in your search by:
- Articles
- Tweets
- Instagram

Click to choose what type of results you want to see.

Note: Tweets and Instagram posts are only compatible with Keyword searches. Searches for Topics and Companies will not show any matching Tweets and Instagram post results.
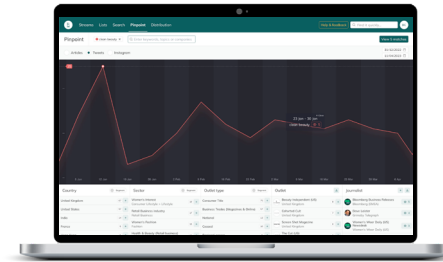
View different result types.

View Articles

- Select '**Articles**' to ensure that all the results you see on your timeline are based on Articles that match your keyword, topic or company search.
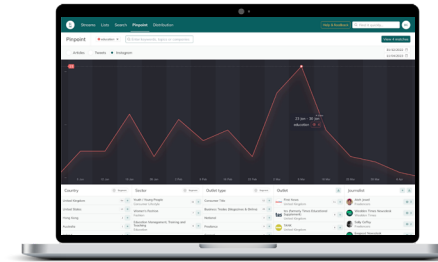
View Tweets

- Tick the '**Tweets**' box to ensure that all the results you see on your timeline are based on Tweets that match your keyword, topic or company search.

Note: Tweets are only compatible with Keyword searches.

View Instagram Posts

- Tick the '**Instagram**' box to ensure that all the results you see on your timeline are based on Instagram posts that match your keyword, topic or company search.

Note: Instagram posts are only compatible with Keyword searches.

Keyword Compatibility

TOP TIPS

Please note that Tweets and Instagram posts are only compatible with Keyword searches.

Searches for Topics and Companies will not turn up any matching Tweets and Instagram post results.

If you would like to see and include Tweets and Instagrams in your results, make sure that you're searching for Topics and Companies in the form of Keywords.

Segment your graph
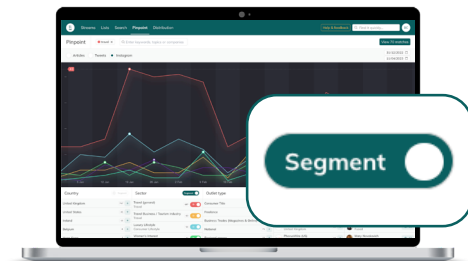
- Click the '**Segment**' button in the Country, Sector or Outlet type filters to switch it on and bring up a segmented view of your results.
- The numbers that appear beside each segmented option represent the number of results available.
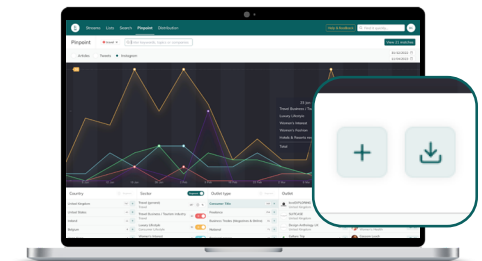
Curate the segmented data
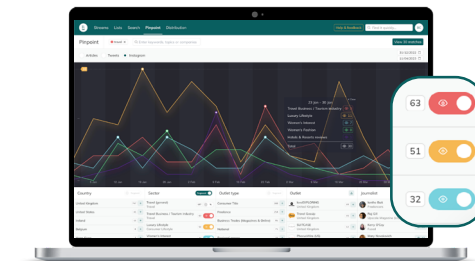
- Toggle the colourful '**View**' buttons on or off to choose the data you do and don't want to view as segments.

Note: You can only segment results when one item (keyword, topic or company) is being analysed.

- Click the '**+**' button in non-segmented categories to factor those specific results into your timeline.

Download journalist info

- In the '**Journalist**' column, click the download button to select what relevant information you'd like downloaded on a spreadsheet .