

Alli Twitter Trends Alert

What is a Twitter Trend Alert?

The Twitter Trend Alert allows you to see if keywords of interest are trending on Twitter in the countries you specify.

Business Challenge

The world of Twitter is extremely fast-paced with trending keywords changing rapidly. There was no straightforward way to quickly and easily see if keywords of interest were trending or not.

Solution

This alert takes keywords and countries as inputs and actively monitors the Twitter landscape every hour to let you know if the keywords of interest are trending.

Ideal Users

- Social teams and the brands they support
- All verticals
- Facebook Advertisers

Benefits

- Less time and effort spent monitoring keyword trends
- Improved brand awareness & deeper resonance with audience
- Faster time to react to trending topics

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Name:

When Should This Run?:

Status: Active

Schedule:

Notification Emails:

Environment Variable Overrides:

Name	Value
country	United States
google_sheet_data_source	google_sheet_data_source
social_twitter_trends_alert_keywords	social_twitter_trends_alert_keywords
slack_channel	slack_channel
bot-test	bot-test

Key Contacts & Links

Data Solutions: [Jamie Barbosa](#)

Engineering: [Gautam Sharma](#)

[Documentation](#)

[Support](#)

Implementation Highlights

You'll create a Google Sheet with keywords of interest, then add the alert from Marketplace.

[Detailed instructions can be found on Confluence](#)

Common Objections	Response
My brand doesn't use Twitter much.	Using this alert could be a great opportunity to convince them to expand their efforts. You'll be a hero for identifying new opportunities!
	Also, keeping track of trending keywords on Twitter can inform your efforts on other social media platforms, like Facebook, which don't show which keywords are trending on the platform.