CHIRPY

USER GUIDE · 2026

Chirpy Listening
User Guide

Hear what people say about your business, your competitors and your trade, and turn it into posts and replies.

Topics | Stories | Mentions | Priority | Alerts | Post | Reply on X

A guide from Chirpy

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CHAPTER 01

Introduction

Why listening matters for a business

People talk about businesses all the time, and most of it happens where the business isn't looking. A customer recommends your cafe in a thread about the best coffee in town. A local news site writes about the new bike lane outside your door. A competitor opens a second location. Someone asks on X where to find good oat milk lattes nearby. Each of those is a chance to thank someone, answer a question, join a conversation or post something timely. Each one is also gone in a day or two if nobody sees it.

Listening is the habit of hearing those conversations while they still matter. It tells you how people feel about you, what they ask, what they complain about and what is happening around you. It also gives you something real to post about: news your customers care about, questions they keep asking, and moments worth celebrating.

Where listening helps

- **Hear what people say about you.** Mentions of your business name, your hashtag or your products, on X, YouTube, in the news and on the blogs you follow.
- **Spot trouble early.** A complaint, a word like "refund" or "food poisoning", or a sudden rise in negative comments, while there is still time to put it right.
- **Answer people who didn't tag you.** A question about your business, or about what you sell, asked on X by someone who never mentioned your account.
- **Keep an eye on competitors.** What they announce and what people say about them.
- **Find things to post about.** Local news, changes in your industry and questions your customers keep asking, turned into posts in your own voice.
- **Read the mood of your own comments.** How people feel in the comments on your posts overall, with a warning when complaints pile up.

Where another tool is more appropriate

Listening reads public conversations and your own comments. It is not a reply inbox: you answer comments on your own posts in **Community**, not in Listening. It is not analytics either: reach, engagement and follower numbers for your own posts are in your analytics and reports.

Listening also only hears what it is told to listen for, in the places you choose. A private Facebook group, a review site you haven't added as a feed, or a conversation that never uses your words won't appear. Treat it as a strong early warning and a source of ideas, not a complete record of everything said about you.

Use case examples

Use case	What to listen for	What you might do
Local cafe or restaurant	Your name and hashtag, plus watch words such as "food poisoning" or "refund"	Thank people who recommend you, and deal quickly with a complaint before it spreads.
Your neighborhood	Your town's name with words like "opening", "market" or "road work"	Post about a street fair or a road closure that affects your customers.
Competitors	A competitor's name	See their announcements and what customers say about them.
Your industry	Words such as "coffee prices" or "oat milk"	Give your view on news that affects what you sell.
Product questions	A product name with words like "where" or "best"	Answer someone on X who is asking where to buy what you sell.
Your own comments	Every comment and mention on your accounts	Watch the overall mood and get an alert if negative comments rise.
Agencies	One set of topics for each client business	Bring each client a short weekly summary of what people said.

The problem with keeping up

- **It is everywhere.** Mentions are spread across platforms, news sites, blogs and your own comments. Checking each one by hand every day isn't realistic.
- **Searches are noisy.** Searching for a business name finds every other business, person or phrase with the same name. Sorting the real mentions from the rest takes longer than reading them.

- **The important ones get lost.** One angry post from an account with a large following matters more than fifty routine mentions, but in a list they look the same.
- **Hearing it isn't the end.** Once you find something worth acting on, you still need to write a good post or reply, in your brand's voice, without inventing details.

> These jobs mean most businesses only hear about a problem after it has grown, and miss the conversations they could have joined. The opportunity is to hear the moments that count, sort them from the noise, and act on them quickly while keeping a person in charge of every post and reply.

CHAPTER 02

Introducing Chirpy Listening

Chirpy Listening closes that gap. You save a topic, such as your business, a competitor or your area. Chirpy checks for it around the clock, reads every mention, keeps out the ones that are about something else, marks how people feel, groups the same story from different places, and tells you when something moves. When you find something worth acting on, one click starts a post in your brand's voice or a reply on X.

Listening lives inside Chirpy, next to your Community inbox, your Brand Kit and Create Post, so what you hear turns straight into what you post.

What Listening is

A **topic** is a saved search that keeps running. Each topic has its own words to listen for, words to leave out, places to listen, region, language, watch words and alerts. A workspace can keep up to 10 topics at a time.

There are two kinds of topic:

- **Your inbox** topics read the comments and mentions Chirpy already collects from your connected accounts in Community. They are checked every 15 minutes.
- **Public web** topics search X, YouTube, the news and up to 5 blogs or feeds you choose. They are checked every 6 hours.

Who it's for

- **Local businesses** such as cafes, restaurants, salons and shops that want to know what their neighborhood says about them.
- **Agencies** keeping a watch on several client businesses, their competitors and their markets.
- **Real estate agents and teams** following their area, local news and what people say about them.
- **Marketing teams** that want early warning of a complaint and a steady source of timely post ideas.

How Listening handles the work

- **Checking.** Chirpy checks every topic on a schedule, so you don't have to search by hand.

- **Sorting.** Each mention is read to decide whether it is really about your topic. A business with the same name in another city is marked **Off topic** and kept out of your numbers and alerts.
- **Feeling.** Each mention is marked positive, negative, neutral or mixed.
- **Grouping.** When X, YouTube, the news and blogs carry the same story, Listening groups them into one **story** with a score from 0 to 100 for how sure Chirpy is that it is real.
- **Flagging.** Mentions with one of your watch words, from a big account or reading as negative are marked **Priority**, with the reason in plain words.
- **Telling you.** Alerts arrive in Listening, in your notifications and, if you want them, by email.
- **Acting. Post** opens Create Post with a brief built from the facts. **Reply** opens X's own reply screen with your reply filled in.

You stay in charge. Listening never posts or replies on its own. Every post goes through Create Post, and every reply on X is sent by you, on X.

Where Listening fits in the Chirpy Engagement Loop

Chirpy is built around the Chirpy Engagement Loop, nine steps that run from Understand your brand to Learn and improve. Every turn of the loop makes the next one better.

Listening brings the outside world into the loop. It feeds **Understand your audience** with what people actually say about you and your area, and it extends **Engage** beyond your own comments to the conversations happening elsewhere. What you hear then flows on: a story becomes a post in **Create**, goes out through **Publish**, and the reaction shows up in your Community inbox and your next round of Listening. Your Brand Kit (**Understand your brand**) shapes the voice of every post and reply Listening helps you write.

What you can do in your first 10 minutes

- **Listen to your inbox.** Start a **Your inbox** topic that hears every comment and mention, and see how people feel about you over the last 30 days.
- **Listen for your business.** Start a **Your business** topic. Chirpy fills in your business name and hashtag from your Brand Kit.
- **Preview before you save.** Press **Preview** to see a sample of what a topic would find.
- **Turn a story into a post.** Open a story, press **Post**, pick an angle and open the composer with the brief ready.

Access and limits at a glance

Listening is included with **Max** and **Teams**. On **Essentials** and **Advanced** it is an add-on for $49 a month. Team members use Listening through the workspace owner's plan.

What	Limit
Topics per workspace	10, not counting archived topics
Inbox topics checked	Every 15 minutes
Public topics checked	Every 6 hours
Results per public topic	50 per source per day, and 10,000 a month in all
Blogs and feeds per topic	5
Mentions shown in the Mentions tab	The latest 60 (export the topic for the rest)
Alert emails	10 a day per workspace owner; the rest arrive together in one email

Reading mentions, scoring them and grouping stories are part of Listening. Only **Suggest a reply** uses AI credits.

CHAPTER 03

Before you begin

Plans

Listening is included with the **Max** and **Teams** plans. On **Essentials** and **Advanced**, the workspace owner can add it for **$49 a month** from **Billing**, or from the Listening page itself. If you later move to a plan that includes Listening, the add-on is canceled and the unused days are credited to you.

Team members use Listening through the workspace owner's plan and add-ons: if the owner has it, the team has it too.

If your Chirpy plan is billed through the App Store, the add-on isn't offered in Chirpy.

If a plan without Listening opens the Listening page, it shows which plans include it. The workspace owner sees **Add Listening for $49/month** and **See plans**. Other team members see "Ask your workspace owner to upgrade or add Listening."

Finding Listening

In the Chirpy sidebar, open **Advanced** and choose **Listening**. When alerts are waiting, a small number next to it shows how many.

Listening is on Chirpy on the web. It isn't in the Chirpy mobile app.

Who can do what

Listening belongs to the workspace, so everyone in the team sees the same topics.

Role	What they can do
Owner, manager, or someone working on their own	Everything: add, edit, pause, check, archive, delete and export topics, plus all of the below
Everyone else in the team	Read every topic, its stories, mentions and alerts; mark alerts handled; press **Post**
Everyone except viewers	Use **Reply** on X mentions

Mentions from your own accounts follow your Community access. If you can't see an account in Community, you don't see its comments in Listening either, and alerts about those comments are hidden from you.

What Listening needs

- **For an inbox topic:** social accounts connected to Chirpy and showing in **Community**. Inbox topics read comments and mentions from Facebook, Instagram, LinkedIn pages, YouTube and X. LinkedIn personal profiles and TikTok aren't included.
- **For a public topic:** nothing extra. Chirpy does the searching.
- **For suggested replies on X:** an X account connected to Chirpy. You can always write a reply yourself without one.
- **For better posts:** a Brand Kit. Posts and suggested replies are written in your Brand Kit's voice, and the **Your business** starter fills in your business name from it.

Where Listening looks

Source	What it finds	How often
Your inbox	Comments and mentions on your connected accounts	Every 15 minutes
X	Public posts on X, without reposts	Every 6 hours
YouTube	New videos whose title or description matches	Every 6 hours
News	Headlines from news sites	Every 6 hours
Blogs and feeds	New articles in up to 5 blogs or feeds you add (RSS or Atom)	Every 6 hours

A new inbox topic looks back over the last 30 days the first time it runs, so it never starts empty. A new public topic starts with the last day or so of posts and headlines, and the last few days of videos and blog articles, then keeps up from there.

CHAPTER 04

Quick start: from a topic to your first post

This is the fastest path from nothing to a post based on what people are saying. Each step has its own chapter below.

1. **Open Listening.** In the sidebar, open **Advanced** and choose **Listening**.
2. **Pick what to listen to.** Under “What do you want to listen to?”, choose **Your business**.
3. **Check the words.** Chirpy fills in your business name and its hashtag from your Brand Kit. Add a nickname or another hashtag people use, pressing Enter after each one.
4. **Press Preview.** A sample of news and blog results appears. X and YouTube results appear after the first check.
5. **Press Start listening.** The topic shows **Warming up** while it runs its first check. Results appear within a few minutes.
6. **Add your inbox.** Press **New topic**, choose **Your inbox**, leave **Every comment and mention** selected and press **Start listening**.
7. **Read the stories.** Open your business topic. The **Stories** tab lists what Chirpy found, highest score first.
8. **Turn one into a post.** Press **Post** on a story. Choose **Share the news** or **Give our view**, pick a tone and press **Open the composer**.
9. **Finish the post.** Create Post opens with the brief in the AI box. Generate the draft, edit it, choose your accounts and schedule it.

CHAPTER 05

Detailed guide

Topics

The Listening page has your topics down the left and the selected topic on the right. Each topic in the list shows its status, how many mentions it found in the last 30 days, the share that read as negative (in red when it reaches 40 percent) and any open alerts. Under the list, “3 of 10 topics” shows how many slots you’ve used.

The two kinds of topic

	Your inbox	Public web
Listens to	Comments and mentions on your connected accounts	X, YouTube, news, and blogs and feeds you add
Checked	Every 15 minutes	Every 6 hours
Words	Optional: it can hear every comment	At least one name, word or hashtag
Tabs	Mentions, Alerts	Stories, Mentions, Alerts
Alert kinds	3	5

The kind is set when you create the topic and can’t be changed later. To switch, create a new topic.

Start a new topic

Press **New topic** (top right). The first time you open Listening, the page asks the same question straight away.

Under **What do you want to listen to?**, pick one:

- **Your business**: what people say about you on X, YouTube, in the news and on blogs. Chirpy fills in your business name and a hashtag made from it, using your workspace’s main Brand Kit. If your workspace has several Brand Kits with business names, as agencies often do, choose one under **Which business?**.

- **A competitor or topic**: follow a competitor, a product, a #hashtag or your area. You type the words.
- **Your inbox**: how people feel in the comments and mentions on your accounts, with alerts when complaints pile up.

The words step

After you pick, one short step asks for the words.

For a public topic, the box is **Names, words or #hashtags to listen for**. Type a word or phrase and press Enter or a comma after each one. Any one of these is enough for a match, so add a nickname or a #hashtag to catch more. Chapter “Choosing your words” explains how matching works.

For an inbox topic, choose:

- **Every comment and mention**: see how people feel overall and get told when complaints pile up.
- **Only ones that mention certain words**: for example a product, “price” or “booking”.

Under the words, a line tells you where and how often Chirpy will check, such as “Checks X, YouTube and the news every 6 hours.” Next to it, **More options** opens everything else. You don’t need any of it to start: every option has a sensible default.

More options

- **Name.** Until you type one, the topic is named after its first word. An inbox topic is called “Your inbox”.
- **Who or what is this about?** (for an inbox topic, **Your business, in a few words**). A short description, such as “Morning Ritual Coffee Co., a neighborhood coffee shop in Elm Park”. Chirpy reads every mention against it, which keeps out posts about something else with the same name. The **Your business** starter fills it in from your Brand Kit’s name and address. It is worth checking.
- **Must also mention (for example your town).** Adds a second group of words, shown as **And also any of these**. A mention must then match a word from each group. You can have up to 3 groups. Press **Remove** to take a group away.
- **Leave out anything with.** Words that mean a mention is about something else. Anything containing one of them is skipped. Up to 20.
- **Where to listen** (public topics). Tick **X**, **YouTube**, **News** and **Blogs and feeds**. New public topics start with X, YouTube and News ticked.
- **Blog or feed addresses, one per line (up to 5).** Appears when **Blogs and feeds** is ticked. Paste the address of a blog’s RSS or Atom feed, such as a local news site’s feed. Most blogs have one, often at an address ending in /feed or /rss.
- **Region** and **Language** (public topics). Region narrows news, YouTube and X to one country: Worldwide, United States, South Africa, United Kingdom, Mauritius, Australia, Canada, New

Zealand, Ireland, India or United Arab Emirates. Language can be English, French, Spanish, German, Portuguese or Afrikaans.

- **Accounts** (inbox topics). Untick any connected account you don't want this topic to hear.
- **Email me alerts.** Alerts always show in Listening and in your notifications. With this on, they're also emailed to the workspace owner. At most 10 alert emails go out a day; the rest come together in one email.
- **Alert kinds.** Tick the kinds of alert this topic should raise. All are on by default. See chapter "Alerts".
- **Watch words.** Shown while **Watch word spotted** is ticked. Words that need attention whenever they appear. Up to 30.

Preview

Press **Preview** at any time to see a sample of what the topic would find, without saving anything.

- **A public topic** previews News and Blogs and feeds. X and YouTube results appear after the first check, so a preview doesn't use paid searches.
- **An inbox topic** shows matching comments from the last 30 days and how many there are, for example "42 matching comments in the last 30 days."

If nothing turns up, you'll see "Nothing found yet with these words. Try fewer or broader words." A preview stops after about 20 seconds; any slow sources are read at the first check instead.

Start listening

Press **Start listening**. The topic appears in the list with the status **Warming up** while its first check runs, and results appear within a few minutes. After the first check its status becomes **Listening**.

Status	What it means
Warming up	Saved; the first check is running or about to run
Listening	Checking on schedule
Paused	Not checking; everything it found stays
Archived	Stopped for good; what it found stays to read and export

Edit a topic

Open the topic, press the three dots (**More for this topic**) and choose **Edit**. The window opens with every option showing. Press **Save changes**.

If you change the words, words to leave out, sources, feeds, region, language or accounts, the topic starts its next check straight away and looks back afresh. Changing only the name, the description, the watch words or the alerts doesn't restart anything.

Check now, pause and resume

- **Check now** runs the topic's next check straight away: "Checking now. New results appear within a minute or two." You can check a topic once every 5 minutes.
- **Pause** stops checking. Nothing is lost, and no new alerts are raised while it's paused.
- **Resume** starts it again with a check straight away.

Export, archive and delete

From the three dots:

- **Export CSV** downloads the topic's mentions as a spreadsheet file, up to 10,000 rows, newest first. Columns: published_at, source, outlet, author, title, excerpt, url, about_topic (yes or no) and sentiment.
- **Archive** stops the topic for good and frees its slot. What it found stays to read and export. An archived topic can't be edited or resumed. Archived topics are listed under **Archived** at the bottom of the topic list.
- **Delete** removes the topic with its mentions, stories and alerts. This cannot be undone.

How many topics

A workspace can have 10 topics. Archived topics don't count. When you reach 10, **New topic** is turned off: archive or delete a topic to add another.

Choosing your words

Good words make the difference between a useful topic and a noisy one. This chapter explains exactly how Listening matches, then works through an example.

How matching works

- **Whole words only.** “price” matches “the price?” but not “priceless”. The same goes for phrases: “oat milk” matches “oat milk latte” but not “goat milk”.
- **No plurals or other endings.** “complaint” doesn’t match “complaints”, and “refund” doesn’t match “refunded”. Add the forms people use.
- **Capitals and most punctuation don’t matter.** “MORNING RITUAL!” matches “morning ritual”.
- **Hashtags are their own words.** “#morningritual” and “morning ritual” are different. Add both if people use both.
- **Any word in a group is enough.** Words in the same box are alternatives: “latte” or “cappuccino” or “flat white”.
- **Every group must match.** With **Must also mention**, a mention needs a word from each group: (“Morning Ritual”) and (“coffee” or “Elm Park”).
- **Leave-out words always win.** If a mention contains a leave-out word, it’s skipped, whatever else it says.
- **News ignores hashtags.** News search doesn’t use hashtags, so a news topic needs at least one plain word. A topic with only hashtags finds nothing in the news.
- **Each word or phrase needs at least 2 characters**, and a word can’t be both listened for and left out.

After matching, Chirpy reads each mention against **Who or what is this about?** and marks the ones about something else as **Off topic**. They’re kept, so you can check them, but they’re left out of your numbers, sentiment, Priority and alerts.

A worked example: Morning Ritual Coffee Co.

Morning Ritual Coffee Co. is a made-up neighborhood coffee shop used in Chirpy’s examples. We’ll say it’s in a town called Elm Park.

Step 1: start from the business. Your business fills in “Morning Ritual Coffee Co.” and “#morningritualcoffeeco”. That is a good start, but almost nobody types “Co.” in a post, and the long hashtag is rare.

Step 2: add what people actually write. Add “Morning Ritual” and “#morningritual”. Now the topic hears casual mentions.

Step 3: deal with the common phrase. “Morning ritual” is also a phrase people use about skincare, yoga and their daily routine. There are two fixes, and they work well together:

- Under **Must also mention**, add “coffee”, “cafe”, “latte” and “Elm Park”. A mention now needs one of those as well.
- Under **Leave out anything with**, add “skincare”, “yoga” and “meditation”.

Step 4: describe the business. In **Who or what is this about?**, write “Morning Ritual Coffee Co., a neighborhood coffee shop in Elm Park”. Anything that slips past the words but is about something else is then marked **Off topic**.

Step 5: preview and adjust. Press **Preview**. If the sample is full of the wrong thing, add a leave-out word. If it’s empty, take a group away or add broader words.

Step 6: keep tuning. After a week, turn on **Show only off-topic** in the Mentions tab. If the same kind of off-topic mention keeps coming in, add a word that marks it to **Leave out anything with**.

Setting	Morning Ritual’s choice
Names, words or #hashtags	Morning Ritual Coffee Co., Morning Ritual, #morningritual, #morningritualcoffeeco
And also any of these	coffee, cafe, latte, Elm Park
Leave out anything with	skincare, yoga, meditation
Who or what is this about?	Morning Ritual Coffee Co., a neighborhood coffee shop in Elm Park
Where to listen	X, YouTube, News
Region and language	United States, English

The trade-off: with **Must also mention**, a post that only says “#morningritual” without “coffee” or “Elm Park” is missed. For a name that is also a common phrase, that is usually worth it. For a distinctive name, one group is enough.

Choosing watch words

Watch words are the words that need attention whenever they appear. They raise the **Watch word spotted** alert and mark a mention as **Priority**.

Every new topic starts with: scam, food poisoning, lawsuit, recall, boycott, fraud, complaint, refund and unsafe.

Make them your own:

- **Add the plurals and other forms.** “complaints”, “refunded”, “scammed”.
- **Add the words of your trade.** For a coffee shop: “sick”, “rude”, “burnt”, “stale”, “dirty”, “allergy”, “allergic”. For a salon: “burned”, “rash”, “ruined”.
- **Add the phrases people use when they are unhappy.** “never again”, “worst”, “waited”.

- **Leave out words that come up every day.** If “wait” appears in half your comments (“can’t wait to visit!”), it stops being a warning. Prefer “waited” or “long wait”.
- **Keep the list short.** A watch word that fires every day trains you to ignore it.

Reading a topic

Open a topic from the list. The top of the page sums it up.

The header

- The topic’s name, its status and its kind (**Your inbox** or **Public web**).
- A plain line of what it listens for, such as “Morning Ritual or #morningritual and coffee or Elm Park, leaving out skincare, yoga”.
- When it was last checked and when the next check is due, such as “Last checked 2 h ago, next check at 18:00”. While a check runs you’ll see “Checking now”. While Chirpy is still reading new mentions you’ll see “Reading 12 new mentions”.
- **Check now**, **Pause** or **Resume**, and the three dots for **Edit**, **Export CSV**, **Archive** and **Delete**. Only owners and managers see these.

The four numbers

Number	What it counts
Mentions, 30 days	On-topic mentions published in the last 30 days
Positive	The share of those mentions that read as positive
Negative	The share that read as negative
Open alerts	Alerts nobody has marked handled

Positive and negative are shares of the mentions Chirpy has read and found on topic. Neutral and mixed mentions make up the rest. Until there are any, the tiles show “None yet”.

The 30-day chart

Last 30 days (UTC) shows a bar for each day: the height is the number of mentions, and the red part is the negative ones. Hover over a bar for that day’s numbers. Days run on UTC time, so a mention late in your evening may count toward the next day.

Sources

Sources shows each place the topic listens and how it's doing:

What you see	What it means
"14 in 30 days"	Working; the number of on-topic results in the last 30 days
Busy, trying again later	The service asked Chirpy to slow down. Chirpy rests it for an hour and tries again
Daily limit reached	This source found its 50 results for today. It carries on tomorrow (UTC)
Paused for budget	This source has used its allowance for the month or the day. It carries on when the allowance resets
Not set up	This source isn't available yet
Problem	Something went wrong. Hover over it to see why. It's tried again at the next check

Before the first check, Sources shows "First check coming up."

Stories

Public web topics open on the **Stories** tab. A story is one piece of news or one conversation, gathered from every place that carried it. Instead of ten links about the same thing, you see one story with ten items.

How Chirpy groups a story

Chirpy puts a new result into an existing story when it links to the same article, or when it shares most of its key words with the story's headline. It looks at the last 72 hours, so a story that comes back a week later starts again. Comments from your own inbox are never part of a story.

Each story shows:

- Its **score**, in a box on the left.
- Its headline.
- A badge for each kind of source that carries it (X, YouTube, News, Blogs and feeds).
- How many items from how many outlets, and how long ago it was last seen.

- **Open** to read the original, and **Post** to write about it.
- **Show the items** to see each result in the story, with its own **Post**, and **Reply** for posts on X.

Stories are listed highest score first.

What the score means

The score, from 0 to 100, is how sure Chirpy is that the story is real and current. It mostly depends on how many different kinds of source carry it, then on how many different outlets, how many items and how fresh it is.

Kinds of source carrying it	Starting score
1	20
2	45
3	65
4	75

On top of that, each extra outlet adds 3 points (up to 15) and more items add up to 10. A story starts losing points once its newest item is more than 6 hours old, about 1 point for every 6 hours after that, and up to 20 in all.

A story seen on only one kind of source never scores above 40, however many times it's repeated. Fifty posts on X about the same rumor still score 40 at most until a news site or a blog picks it up.

The color of the score box gives a quick read:

- **Green, 70 and above**: carried by several kinds of source. Treat it as confirmed.
- **Amber, 45 to 69**: carried by more than one kind of source, or widely on one.
- **Gray, under 45**: one kind of source. Check it before acting on it.

When a story scores 70 or more and more than one kind of source carries it, it's marked **Priority** with the reason **Confirmed story**, such as "3 kinds of source carry it, across 7 outlets, and its score is 78 out of 100."

For a small local business, most stories score under 70. That's normal: a story about your street rarely reaches X, YouTube and the news at once.

Mentions

The **Mentions** tab lists every on-topic result, newest first. It's the first tab for inbox topics.

What each mention shows

- The source (**Your inbox**, **X**, **YouTube**, **News** or **Blogs and feeds**) and its outlet, such as the news site or the platform the comment came from.
- The author, and their follower count when it's 10,000 or more.
- How long ago it was published.
- Its feeling: **positive**, **negative**, **neutral** or **mixed**.
- **Reading it** while Chirpy is still deciding whether it's on topic and how it feels. This usually takes a minute or two.
- **Off topic** when Chirpy decided it's about something else (only shown with **Show only off-topic** on).
- **Reply opened** and when, if someone in your workspace opened a reply to it on X.
- The text, then **Open**, **Post** and, for posts on X, **Reply**.

Mentions from your own inbox show **Open** only. To answer a comment on your own post, use Community.

Filters

- **All feelings**, **Positive**, **Negative**, **Mixed** or **Neutral** shows mentions of one feeling.
- **Show only off-topic** shows only the mentions Chirpy marked off topic. Use it to check Chirpy's judgment and find leave-out words.
- **Priority only** shows only mentions marked Priority. If none are, you'll see "Nothing here is a priority right now."

The Mentions tab shows the latest 60 mentions for the filter you've chosen. For older ones, use **Export CSV**.

How Chirpy decides the feeling

Chirpy reads each mention with the topic's description and words. First it decides whether the mention is really about the topic. Then it decides how the person feels about it. A plain question, or a news report with no feeling either way, is neutral. A mention that praises one thing and complains about another is mixed.

In an inbox topic that hears every comment, every comment counts as on topic, because it was left on your own account. Chirpy only decides the feeling.

Like a person, Chirpy sometimes gets sarcasm or slang wrong. The numbers are best read as a trend, not a verdict on any one mention.

Priority

Some mentions matter more than others. Listening marks those as **Priority**, with a short reason under the text, so you can see at a glance why it stands out. No AI is used for this: it comes from the topic's own settings and what Chirpy has already read.

Reason	When it applies	Example of the reason shown
Watch word	The mention contains one of the topic's watch words	It contains "refund", a word this topic is set to watch for.
Big account	The author has at least the topic's follower level (50,000 by default)	The author has 120k followers. This topic flags accounts with 50k or more.
Negative	The mention reads as negative	It reads as negative about the subject.
Confirmed story	A story scores 70 or more and more than one kind of source carries it	3 kinds of source carry it, across 7 outlets, and its score is 78 out of 100.

A mention can have more than one reason. Off-topic mentions are never Priority.

Use **Priority only** in the Mentions tab as your short list each day: these are the mentions worth a person's attention first.

Alerts

Alerts tell you when something moves, so you don't have to keep checking.

The five kinds of alert

Alert	When it's raised	Topics
Mentions are climbing	At least 5 mentions in the last 24 hours, and at least 3 times the usual daily number (and at least 5 more than usual)	Both

Alert	When it's raised	Topics
Sentiment turned negative	At least 5 mentions read in the last 24 hours, at least 40% of them negative, and well above the usual share	Both
Watch word spotted	A mention from the last 48 hours contains one of the topic's watch words	Both
Story confirmed by several sources	A story from the last 48 hours scores 70 or more and more than one kind of source carries it	Public web
A big account mentioned you	A mention from the last 48 hours by an account with at least the topic's follower level	Public web

Some rules keep alerts useful:

- **New topics wait a week** before raising **Mentions are climbing** or **Sentiment turned negative**, so a topic's first day can't look like a spike against an empty week.
- **Mentions are climbing** and **Sentiment turned negative** fire at most once every 12 hours for a topic.
- **Watch word spotted** and **A big account mentioned you** raise at most 5 alerts a day each for a topic.
- Each mention or story raises an alert only once.
- Off-topic mentions never raise alerts, and paused or archived topics raise none.

Where alerts appear

- **In the topic's Alerts tab.** The tab shows how many are open, such as "Alerts (2)".
- **In your notifications.** Alerts go to the workspace owner and to the person who created the topic. Selecting one opens the topic.
- **In the sidebar.** The number next to **Listening** counts open alerts across all your topics.
- **By email**, when **Email me alerts** is on for the topic. Emails go to the workspace owner. Each has an **Open Listening** button.

Each alert says what happened, such as “18 mentions in the last 24 hours, about 4.5 times the usual daily number.” or “@jane wrote: …” Where there’s something to read, **Open** takes you to it.

Email limits and the digest

At most 10 alert emails go to a workspace owner in a day. Alerts after that wait, and arrive together in one email titled “Listening: 5 more alerts” once there is room. Every alert is still in Listening straight away.

To stop alert emails for one topic, turn off **Email me alerts** in its settings. To stop all Listening alert emails, use the unsubscribe link at the bottom of any alert email. Alerts still show in Listening and in your notifications either way.

Mark handled

When you’ve dealt with an alert, press **Mark handled**. It turns gray, shows **Handled**, and leaves the open count. Anyone in the team can mark an alert handled, and it’s handled for everyone.

The Alerts tab shows the latest 50 alerts for the topic.

Acting on what you hear: Post

Hearing a story is only useful if you do something with it. **Post** turns a story or a mention into a post of your own, in your brand’s voice, built from the facts.

Where to find it

Post is on every story and on every mention from X, YouTube, the news and blogs. It isn’t on comments from your own inbox.

Post about this

The window shows what the post is **About**, then asks what the post should do:

1. **Pick the kind of post.**
    - **Share the news**: pass it on to followers with a short take.
    - **Give our view**: say what the business thinks about it.
2. **What is the post for? (optional)**
    - **Be helpful**: explain what this means for the reader.
    - **Show what we know**: show the business knows the subject, with one concrete point.
    - **Bring in enquiries**: make it easy for an interested reader to get in touch, without a hard sell.

    - **Point to what we sell**: link the subject to what you offer, in one honest sentence. Chirpy is told not to invent prices or offers.

3. **Tone**: Friendly, Professional, Playful or Bold.
4. **Call to action (optional)**: None, Visit our website, Get in touch or Ask for comments.
5. **Length (optional)**: Short (two or three sentences), Medium (one short paragraph) or Long (two or three short paragraphs).
6. **Include the link**: adds the link to the source. It's on when there is a link, and off (and can't be turned on) when there isn't one.

Press an optional choice again to clear it.

Press **Open the composer**. Create Post opens with a brief in the AI box built from your choices, the headline and details of the story, and, if you chose it, the link. The brief tells Chirpy to stick to the facts and not invent details. Generate the draft, and Chirpy writes it in your Brand Kit's voice. Edit it, add a picture, choose your accounts and schedule it like any other post.

Nothing is posted until you schedule or publish it yourself in Create Post.

Good habits for posts from a story

- **Open the source first.** Read the article or post before you write about it. A headline can leave out what matters.
- **Check the score.** A gray story (one kind of source) may be a rumor. Wait for more sources, or say only what you know.
- **Add what you know.** Chirpy has the headline and a short excerpt. Your view, your experience and local detail make the post worth reading.
- **Keep the link on** for news, so readers can see where it came from.

Acting on what you hear: Reply on X

Sometimes the best response isn't a post of your own but an answer to the person who spoke. On X, **Reply** helps you write the answer, then opens X's own reply screen with it filled in. You press **Post** on X to send it.

Why the reply opens on X

X only lets apps like Chirpy reply to people who mentioned your account. Most of what Listening finds comes from people who didn't. So Chirpy doesn't send the reply: it opens X with your words ready, and you send it from X. It also means the reply comes from whichever X account you're signed in to in that browser.

Where to find it

Reply appears on mentions from X: in the Mentions tab, and inside a story under **Show the items**. Viewers in the team can't reply for the business.

Write the reply

1. Press **Reply** on an X mention. The window shows who wrote it and what they said.
2. **Pick the kind of reply.** Chirpy guesses from the post: a question gets **Answer the question**, praise or good news gets **Celebrate it**. Change it if the guess is wrong.
    - **Answer the question**: give them the answer, plainly.
    - **Celebrate it**: congratulate or thank them.
3. **Tone**: Friendly, Professional or Playful.
4. **Ending (optional)**: None, Invite a message or Invite a visit.
5. **Length (optional)**: One line or A few lines.
6. **Get a draft or write your own.** Press **Suggest a reply** for a draft in your Brand Kit's voice (it uses AI credits), or type in **Your reply**. If you have more than one X account connected, choose which account the draft is written for first.
7. **Check it.** The counter shows how many of X's 280 characters you've used. Over the limit, you'll see "X allows 280 characters unless your account is verified." and the button is turned off.
8. **Press Open X to post.** X opens in a new tab with your reply filled in. Check it and press **Post** on X.

Suggested replies are told to add something useful to the conversation, not to sell hard, not to mention prices or offers unless asked, and not to tag anyone else. Some posts are better answered by a person; then Chirpy says "This one is better answered in your own words." and doesn't use any credits.

After you reply

The mention shows **Reply opened** with how long ago, so the rest of your team can see someone has answered. Chirpy only knows that the reply screen was opened, not whether you pressed **Post** on X.

Good habits for replies

- **Answer, don't advertise.** A useful answer earns more goodwill than a plug.
- **Reply to people, not to bots.** Skip accounts that look automated.
- **Be careful with complaints in public.** For an unhappy customer, a short reply inviting them to message you is usually better than a public back-and-forth. Choose **Invite a message** as the ending.

- **One reply is enough.** Check **Reply opened** before you answer, so two teammates don’t both reply.

CHAPTER 06

Getting the most from Listening

Which topics to set up first

Start with three or four topics. You can add more once you see what's useful. For Morning Ritual Coffee Co., we'd set up:

1. **Your inbox, every comment and mention.** The quickest win: how people feel in your own comments, with alerts if complaints rise. Add trade words to the watch words (see "Choosing watch words").
2. **Your business.** Your name, your nickname and your hashtags, set up as in the worked example. This is where you hear about you when you weren't tagged.
3. **Your area.** "Elm Park" in the first group, and words like "coffee", "cafe", "brunch", "farmers market", "opening" and "road work" under **Must also mention**. Tick **News** and **Blogs and feeds**, and add your local news site's feed. This finds things to post about and things that affect your customers.
4. **A competitor.** One competitor's name, with your town under **Must also mention** if the name is common.

Later, consider a topic for your trade, such as "coffee prices" or "oat milk", for posts where you **Give our view**.

Avoid topics that are too broad. A topic for "coffee" alone fills up with 50 results a source every day, most of them nothing to do with you, and uses your allowance for the month.

Words to include and leave out

- **Include** your name, the short form people use, common misspellings, and your hashtags.
- **Include** your product names if they are distinctive.
- **Leave out** the other meanings of your name (as "skincare" and "yoga" for "Morning Ritual").
- **Leave out** words from another place with the same name, such as another town's name.
- **Use Must also mention** when your name is a common word or phrase.
- **Review the off-topic mentions** once a week, and add leave-out words for anything that keeps coming back.

How to act on a story

When a story catches your eye, ask four questions:

1. **Is it real?** Look at the score and the sources. Press **Open** and read it.
2. **Does it matter to my customers?** A road closure outside your door does. A national headline that mentions your town in passing may not.
3. **Do I have something to add?** If you can explain what it means locally, give your view or help someone, it's worth a post.
4. **Post or reply?** If it's news or a trend, press **Post** and choose **Share the news** or **Give our view**. If it's one person asking or praising on X, press **Reply**.

For Morning Ritual, a story about the Elm Park farmers market moving to Saturdays might become a **Share the news** post with the goal **Be helpful**, a **Friendly** tone and the ending **Ask for comments**: "Farmers market fans, it's moving to Saturdays. We'll be open early for anyone who wants a coffee on the way."

A weekly routine

Every day (2 minutes). Glance at the number next to **Listening** in the sidebar. If there are open alerts, read them and deal with anything urgent.

Once a week (15 minutes).

1. **Alerts.** Go through each topic's **Alerts** tab. Act on anything open, then press **Mark handled**.
2. **Priority.** In each topic's **Mentions** tab, turn on **Priority only**. Reply to questions on X and follow up on complaints.
3. **Stories.** In your area and trade topics, open the **Stories** tab. Pick one or two stories and turn them into posts for the coming week.
4. **Mood.** Look at the **Negative** number and the 30-day chart for your inbox and business topics. Is it steady, rising or falling?
5. **Tidy up.** Turn on **Show only off-topic** and add leave-out words where needed. Check **Sources** for anything showing **Problem**.

Once a month. Use **Export CSV** on your main topics if you keep a record or report to a client. Archive any topic that hasn't been useful, and try a new one in its place.

CHAPTER 07

Limits and usage

What	Limit
Topics per workspace	10 (archived topics don't count)
Inbox topic checks	Every 15 minutes
Public topic checks	Every 6 hours
Check now	Once every 5 minutes per topic
Results per public topic per source	50 per day (UTC)
Results per public topic in all	10,000 per calendar month
Word groups per topic	3, with up to 10 words or phrases in each
Words to leave out	20
Watch words	30
Blogs and feeds	5 per topic
Word or phrase length	2 to 80 characters
Topic name	Up to 80 characters
Who or what is this about?	Up to 200 characters
Big account follower level	50,000 by default
Previews	20 an hour
Suggested replies	30 an hour
Mentions shown in the Mentions tab	Latest 60

What	Limit
Stories shown	Latest 60, with up to 8 items each
Alerts shown in a topic	Latest 50
CSV export	Up to 10,000 mentions
Alert emails	10 a day per workspace owner, then one combined email
X reply length	280 characters

X searches have a monthly allowance for each workspace. When it runs out, X shows **Paused for budget** in the topic's Sources list until the next month starts. The other sources carry on. Narrower words use less of it.

Only Suggest a reply uses AI credits. Reading mentions, deciding the feeling, grouping stories and raising alerts are part of Listening. Writing a post in Create Post from the brief works as it does for any post.

CHAPTER 08

Troubleshooting and FAQs

The topic shows nothing yet

A new topic shows “First check in progress. Results appear within a few minutes”. If it still shows nothing after the first check:

- **Public topic:** the words may be too narrow. Press **Preview** in **Edit**, and try fewer groups or broader words.
- **Inbox topic:** check your accounts are connected and showing in Community. If none are, the topic’s **Accounts** option says “No Community accounts are connected yet. The topic starts working as soon as one is.”
- A public topic only looks back a day or so at first. If nobody has mentioned you lately, it fills in as people do.

“Add at least one name, word or #hashtag to listen for.”

A public topic needs words. Type at least one and press Enter, so it shows as a chip in the box.

“Pick at least one place to listen.”

Open **More options** and tick at least one of X, YouTube, News, and Blogs and feeds.

“Add a feed or blog address, or untick Blogs and feeds.”

You ticked **Blogs and feeds** without adding an address. Add one, or untick it.

A feed address isn’t accepted

Feed addresses must start with http or https, can’t contain a user name or password, and must be a public website. Addresses on a private network aren’t fetched. If a feed is accepted but shows **Problem**, hover over it: the site may be refusing requests or answering too slowly.

“A word cannot be both listened for and left out.”

The same word is in a group and in **Leave out anything with**. Remove it from one of them.

“A workspace can have 10 topics. Archive or delete one first.”

You’ve reached the limit. Archive a topic you no longer need; it keeps what it found and frees its slot.

“This topic was checked in the last 5 minutes. Try again shortly.”

Check now works once every 5 minutes per topic.

“That is a lot of previews. Try again in a while.”

You can preview 20 times an hour. Save the topic and let it run, or wait a while.

A source shows Paused for budget

X searches have a monthly allowance for each workspace. It resets when the next month starts. To make it last, use narrower words or untick X on topics where you don’t need it.

A source shows Busy, trying again later

The service asked Chirpy to slow down. Chirpy rests that source for an hour and tries again. Nothing is lost.

“Listening is not available to this workspace right now.”

The workspace’s plan or add-on no longer includes Listening. Topics wait, with nothing deleted, and carry on once Listening is back on the plan.

“The last check failed. It is tried again later.”

Chirpy tries again after 15 minutes, then waits longer between tries, up to 6 hours. Everything already found stays.

I see a mention that isn’t about me

Chirpy marks most of these **Off topic**. If one slips through, make **Who or what is this about?** more specific, and add a leave-out word. To see what Chirpy left out, turn on **Show only off-topic**.

A mention I expected is missing

- Check the exact words: matching is by whole word, without plurals.

- Check **Leave out anything with**.
- Check **Show only off-topic**: Chirpy may have marked it off topic.
- The mention may be older than the topic's first look back.
- The source may have reached its daily limit; see **Sources**.
- Mentions in private groups, private accounts or places you haven't added aren't heard.

The Reply button doesn't appear

Reply is only on posts from X. Comments from your own inbox are answered in Community. Viewers in the team can't reply for the business.

Suggest a reply is turned off

Suggestions need an X account connected to Chirpy. You'll see "Connect an X account to get suggestions." You can still type a reply yourself and press **Open X to post**.

"Out of AI credits. You can still write the reply yourself."

Suggestions use AI credits. Type the reply yourself, or wait for your credits to renew.

X opened with the wrong account

The reply comes from whichever X account you're signed in to in that browser. Switch accounts on X before you press **Post**.

Why isn't my alert email arriving?

- **Email me alerts** may be off for that topic.
- Alert emails go to the workspace owner.
- After 10 emails in a day, the rest arrive together later in one email.
- You may have unsubscribed from Listening alerts.
- Check your spam folder.

Every alert is in the topic's **Alerts** tab and in your notifications regardless.

Why hasn’t Mentions are climbing ever fired?

A topic needs to be at least 7 days old, and to have enough mentions, before it can raise **Mentions are climbing** or **Sentiment turned negative**. A quiet topic with a handful of mentions a week never meets the bar of 5 mentions in a day.

Does Listening post or reply for me?

No. **Post** opens Create Post with a brief, and nothing goes out until you schedule or publish it. **Reply** opens X with your reply filled in, and you press **Post** on X.

Can I change an inbox topic into a public one?

No. Create a new topic of the other kind.

What happens to my topics if I change plans?

If your plan no longer includes Listening, your topics wait, with nothing deleted. They carry on when Listening is back.

CHAPTER 09

Glossary

Alert. A message from Listening when something moves, such as a rise in mentions or a watch word.

Brand Kit. Your business's name, colors, voice and details, saved in Chirpy. Listening uses it to start a business topic and to write posts and replies in your voice.

Check. One run of a topic, when Chirpy looks for new results.

Community. Chirpy's inbox for comments and mentions on your connected accounts. Inbox topics listen to it.

Confirmed story. A story that scores 70 or more and is carried by more than one kind of source.

Feed. A blog's or news site's list of new articles (RSS or Atom), which Listening can read.

Group. One box of words in a topic. Any word in a group matches; every group must match.

Inbox topic. A topic that listens to the comments and mentions on your own accounts.

Leave-out words. Words that make Listening skip a mention.

Mention. One result: a post, video, headline, article or comment.

Off topic. A mention that matched your words but that Chirpy decided is about something else.

Outlet. Where a result came from: a news site, a blog, or the person who posted on X.

Priority. A mention or story that stands out because of a watch word, a big account, a negative feeling or a confirmed story.

Public web topic. A topic that searches X, YouTube, the news and blogs and feeds.

Score. How sure Chirpy is that a story is real and current, from 0 to 100.

Sentiment. How a mention feels: positive, negative, neutral or mixed.

Source. A place Listening looks: Your inbox, X, YouTube, News, or Blogs and feeds.

Story. One piece of news or one conversation, gathered from every place that carried it.

Topic. A saved search that Listening keeps running.

Watch words. Words that need attention whenever they appear. They raise alerts and mark mentions Priority.