

El lenguaje para las consultas de búsqueda consiste en operadores booleanos, que están destinados a:

- especificar la distancia entre las palabras clave
- aclarar los términos de búsqueda
- excluir determinadas palabras del control

Operadores básicos en YouScan:

Logical operator	When to use	Example	What you will get
OR	To list all the possible spellings of the object	colgate OR colgete OR colgait OR colgatetotal	Mentions with any of these spellings
AND	To link selected words or word combinations, only search sentences where these words appear together.	puma AND sneakers	Discussions specifically about Puma sneakers
/N distance between words	To set a specific distance between the words in the search query	hand /2 cream	There can be 1 word between the keywords. <i>Cream for hands or hand cream</i>
() brackets	To group words to make operators work for all words inside the brackets	(Ferrari OR McLaren OR Mercedes) AND racecar	Mentions that contain the name of any of these racecars
" " quotes	To find a word or a phrase in precise order and form	"La Roche Posay"	Mentions with exactly the same brand spelling
AND NOT	To exclude mentions with certain phrases or to add stop words to the particular part of the query	(burger OR hamburger) AND NOT mushroom /2 sauce	Mentions about burgers and hamburgers without mentions of mushroom sauce
- stop words	To exclude mentions with specific words	Mask -movie -"Jim Carrey"	Mentions about the movie "The Mask" will be excluded, leaving all the rest of the mentions about masks
*	To find all variants and forms of words without writing them down separately. The asterisk in a wildcard matches any character zero or more times.	comp*	comp* matches anything beginning with comp which means <i>comp</i> , <i>complete</i> , and <i>computer</i> are all matched.
<<< >>>	To add comments to the search query.	<<< this part of the query helps to find references to competitors >>>	If your query is complex, you can add comments into different sections, to make it easier for your colleagues to understand the purpose of the words or symbols used.

💡 Consejos para operadores básicos

- Para encontrar palabras que aparecen una al lado de la otra en el texto, utilice el operador **/1** . De este modo, encontrará Mencione en las que sólo haya un espacio entre las palabras clave.
Por ejemplo, coca /1 cola.
- El operador **/N** establece la distancia pero no fija el orden de las palabras.
- El espacio entre las palabras en la consulta equivale al operador **AND**.
- Permitimos comodines en consultas de temas solo después de al menos 4 caracteres.Por lo tanto, c*mp no está permitido.Mientras que comp* está permitido.

Operadores avanzados en YouScan:

- Los operadores avanzados y basados en autor funcionan como **filtros para una parte específica de su consulta** solamente.
- Active los operadores presionando **CTRL + Espacio** para Windows o **Opción + Espacio** para macOS.

Logical operator	When to use	Example	What you will get
country:	To collect mentions only from a specific country	sneakers AND country:US	Mentions with the phrase “sneakers” that have been identified as from country “US”
language:	To collect mentions in a specific language only	sneakers AND language:ENG	Mentions with the phrase “sneakers” that are in a specific language “ENG”
source:	To monitor only certain sources (e.g.: Facebook, Instagram, TikTok etc)	sneakers AND source:twitter.com	Mentions from a particular source “twitter.com” with the phrase “sneakers”
sourceType:	To monitor specific types of sources (e.g.: social networks, news, blogs, forums etc)	sneakers AND sourceType:reviews	Mentions that have the phrase “sneakers” with a specific source type “reviews”
postType:	To collect only specific types of posts (e.g.: comments, posts, reposts, extended reposts)	sneakers AND postType:post	Mentions that have a particular post type “post” with the phrase “sneakers”
contentType:	To collect only specific type of content (e.g.: images)	sneakers AND contentType:image	Mentions of a specific content type “image” with the phrase “sneakers”
title:	To collect mentions that include specific words in article headlines	title:ikea	Mentions that contain the specified brand or keyword in the title of the article

Operadores basados en autor:

Logical operator	When to use	Example	What you will get
author.nickname:	To find mentions posted by authors with specific nicknames	author.nickname: "vancityreynolds"	Mentions of authors with <i>vancityreynolds</i> nickname
author.name:	To find mentions posted by authors with specific names	author.name: (Ryan /1 Reynolds)	Mentions by all authors that have <i>Ryan Reynolds</i> in their name, like Ryan Reynolds or Ryan Reynolds Fans
publicationPlace.nickname:	To find post from pages with specific nicknames	publicationPlace.nickname: Nelflix*	Mentions from <i>Nelflix</i> publication places
publicationPlace.name:	To find mentions posted on pages with specific names	publicationPlace.name: (Liverpool /4 fan)	Mentions from publication places that contain <i>Liverpool fan</i> name

💡 Cuando escribas el apodo de un autor, enciérralo entre comillas para asegurarte de que sólo encuentras el apodo en la forma correcta. Pon el nombre del autor entre paréntesis para combinar su nombre y apellidos y evitar buscar su forma correcta.

Operadores basados en el autor disponibles solo para usuarios con el complemento Audience Insights:

Logical operator	When to use	Example	What you will get
author.bio:	To find mentions posted by authors with specific words or combinations of words in their bio	author.bio: (nutritionist OR dietitian OR health /2 coach)	Mentions of users who have the words <i>nutritionist</i> , <i>dietitian</i> , <i>health coach</i> in their bio
author.age:	To collect authors' mentions in a specific age range	author.age: [18 .. 30]	Mentions from authors' age from 18 to 30
author.gender:	To collect mentions of authors with a specific gender detected	author.gender: female	Mentions of all genders except for male
author.subscribers:	To collect mentions of authors with a specific range of subscribers	author.subscribers: >1000	Mentions from author with more than 1000 subscribers
author.interests:	To collect mentions of authors with specific interests	author.interests: football OR basketball	Mentions from author who are interested in football or basketball
author.interestCategories:	To collect mentions of authors with specific interest categories	author.interestCategories: sports	Mentions from author who are interested in sports
author.occupations:	To collect mentions of authors with specific occupations	author.occupations: designer	Mentions from author whose profession is designer

Peculiaridades de la consulta de búsqueda en YouScan

👉 Puede crear consultas multilínea, que ofrecen varias ventajas:

- Dividir la consulta en varias líneas facilita su lectura y edición, sobre todo en el caso de consultas complejas.
- Cuando se trata de consultas largas e intrincadas, puede resultar difícil identificar el origen de un error. Las consultas multilínea facilitan la detección y corrección de errores.

Text query

Use keywords and operators to find text mentions

```
(Lionel /1 Messi OR Leo /1 Messi OR leomessi)
AND ("Inter Miami" OR InterMiami)
AND (sourceType: social AND (postType:post OR postType: comment)
AND country: US OR sourceType: news)
```

184 characters

[How to use the query language](#)

Visual Insights

Set up a query to find insights on images: logos, text, objects, etc

[Show preview >](#)

👉 El sistema reconoce símbolos adicionales, incluyendo #, @, %, +, \$, etc. Esto significa que puede escribir palabras y nombres de marcas con todos los símbolos necesarios.

- Puede buscar palabras con símbolos adicionales:
@nike, #apple, \$PYPL.
- Puedes buscar un nombre de usuario específico o el nombre de una persona con sólo un carácter de diferencia: **Leo /1 Messi** puede encontrar **@leo_messi, #leo_messi, leo-messi, LeoMessi, #Messi #Leo.**
- Ahora puede incluso rastrear direcciones de correo electrónico con nuestra búsqueda:
@tesla.com puede encontrar **support@tesla.com** o **director@tesla.com**.

- Para excluir direcciones de correo electrónico de la consulta, enumérelas con @, sin comillas:
[-@gmail.com](#) [-@hotmail.com](#)

👉 El tamaño máximo de una consulta de búsqueda es de 100 000 caracteres.

👉 Las consultas de búsqueda no distinguen mayúsculas de minúsculas, por lo que puedes utilizar mayúsculas o minúsculas.

👉 YouScan encuentra automáticamente las Menciones en diferentes formas. Si desea encontrar una palabra o frase en una forma fija, utilice las comillas "".

👉 Operadores se pueden utilizar en las búsquedas internas.