

meltwater.com



How-To Guide

This guide has been created as a resource for the ANZ team to help you easily navigate key areas of Meltwater and get the most out of the Pilot program. It also includes handy links to relevant tools, training materials, and additional support to keep everything you need in one place.

[Access to Meltwater platform](#)

[Meltwater Academy](#) - self-guided courses for the Meltwater platform and modules. Sign in using your anzNP.com email. Example courses include:

[Media Monitoring](#), [Social Media Monitoring](#), [Reporting and Dashboards](#), [Media Relations](#).

[MCommunity](#) - your go-to hub for Meltwater resources, offering training guides, product updates, and a space to connect with over 20,000 of Meltwater's global users and in-house experts.

Monitor view examples:

[ANZ Monitor](#) - Monitoring all mentions of ANZ across news (Aus and global), broadcast and social media.

[CEO Monitor](#) - All mentions of Nuno Matos

Analyze Dashboard examples:

[ANZ Bank Dashboard](#) - Centralised analytics report for all ANZ mentions, across all media platforms. Tabs are broken down into Overview, Social Media, Competitors and Entity Sentiment

[Example Coverage Report](#) - example for the APRA enforceable undertaking

[Copilot Prompt Library](#) - Selected prompt will populate inside Microsoft Teams

Important Links

Our Industry-Leading, Comprehensive Dataset

Traditional Media

Social Media



Online News

-Native
~3M Articles/Day
3M Shares/Day



Broadcast

2.5k Stations
55k hrs/day



Comments & Replies

2M/Day



Blogs

~2M Posts A Day



Podcasts

25k Podcast Channels
7k Podcasts/Day



X

Firehose
~340M Posts/Day
2B Eng/Day



Facebook

~14M Posts &
Comments/Day
864M Eng/Day



Instagram

250M Posts/Day



Pinterest

~8.3M Posts/Day
10.5M Eng/Day



Youtube

~2.5M Clips/Day
250K Comments/Day



Wechat

~2M Posts/Day
2.8M Eng/Day



Print Media

Partnership
with multiple
Print Partners



Reviews

~865k Reviews/Day



Forums

~18M Clips/Day



Reddit

Firehose ~5.4M
Posts/Day
300M Eng/Day



Twitch

~200k Posts/Day
1M Views/Day



TikTok

200k/Day



LinkedIn



Weibo*

~9M Posts/Day
12M Eng/Day



LINE Voom

~5k Posts/Day



RED

~1.4M Posts/Day
3.1M Eng/Day



Youku & Bilibili

34K Posts/Day

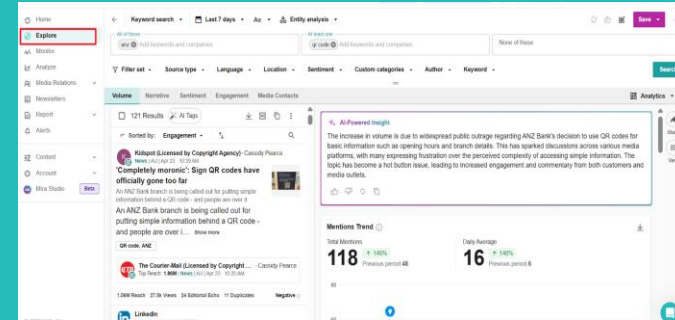
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Explore is the heart of our platform. Here, you can gain comprehensive insights into your industry, closely monitor your brand or competitive landscape, and effectively report on media outcomes. This feature is designed to empower you with robust research capabilities and actionable intelligence.

In Explore, you can create an unlimited number of ad hoc (or “off-brief”) searches or a specified number of saved searches (depending on your subscription). Saved Searches will live in your Explore Tab until they are deleted. You'll want to create a Saved Search for topics you monitor regularly (e.g. your brand, competitors, products, industry, etc.). Saved Searches can also be used in Smart Alerts, Monitor, and Dashboards for further reporting.

ANZ's comprehensive keyword brief has already been setup for the team, but feel free to create your own searches, and test out the filters.

Explore

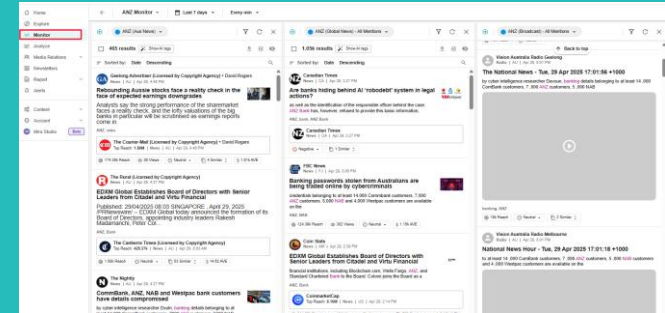


Monitor acts as your command center for all key topics, campaigns, and brand conversations. It provides a real-time, centralised view of the Saved Searches you've created in Explore, ensuring you never miss a critical update across news and social media.

In Monitor, your Saved Searches become dynamic monitoring feeds. This makes it easy to track earned media, brand mentions, competitive movements, or crisis signals as they unfold. You can view high-level trends or drill into the details; all without manually running searches each day.

Users can create their own Monitor view specific to their role and tasks at ANZ - eg. industry monitoring, competitor updates, social media views.

Monitor



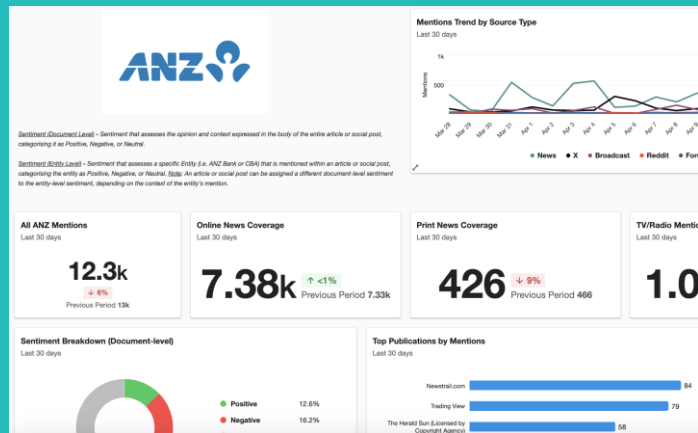
Analyze helps you turn media and social data into clear, easy-to-read reports and dashboards. It is designed to help you understand trends, measure performance, and show the impact of your work.

In Analyze, you can build custom dashboards to track mentions, sentiment, share of voice, key topics, and audience reach. You can combine multiple searches, apply filters, and use pre-built widgets to get the insights you need for reporting and strategic decision-making.

Dashboards can be scheduled to be sent on a regular basis via email, or shared to external users via live link, PPT, or PDF.

Multiple dashboards have already been saved in the Pilot program, however there is no limit to the number of Analyze dashboard you can save and share.

Analyze



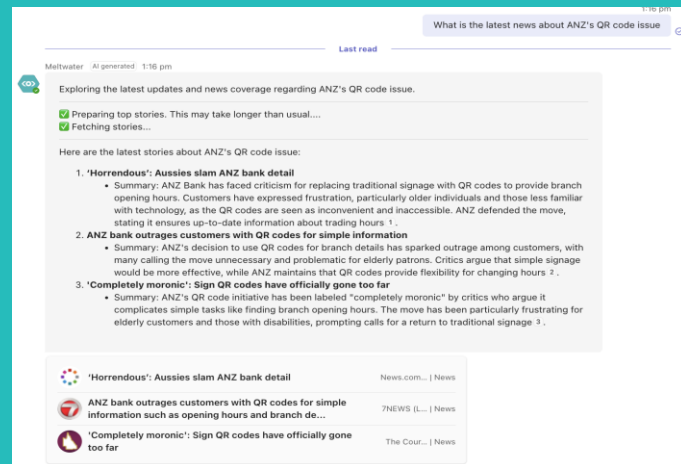
Copilot is our integration with Microsoft, which allows ANZ users to access Meltwater's vast dataset inside of your Teams environment.

You can use plain language to query our dataset to ask for summaries, generate executive-ready reports, identify emerging risks, and create performance snapshots — all with natural language prompts, making data easier to access and share across teams.

You can either use the extensive pre-built [Prompt Library](#), which has been designed with use cases from industry peers and is our recommended interaction, especially if you are new to writing prompts. The prompt library is home to nine prompt categories, including Analysis/Reporting, Brand Monitoring, Crisis Management, Industry Trends and Media Relations.

Or you can create your own prompt in the chat bar – we recommend using the TRACI method (see future slide).

Meltwater Copilot



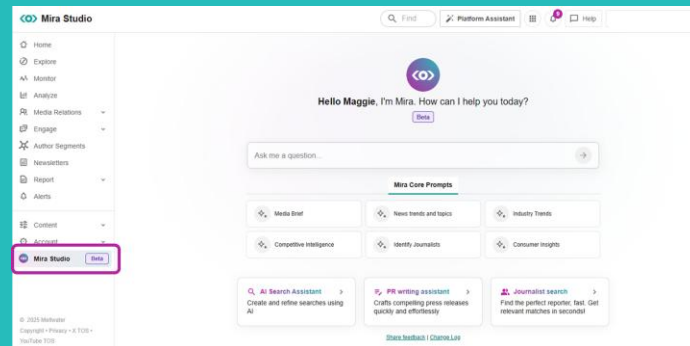
Mira is the AI-powered assistant built directly in the Meltwater platform that helps you quickly find insights without needing to build complex searches or dashboards. It reads news and social data for you, summarises trends, and suggests next steps, all through a simple chat interface.

In Mira, you can ask questions in natural language and get fast, source-linked answers. You can generate news briefs, monitor brand and competitor mentions, track industry trends, and respond faster to crises — without needing advanced search skills.

To use Mira Studio, click on Mira Studio in the left-hand navigation bar to get started

Or you can create your own prompt in the chat bar – we recommend using the TRACI method (see next slide)

Mira Studio



ANZ Prompts

Category	Subcategory	Prompts	Recommended User Type
Geopolitical Developments	International relations and conflicts	<ul style="list-style-type: none"> - Compare recent news coverage about ANZ's involvement or impact related to [international conflicts or geopolitical tensions] - Analyze sentiment and media narratives around ANZ's stance on [international relations] in the last [90 days] - Analyze social media discussions and online news coverage regarding the recent [geopolitical tensions in XYZ] 	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Trade policies and tariffs	<ul style="list-style-type: none"> - Summarize how new trade policies or tariffs in key markets are affecting ANZ's operations and financial outlook - Monitor Australia news outlets and for discussions about recent or proposed changes in trade policies and tariffs. What is the prevailing sentiment among businesses and consumers, and are there direct mentions of how these policies might affect financial services demand? 	
	Regulatory changes in key markets	<ul style="list-style-type: none"> - Provide an overview of recent regulatory changes impacting ANZ in its primary markets - Analyze media sentiment and coverage volume about ANZ's compliance with new banking regulations 	
	Impact of global events on financial markets	<ul style="list-style-type: none"> - Assess how [major global event] have influenced ANZs stock performance and market perception - Following the recent [major global event], analyze how this global event is being discussed on Australian news sites. What are the immediate sentiments regarding the ASX, Australian dollar exchange rate, and specific sectors (e.g., mining, tourism)? Are there calls for specific actions from Australian banks? 	
Macroeconomic Trends	Interest rates and monetary policy	<ul style="list-style-type: none"> - Analyze media and social sentiment on how interest rate changes are affecting ANZ's lending and deposit strategies. - Compare ANZ's positioning on monetary policy shifts versus key competitors. 	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Inflation and employment data	<ul style="list-style-type: none"> - Summarize recent news and social media discussions on inflation and employment data and their implications for ANZ's business. - Identify key journalists and influencers covering ANZ in relation to inflation trends. - Examine social media conversations in Australia related to the [latest inflation and employment data]. What are the primary concerns expressed by Australian consumers regarding rising prices (e.g., housing, groceries) and job availability? Are there direct mentions of how these economic pressures are affecting their financial behaviors or their need for specific banking products?\ 	
	Economic growth and recession indicators	<ul style="list-style-type: none"> - Monitor Australian news ans social sites for discussions on Q2 2025 GDP growth figures and any 'recession indicators' being highlighted (e.g., consumer spending, business confidence). What is the prevailing sentiment regarding Australia's economic outlook, and how might this influence the banking sector? 	
	Currency fluctuations	<ul style="list-style-type: none"> - Analyze social media discussions and online forums in Australia about the fluctuations of the Australian Dollar against major currencies (e.g., USD, Euro, Yen). What are the main sentiments expressed? Are there specific questions or concerns raised about foreign exchange services, international payments, and is ANZ mentioned in these conversations? 	

Competitive Environment	Competitor product launches and innovations	<ul style="list-style-type: none"> - Monitor social and online news in Australia for mentions and discussions about [recent product launches or innovations] by [Competitor Bank]. What are the initial public reactions, key features being praised or criticized, and how are these discussions impacting ANZ's brand mentions or product comparisons in Australia? - Identify social media influencers discussing [Competitor Bank]'s latest product launches 	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Market share shifts	<ul style="list-style-type: none"> - Analyze Australian conversations explicitly discussing shifts in market share within specific banking product categories (e.g., 'which bank has the best credit card rewards now?'). Are customers openly switching banks, and what reasons (e.g., digital app, fees, customer service) are they citing that might indicate ANZ's gains or losses in the Australian market? - Create a share of voice analysis brief that compares our brand ANZ's presence against key competitors [insert competitors], last 30 days, globally, all media 	
	Pricing strategies of rivals	<ul style="list-style-type: none"> - Provide insights on competitors' pricing strategies and how ANZ is responding, based on media and social data 	
	Mergers and acquisitions in the sector	<ul style="list-style-type: none"> - Summarize recent M&A activity involving ANZ or its competitors and the resulting media coverage. Analyze social media sentiment among customers and the broader Australian public. Are there expressions of concern about service disruption, account changes, or job losses? 	
Regulatory and Compliance	Banking and financial regulations	<ul style="list-style-type: none"> - Provide a briefing on new banking regulations affecting ANZ and the media's portrayal of its compliance efforts. - Identify key regulatory challenges from the banking sector highlighted in recent coverage. 	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Compliance requirements (e.g., APRA, ASIC)	<ul style="list-style-type: none"> - Track online discussions within Australian news related to [specific APRA and ASIC compliance requirements]. Are there common industry questions, perceived challenges, or examples of best practice being shared online that ANZ can leverage? 	
	Data privacy and cybersecurity laws	<ul style="list-style-type: none"> - Monitor social media in Australia for discussions related to data privacy concerns or cybersecurity incidents within the Australian financial sector (e.g., recent high-profile data breaches, phishing scams targeting Australian consumers). What are the key Australian customer anxieties or expectations regarding data protection? How is ANZ's reputation for cybersecurity discussed in these contexts, especially after any industry-wide incidents? 	
	Climate and sustainability reporting obligations	<ul style="list-style-type: none"> - Summarize ANZ's climate-related disclosures and sustainability reporting in the media. - Analyze sentiment and stakeholder feedback on ANZ's environmental initiatives. 	
Customer Insights and Personas	Customer segmentation and behavior	<ul style="list-style-type: none"> - Report on emerging financial behaviors or needs among distinct customer segments in Australia (e.g., Gen Z's interest in sustainable investing). How are these behaviors influencing their online discussions about banking services, and what specific gaps or opportunities can ANZ address for the Australian market? 	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Emerging financial needs and preferences	<ul style="list-style-type: none"> - What are the top 5 emerging financial needs or preferences being discussed on Australian social media platforms? Recommend content themes for ANZ's marketing based on these insights. 	
	Customer experience feedback and trends	<ul style="list-style-type: none"> - What are the most frequently mentioned positive and negative customer experience themes for ANZ? Identify any trending complaints or compliments that require immediate attention or highlight areas of excellence for our Australian customer base. 	
	Digital adoption rates among customers	<ul style="list-style-type: none"> - Analyze Australian social media discussions related to digital banking adoption, ease of use of banking apps, and online transaction experiences across different age groups in Australia. Are there specific barriers to digital adoption being highlighted? How is ANZ's digital experience being compared to competitors in these discussions within Australia? 	

Brand and Reputation Management	Brand awareness metrics	- Generate a weekly report summarizing ANZ's brand mentions across all major Australian online news sites and social media platforms. Include key metrics like total mentions, reach, and share of voice compared to the top 3 rival Australian banks. Highlight any campaigns or news events that significantly impacted our brand visibility this week in Australia.	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Media coverage and sentiment analysis	- Provide a detailed sentiment analysis of all media coverage and social media discussions about ANZ in Australia for the past month. Break down sentiment by product category (and identify the top 5 positive and negative sentiment drivers. Are there any emerging narratives or reputational risks?	
	Crisis communications and issues management	- Please provide an overview and summary of [Insert Topic] - this is a current crisis we're dealing with and the overview/summary should reflect relevant metrics and trending conversations - What was the media reaction to [crisis / issue]? - Draft a crisis communications strategy for ANZ in response to [potential PR issues]	
	Social media engagement and mentions	- Analyze social media engagement metrics and top influencers mentioning ANZ - Identify trending topics and hashtags associated with ANZ	
Investor Relations and Stakeholder Engagement	Investor sentiment and feedback	- Monitor online forums, financial news and social media discussions among Australian investors regarding ANZ's stock performance, quarterly earnings, and strategic announcements. What is the prevailing sentiment? Are there recurring questions or concerns raised by Australian investors that should be addressed in future investor communications?	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Analyst coverage and ratings	- Analyze recent analyst coverage and credit ratings for ANZ. Summarize key themes from analyst reports.	
	Shareholder communications	- Analyze social media sentiment and online feedback regarding ANZ's recent [shareholder communications] from an Australian perspective. Are there specific sections or topics that generate significant discussion?	
Marketing and Communications Strategies	Content marketing and thought leadership	- Generate ideas for thought leadership content positioning ANZ as an industry leader. - Analyze media impact of recent [content marketing campaigns] by ANZ	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Digital and social media campaigns	- ANZ's recently concluded [campaign], provide a comprehensive social media performance report for Australia. Include total reach, impressions, engagement rate), top-performing hashtags, and overall sentiment analysis of campaign-related discussions in Australia.	
Risk Management and Governance	Risk culture and accountability frameworks	- Analyze online news articles and professional social media discussions that discuss Australian banking industry scandals, regulatory fines, or internal governance issues at other financial institutions. What are the Australian public's and industry's expectations regarding risk culture and accountability from banks? Are there any indirect discussions that might reflect on ANZ's perceived risk culture in Australia?	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Environmental, social, and governance (ESG) risks	- Analyze social media discussions and online news in Australia regarding ESG performance within the Australian banking sector. What specific environmental (e.g., fossil fuel financing), social (e.g., Indigenous financial inclusion, gender diversity), or governance (e.g., executive remuneration scandals) issues are generating the most public scrutiny or praise for Australian banks? How is ANZ's ESG standing being discussed relative to these broader Australian concerns?	

Technological and Digital Trends	Fintech innovations and partnerships	- What are recent fintech innovations and partnerships in Australia? How were these partnerships received?	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Digital transformation initiatives	- Analyze social media conversations in Australia related to 'digital transformation' efforts within the Australian banking industry. What challenges or successes are being highlighted by Australian customers or industry commentators regarding banks' move to digital platforms?	
	Cybersecurity threats and responses	- Monitor online news and social media in Australia for discussions about the latest cyber threats targeting Australian financial institutions (e.g., new phishing campaigns, data breaches specific to Australian businesses). What is the level of Australian public awareness and concern regarding these threats, and are there specific actions or vulnerabilities being discussed that ANZ needs to proactively address in its public communications or security measures?	
	AI and automation in banking	- What are the latest trends in AI and automation in banking? - Analyze social media discussions in Australia regarding the adoption of AI and automation in Australian banking. What are the Australian public's perceptions – concerns about job displacement or excitement about improved efficiency and personalized services?	
Corporate Social Responsibility (CSR) and Sustainability	CSR initiatives and impact measurement	- Create a report on media coverage of ANZ's CSR initiatives and their measured impact.	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Climate-related disclosures and targets	- Who are the top journalists writing about climate-related issues in Australia? What are they saying about this in relation to the banking sector and are there particular mentions of ANZ?	
Media Briefing	Media Briefing	- What is the consumer sentiment around Mortgage rates in Australia. Highlight the key themes, top 5 positive and top 5 negative drivers. - Who are the top journalists writing about the RBA and interest rates in Australia over the last month, make sure the AFR and the Australian are in focus - Write a media pitch to David Rogers about CBA believing that interest rates will decline in July with 4 rate decreases expected by end of year - Create and interview briefing document for Luke Yeaman, Chief Economist and Head of Global Economic & Markets Research based on the follow details Journalist: David Rogers Publication: The Australian Date: July 13th Location: Virtual meeting on Microsoft Teams Executive: Westpac Chief Economist Luke Yeaman Topic: CBA believes there will be 4 interest rate decreases by end of year. With the first coming in July. Include recent relevant coverage from David Rogers over the last 30 days make sure to include his top 5 articles links on the subject	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
ANZ Dashboards	Press Release Analysis	- Create an impact report for this press release: - Based on my save search XXX, what are the sentiment themes surrounding this initiative?	Corporate Affairs, Marketing, Risk, Strategy, ESG, Digital, Compliance
	Cost of Living	- What are the top themes of saved search XXX? How does this compare to the themes being discussed with the other big 4 banks saved searches: XXX? Is there something that the other banks are doing that ANZ is not? - What is the public sentiment toward each bank's cost of living strategies and how has this changed over the last 90 days? - What are the negative sentiments towards ANZ in relation to cost of living strategies about?	
	AI Trends	- Draft an industry news and trends brief for saved search XXX. This is for Executives, in the last 90 days, focused on Australia.	

The background is a solid teal color with several large, overlapping, organic shapes in a lighter shade of teal. These shapes resemble stylized cells or bubbles, with some having circular centers and others being more elongated or ring-like. The overall effect is a modern, abstract pattern.

THANK YOU