

TL NewsWire™

Hot new products for lawyers and law office administrators.

LexisNexis Newsdesk Reveals Hidden Trends in the Media Coverage You Care About

By Neil J. Squillante

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Media coverage has exploded. In theory, you now have greater insight into your clients, competitors, practice areas, key industries, and other news related to your work. In practice, finding this information would consume all your time, leaving you no time to work. This is a job for a media analysis tool.

LexisNexis Newsdesk ... in One Sentence

LexisNexis Newsdesk is a business intelligence solution for monitoring and analyzing news and social media.

The Killer Feature

LexisNexis Newsdesk enables you to stay on top of relevant news through a web dashboard, email alerts, email newsletters, and SharePoint. The service gives you access to more than four million articles and posts daily, including LexisNexis exclusive sources such as Law360, The American Lawyer, The National Law Journal, and The Wall Street Journal.

In addition, LexisNexis Newsdesk includes prominent blogs such as Above the Law, social media services such as Facebook, Twitter, and Reddit, and popular website forums. You can add any RSS feed for personal blogs and other publications not in LexisNexis Newsdesk but which nevertheless publish important information.

“Current awareness and deep insights into facts and trends are essential as practitioners weigh risks and make decisions for their clients,” LexisNexis Managing Director of the

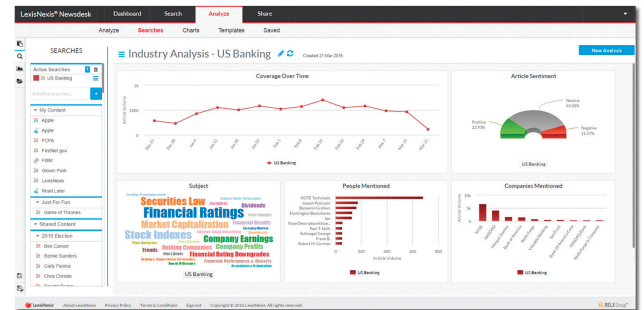
North American Research Solutions Sean Fitzpatrick tells us. “LexisNexis Newsdesk harnesses the power of big data analytics to create the most conclusive picture of your topic by delivering vital intelligence drawn from millions of news and social media sources, including top-tier legal media such as Law360.”

Other Notable Features

Everyone in your firm can have their own customizable dashboard. Users can access multiple dashboards such as their own and one for their department. In addition to article links, a dashboard can also contain charts for analyzing media coverage. For example, you can show coverage of your firm by journalist and publication. In articles that mention your firm, LexisNexis Newsdesk can show you the “share of voice” — how much prominence your firm received in media coverage. Templates enable you to quickly create new charts.

You begin putting together your dashboard using LexisNexis Newsdesk’s Smart Indexing technology, which enables you to drill down to a specific topic by entering terms of interest to you — a client, industry practice area, regulation, etc. This tool shows you related topics to help you pinpoint the exact topic of interest.

Along the right side of the screen, filters or “facets” enable you to fine-tune your dashboard feed. For example, you can include only articles that contain the terms of interest to you in the headline and lead paragraph or contain a



minimum number of mentions, and exclude specific sources, industries, etc. You can adjust these settings anytime. For important news, you can create email alerts for instant notification.

LexisNexis Newsdesk has become popular among law librarians who use the Email Manager to create and send customized email newsletters to lawyers in the firm. You can add people to a newsletter one by one or create a group and then add everyone in the group to the newsletter. A newsletter can contain the same feeds as a dashboard. Alternatively, you can add Curated Feeds with handpicked articles. Any articles you choose will automatically be included in the next issue of the newsletter. You can schedule how often to send new issues of the newsletter.

What Else Should You Know?

The Android and iOS apps for LexisNexis Newsdesk enables you to access your dashboard on the go.



LexisNexis

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