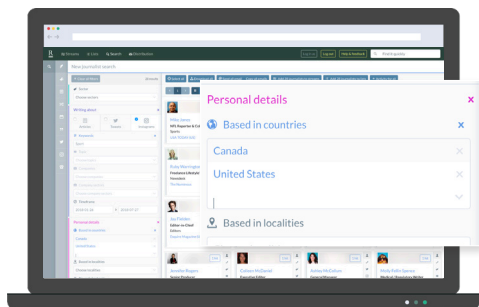


# Search for any Journalists or Outlets using Roxhill Instagram Search

Each day, we collect thousands of posts from both journalists and outlets. Using the Instagram Keyword Search, you can identify who is posting about the issues you care about.

## Need a more tailored search?

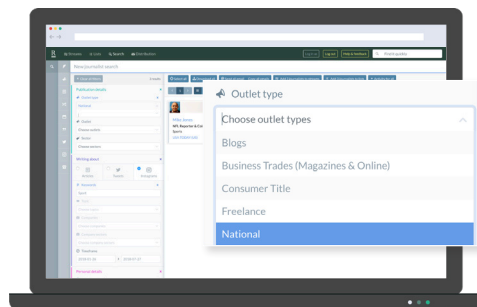
### Tailor search results by country



- Scroll down to the 'Based in countries' field located under **Personal details**.
- Enter your chosen country into the 'Choose Countries...' text box.
- Select your preferred country from the drop-down menu.

The results window will refresh with your updated results.

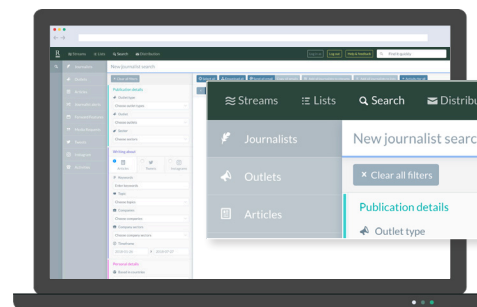
### Tailor search results by outlet type



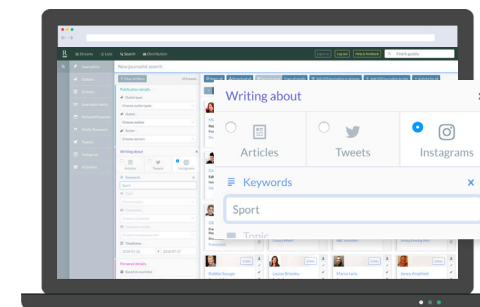
- Go to the **Publication details** field at the top.
- Enter your preferred outlet type(s) into the 'Choose outlet types...' text box.
- Select your preferred type from the drop-down menu.

The results window will refresh with your updated results.

## Instagram Journalist Search

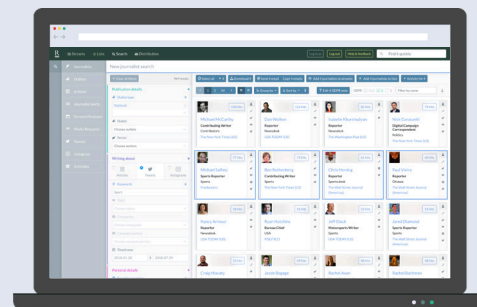


- To start your search select the 'Search' button **Search** on the top left.
- You'll land on the **Journalist** tab **Journalists**.

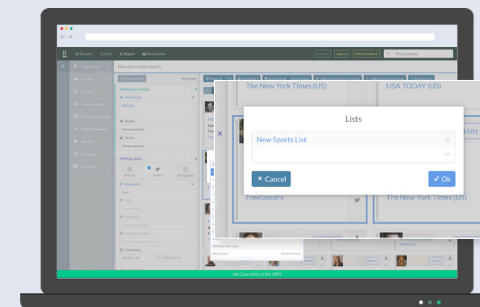


- Go to **Writing about** and select 'Instagrams' **Instagrams**.
- Type in your chosen keyword into the 'Enter keywords...' text box.
- To select a preferred date range, edit the timeframe fields (defaults to last 6 months).
- To view relevant Instagram posts select 'hits' **32 hits** within desired journalist tile.
- Instagram posts will appear on right-hand side.

## Don't forget to add these new journalists to your list



- Select the journalists you want to add to your list.
- Click the **Add 4 journalists to lists** button.
- A text box will appear.





- Enter the name of an existing list. **OR** to create a new list, type in a new list name and select **Click here to create new called 'New List Name...'**.
- Select **OK**.
- When the green loading bar reaches 100%, the journalists will appear in your list.


[Learn more about building lists here.](#) >>


## Group and sort Outlets and Journalist

Top Tips

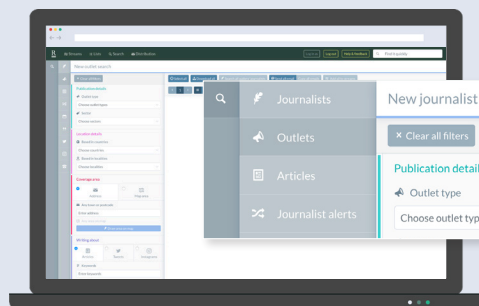
Select the Group by button  to group outlets by country, outlet type or frequency.



Select the Sort by button  to sort outlets by relevance and outlet circulation.

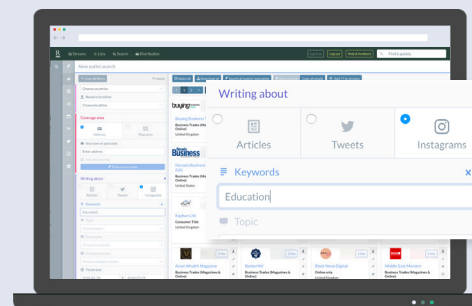
Select the Group by button  to group journalists by country, sector, job title and outlet type, frequency or desk.


Select the Sort by button  to sort journalists by relevance, name, seniority and outlet circulation.

## Instagram Outlet Search



- To start your search select the 'Search' button  on the top left.
- You'll land on the **Journalist** tab .
- Select the **Outlets** tab from the sidebar on the left .



- Scroll down to **Writing about** and select the 'Instagrams' tab .
- Enter your chosen keyword into the 'Enter Keywords...' text box.
- To select a preferred date range, edit the timeframe fields (defaults to last 6 months).

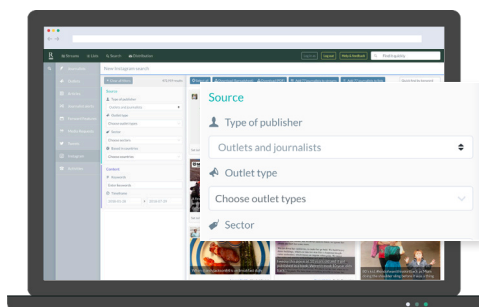
## Boolean Search Keys

Top Tips

- AND** Combines search terms  
eg. luxury **AND** travel
- OR** Includes one word or the other  
eg. luxury **OR** travel
- NOT** Omit results which contain a specific word e.g. travel **NOT** flights
- \*** Searches for word variations  
eg. travel\*
- " "** Searches for specific phrases  
eg. "luxury travel"
- ( )** Differentiate elements within a combined search e.g. travel **AND** (flights **OR** winter)

## If you want to do broader searches head over to the Instagram tab


Run a combined Instagram search for Journalists AND Outlets

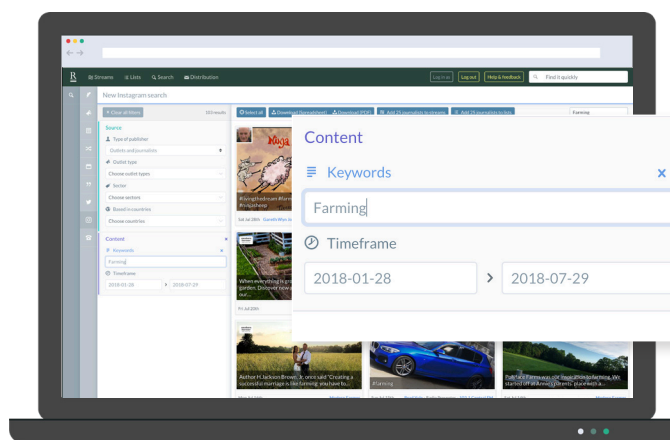


- Under 'Keywords' enter your chosen keyword into the 'Enter Keywords...' text box.

Optional: Select a preferred date range, edit the timeframe fields (defaults to the last 6 months).

Need a little extra help?

If you need any more help use the  button and we'll come back to you.



Your search results will display journalists and outlets that have posted about your keyword(s) within the last 6 months.

## Use Boolean formulas when searching for more than 1 keyword.

Top Tips

To search with multiple keywords you can include the words **AND**, **OR**, **NOT** in uppercase.

This is to ensure the system applies the instruction instead of looking for the word.

Example: To find global journalists who are posting content on Instagram relating to interior design and Kitchen design.

Type: (**interior\* OR kitchen**) **AND** design into the 'Enter Keyword' text box.