

Social Active Segment Guidelines.

In this task, you have to state whether the query displayed belongs to **Social Active** Segment or not.

Definition:

As a search engine, we are trying to show high quality social media related results for the queries belonging to Social Active Segment.

A query belongs to **Social Active** Segment if it is

- 1) **When the query explicitly is looking for social intent for account/username of a person or organization with large number of followers/subscribers (min follower count approximately ~500). Example: Query: {Angelina Jolie twitter}.**

OR

- 2) **When the query is implicitly looking for people/organizations with large number of followers/subscribers (min follower count approx ~500) which has overwhelming amount of social search results on the page. Example: Query: {Justin Bieber}**

Scope of people and organizations:

NOTE: All of the following points need to be true for it to be in scope of a social active query

1. Include only people or organizations that have **social intent** in the top 3 search results on Bing or Google page.


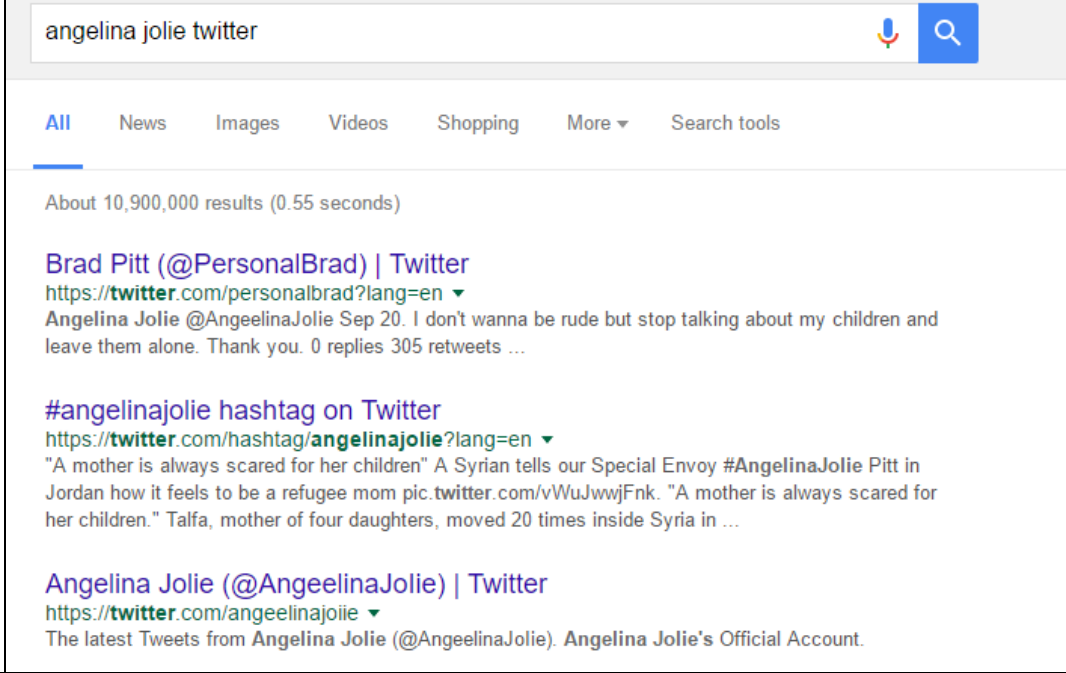
HOWEVER people/organization are mainstream: roughly 2 out of top 3 search results should be a social intent.


2. Include only people or organizations with min 500 followers for at least one or more social endpoint
3. Include only real social accounts that have been verified and not fan/fake accounts of that person or organization

Scope of social endpoints:

In scope	Facebook Instagram Youtube, Twitter, Pinterest Vine Twitch Snapchat Googleplus tumblr
Out of scope	LinkedIn

Defining social intent:


Example	Description
Not a social intent	<p>Query = Angelina Jolie does not have social intent, since the top 3 search results are News, IMDB and Wikipedia respectively. Therefore, even though Angelina Jolie has more than 500 followers and is verified, this query would not be a social active query.</p> <p>In the news</p>  <p>Billy Bob Thornton Says Angelina Jolie 'Seems Okay' Amid Brad Pitt Divorce PEOPLE.com - 13 hours ago In a new interview, Billy Bob Thornton also called ex-wife Angelina Jolie a "good friend"</p> <p>Brad Pitt takes selfies with fans at Allied screening in China after split with Angelina Jolie Daily Mail - 6 hours ago</p> <p>EXCLUSIVE: Billy Bob Thornton Says His 'Good' Friend Angelina Jolie 'Seems OK' Amid Brad Pitt Divorce Drama Entertainment Tonight - 2 days ago</p> <p>More news for angelina jolie</p> <hr/> <p>Angelina Jolie - Wikipedia https://en.wikipedia.org/wiki/Angelina_Jolie ▼ Angelina Jolie Pitt is an American actress, filmmaker, and humanitarian. She has received an Academy Award, two Screen Actors Guild Awards, and three ...</p> <p>Angelina Jolie - IMDb www.imdb.com/name/nm0001401/ ▼ Angelina Jolie is an Oscar-winning actress who became popular after playing the title role in the "Lara Croft" blockbuster movies, as well as Mr. & Mrs. Smith ...</p>
Is a social intent	<p>Query = Angelina Jolie Twitter would be a social active query as all of the top conditions apply.</p>  <p>angelina jolie twitter</p> <p>All News Images Videos Shopping More Search tools</p> <p>About 10,900,000 results (0.55 seconds)</p> <p>Brad Pitt (@PersonalBrad) Twitter https://twitter.com/personalbrad?lang=en ▼ Angelina Jolie @AngeelinaJolie Sep 20. I don't wanna be rude but stop talking about my children and leave them alone. Thank you. 0 replies 305 retweets ...</p> <p>#angelinajolie hashtag on Twitter https://twitter.com/hashtag/angelinajolie?lang=en ▼ "A mother is always scared for her children" A Syrian tells our Special Envoy #AngelinaJolie Pitt in Jordan how it feels to be a refugee mom pic.twitter.com/vWuJwwjFnk. "A mother is always scared for her children." Talfa, mother of four daughters, moved 20 times inside Syria in ...</p> <p>Angelina Jolie (@AngeelinaJolie) Twitter https://twitter.com/angeelinajolie ▼ The latest Tweets from Angelina Jolie (@AngeelinaJolie). Angelina Jolie's Official Account.</p>
Is a social intent	<p>Query = Justin Bieber You can see instagram, twitter in the top 3 search results, qualifying this to be a social active query.</p>

justin bieber 

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About 91,000,000 results (0.56 seconds)

In the news




[Justin Bieber and Selena Gomez Among Artists Battling for Top Honor at 2016 American Music Awards](#)
 Entertainment Tonight - 5 hours ago
 The fans have spoken, pitting Justin Bieber against Selena Gomez at the upcoming 2016 ...

[Justin Bieber and Selena Gomez compete for Artist Of The Year](#)
 Daily Mail - 6 hours ago

[Selena Gomez And Justin Bieber Back Together; Couple Secretly Got Married In The Caribbean?](#)
 iTech Post - 1 day ago

[More news for justin bieber](#)

Justin Bieber (@justinbieber) | Twitter
<https://twitter.com/justinbieber> 

1 day ago - [View on Twitter](#)

#PurposeSingles stickers. Thank u @Twitter
<pic.twitter.com/1VDgGYrZV...>

1 day ago - [View on Twitter](#)

1 year of #Purpose... thank u. Limited edition #PurposeSingles box up for pre-order
<smarturl.it/purposeboxset>
<pic.twitter.com/yLvEVHXqA...>

Examples:

Query	Does top 3 results in Bing/G have the social intent If mainstream - 2/3 top results have social intent	Does entity have more than 500 followers at any social endpoint?	Is that social account real and not a fake account?	Social active query?
Michael Jordan	X Google - Second result	X	X	No
Microsoft	X 3rd result	X	X	No
Sephora	X 1/3	X	X	No

John Smith	-	-	-	No
John Smith Microsoft	-	-	-	No
John Smith Seattle	-	-	-	No
Dr Tom Reddy				No
Jim Jones Realty				No
Tim Johnson Law Firm				No
Dr Tom Reddy Twitter Account				No
Jim Jones, MD resume				No
Dr. Johnson university degree				No
Bill gates		X	X	No
Bill gates microsoft		X	X	No
Brad pitt rumors				No
professional baseball players in seattle				No
Tom cruise				No
Inception movie				No
Seattle				No
Honda CRV				No
Sun				No
Yoga Mama				No
Microsoft John Smith twitter	X	X	X	Yes
Kingbach	X	X	X	Yes
Jerry Purpdrank	X	X	X	Yes
Russian hacker	X	X	X	Yes
Kylie Jenner	X 2/3	X	X	Yes
Justin beiber	X 2/3	X	X	Yes
Bill gates twitter	X 3/3	X	X	Yes
John Smith twitter	X 3/3	X	X	Yes
Ellen twitter	X 3/3	X	X	Yes
@kristen stewart	X 3/3	X	X	Yes
@mckaylamaroney	X top 2	X	X	Yes
sarah close	X 2/3	X	X	Yes
Sazclose	X 3/3	X	X	Yes
Sazclose twitter	X 3/3	X	X	Yes
Yogamamauk	X 1st result, official site -2, youtube - 3	X	X	Yes

Microsoft twitter	X	X	X	Yes
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People names / Organization names that are misspelled, out of order, or punctuated incorrectly may be part of the segment if you believe the intent is still clear.

Appendix

Example of People/Organization queries that fall under this segment when the top 3 conditions are true

Query type	People		Organization	
	Famous/Big celebrities	Video bloggers/Gamers/comedians, etc	Big/Famous Companies or Organizations	Small to mid-size organizations
Implicit query	Justin Bieber Kylie Jenner	Sarah close	NOT in scope Example: Microsoft, Pandora, Sephora, etc.	Yoga Mama
Explicit Query pattern:				
<ul style="list-style-type: none"> • Name + Social endpoint • Username + Social endpoint • Username • @username 	Justin Bieber twitter @kristen stewart @mckaylamaroney	Sazclose Sarah close twitter	Microsoft twitter	@yogamamauk