

Socialite Engage

PRODUCT DATA SHEET

Leveraging the Power of Social Networks

Many organizations believe that social media is fast becoming the platform for business communications and would like to maximize the benefits it offers: it's viral, it's cost-effective, and it's popular.

Firms in many industries, such as financial services and energy, want to empower employees to use social media securely, productively, and compliantly by leveraging the power of the individual's connections and networks to expand the corporate brand, find new customers, and open up new business opportunities.

Socialite Engage

Socialite Engage is the Actiance platform for social engagement and content distribution. It also provides metrics on the impact of the content on social networking sites such as Facebook, LinkedIn, and Twitter. It is the ideal complement to Socialite Enable, the industry's premier compliance platform for social media. Between Socialite Engage and Socialite Enable, organizations have end-to-end coverage to safely and productively utilize social media within the enterprise.

Creation and Population of Content Libraries for Branch Offices

With Socialite Engage, organizations now have the ability to easily and efficiently share content that is on point and in compliance with branch offices or remote workers. For example, individuals from Marketing or Compliance at corporate headquarters, can quickly source and easily upload pre-approved articles to the firm's content library, from which remote workers can pick and choose which pieces they would like to send on to their respective networks. Marketing and Compliance can also select when a piece of content will be made available and for how long. In this way, the content library can be efficiently managed from a central location.

Content Distribution to Connections, Friends, and Followers

Once the content library has been populated, Socialite Engage enables users to easily select and distribute content to their own networks. These days, professionals have extensive social media networks, such as on Facebook, LinkedIn, and Twitter. Being able to actively engage with their networks is essential for building relationships and fostering new business opportunities.

Users can select from pre-approved content, see at a glance which content had the most impact in a particular social network, and decide where to use that content. Through a centralized interface, users can quickly publish the content to personal pages and profiles or to multiple accounts across Facebook, LinkedIn, and Twitter, including fan pages and corporate pages. They can also choose to publish the content immediately or schedule it for automatic release at a later date to coincide with the start of the workday.

Pre-review & Moderation of Free Form Content

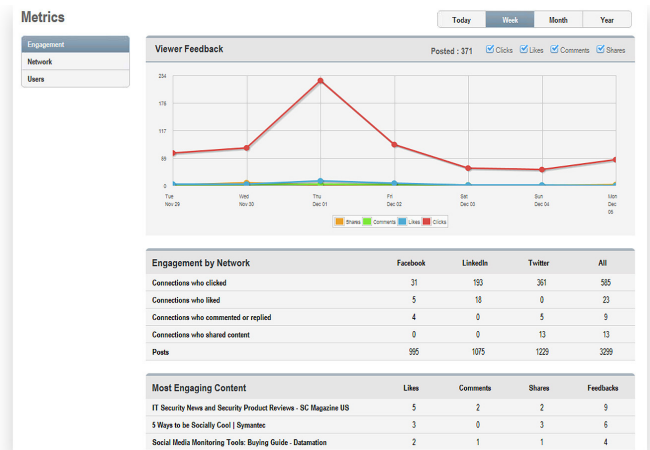
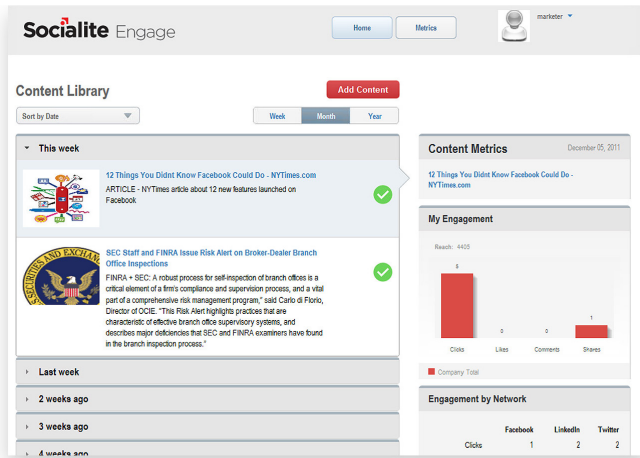
Socialite Engage is fully integrated with Actiance's compliance platform, Socialite Enable, to ensure that free-form content created by users can be pre-reviewed prior to release. Moderation can be automated by cross-referencing through a lexicon library or routed through a pre-approval workflow, for example, manually reviewed by the compliance team, as determined by the organization.

AT A GLANCE

Socialite Engage enables organizations to maximize the value of social media connections by empowering users to share pre-approved content, interactively engage with clients and prospects, and analyze the impact of distributed content.

KEY FEATURES

- Enable the sharing of pre-approved content among distributed teams
- Source and create pre-approved content quickly and easily
- Accelerate User Adoption of social networks through positive reinforcement and gamification
- Connect with clients and prospects across multiple social networks using a single interface
- Consolidate updates and activities of users' connections on social media sites
- Highlight target accounts as Key Connections for better visibility and follow up
- Measure and analyze the impact of distributed content
- Refine and tailor corporate messaging
- Identify content proven to resonate with a particular audience or network
- Fully integrated compliance engine to pre-review and moderate free form content
- Track user activity posted while "off the corporate network"
- Facilitate the identification and routing of sales leads
- Provide valuable business insights through metrics and analysis
- Record retention for compliance and e-Discovery



Driving User Adoption

Socialite Engage offers users a single, easy-to-use interface to post content simultaneously to multiple social networks, and to track connections, followers and friends from across multiple social networks at a glance. It also notifies the user with information about successful posts, providing reassurance and confidence to the user.

How is the Content Resonating?

Another powerful feature enabled by Engage is the ability to track and measure the impact of distributed content. Users can see which pieces of content are generating the most interactions (e.g., Likes, Shares, Replies, Retweets) among their connections. By doing so, they get a sense of how engaged their network is with the content they're distributing, and at the same time, building stronger ties with their network.

Business Intelligence and Insights

With Socialite Engage, Actiance introduces the concept of Key Connections. A user can tag certain contacts from target accounts, for instance, as Key Connections. Whether it's Facebook, LinkedIn, or Twitter, a user can just log into Engage and quickly see the latest status updates of his or her Key Connections across these social media sites. A financial advisor, for instance, can then easily spot any life-changing events (e.g., job switch, marriage, etc.) that could present a new business opportunity.

Socialite Engage also provides the ability to track and monitor the socialsphere for any mention of brand names, keywords, and phrases, enabling the organization to proactively manage its brand reputation and business.

Generation of Sales Leads

In addition to distributing content and measuring its impact, the generation of quality leads is top-of-mind for many users. By identifying their most engaged connections, users can focus their efforts on nurturing the best leads to forge lasting relationships. Socialite Engage allows users to post messages and replies to their leads across the three main social networks. This level of interaction expedites the flow of information between users and their prospects, thus increasing the likelihood of converting a lead into a client. Conversely, a user can also view connections they have lost across the social networks and use that to change the way they communicate and do business.

Meeting Compliance Requirements

Socialite Engage can also capture content shared by users off the corporate network, whether from their mobile phones or unmanaged machines, for post-review. Records can also be retained which provides a full view of the conversations taking place when a certain comment was made, ensuring that context, time, and users involved are captured for complete compliance reviews. As a whole, these features underscore a holistic approach to social networking record retention and review.