PRODUCT SHEET
PUBLISHER

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ISO 27001 Security

Marketing Partner

Instagram Partner
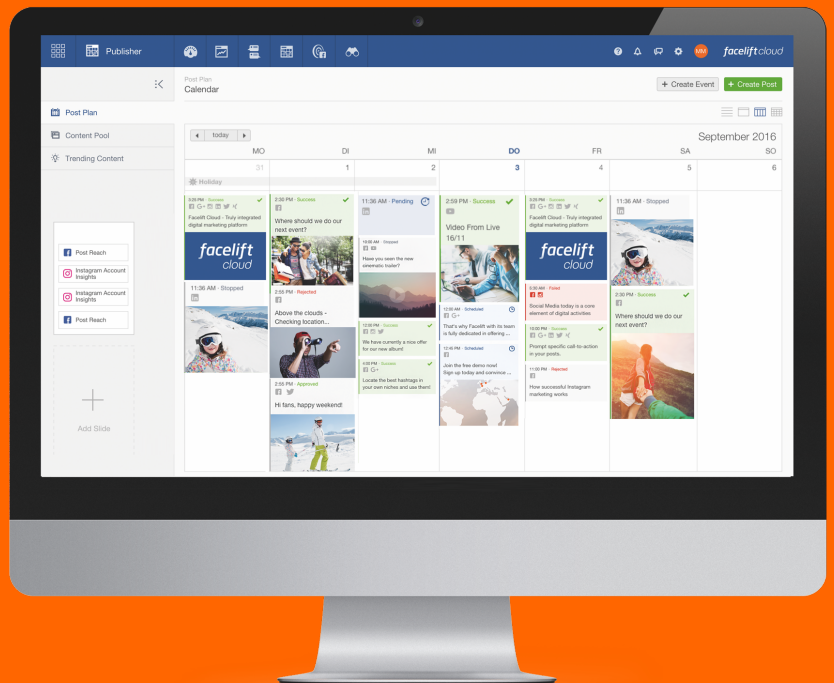
Features Summary

Publishing calendar

- All past and future posts from all channels at a glance
- Current process status of each post
- Diverse sorting and filtering options
- Suggested topics for new content
- Discussion and case management

Approval process for the creation of content

- Integrated individual approval process
- Teamwork through internal discussions
- Display for days, weeks and months
- Portrayal for one or several pages and accounts
- Create drafts
- Authorization for posts
- Diverse process owners
- Determine the release date and time for posts

Publishing

- Create posts across channels for Facebook, Twitter, Google+, Instagram, YouTube, Xing and LinkedIn
- Utilization of global post templates
- Pre-tagging ahead of the publishing date (e.g. campaigns, topics, etc.) simplified sorting later on
- Preset target groups and gating definitions
- Creation of every kind of post type (e.g. dark post)
- Instagram Publishing with the Facelift Mobile App

Content Pool

- Templates for local or international adaption
- Filing of gating and targeting templates

Professional publishing for your entire social media appearance

A professional publishing calendar and central content pool for comfortable creating and post publishing

Publish on various social media channels at once: create content, select channels, share and publish posts, all in a single workflow. You provide the content for posts (text, media files and additional briefings) and further internal processing only requires a few clicks. Channel-specific formats can be edited and customised directly within the post, in order to optimally finalise the publication.
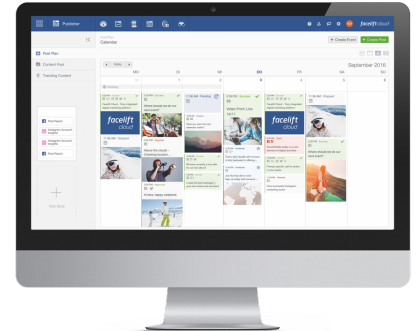
Multi channel publishing with the "Master-Story" mode

With the "Master-Story" mode you can avoid double handling. You only need to create your text, picture or video post once and adapt the contents with a single click to all relevant channels. Channel-specific changes (e.g. adding hashtags in Tweets) are also available.

Discuss the content directly within the Facelift Cloud - every post can be internally addressed: No more endless email conversations anymore, but everything you need right where it's supposed to be.

Perfect overview in the publishing calendar

A cross-channel publishing calendar ensures perfect overview for all involved editors, managers and partners. Gone are the days of Excel lists and chain emails. A calendar with different views (day, week, month or list) provides an instant overview for released, planned or already published posts - across all channels.

Cross-channel content preferences enable multi-channel publishing

Not only is the simultaneous creation of posts for countless pages possible, but the simultaneous placement on various social platforms is also available - with the "Master-Story" mode. Content is only created once and can then be transferred across all channels, on different platforms, with only one click. Adjustments for individual channels can always be adapted and revised in the same workflow.

Templates enable rapid creation of posts

Use templates not only for content, but also for preset target groups, specific landing pages and page groups. Allow editors to access predefined post settings.

Precise targeting placements

Define target groups for precise placement of your posts. Upon first creation, Facebook posts contain an accurate targeting and gating. This refers to the placement on the users timeline as well as the Facebook fan page settings, and to which visitors your post should be displayed. You can therefore target the region that is relevant to the post, like a post in German would be only targeted to those living in Germany.

Approval processes for optimal workflows in your team

After a post has been created, it can then be reviewed and optimised by the relevant team members through Facelift's intuitive release process. Specify the user name of the employee and start the process. All team members involved - ranging from the page and post owner all the way to the graphic designer and the person who approves the final post - can be kept up to date and can interact through the discussion feature directly in the post. The current status is always accessible in the post plan as well as directly in the posting itself.

Roles and rights system specify the work processes of the individual team members

Teams often require a precise definition of the different work areas. Through an integrated and detailed roles and rights system the tasks and assignments of each and every team member can be referred to precisely, in order to have every team member working efficiently.
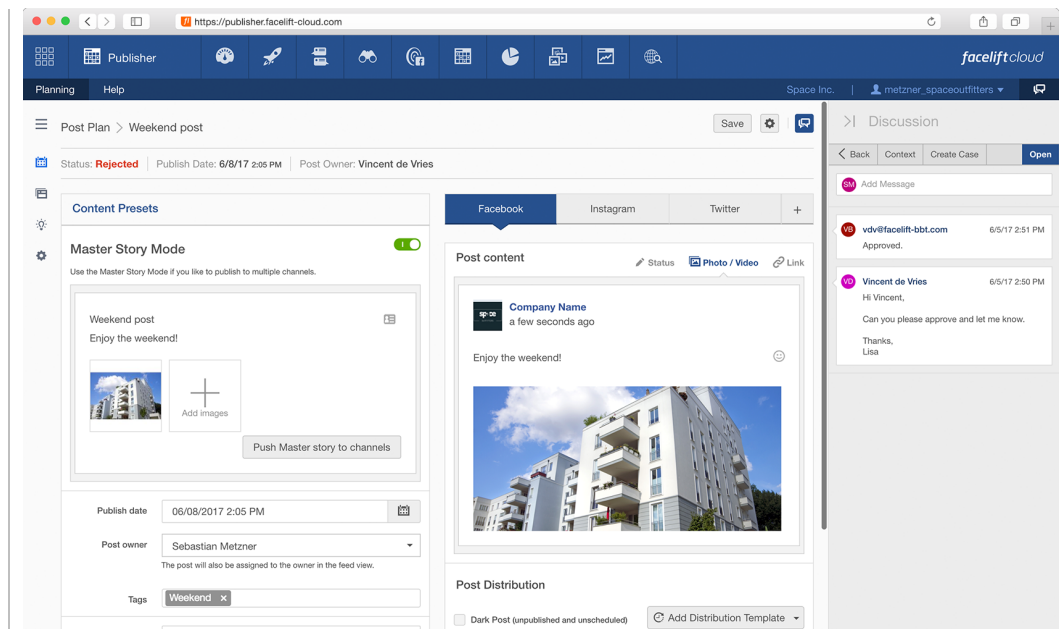
Post creation in the master story mode

### Instagram Publishing with the Facelift Mobile App

Prepare your Instagram posts easily in your Facelift Cloud and schedule them into your Post Planner. As soon as the post reaches the scheduled publishing time, all relevant content like text and picture is available on your mobile phone through your Facelift Mobile App. No need to download the picture or retype your text, the post is being redirected to the native Instagram App and you simply publish it.

Topic suggestions to support creative processes

Like all other modules, the Trendwatch module fits seamlessly into the Facelift Cloud. Therefore, you can integrate your watched threads directly into the Publisher module and view them via "Content Suggestions" menu item without changing the module - for all of those instances, in which you want to search for an exciting headline for your chosen topic with just one click.

Templates from a global content pool

Fast and clear post creation from existing content ensures maximum efficiency. Use the custom template collection (content pool) to specify content standards for further processing and to make them available as quickly as possible. For global use, the content pool also provides exciting insights on the respective performance of the content template. Other users and other markets can therefore see how often a template has been used and whether the template works as planned.
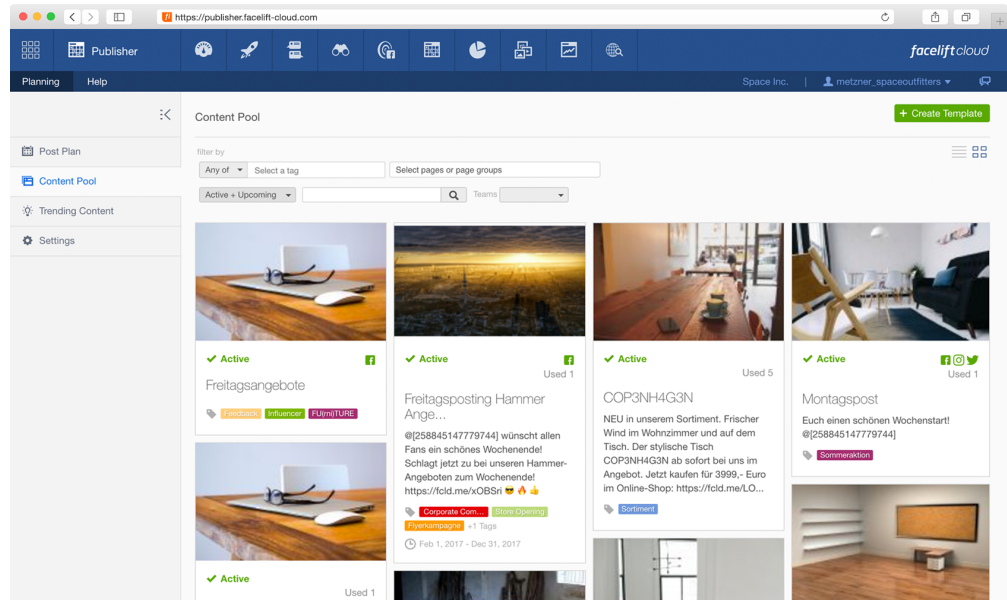
Content pool: Templates for local or international adaption

Eight advantages that the Publisher of the Facelift Cloud has to offer:

1. Always have full **control** of all internal and external stakeholders and resources, including the differentiated **roles and rights systematics**.
2. Easily publish posts on **dozens or hundreds of Facebook fan pages** and other channels and manage them with an optional opt-out system.
3. Establish individual **approval processes** and publish the perfectly adjusted post
4. Avoid double handling with the **"Master-Story" mode** and display posts on multiple channels
5. **Global content pool** for quick and clear allocation of **posting templates** for local or international adaption
6. Perfect **overview** of all planned and already published **posts** of all channels through comprehensive **post plan**
7. **Campaign tagging** and **tracking** through global **tagging system** and **sensible filter and sorting options**
8. Use **Topic suggestions** from current **trending topics** for an immediate adoption as a link post

Conclusion: An overview of simply generated content as well as perfected procedures for internal and external users in dedicated roles-rights distribution allow for the most efficient placement of cross-channel content of everyone involved.

About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

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