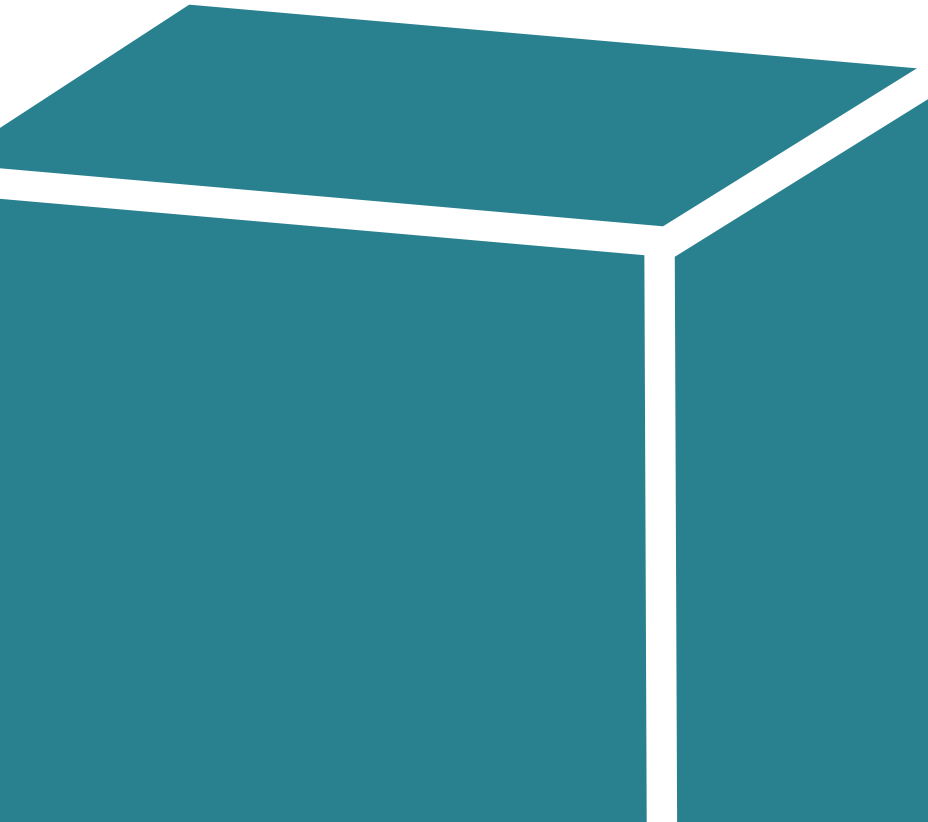


# SOCIAL MEDIA REVIEW



# Social Media Benefits

FuseBox One's integration with Lumentus Social allows you to provide corporate branded posts to share across your entire organization. The integration enables access to social platforms within your FuseBox One portal to streamline content sharing across Twitter, LinkedIn, and Facebook.

Benefits of Social Media in MarcomCentral:

- Exponentially grow corporate social networks
- Automate consistent social messaging across your organization
- Empower field teams with approved social content
- Customization options for personalized posts
- Provide brand compliant social content
- Turn Key Solution for managing the Top 4 Social Outlets (no need to go to 4 different admin / dashboards)
- Easy integration and management of Social for your users.
- Flexibility gives the admin the ability to:
- Allow the end-users to post their social message
- Allow Admins to post social on behalf of the company/ users/ user groups.

# Social Media Glossary

- **Social Post** – when a user makes a post to one or more social media accounts or pages that they own.
- **Social Blast** – when a user makes a post to many social media accounts belonging to others who have given permission to post on their behalf.
- **Publishing Group** – this is a group of accounts to which a user can do a Social Blast. It is comprised of accounts owned by multiple people who have given permission for another user to post on their behalf.
- **Social Media Application** – Facebook, Twitter, LinkedIn, or Google+
- **Social Media Page** – A page owned by a Social Media User. Business often have pages instead of accounts. For example: Facebook User John Smith administers a Facebook Page called 'I Love Puppies.'

# Social Media Demo Products

- Jensen Financial has 2 social media products to demo:
  - Social Media for Events
  - Social Media for Webinars
    - User ID: testsocial1
- The Jensen products allow you to demonstrate a social post and social blasts
- **SocialReporting**: Analysis of social ad and organic posting effectiveness by providing engagement data on aggregated and individual posts. Lumentus as a phase I can run this once a month for customers.
- **SocialReporting Phase II**: The Technology Group is going to integrate the Lumentus social reporting into BI as a new dashboard for customers to access social analytics. (The customer will need to own a license of BI and for PSPs we can package the pricing for Social and BI.)
- Transactions show as a digital download in the BI tool

# Lumentus Add Ons

- **SocialConversation:** Threaded view of all social media conversations and the ability to engage in conversations on multiple platforms directly through the software.
- **SharableNews:** Enhance client's content capabilities with timely, relevant and engaging content that can be seamlessly posted to multiple social media networks or a client's website
- **SocialAd:** Ability to increase social connections and extend the reach of organic posts via creation, sharing and tracking of social media ads as well as boosting posts

We can engage Adam from Lumentus to demo these add-on items if the customer is interested.