



PSC's Social Web Manager

Empowering the Enterprise on the Social Web

SOCIAL WEB MANAGER FEATURES

One Central Point of Interaction

- Participate/manage interactions across multiple channels / sites
- Control access points to all corporate accounts

Manage Outgoing Messages

- Integrate with Corporate Directories and Security
- Workflow and Approval
- Single interface to all channels

Measure Results

- Online campaigns
- Activities / outcomes
- Graphical outputs – highlight trends and opportunities

Coordinate/Control Activities

- Support multiple concurrent campaigns – across brands or lines of business
- Track / schedule outgoing messages

Minimal Technology Footprint

- Able to leverage existing workflow and content management platforms
- Incorporates “software as a service” model

BENEFITS

Participate in the Social Web – while effectively managing enterprise risks and results – to:

- Build your brand awareness
- Optimize campaigns – across online and offline channels
- Foster customer loyalty
- Enhance customer service



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@pscgroup

The explosive growth in Social Media sites over the past few years has been obvious, particular to those with high-school or college age kids. What hasn't been as clear is what it all means for the Enterprise.

For many companies, sites such as Facebook, Twitter, YouTube and LinkedIn are generating as much excitement as they are concerns. The challenge – how to take advantage of the Social Media world while still balancing traditional business needs such as control, coordination and accountability?

Beyond “Website” Content Management

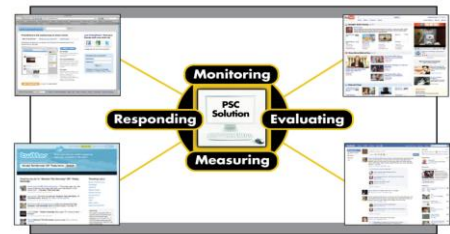
When the primary channel for Company-related online content was your own website, the focus was on “content management” – how to capture and publish content that your company created. However, social media and Web 2.0 capabilities have changed the dynamics – such as who generates content, what is being communicated, where the content can be accessed and when content is available. And while some companies have rushed to create a Twitter account, start a Facebook fan page, or publish a few videos, outcomes have often been difficult to track and sustain, and sometimes have been disastrous!

Thriving in the Real-Time World

The reality is that the Social Web is generating unprecedented opportunities across virtually all industries. Although there has been lots of hype, many organizations are beginning to formulate ideas that are generating real results.

At PSC, we recognize the importance of having the capabilities to effectively execute these ideas. In the Social Media space, these capabilities include:

- **Monitoring** your activities on the Social Web
- **Evaluating** the impact and results
- **Measuring** activity and outcomes
- **Responding** to key messages and taking advantage of these new communities and relationships.



Introducing PSC's Solution: Social Web Manager

PSC has leveraged our experience working with content management, workflow engines, data management, security, and enterprise performance management to develop a solution we call Social Web Manager. This comprehensive solution enables our clients to quickly put in place processes, tools and disciplines to effectively manage their initiatives on the Social Web.

Getting Started

Contact us now for more information or to schedule a meeting to discuss your situation and how PSC can help you manage your presence in the Social Web.

Phone: (800) 592-8003

Email: SocialMedia@psclisten.com

It's all in the way we listen!