Social Publishing

Background

The use of social media is growing and is seen by many companies as a natural extension of how to engage with their customers. The main goals are to:

⊕ Build closer relationships with their customers
⊕ Enhance brand awareness
⊕ Establish interactive relationships
⊕ Extend the uses for corporate content assets

Issues

These new social networks have an easy on-ramp. It is simple for somebody in marketing to create a Facebook fan page for the company, or to start publishing videos to YouTube and then sending updates via Twitter.

But over time the complexity of supporting these systems grows. The number of channels will increase, as other departments want to use this new medium as a better way to engage with their customers.

Alfresco Solution

Alfresco provides direct links to multiple social media sites. So approved users can publish to these sites from within Alfresco. Social sites supported include:

⊕ YouTube for content publishing
⊕ Facebook for status updates
⊕ Twitter for status updates
⊕ LinkedIn for status updates
⊕ Flickr for content publishing
⊕ Slideshare for content publishing

A number of features within Alfresco 4 help manage the process of publishing content and status updates. These include:

⊕ Central Credentials Management — All site user id's and passwords are securely maintained
⊕ Workflow — Powerful workflow tools to help manage the review and approval process of content before it is published
⊕ Extensibility — Alfresco comes with a number or predefined channels, but other social channels can be added as needed
⊕ Linked Posts — Publish content and then related status updates that include links back to the social site
⊕ Channel Manager — Used to create new channels and manage who can publish to these channels
⊕ Publishing History — Alfresco shows where and when content has been published

Contact us to learn more about the full suite of capabilities that Alfresco 4 offers. alfresco.com/alfresco4

About Alfresco

Alfresco helps teams share, manage and retain content across the extended enterprise with simplicity that end users love and smarts that IT can endorse. Alfresco enables organizations in more than 180 countries to collaborate more effectively, improve business process efficiency and ensure information governance. Across cloud, mobile, hybrid and on-premise environments, Alfresco is smart enterprise content made easy.

Benefits of Alfresco 4 include:
• Reduced need for additional social publishing tools
• Powerful workflow integrated with social publishing
• Extensible — easily add new publishing channels as needed

Alfresco®
Simple + Smart™