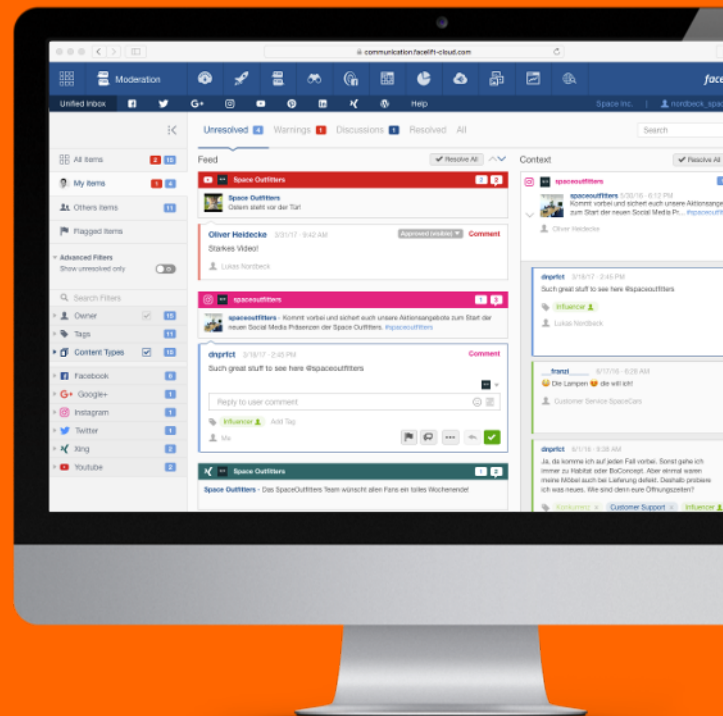PRODUCT SHEET

MODERATION

March 2018

Features Summary

Summary

- Maximal overview of all attached pages and accounts
- Permanent overview of open posts
- Clear assignment of responsibilities
- Exclusive notification system for moods that call for action
- Individual assortment of core information in your own dashboards
- Multiple processing of pages and account settings
- Template structure for reacting as quickly as possible in community management
- Individual tagging of posts including automatic keyword referral
- Internal communication possibilities directly to posts – if needed for individual cases, including other departments that don't have access to the Facelift Cloud

Supported channels

- Facebook
- Facebook Messenger
- Twitter
- YouTube
- Instagram
- LinkedIn
- Google+
- XING
- Vkontakte
- Google MyBusiness

Community management of your social media presence – all centrally in one place

More activities lead to increasing complexity

Users today expect social communication to be varied, visually appealing and as interactive as possible, and that response times to postings are short. Combined with increased expectations within the organisation, this tremendously increases the effort and pressure on those responsible in marketing, especially when it comes to managing, for example, many channels with lots of fans across the world at the same time.

One module for monitoring and management

The moderation module boasts an extensive workflow management for optimal teamwork, including a dedicated role and rights system. Through the automated monitoring of all incoming posts, brand ambassadors can be identified and automated notifications can be triggered. Exclusive features such as the grouping function of Facebook fan pages or sentiment analysis via "SentiSense" complete the module.

Global community management with the Unified Inbox

The Facelift Cloud provides a solid system for the future, which can be used to integrate and centrally manage the relevant social media marketing channels Twitter, YouTube, Instagram, LinkedIn, Pinterest, Google+ and XING in addition to Facebook, including the Facebook Messenger. The Unified Inbox allows a central view to moderate the different social media channels. No more switching between different social media channels.

No post goes unnoticed; nothing remains unedited

You can easily display all new, unchecked, critical and indexed posts, comments and messages in the real-time feed. If there are a lot of fan pages and fans, this allows you to ensure that no post goes unedited and unanswered and that critical voices are detected immediately.

Features Summary

Illustration of workflow processes
- In corporations
- With creative and media agencies
- With external employees

Safe, certified and distinguished
- Development and hosting in Germany
- ISO 27001 certified
- Facelift is part of the „Facebook Marketing Partner Program" and official "Instagram Partner"

Roles, permissions, approvals per user
- Secure profiles
- Limited permissions (read and write, write only, adapt only)
- Dedicated release function
- Email notification
- Internal messaging system for coordination
- Escalation of posts
- Service API to external ticket

"SentiSense" sentiment analysis
- Semantic analysis of every post
- Improved analysis through adaptive algorithm
- Automatic alert function

Many advantages for all parties involved

Various useful features help you to increase the efficiency in moderation, to immediately identify critical postings, to avoid errors when editing and to easily publish on as many fan pages as you wish. The advantages for various people within and outside of your organisation are obvious:

- Social media managers see every post, every tweet, every comment, every reply and every message in their central feed view and can moderate all channels simultaneously
- Digital marketing managers always have the complete overview of all fan pages, all tweets, all activities, all participants and all results.
- Agencies can assume well-defined tasks within the process, such as content creation of community management.
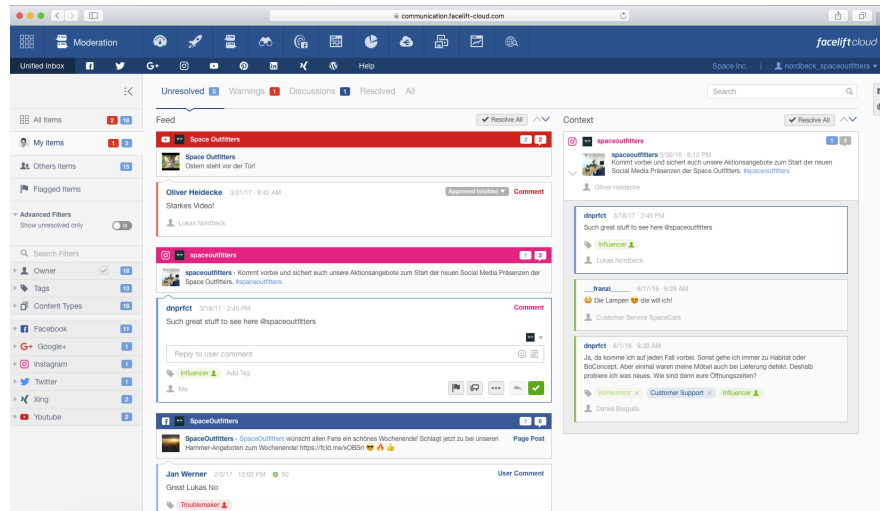
Flexible workflow management of all incoming customer inquiries

Your personal dashboard for all your fan pages and channels

Thanks to the direct connection to the Dashboard and Reporting Module, you get a quick overview of all your channels and social media accounts in real-time. You can easily add different insights and KPIs to one of your Dashboards or Reports.

Always have an overview of all postings

For each of your fan pages in the dashboard, you will see the number of the new posts, comments and messages; critical posts are marked in color and can be identified immediately. In addition, you can also view the number of fans, the reach and the date of the last activity as well as display your Dashboard in a list or tile view if desired. In the list view, you can filter and sort according to different criteria.

Immediately identify critical postings and respond to them accordingly

For each fan page, you can define different keywords that have a negative, positive or different correlation with your brand or your company. Critical postings, comments and messages are automatically detected and color-coded according to your specifications. This guarantees that they will not go unnoticed and can be processed with the highest priority. Furthermore, you can identify not just critical, but also positive content in order to convey it to your sales team. To avoid negative content in the future, you are able to tag each user either positively or negatively.

Built-in "SentiSense" technology detects the mood

The self-learning sentiment analysis developed by Facelift is able to automatically determine the mood of the Facebook users or their postings. Posts are automatically tagged according to pre-defined criteria and keywords (negative, positive, competition, etc.) and can therefore be recognised and assigned to the relevant team member more quickly.

The "SentiSense" technology was created as research collaboration with the chair of Computational Linguistics at the University of Hamburg, is constantly evolving and, due to the high degree of innovation, it is even supported by the Innovation Foundation of the Hamburg Senate.

Internal management – Full control of all internal resources

The Facelift Cloud provides you with powerful and flexible ways of assigning roles and permissions in order to efficiently manage all of your social marketing activities. You can therefore easily determine who moderates which fan pages or accounts, who creates content, who may publish content and how the release process should proceed, in accordance with the processes and compliance requirements of your company.
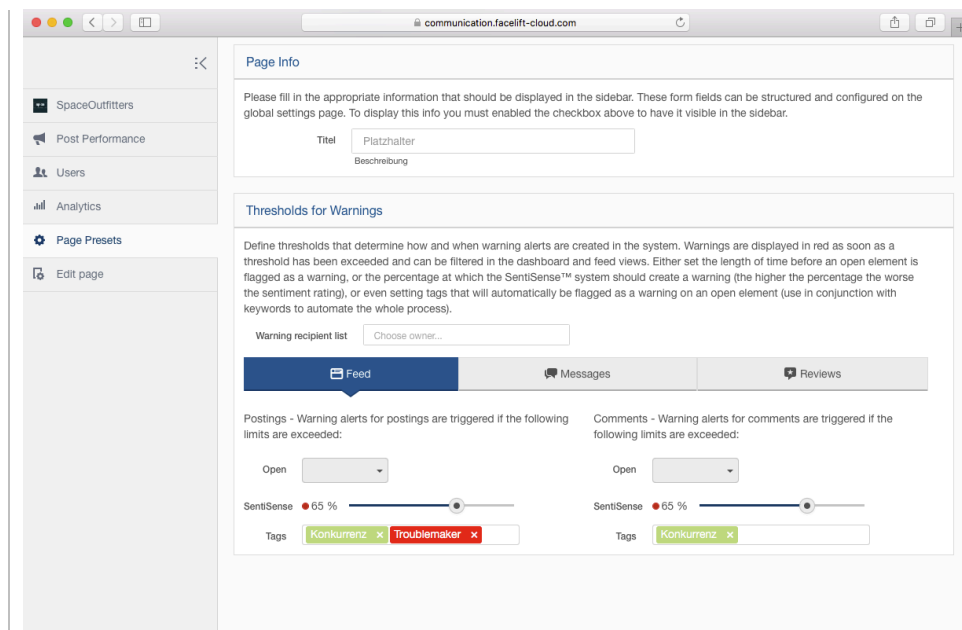
Alert and escalation management for critical posts

Central management of user rights, pages and accounts

Manage user rights, pages and accounts centrally from one location: independent of whether your organisation has dozens of fan pages or even hundreds of pages for different brands or outlets in different locations. Assign a page or groups of pages to a person or team to ensure that all pages are controlled and moderated accordingly. Since they always have an overview of exactly their area of responsibility, they can quickly respond to posts, share questions and escalate if necessary.

Roles and permissions for people involved

Categorise all of your internal and external participants and assign each participant specific tasks and individual rights. In this way, you ensure that only specified people or teams have access to the corresponding areas.

Alert and escalation management of critical postings

Critical posts are automatically flagged and can therefore be processed with the highest priority, even during peak times. An escalation of individual posts within your organisation, including automated email notification, can be displayed without any problems.

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

1. **Permanent control** – not one post stays unnoticed
2. Immediate recognition of **mood impressions.** This guarantees **regulation** as quickly as possible
3. Individual focus through perfected **team workflow**
4. Clear distribution of **action ranges** and **responsibilities**
5. **Cross-platform** workflows for all channels
6. Simple **community management** through clear **structures** and **automation** processes
7. **Internal communication** directly where it is needed the most
8. Quickly and globally **adjustable actions** through comprehensive template structures

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Conclusion: The unique combination of a cross-channel overview and the attention of each individual post grant a professional, highly efficient, natural and seamless community management.

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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ISO 27001 Security	Marketing Partner	Instagram Partner