



## Digital Nirvana's Social Media & Website Publishing Services Make 24/7 Social Sharing Easy and Affordable!



Social media publishing is both time intensive and time sensitive. Whether it's a last-minute touchdown or a dramatic event occurring in the middle of the night, that news must be customized for each of the social media networks - each with a different demographic, a different format and a different API. Digital Nirvana's Media Management provides social media publishing and service functions that enable users to personalize and customize their social media interaction with less time and effort than previously possible.



### Social Media Services

- Users can take advantage of Digital Nirvana's highly regarded "Knowledge Services" division to coordinate and manage social media and website publishing. Digital Nirvana's experienced team can handle time-and-effort-intensive media monitoring tasks, including: reviewing broadcasts, locating valuable clips, content-metadata tagging for optimal repurposing, writing attention-grabbing headlines for target audiences, and customizing social media postings as required by each network.
- Digital Nirvana's staff can manually review each and every audio and video broadcast and attach keywords to relevant segments. These keywords can then be uploaded into internal databases and search engines to find clips that are the most relevant and interesting to the station's viewers. The creation of enhanced metadata promotes better user engagement by presenting viewers with the best possible content tied to a subject or theme.
- Digital Nirvana's team can publish directly onto the user's website and social media accounts, or can send completed copy to the customer's digital media manager for final approval before posting. In all cases the customer remains the 'face' of their social media accounts, but isn't required to spend the time and effort reviewing and publishing clips themselves. This process can be customized to work as automated or as controlled as desired.



### Social Media Publishing Functions

- All recent video clips are displayed on the Media Management Platform's dashboard, allowing users to easily view and upload clips to their Web server, YouTube channel, CDN or AWS.
- These clips can also be easily shared on Facebook and Twitter accounts or via email. With a few clicks, the posts can be customized and publicized right from the platform's dashboard.



Digital Nirvana can help you gain more followers and better audience engagement by reviewing your broadcast video, clipping enticing content, packaging it with relative meta-data, and publishing it to your web and social media pages. Contact us at +1 (510) 226-9000 or [info@digital-nirvana.com](mailto:info@digital-nirvana.com) to discuss your particular requirements and see how we can help you achieve your social media publishing goals.

