



FEATURE BRIEF

# New Media Management Platform Feature Makes Social Media Publishing Easier Than Ever

Save time and energy with Digital Nirvana's social media publishing service



## The Need

- Broadcasters, ad agencies, corporate communications departments, government ministries, media monitoring companies, artists, entertainment companies, and public relations firms all are in need of a media monitoring solution that offers great price and performance.
- These users also have the need to efficiently manage their social media accounts, but this can be a time-intensive task for company personnel.
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- Monitoring equipment must efficiently track all recent clips, as well as allow users to easily publish the most important clips to social media accounts.
- Broadcasters and content owners have the desire to better coordinate and manage social media publishing, as it's a time intensive as well as time sensitive task.

## The Solution

- Digital Nirvana's Media Management Platform Version 2.0 features a social media publishing and service function for better user social media management.
- The platform displays all recent video clips on the dashboard, which users can view and upload to their Web server, YouTube channel, CDN or AWS.
- These clips can then be easily shared on Facebook and Twitter accounts or via email. With a few simple clicks, the posts can be customized and publicized right from the platform's dashboard.
- Users can now work hand-in-hand with Digital Nirvana's experienced team to handle time-and-effort-intensive media monitoring tasks, including the reviewing of broadcasts, locating of the most 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.
- With Version 2.0, users can choose to publish on social media themselves, or have Digital Nirvana personnel publish on their behalf through the customer's social network accounts. With the latter option, the user remains the 'face' of the social media accounts, but isn't required to spend the time and effort reviewing and publishing clips themselves.
- Users also have the option to have Digital Nirvana staff review each and every video broadcast desired and attach enhanced metadata to relevant segments. The metadata can then be uploaded into internal databases and search engines, making media management more time efficient for customers. Creating enhanced metadata allows for a better user engagement by enabling "More like this" algorithms to identify content that the user prefers to view.

### Industry:

Broadcast, Networks, Cable, and Media

### Products:

Media Management Platform 2.0

### Feature:

Social Media Publishing & Service

### Benefits:

- Ability to easily choose the most important clips and publish them on social media channels directly from the platform's dashboard
- Simplify the time intensive and time sensitive task of social media publishing
- Customize clip sharing for each social media network
- Save time and effort by allowing Digital Nirvana personnel to identify content and publish to social media
- Helps users to better coordinate and manage repurposing to YouTube, Twitter and Facebook accounts
- The cost-effective Media Management Platform 2.0 comes standard with the social media publishing function and service

PRODUCT BRIEF: Social Media Publishing and Service

## Social Media Publishing and Service

Digital Nirvana's Media Management Platform 2.0 includes an expanded social media publishing function that allows users to easily publish video and audio content to popular social media platforms. Users of Version 2.0 can also take advantage of Digital Nirvana's service personnel expertise to better coordinate and manage social media publishing.

As part of Version 2.0, broadcasters and content owners can work with Digital Nirvana's dedicated team to handle time-intensive tasks, including customizing social media postings as required by each network. Customers can also have Digital Nirvana's service team publish on their behalf.

## *About Digital Nirvana*

Since 1996, Digital Nirvana has been empowering customers with innovative knowledge management technologies. By combining media and digital technology expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with advanced product and service offerings. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, and learning management services. Digital Nirvana is headquartered in Fremont, California with offices in Hyderabad and Coimbatore, India.

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