

A Newsroom Solution that Unifies All Your Social Media

What is MyST Social Media Newsroom™?

Like most businesses, your staff and executives are making social connections across many online social networking systems; LinkedIn, Naymz, Twitter, and other social systems relevant to your business, are attracting your employees as they seek out new ways to sell, support, and represent your business. You may even have a social forum of your own, a blogsite, or marketing partners that allow you to participate with high-value content about your products and business.

The *MyST Social Media Newsroom™* solution provides a unified representation of all your businesses' social and news media content. The MyST social newsroom solution makes it easy for your website and blogsite visitors to find and make connections quickly and efficiently with your conversational content and people that can respond to customers, journalists, and prospects.

Social Media Search Engine

The MyST newsroom solution features a *social media search* application that is integrated into your newsroom and provides a unified search experience across all your content domains as well as social media content distributed in networks such as LinkedIn, Naymz, and Twitter.

Optimized Findability

The MyST newsroom technology is based on MyST Blogsite®, a highly optimized publishing platform designed at its core with search-optimized rendering capabilities. Integrated content briefings, a newsroom blog, and an extensive ability to syndicated social content from other systems, provides a foundation for achieving greater visibility in search engines.

Automated Intelligence Monitoring

Tracking and monitoring social networks is a key success factor to managing your social media. Secure intelligence channels provide daily briefings

from social and news sources relevant to your business, competitors, and market segment.

Benefits Overview

- Search from one location across *all your web and social media content*.
- Integrate all blogs, feeds, Twitter timelines and others for easier access, awareness and subscribing opportunities.
- Direct and instant access to social network connections.
- Aggregate and present real-time social conversation channels.
- Automated (and seamless) integration of press releases and other investor relations content.
- Fully branded social media newsroom solution.
- Social media library collects references to photos, images, whitepapers, and news-related documents.

Specifications

- Fully hosted, fully branded and integrated directly into your existing web solutions.
- Standards compliant; XML-based; agile API and integration capabilities.
- Customizable content management features.

Contact MyST Technology Partners to Discuss Your Social Media Newsroom Requirements

MyST Technology Partners™

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