Social Content Management

Social content has become an important source of information for engaged consumers to interact with others to learn about and advocate for products and services. Businesses today need to leverage social media content, whether developed directly on their sites or on 3rd party social media platforms, to augment online visitor experiences. However, social content management is not without challenges.

The scale is vast. As an example, a single platform, Twitter, delivers 250 million tweets per day. The information is dynamic and fluid, it exists in multiple languages, and the metadata attached influences its impact. The metadata could be something as simple as geography to something as complex as klout ratings, followers, or update frequency.

Autonomy provides a new class of technologies that enable businesses to incorporate the social media paradigm into their own customer interaction channels, including their website(s). The benefit is two-fold: customers receive targeted content balanced against peer feedback, and businesses increase brand-consumer stickiness by facilitating real-time conversations and engagement.

Create Engaging Customer Experiences with Dynamic Social Content

Autonomy’s Social Content Management solution provides a powerful set of out-of-the-box features to help businesses rapidly augment their websites with rich social media content. Businesses can create an engaging customer experience by empowering visitors to contribute comments, post ratings, take part in polls, and participate in many other social activities. Third party content from popular sites such as Twitter, Facebook, and YouTube can also be incorporated to enhance the visitor experience.

Autonomy TeamSite, a leading Web Content Management platform, includes social computing components, that can be easily “dragged-and-dropped” when creating or modifying a website, such as the following:

- Comments
- Polls
- Rating
- Blogs
- Third Party Streams
  (e.g. Twitter feeds, Facebook posts)
- Wikis
- Activity Stream
- Discussions
- Tag Clouds and Social Tagging
- Expertise Discovery
- User Profiling
- Social Analytics
- RSS
- Enterprise Integration and Workflow

Web initiatives have become inherently more social and collaborative. Autonomy empowers businesses to easily incorporate relevant social and community content into existing sites without losing brand control and adding risk to the organization.

Understanding Drives Social Media Value

Powered by Autonomy’s Intelligent Data Operating Layer (IDOL), Autonomy’s unique connector framework provides integration to over 400 repositories as well as over 40 leading social media platforms and aggregators, including Facebook, Twitter, and YouTube.
IDOL’s patented conceptual-based analytics enable businesses to uncover trends and opportunities in social media content that is generated on their own sites as well as across other social media platforms. Using moderation and sentiment analysis, sensitive social content such as tweets, posts, and chats can be responded to in real time to ensure brand integrity and to provide enhanced customer service.

The methods used today to understand social media will become passé in the near future, as evidenced by the change in technological landscape brought on by the explosion of mobile and video technology. Autonomy believes its unique capabilities of understanding unstructured information is the only way to ultimately address this changing space.

Join the Social Conversation

Autonomy uniquely provides for bi-directional social communications by allowing for real-time moderation of social content as well as the ability to push or publish social content. Businesses can more directly communicate with their audience and keep their finger on the pulse of customer sentiment by easily creating a space for their employees to write blogs and contribute content using one of Autonomy’s out-of-the-box social components. Using the capabilities of Autonomy IDOL, an organization can keep a social site updated with the latest content and marketing messages.

Workflow and Automation – The Keys to Social Content Management

With the exponential growth of social media and its associated content, robust tools for the proper management, storage, and disposition are required to control the lifecycle of social content and thereby reduce risk to the enterprise. Autonomy provides an intuitive, coordinated workflow process involving multiple actions, streamlined review of flagged social media content, and notifications and approval.

In order to effectively handle the volumes of social content, some measure of automation must be introduced. Autonomy’s Social Content Management solution automatically organizes and tags social content so that it is more easily retrieved, users can make more reliable business decisions, corporate expertise is retained rather than lost, and unknown business opportunities are uncovered.

It’s a Social World

Organizations today must take the initiative to offer social environments to foster collaboration and enhance the customer experience. Only Autonomy equips businesses with a complete social strategy platform that allows them to quickly and easily incorporate social components into their websites, while enabling them to understand the vast amount of social dialogue occuring inside and outside the organization.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.