Adobe® CQ Social Communities

Social Communities capabilities of Adobe CQ employs flexible yet powerful rule sets that enable external customers as well as internal stakeholders to fully interact with a site. With social collaboration capabilities, companies can fully leverage user-generated content and help ensure that site owners have full permission-based controls of which content appears where and when. Marketers can use out-of-the-box functionality to build extended user profiles, forums, blogs, comments, and social calendaring.

Social communities

According to "The Social Media Benchmarking Composite Report," a study conducted by the Center for Client Retention/ENTREVISTA (2010), 60% of consumers engage in social media sites. In addition, 55% of consumers felt positively when companies responded to a social media posting, with only 5% reacting negatively and 40% remaining neutral. Today’s customers and prospects expect more from a website than simple one-way communication, and many are adopting social media channels faster than organizations. They want to engage, experience, and interact—with one another and the brand. Modern businesses realize the power of this change in customer behavior and embrace it by integrating social capabilities into their online experiences. This ultimately leads to increased revenue through streamlined customer acquisition, better conversion rates, and a more powerful brand.

Digital marketers are now challenged with integrating new social media channels with other traditional channels as part of a cohesive, multichannel customer interaction strategy across sales, marketing, and service. Social Communities enable prospects, customers and partners to share comments and content, interact with like-minded people, find subject matter experts, or discover relevant information. However, legacy content management systems are ill suited to ingesting user-generated content, as they were typically designed for one-way, outbound publishing. At the same time, more traditional standalone social community solutions can be costly and less effective when integrating with customer-facing web experiences.

Adobe CQ is designed to support the bidirectional publishing necessary to create social experiences with prospects, customers, and partners. Businesses that embrace community across all online channels and extend social media as a meaningful marketing channel gain a deeper knowledge of their customers and the ability to optimize sales and marketing strategies that unlock new revenue streams.

Social Communities capabilities

Building branded communities requires both internal and external exchange of information, whether simple blog postings, forums, or rich digital assets. By harnessing the power of user-generated content, companies can create vast communities of internal and external users who can connect online with subject matter experts and sales leaders. They can even improve enterprise efficiency through unfettered collaboration. Social Communities capabilities seamlessly extend Adobe CQ so companies can quickly reinvent themselves as social businesses.

Transforming a site into a social community environment can be a challenge without the right security controls and infrastructure in place. Online channels that accept user-generated content can be exposed to the vagaries of the web, such as spam bots, cross-site scripting attacks, and even simple malicious posters. Social Communities offers spam scanners and built-in moderation tools to help ensure that only filtered and workflow-moderated content is posted to a site.
Social Communities also provides support for industry standards, which means marketers can easily maintain and syndicate content changes, commenting on threads, profile information, and schedules, whether from internal authors or approved external posters. Using a familiar interface and features, it leverages the user profile model from the OpenSocial standard adopted by Google and other industry partners.

Enabling community creation with social calendaring

Communities organize around shared interests and preferences, and the best sites target and tailor information to encourage community collaboration and growth. Social Communities capabilities provides business users with a fun-to-use drag-and-drop interface to enable quick and easy tailoring of site content and functionality.

Community creation is not confined to one geography, which is part of what makes them so powerful. Full Unicode support in Adobe CQ enables communication in numerous languages, supporting all character sets. Adobe CQ also allows decentralized authoring and administration in multiple languages, including seven out of the box: English, French, German, Italian, Japanese, Simplified Chinese, and Spanish.

Corporate blogging

The simplest idea can propel brand and business. Social Communities capabilities of Adobe CQ come packaged with tools to create and customize blog publishing sites. Permission-based controls are easily applied to enterprise-wide blogging or large-scale public multiauthor blogs. These features can be used to enable product reviews, brand fan sites, or foster internal company collaboration. The blogging system is scalable to handle large traffic loads without any additional setup, and authors use the same drag-and-drop interface to configure or edit pages where ‘what you see is what you get,’ without any coding skills required. Features include:

- Zero-coding blog and template management
- Multiauthor blog with author feeds
- Rich text content editing
- Sophisticated category taxonomies and ad hoc folksonomies
- Comments and ratings with threading
- Workflow-based moderation
- RSS/Atom feeds for entries and comments
- Support for pings and trackbacks
- Permission-aware search
- Akismet-based comment spam scanning
- Integrated cross-site scripting protection
- Feed polling service to aggregate external feeds
Coordinating events for a large community is challenging, and real-time publication of and adjustments to schedules are essential. Social Communities capabilities feature a sophisticated calendaring infrastructure to present schedules in fully customizable views, aggregate event feeds in real time, and enable full community participation with approval workflows.

- Customizable event creation forms
- All-day, hourly, and recurring events
- Multiple calendar views (months, day, list)
- Automatic iCalendar feed/ICS file creation
- iCalendar polling service to aggregate external calendars
- Auto-populated summary calendars from site hierarchy
- Workflow-based event propagation
- User-generated events with moderation
**Customer insight**

Social Communities enables a seamless blend of user generated content such as ratings, reviews, and comments into web content. This empowers marketers to generate a true in-context conversation with their audience to drive brand loyalty and gather instant market feedback. Designed for use by marketers, these community components can be simply dragged and dropped onto pages where the features are desired. In addition to user-generated content, sites need automated content delivered via RSS or other feeds, as it drives visitor retention. Social Communities can provide any content as a feed and allow authors to selectively decide what content to push out to subscribers.

**Moderation**

To comply with enterprise security policies, Social Communities features a proprietary replication technology that facilitates workflow-based moderation of community content and allows only permission-based publishing. It puts untrusted contributions under quarantine and intelligently routes them behind corporate firewalls for approval, thereafter to be published to public production servers. Social Communities aids moderators of large communities with dedicated tools for moderating user-generated content such as the Social Admin interface, which allows drilling down to specific community sections, approving, disapproving, and filtering out spam easily.

**Profile management**

Social Communities makes it easy for everybody to join the conversation and make a contribution. Profile Management provides self-service sign-up, account provisioning, and user profiles, featuring WYSIWYG configuration.

User identities managed in Social Communities capabilities are OpenSocial compliant, an open standard initiative spearheaded by Google to enable user, social graph, and activity sharing between social networks. This allows OpenSocial applications and Google Gadgets to be plugged into your social collaboration–powered community site. Centralized user identity management and access control can be delegated to LDAP directories and single sign-on infrastructures. Self-service registration and full profile customization allow optimized identity representation for community needs.
Discussion groups/forums

Often communities, discussion groups, or forums enable prospect, customers, and companies to connect with one another. They also allow organizations to connect prospects with prospects, customers with prospects, or even the company with prospects and customers. The Social Communities' forum is fully integrated into a site, so that no separate forum server is necessary. Forums can be placed anywhere on the site and fully integrated with user experience and navigation. Community managers dealing with lots of social content don’t want to browse all day; with the social comment view, they can search for comments that are pending, approved, or even spam. Then managers can deal with individual replies or classify quickly and easily based on a robust commenting system on the back end.

Additional features include:
- Full moderation support
- Starred and closed threads
- Ability to create subforums
- Thread subscriptions

Integration with social media sites

Many companies maintain Twitter and Facebook pages to disseminate information, but with Adobe CQ Social Communities capabilities, they can make sure their posts and tweets are updated in real time directly from the Adobe CQ interface. Features available from the Package Share cloud-hosted service include:
- Tweet directly to Twitter from Adobe CQ
- Manage a Facebook page directly in Adobe CQ with real-time updating

Overall, social is becoming an increasingly important element of the customer experience as businesses attempt to draw insight from customers and prospects and connect users with expertise and information. Social Communities is fully integrated with Adobe CQ so users can take advantage of the same drag-and-drop interface, WYSIWYG editing capabilities, and workflow support. For organizations and digital marketers that are ready to harness today’s most effective social media techniques to gain deeper insight while building communities and the brand, Social Communities offers all the tools necessary to transform your web experience today.