

# MAGNIPOST

Social Media Archiving Service



## LET MAGNIPOST BE YOUR SOCIAL MEDIA WATCHDOG.

**MAGNIPOST** lets organizations provide employees with the use of Facebook, Twitter and LinkedIn within regulatory environments.

**MAGNIPOST** allows your organization to:

- Communicate easily and control the content.
- Empower your business or department to post online with confidence.
- Archive and manage all online communication with administrative and compliance control.

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# MAGNIPOST

## Social Media Archiving Service

### MAGNIPOST MassPost:

- Posts messages from admin account to all associate accounts.
- Functions as a central marketing message from organization.

### MAGNIPOST QuickPost:

- Allows users to login and respond to questions or comments.
- Replaces the use of Facebook, Twitter and LinkedIn directly.

### MAGNIPOST Review Dashboard:

- Captures all postings made to all three social media services.
- Provides compliance officers and management a place to review posts made PRIOR or after to the post being made available on either social media site (1.1).
- Posts made by users from the QuickPost panel will be in a pending status, and not made available until a user approves or denies the post from the QuickPost Dashboard.

### MAGNIPOST Review Dashboard users:

- Are presented with information about the user who created each post, date/time, the applicable networks each post was made for and the exact text of the post contents.
- "Approve" or "Deny" the post. If approved it is made available on the social media site and archived in MagniPost for future search and retrieval.
- If the post is denied, it is not posted on the social media site and it is still archived with a denial status for future search and retrieval.
- Can archive posts within MagniPost online database or to Laserfiche ECM as a text file.

**MAGNIPOST** uses the latest method of social media authentication, and continues to function and archive messages regardless of a user's change of passwords. An organization may choose to create employees' social media accounts and withhold passwords. This requires that users post only through MagniPost in order to post on any of the social media sites.

Email notifications may be setup to go to management or users of posts awaiting approval and status changes in postings. Posts containing suspicious or disallowed words can be automatically flagged for review or denied (1.1).

Contact your MagniCorp sales representative to learn more about **MAGNIPOST**.

## MAGNICORP

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**GET STARTED TODAY!**