

“Unlock the Full
Potential of
CloudSocial
with Our
SUPER ADMIN
Guide”



SUPER ADMIN

**This role has been setup
with access to all the
functionalities of the
CloudSocial Platform**

Functionality

- ◆ Dashboard
- ◆ Publish
- ◆ Analytic
- ◆ Support
- ◆ Omnibox
- ◆ Listen
- ◆ Account

Dashboard

- ◆ This is the default landing page in CloudSocial.
- ◆ Note : That Super Admin will always be able to see the last five posts and mentions after log in.

Omnibox

- ◆ Can directly respond to the mention in Omnibox.
- ◆ Assign or Approve workflow:
 - Approve mention assigned to Super Admin
 - Comment on mention assigned to Super Admin
- ◆ Assign FYI workflow or an email a specific mention to following roles:
 - Agent
 - Analytic
 - Back Office
 - Marketing
 - Brand Manager
 - Agency Manager
- ◆ Can set the status of the mention
- ◆ Can set the status of the mention customizable tags
- ◆ Can set the sentiment of that mention

Omnibox

- ◆ Can see chat history
- ◆ Can see related post
- ◆ Can see post traction
- ◆ Can see the following details regarding the particular mention in Omnibox
 - Date & time
 - Unique mention ID
 - Social profile name of the sender
 - Status in life cycle with color
 - Set priority

Publish

◆ Create

◆ Publish

▷ Publish Now

▷ Publish Later

◆ Recurrence

▷ Recurrence can be set on

◆ Daily Basis

◆ Weekly Basis (on the selected date of the week)

◆ Monthly Basis (on the selected date of the month)

◆ Yearly Basis (on the selected date of the year)

◆ At fixed time

◆ Pause

▷ When recurrence is on

▷ Approved post when recurrence is on

◆ Resume

Publish

◆ Delete

- Can delete post sent for approval
- Can delete post which he/she has rejected
- Can delete post which are waiting for approval
- Can delete failed post
- Can delete paused post
- Can delete resumed post
- Can delete save as draft post
- Can delete sent post when recurrence is true
- Can take no action on deleted posts

◆ Save as Draft

- Post which he/she has created can be saved as drafts
- Can save as draft posts which have failed

◆ Reject

- Can reject posts which have been sent for approval

Publish

◆ Recall

- Only the immediate one is recalled when recurrence is true, but future will continue
- Only the immediate one is recalled when no recurrence is set

◆ Approve

- Sent for approval posts
- Waiting for approval
- Rejected posts
- Failed posts

◆ Crello & Pixabay

◆ Post

- Can Post

- ◆ Select from available social media profiles

- Can send post through email to following roles:

Publish



Agent



Analytic



Back Office



Marketing



Brand Manager



Agency
Manager

- ◆ Calendar - Unified view of the scheduled posts by day/ week/ month
- ◆ FB Ad Manager
- ◆ Instagram Ad Manager

Listen

- ◆ This is where you can Listen to specific keywords. There are two options here.
- ◆ Social Listen:
 - Here you can set keywords for Twitter, Youtube and Instagram
- ◆ Advance Listen:
 - Set up queries using the Filters and the Boolean parameters to get the desired results across. News, Sites, blogs, discussion forums and review sites.
 - The results will be displayed below 100 at a time. You can get more results by simply clicking on Next.
 - You can download these results either as a Excel. If you click on a particular search result it will take you to the original post.

Analytic

- ◆ Downloading the customizable reports for the various Social media channels
- ◆ Access to the the Analytics section organized by
 - Brand (aggregate across all social media channels added for that brand)
 - Facebook
 - Instagram
 - LinkedIn
 - Email
 - Tiktok
 - Sentiment
 - Twitter
 - Youtube
 - Pinterest
 - GMB
 - Team
 - Google Analytic
- ◆ NPS : Net Promoter Score
- ◆ Mail Configuration

Account

- ◆ Create User - Can create users as required
- ◆ Brand Creation - This is where you link your Social media profiles in CloudSocial

➤ Follow this path:

Account--> Brand Creation --> Input the Brand Name --> Click on the desired Social Media Channel --> Follow the steps to add each of the available Social Media Channels

- ◆ Users List - List of all users created on the platform
- ◆ View Pack info - View the balance number of mentions available and the date the subscription expires.

Support

◆ Access our Support 24x7x365

➤ Email

➤ Chat Video Calls

➤ Raising Tickets to support team