intertrac BY COMPUTERWORKS

SOCIAL MEDIA

Social media is a great way to reach out to your constituents and also a way for constituents to reach out to your office and make their opinions heard. As people realize that they can send a tweet or post a comment and get quick reactions — from their friends, the general public, businesses, and their elected representatives — social media has become the preferred method of customer communication. You need to stay on top of your accounts because this is now the best way to keep a finger on the pulse of your constituency. And what's hot and trending in America changes in a heartbeat.

intertrac for Government brings you Social CSS for the United States Senate. It's the next generation of intertrac, and it will help your office connect with your constituents.

FEATURES

- Deep integration for the most popular social media tools: Facebook and Twitter
- Log in and manage your office public accounts from intertrac
- Gather constituent feedback from comments and posts
- Automatically store comments or mentions as communication records and associate the matching constituents
- Promote constituent comments or mentions to Opinion or Correspondence documents
- Measure constituent support or opposition to current hot topics

SOCIAL MEDIA: FACEBOOK

- Create content and post to your wall (status, photos, and links)
- Like other people's comments and send replies
- Store communication records of posts and associated contacts
- Track unique impressions and number of engaged viewers
- Use the People Finder to match a comment by constituent or Facebook name or to add a new constituent
- Once matched, intertrac will auto match all future comments
- Choose from 23 Insight analytics to gauge the effectiveness of your posts

SOCIAL MEDIA: TWITTER

- View a real time tweet stream of the office account data
- See how many retweets and likes a post has received
- Create content and tweet photos and links
- Store communication records of mentions and associated contacts
- Get details on your followers or people that you are following right from intertrac
- Search on hashtags and people to see what's trending right now and store results

intertrac's Social Media tools make it easier for you to connect with your constituents on Facebook and Twitter, and to see who are the people also emailing and calling your office. Social CSS gives your office a more rounded view of every interaction you have with a constituent, and helps you to gauge constituent support or opposition of an issue in real time.

Want to learn more about Social CSS? Call us today.

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