Super Admin

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

Functionality

Omnibox

Account

Listen

Publish

Reports & Analytics

Support

Omnibox
Super Admin

- Can directly respond to the mention in Omnibox

- Assign or Approve workflow:
  a. Approve mention assigned to Super Admin
  b. Comment on mention assigned to Super Admin

- Assign FYI workflow or an email a specific mention to the following roles:
  1. Back Office User
  2. Brand Manager
  3. Marketing User
  4. Agency Manager
  5. Agent

- You can set the status of the mention
- You can tag the mention basis customizable tags
- You can set the sentiment of that mention
- You can see chat history
- You can see related post
- You can see post traction
- In Omnibox you also be able to see the following details with respect to the mention
  - Date & time
  - Unique mention ID
  - Social profile name of the sender
  - Status in life cycle with color coding

Account
Super Admin

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- Create User - You 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

Listen

Super Admin

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- This is where you can Listen to specific keywords. There are two options here.
- Basic Listen :
  - Here you can set keywords for Twitter, YouTube and Instagram.
  - The results will be returned in the Omnibox section. You can respond to them.
- Advanced 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 or pdf
  - If you click on a particular search result it will take you to the original post.

Publish

Super Admin

- Create
- ·Publish
  - Publish now
  - Publish later
- Recurrence
  - Recurrence can be set on
    - Daily (every day)
    - Weekly (on the selected day of the week)
    - Monthly (on the selected date of the month)
    - Yearly (on the selected date of the year)
    - At fixed time
  - Pause
    - When recurrence is on
    - Approved post when recurrence is on
  - Resume
  - ·Delete
    - Can delete post sent for approval
    - Can delete post which he has rejected
    - Can delete post which are waiting for approval
    - Can delete failed posts
    - Can delete paused posts
    - Can delete resumed posts
    - Can delete saved as drafts posts
    - Can delete sent posts when recurrence is true
    - Can take no action on deleted posts
  - Save as draft
    - Posts which he has created can be saved as drafts
    - Can save as drafts posts which have failed
  - Reject
    - Can reject posts which have been sent for approval
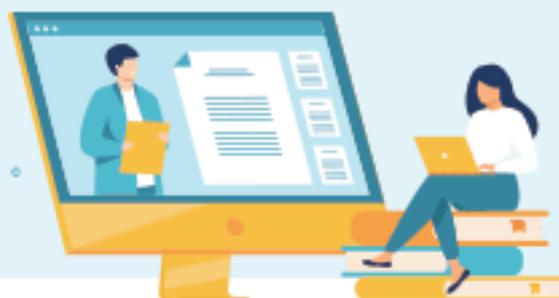
Publish
Super Admin

- - 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
- Create in Crello
- Post
  - Can post
    - Select from available social media profiles
  - Can send post thru email to Agent/Brand Manager/Agency / Manager/Back Office/Super Admin
- Calendar - Unified view of the scheduled posts by day / week / month
- FB Ad Manager

Reports & Analytics
Super Admin

- 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
  - Twitter
  - YouTube
  - LinkedIn
  - Team
  - Sentiment
  - Email

Support

Super Admin

Access our Support 24x7x365
- Email
- Chat
- Zoom Calls
- WhatsApp
- Raising Tickets to support team