Super Admin

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

● Functionality

✴ Dashboard

✴ Account

✴ Omnibox

✴ Listen

✴ Publish

✴ Reports & Analytics

✴ Support

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Dashboard

Super Admin

● This is the default landing page in CloudSocial after you login.

● Do note that by default you will always see the latest five posts and latest five mentions.

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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. Agent	2. Back Office
3. Agency Manager	4. Brand Manager
5. Analytics	6. Marketing

● 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, related post & 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

- **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.**

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Listen

Super Admin

● **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.

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

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- ♣ 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

◆ 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/ Analytics
- ● 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   ◆ Sentiment

◆ Team   ◆ Email

◆ Google My Business

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Support

Super Admin

- **Access our Support 24x7x365**
  - ◆ **Email**
  - ◆ **Chat Video Calls**
  - ◆ **Raising Tickets to support team**

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