

Cision Social Edition combines social media management and intelligence in an intuitive interface, encompassing monitoring, publishing, engagement, analytics and reporting.

Engage

- **Publish, target and engage** across all major social media networks individually or simultaneously.
- **Run promotional campaigns**, schedule and target posts, create branded URLs, and easily manage workflow.

Workflow Interaction

- **Seamlessly integrate** Cision Social Edition with your CRM and other third-party software.
- **Use the workflow approval feature** to manage your social campaigns across teams.
- **Identify and assign leads** to your sales team, and send support tickets to customer service.

Monitor

- **Engage target audiences in real-time** by identifying conversations surrounding your brand.
- **Easily access the content that matters most** by filtering results by social accounts, sentiment and more.

Analyze

- **Track the success of social** accounts with performance metrics for Twitter, Facebook, Instagram, LinkedIn, YouTube, Google Analytics and more.
- **Create presentation-ready reports** that can be automatically sent to your inbox.



“ Cision Social Edition simplified the management of our social media program, gave us the tools to increase the impact of content, and provided measurable results into how our content is performing across all channels. ”

- Shannon Hughes,
Senior Marketing Director, Udemy