

Welcome to Vocus Summer '10

Powerful Social Media Insight, Faster Searching, Smarter Distribution

Welcome to Vocus Summer '10, the latest release of the industry's most advanced on-demand software for public relations management. Packed with new features and enhancements, Vocus Summer '10 makes it easier than ever to implement your PR strategy better.

New Social Media Module Gives You Complete Insight, Fast

The screenshot shows the Vocus software interface with a 'News Results (160)' section. A callout box highlights a tweet: 'RT @JessicaKnows Super excited I'll be speaking on panel at June @Vocus Users Conf (so is @leeodden @briansolls @bethharte @dmiscott)'. Below the tweet, it shows the user's profile: 'Lee Odden (@leeodden)', 'Followers: 20,351', 'Following: 2,387', 'Tweets: 12,263', and 'Retweets: N/A'. The interface also includes navigation tabs like Home, Media Contacts, Media Outlets, Analytics, Admin, and News.

100% Integrated! Twitter; Facebook; Traditional News; PR Management – All in One Place

That's right. You can monitor millions of social media sources, together with traditional sources such as the Wall Street Journal—and it's all fully integrated with your media relations. As well as Twitter, Facebook and blogs, you get blog comments, mentions, retweets - you name it - and we also filter the inauthentic content so you only see the content that matters.

Get the Insight and Understanding You Need

Find out which social media sites generate the most chatter, what messages are resonating, and who your biggest influencers are. You can get all the information you need to understand who is talking about you, like number of Twitter followers, counts of blog post comments, and even YouTube video views so you can identify your most important and influential audiences.

Find and Manage the Influencers Who Matter to You

- **Discover Key Influencers:** The Vocus Social Media Module gives you Influential Tweeter and Influential Blog reports, highlighting influencers by their number of followers, retweets, blog comments, and how often they post. These reports also let you compare yourself to competitors and identify the influencers they're talking to—so that you can talk to them yourself.
- **Then Engage and Manage Them:** Manage your social media influencers like never before by integrating them with your media contacts. Store their profile details, note how they like to be contacted, and track all of your interactions with them to build the relationships that will make your social media campaigns a success.

Twitter User	On-topic Tweets	Retweeted	Followers	Following	Total Tweets
EuPasseiPorisso (@	2	111	22,014	174	7,163
FraseNuncaDirei (@	1	111	31,366	2	4,220
__brunvTT (Bruno)	5	127	56	125	1,564
ana_562 (Ana Lour	3	111	1,214	103	2,088
Luu_uh (Luana :D)	1	111	2,667	77	16,888
FlukDivo ever (FC F	1	111	1,135	564	9,009

URL	Post Count	Comment Count
www.gather.com	938	0
www.indeed.com	735	0
www.mashget.com	536	0
stimator.com	507	0
www.grippe.com	449	0
www.walkjoqrun.net	371	0

More Coverage, More Insight, Less Noise

- **Expanded Blog Monitoring:** Vocus now monitors 20 million blogs, while filtering out the hundreds of millions of blogs with inauthentic content that clutter the picture. As well as what bloggers write, you can now monitor reader comments—giving you real insight into the sentiment of the blogger and their audience, what they're interested in, and how to reach out and talk to them.
- **Comprehensive and Timely Twitter Monitoring:** Your reputation can be improved or harmed in seconds on Twitter. Find out what's being said about you in near real-time and formulate strategies to improve your overall image and coverage. See who's passing your news on, measure the volume of chatter, and find the stories that are going viral.

- **Monitor Millions of Facebook Groups:** With more than 500 million users worldwide, Facebook is a vital part of every brand's social media strategy. Vocus monitors more than 3 million groups and fan pages to help you find the pages, users, comments and discussions that matter.
- **Monitor Multimedia Sites, Forums, Message Boards:** Social media is far more than online news and blogs—so Vocus lets you monitor popular multimedia sites YouTube and Flickr, as well as message boards like Craigslist.
- **Don't Need to Hear It? Turn It Off:** With the click of a button, you can now eliminate content from any outlet that is not important to you, without needing to keep separate lists or make requests to exclude a source. You decide who to monitor, and you can make it happen instantly.

Spot Trending Topics With Word Clouds

When you know what people are discussing, you can target your messaging better. Word Clouds tell you what people are discussing in the same context as your news, and they let you drill down for as much detail as you want. As well as spotting trends, you can keep an eye on the language and keywords that people are using, which will help you craft your pitches and messaging for maximum pickup.

activity admet Admits admitted avoir bitlybJP1Kk cars collect
 Collected Collected Private collecting company confessed data
 Data Gaff Daten deja delivers der des Die discoverin donnes
 encrypted erreur fiasco gegen German gespeichert gigaoctets
 gizmodo **Google** Google Street Googles halts hat
 head informacin information InternationalTech its las Les longer May
 Mistake mistakeGoogle mistakenly nabs network networks News
 newsfeed not off open par part personal personnelles Plusieurs
 Privacy Pro Protest que recolectar reconnat says search sniffing

Enhanced Monitoring, Insight & Information

Make Your News Searches Smarter, Faster & More Effective

Fine-tune your searches to capture all of the important news by testing your keywords against the Vocus news and social media archives. You'll get a preview of the news your future searches will capture and a better feel for the best way to search. You can also go back and find news you may have missed, after it happens.

Track & Engage Your Media Contacts Online

Twitter handles and LinkedIn profiles for contacts are now included in the Media Database, letting you monitor, track and engage your contacts on both social media sites. Vocus also now gives you the option of adding Facebook profiles and website information for your media contacts—letting you organize and access even more information in one single system.

Faster, Smarter News Distribution with PRWeb*

We have also made many significant improvements to PRWeb—our most popular distribution service—making it easier to use and getting you more attention from potential readers.

What-You-See-Is-What-You-Get (WYSIWYG) Press Release Creation

Our new, intuitive Release Builder lets you create and edit your press releases quickly and effectively. What-You-See-Is-What-You-Get (WYSIWYG) editing lets you see your formatted text and image files as readers will see them, while you're still working on the document. That means no more going back and forth between screens to see what your edits look like.

Eye-catching and Effective Press Release Formatting

Designed to attract attention, our new press release template will catch your audience's eye and let you share your news with even more "wow"! You can add extra room for logos, links, files, videos, and contact information, making your press release even more visually appealing and striking.

Target Your Audience Quickly and Easily

Rather than hunting through lists of potential target audiences, just type in your audience keywords. PRWeb now does the rest for you, finding exactly which regions and industries are appropriate for your press release.

* Coming Soon! Not available in the initial Summer '10 release.