

New socialondemand® feature from purechannelapps™ - Create your own posts based on news feeds

12/06/17, BATTLE, UNITED KINGDOM – Today purechannelapps™ announced new features have been added to their leading social media advocacy platform, socialondemand®, namely the ability for advocates to post their own content through the tool and to easily generate this content from news feeds.

This new feature enables advocates to use the tool, not only as it was initially intended, i.e. to publish the content shared to them by their supplier or employer, but to find and create their own content which they can share to their social networks, and track the real-time success of their social activities.

Users will also be able to add RSS and Twitter feeds, view the news items available through these, as well as create posts from these and share the content to all their social networks. From viewing feed-provided content to sharing their posts takes 3 clicks, solving the huge issue these advocates have with social media, namely the lack of time to curate and post content.

Olivier Choron, CEO and Founder of purechannelapps stated, 'This new feature will make socialondemand even more useful to users, encouraging them to spend even longer on the platform, sharing content provided to them and their own, even more frequently, which our clients and advocates will like very much.'

Engagement with channel partners, is often a challenge for many of purechannelapps' clients, being a significant proportion of its target audience, so by making this tool even more attractive to channel partners, this will help advocates becoming very active on social media, and increase the clients' overall reach on social media. It's a win-win-win for all.

About purechannelapps

purechannelapps Inc., founded in 2011, helps drive brand engagement via social media, email newsletters and their portal solution. Their products include; socialondemand, a social media advocacy platform, newsondemand, where newsletters are dynamically 100% personalised to the recipient, and portalondemand which only shows resources intended for the user.

Their customers include Vodafone, SAP, Juniper Networks, Avnet, and Motorola Solutions just to name a few. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified.

Want to find out more? Simply email us at info@purechannelapps.com to request a demo, or visit purechannelapps.com for more information.