

## **New 'manage feeds' feature for socialondemand® by purechannelapps™ simplifies social media content searching and creating - November 27<sup>th</sup>, 2015**

27/11/15, BATTLE, UNITED KINGDOM – Today purechannelapps™ is leading the way, once more, by launching an innovative feature which enables socialondemand® administrative users to set content feeds out of Twitter, Facebook, LinkedIn and RSS, into one easily accessible place. This new feature allows users to quickly and easily keep on top of all fresh content and create social media posts, out of these feeds, for employees, channel partners or other social advocates.

This cutting-edge component is to be used alongside purechannelapps' social media collaboration software, socialondemand, allowing clients such as Microsoft, Adobe, Motorola, Xerox, F5 Networks, Juniper Networks and Avnet to take full advantage of the enhanced functionality, at no extra cost.

“Continually adding new functionality that answers my customers' needs is something I am always striving to achieve. I am thrilled to be able to provide my customers with this new feeds feature, helping them to minimise the time it takes to find news worthy content for their audience.” Olivier Choron, CEO and Founder of purechannelapps.

Administrators, who are currently signed up to socialondemand, will now be able to create and categorize feeds based on Twitter accounts, Twitter hashtags, Facebook profiles, LinkedIn Company Pages, and RSS feeds into one place. All users then have to do is select the appropriate language as well as category(ies) these feeds will fall under, colour coding it as they go.

After the initial set up, all content from the feeds is attractively displayed in colour-coded boxes, as a wall or list, together or separately, showing administrators the title of the post, the relevant short description, image, date/ time published as well as the category it falls under. Administrators can then simply select to either share this content with their advocates or save it for later.

“Since being introduced to this feature, the process of finding relevant content is so much simpler. It has enabled me to be a lot more productive with my time, so I can now get on with other imperative tasks quicker”, commented Gemma Shaylor, SMB Customer Marketing Manager, Small and Mid-market Solutions and Partners, Microsoft Limited.

### **About purechannelapps**

purechannelapps Inc., founded in 2011, helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified as of September 2014.

For more information, visit <http://www.purechannelapps.com/>.