

CGI OpenMedia seamlessly integrates social media management with Swat.io



OpenMedia integrates with Swat.io to directly connect social media management within the news production process

Social media platforms are a key distribution target in any news organization's arsenal, enabling journalists to quickly provide complete stories and timely updates following today's imperative "social first." To facilitate a quick and easy way for journalists to publish to relevant social media channels, CGI has integrated Swat.io directly into OpenMedia, its leading enterprise newsroom solution.

As the regulations for the API access for different social media platforms become more and more complex, relying on an expert social media provider like Swat.io that can keep up with the constant platform changes behind the scenes gives OpenMedia users a simple and smooth user experience.

Use cases:

Transfer metadata from OpenMedia to Swat.io:

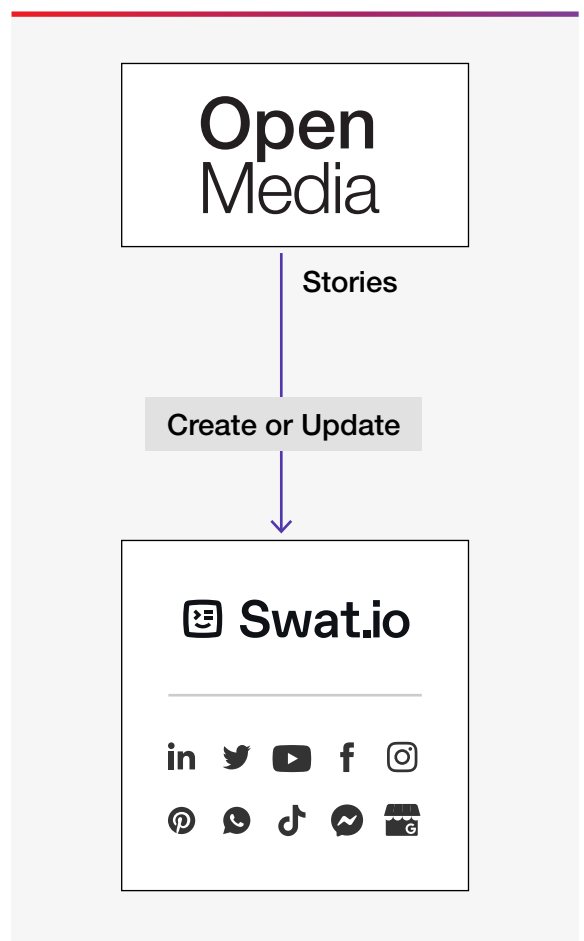
Hand over metadata from OpenMedia to Swat.io so that social media managers get a kick-start for their content planning process

Direct publishing via OpenMedia:

Enable direct publishing and use Swat.io as your social media publishing hub without any manual user interaction—you can directly post your social media content from within OpenMedia

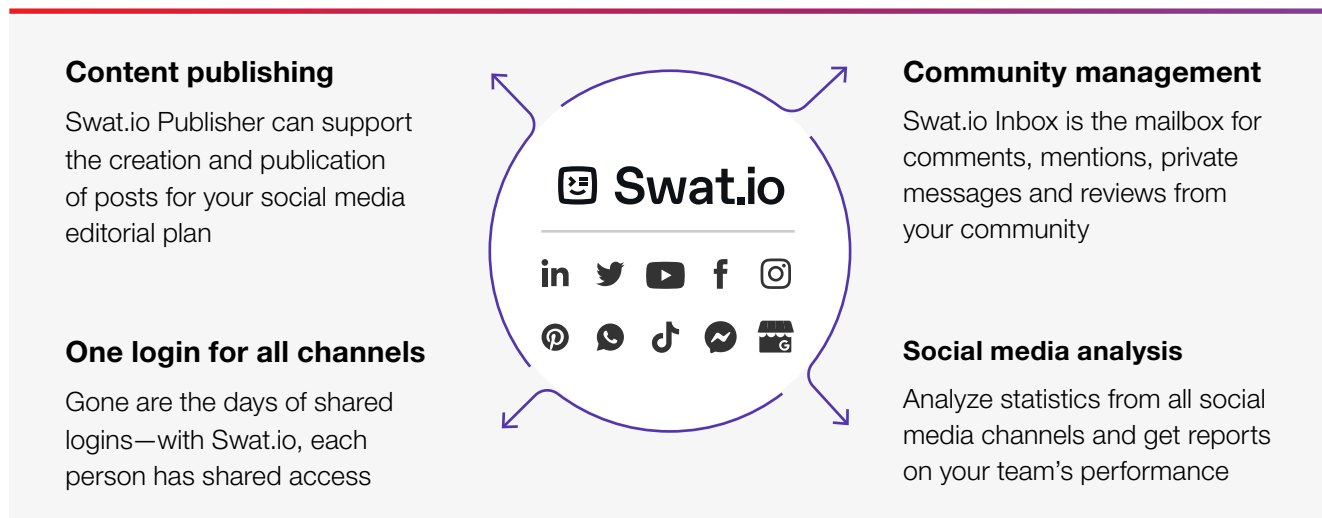
Embed Swat.io GUI in OpenMedia:

If you would let users see more details and configure more information directly from OpenMedia, you can include Swat.io into the OpenMedia Interface for a seamless user experience



About the Swat.io solution:

Swat.io is a sophisticated social media management tool that provides the ability to create content efficiently for different social media platforms. Currently, Swat.io supports Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Whatsapp, Tik Tok and Google Business.



Create once publish everywhere: Journalists can now write posts and publish to multiple platforms from within OpenMedia with just a few clicks. Permission/approval layers can be built in to ensure verified information is being shared. Deleting posts is also easy and fast.

Scheduling, planning and publishing: Posts can be published immediately or scheduled to publish at a specified time to coincide with news items appearing on other media. The content plan can be shown in day, week or month views, with labels to show whether content is planned, approved, unpublished or published, and who is responsible for each post.

Community management: Swat.io has a central inbox where incoming messages, requests and comments can be handled appropriately. Retweets, tags, replies and more can also be monitored here.

Social listening and monitoring: The platform enables predefined query searches. For instance, if a particular story is breaking, entering a few keywords can show how competitors are covering the story or how the public is reacting to it and allows you to join in the conversation where appropriate.

Automation: There are many automated tasks that can help teams work more efficiently, such as adding tags, assigning tickets and marking comments as read, while pre-defined keywords can help teams understand how to set the mood across channels.

Smart analysis: Swat.io offers easy-to-use analytics tools to generate an overview on the performance of posts, such as the number of interactions and likes, to help teams to evaluate their social media metrics and KPIs and to track the success of social media strategies.

About Swat.io:

Swat.io GmbH is a leading provider of social media management solutions. Its comprehensive suite of tools, expertise and commitment to customer success enables businesses to optimize their social media strategies and achieve their goals. With Swat.io as their partner, companies can confidently navigate the complex world of social media and drive success in the digital age. Learn more about swat.io

About CGI:

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally. For more information, visit cgi.com.