

Socialware Overview

SOCIALWARE ENABLES LEADING FINANCIAL SERVICES TO PROFITABLY BUILD VALUED RELATIONSHIPS.

More than 100 financial services firms work with Socialware to transform the way that their employees engage, connect, and communicate on LinkedIn, Facebook, and Twitter. The Socialware platform provides compliance, measurable engagement, and best practices for social business.



Socialware Compass is social compliance software that allows financial services companies to systematically minimize the risk of social media participation, and confidently turn public social networks into powerful marketing channels. Compass offers the only hybrid approach to capturing distributed social networking data, combining the best aspects of API and proxy-based models to achieve 100% coverage and ensure compliance with the SEC, FINRA, FSA, and IIROC agency requirements.



Socialware Voices is social engagement software that empowers financial services sales channels to attract, win, and serve a broader community of loyal customers. Sales channels use Voices to run compliant social campaigns. Deeply integrated with Compass software, Voices channels all outbound social marketing activity back into a framework of verifiable compliance. Voices provides sales teams with custom lead capture pages that enable measurement of social media effectiveness.



Socialware Insights is an integrated Social Intelligence service that continuously supplies customers with industry-specific data and tools for optimizing their social deployments. Resources include research, training, and templates for creating compliance policies and best practices around the use of social media.

To learn more, please visit www.socialware.com/products.