Social Media Hub
Social media engagement and management

Increase your viewers’ engagement by enabling them to interact directly with your broadcast through such social networks as Facebook, Twitter, Instagram and many more. With Social Media Hub (SMH) integrated into your existing Avid® workflow, you can quickly and effectively control and manage social media content, as well as push your own content and graphics to social media. Plus you can collect, filter, and insert viewer-generated posts directly into your programming. And now you can manage your social media content easily over the cloud.

Key features
- Increase brand visibility across multiple social networks
- Gather, filter, moderate, and aggregate social data from Twitter, Facebook, Instagram, Never.no, Spredfast, RSS, Mail, Flickr, and Tumblr
- Publish content to Facebook, Twitter, YouTube, and other third-party social network applications
- Play the most relevant and interesting social messages on air using Avid graphic controllers or third-party API-enabled applications
- Create custom workflows that can be triggered to perform tasks, such as publishing content to social media or displaying viewers’ posts on air
- Update messages automatically or manually
- Mix messages from different social media sources on a single aggregation
- Manage different projects separately and secure access to your accounts and content with user management and access rights tools
- Automatically publish content to social media in parallel with its on-air broadcast
- Monitor, filter, moderate, prioritize, and aggregate social media content from multiple social media sources from SMH or MediaCentral | UX
- Schedule when you’d like certain content to be published automatically
- Access and moderate content remotely by deploying the Social Media Hub server on remote data centers

Get dynamic feedback from your viewers
Social Media Hub makes it easy to filter through the huge volume of posts across multiple social channels and bring the most relevant and interesting messages into your production environment. SMH connects to Twitter, Facebook, and Instagram to search, retrieve, review, and filter data. It then aggregates the content and makes it available in a single database, which can be played out by Avid graphic controllers or any third-party application via API, or linked to other MediaCentral® | UX panes.

Retrieve relevant messages
Finding interesting content in the mass of messages generated daily can be extremely challenging. With Social Media Hub, you have a collection of tools to help you quickly find what you’re looking for. Set messages to be automatically rated based on content. Create dictionaries with a predefined score (positive or negative) for each keyword. Then assess the total rating of a message based on the calculation of all keywords found in the message.

Filter and sort messages
You can filter and sort messages retrieved from social media in a number of ways, including by the user who created them, hashtags, keywords, location, assessment, or even star rating. Once a message has been identified as being interesting, you can add it to one aggregation—a carousel of messages—that can be retrieved and sent on-air as a ticker, crawl, full-frame table, part of a virtual studio, or display on a high-resolution video wall using Avid’s graphic controllers.

Find content over the cloud
Finding social media content is now easier than ever. You can deploy the Social Media Hub server across data centers and cloud-based servers, and access content remotely using both the native application and the SMH pane in MediaCentral | UX. This gives you a lot more flexibility to choose the deployment model that best suits your needs.
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Increase your presence in social media

Many potential viewers check Twitter, Facebook, and YouTube much more often than they watch TV. With Social Media Hub, you can capture viewers and boost your brand visibility by publishing content generated for the broadcast environment across social network channels.

Publish content in parallel with your broadcast

Create and manage custom workflows to publish content that has been validated to go on-air to your social networks. Once created, you can set up Avid’s graphics controllers or a third-party API-enabled application to trigger Social Media Hub to perform a required task, such as publishing approved content to YouTube, Facebook, or other social channel. Content can be published automatically, or it can land on a community manager’s validation interface, to be reviewed and a decision can be made when (and if) it should be published.

Streamline workflows with MediaCentral | UX

With the newly integrated Social Media Hub pane in MediaCentral | UX, journalists and editors can now retrieve, modify, and filter social media using the same interface they’re already using for editorial tasks. SMH inherits the same essential advantages that MediaCentral | UX offers—it’s now scalable, cloud-friendly, not hardware-dependent, and simpler to manage in big installations. And you can access the same features in the SMH pane as in the standalone.