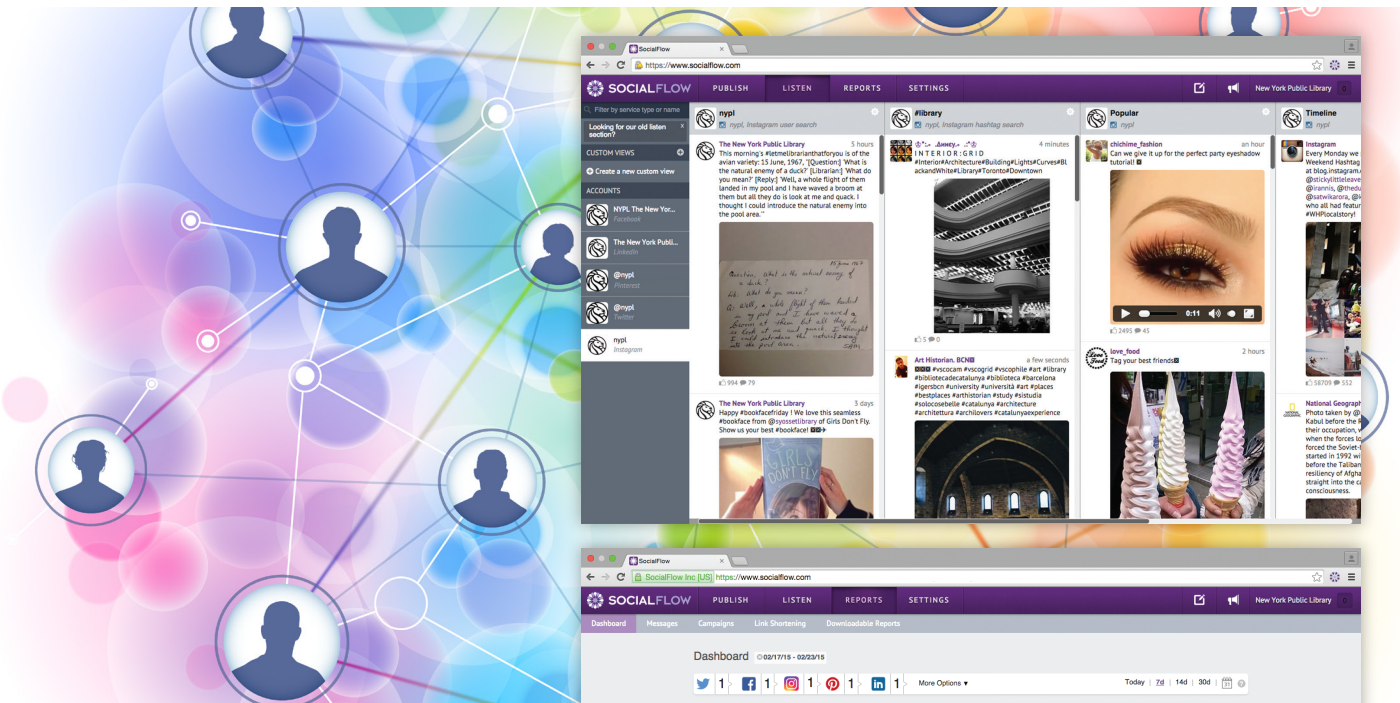


TLC is the exclusive provider of SocialFlow to the library marketplace. SocialFlow's optimized publishing technology analyzes real-time conversations and activities on Facebook, Twitter, LinkedIn, Instagram, and Pinterest to enable social media managers to post the best possible content at the best possible times. By engaging people with the right content at times when there's a high number of people to read that content, SocialFlow users grow a larger and more engaged audience that actively re-tweets, mentions, follows, and shares social media posts.



By monitoring the real-time behavior of social media users, SocialFlow allows libraries to write posts that automatically appear at the most opportune times. Its metrics can also be utilized to populate your social media feeds with relevant, timely information for your audience, such as news stories related to your library's most popular books and authors.

SocialFlow can be a social media gateway for an entire community. By sharing an account, libraries can invite local government and service agencies to post information relevant to all citizens, including emergency notifications, meeting locations and times, and holiday celebrations and observances.

SocialFlow is used by Los Angeles Public Library, Hartwick College, New York Public Library, and Dallas Independent School District, as well as leading national brands and publishers including BBC News, Pepsi, NBC, Burberry, Nickelodeon, Forbes, and Billboard. The New York-based SocialFlow is an official Facebook Global Marketing Partner and was chosen by AlwaysOn as one of the OnMedia 50 Companies to Watch. Learn more about this innovative, fast-growing company at SocialFlow.com.

To discover how SocialFlow can elevate your library to new levels of interactivity and social community engagement, call TLC at 1.800.325.7759 or e-mail sales@TLCdelivers.com.

SOCIALFLOW FAQs

What is SocialFlow?

SocialFlow is a software service that provides data-driven, targeted timing for social media publishing and increases distribution of owned and other content across social media platforms. Its algorithms analyze user behavior and then optimize each post based on real-time data. TLC is the exclusive provider of SocialFlow to libraries and the only library vendor to offer such a service.

What social media platforms are currently supported through SocialFlow?

Twitter, Facebook, LinkedIn, Instagram, and Pinterest



How does SocialFlow work?

1. Your library pulls its social media content sources into the SocialFlow interface.
2. Your library sets publishing rules and parameters, and can easily select audiences or interests to target.
3. SocialFlow optimizes real-time conversational data and automatically delivers the right message at the right time.
4. SocialFlow automatically alerts your library when the algorithm identifies posts that are performing well among your social media followers.
5. SocialFlow provides simple options to amplify or boost posts to reach an even larger audience.
6. SocialFlow provides real-time results of this effort.

How will SocialFlow benefit your library?

- Libraries can increase their level of social media publishing with the same, or even fewer, staff resources. Releasing posts when timing, relevance, and audiences are optimal will result in maximum exposure for your efforts. Libraries can choose whether they want to publish a post to all social media platforms at once or individually.
- Democratize your social media publishing by distributing publishing rights among staff at a level that works best for your library system. Security settings create roles with various permissions to administer, create, and post content, view reports in a read-only capacity, etc. This means that more or less library branch-level control can be achieved, based on your individual needs.
- Integrate with your online catalog, library blogs, RSS feeds, and other Web content. SocialFlow includes built-in link shorteners, as well as numerous plug-ins to easily pull in the content and images that connect with your followers.
- Easily view the impact of your library's social media efforts via reports derived from SocialFlow's comprehensive set of metrics and analytics, then use that information to better inform strategic and editorial decision-making.