

2024

CMS 2.0: Social Media

REACH Media Network



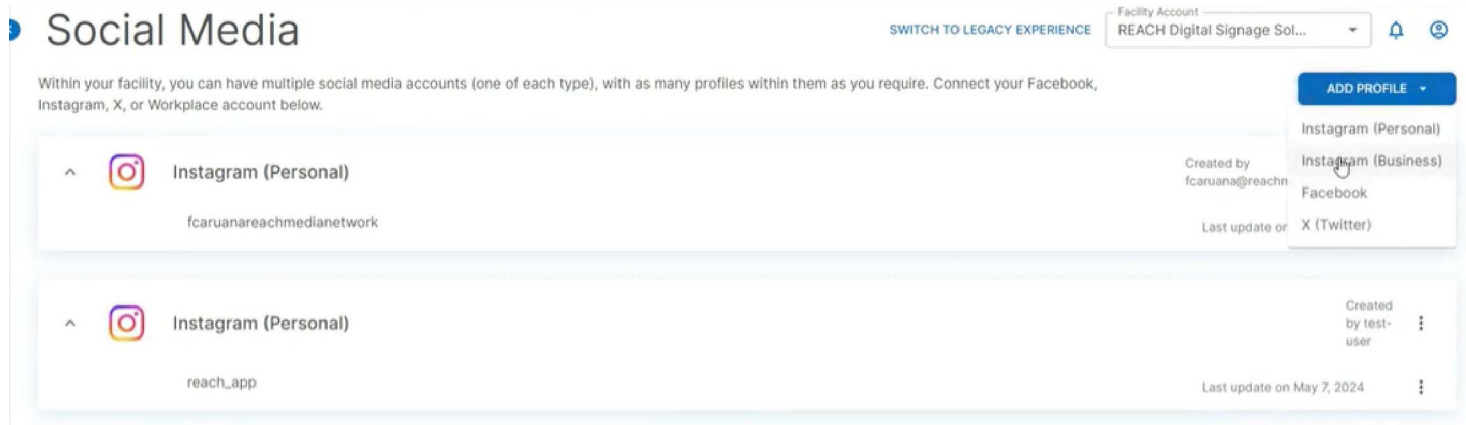
OVERVIEW

Social media is a growing part of many people's content strategy, and integrating it with digital signage can further strengthen its potential. When synching your social media accounts with REACH's CMS, you'll be able to share posts, photos, and trends all directly from your timeline.

Before getting started, there's a few things you should keep in mind. First, each time a user adds a social profile, that profile will get its own accordion section within the social media menu. What this means is that other users will not be able to change or delete social media profiles that do not belong to them. This should alleviate security concerns between users. But with that, let's do an Instagram Business account to show you how straightforward the process is!

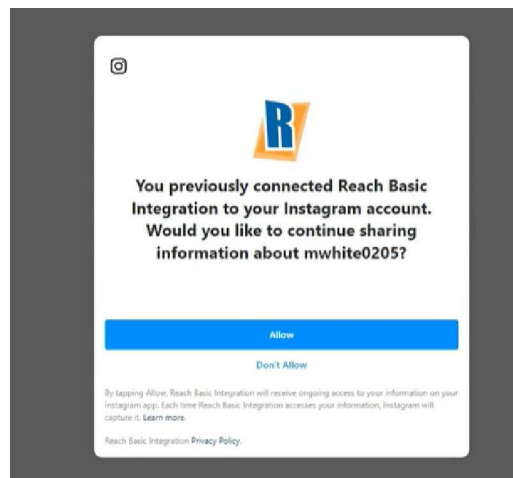
LINKING A SOCIAL MEDIA ACCOUNT

Below is a snapshot of what your social media menu would look like once you have a few accounts synched up. To get started, click the "Add Profile" button near the top-right and select "Instagram Business."

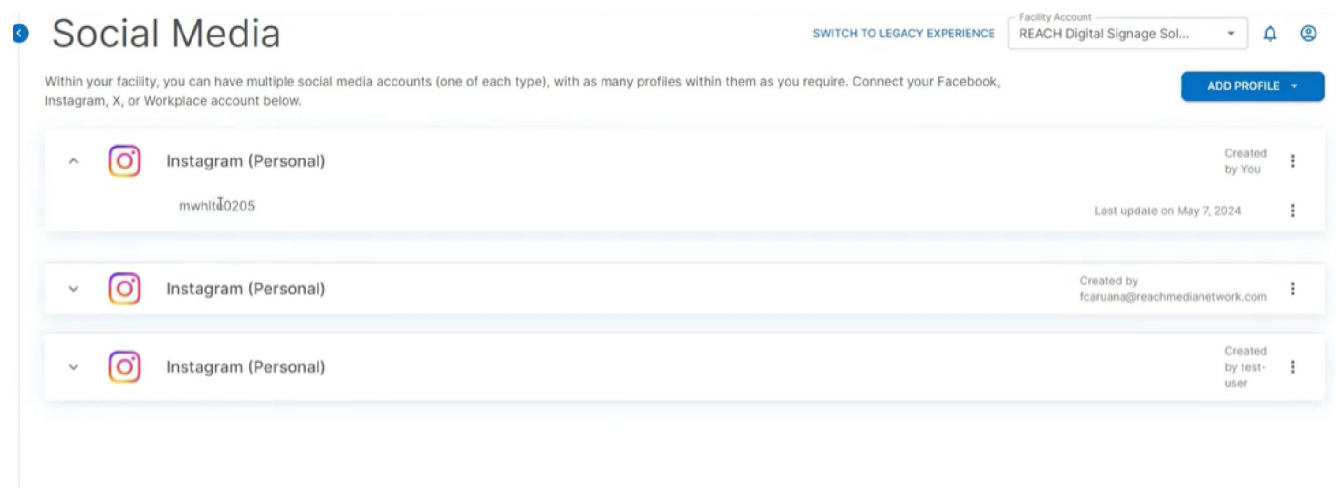


The screenshot shows the 'Social Media' management page in the REACH system. At the top, there's a 'Facility Account' dropdown set to 'REACH Digital Signage Sol...' and a 'SWITCH TO LEGACY EXPERIENCE' button. Below this, a description states: 'Within your facility, you can have multiple social media accounts (one of each type), with as many profiles within them as you require. Connect your Facebook, Instagram, X, or Workplace account below.' An 'ADD PROFILE' button is visible in the top right. The main area displays two existing accounts, both labeled 'Instagram (Personal)'. The first account has the handle 'fcaruanareachmedianetwork', was created by 'fcaruana@reachn', and its last update was on 'X (Twitter)'. The second account has the handle 'reach_app', was created by 'test-user', and its last update was on 'May 7, 2024'. A dropdown menu is open over the 'ADD PROFILE' button, showing options for 'Instagram (Personal)', 'Instagram (Business)', 'Facebook', and 'X (Twitter)'. The 'Instagram (Business)' option is highlighted.

Quick tip: if you sign in to your Instagram account already in another tab, the process will speed up a bit! Otherwise, a window will pop up requiring you to sign in to your respective social profiles within the REACH window. After you sign in, another pop-up will appear to confirm you want to grant permission for REACH to access your social account. Keep in mind, this is strictly to share your content between platforms. REACH will not have the ability to go in and make changes to your social profiles.



Once complete, you will see that profile appear alongside your other profiles. From here, you'll be able to perform a few actions.



By clicking the three dots to the right of each profile, you can view all posts sent by that account, refresh the profile, or remove the account altogether. Viewing your posts is a great way to track posts and ensure communication objectives are being followed!

When you refresh a profile, you will immediately refresh the connection to REACH's CMS as well as any content that may have been posted. This is especially useful for Facebook accounts, as otherwise, you need to reconnect Facebook profiles every 60 days!