

# Vantage Social

Product Sheet

Create attended or unattended workflows.  
In attended workflows, use the Vantage Workflow Portal  
for video highlight selection and metadata editing.



## Vantage Social

Make publishing to social media sites fast and easy

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makes publishing video to social media sites accessible, fast and easy for social media and digital marketing professionals.

Unlike alternatives that require professional editing systems, and extensive knowledge and skills to produce social media highlights,

Vantage Social eliminates technology distractions so that marketing professionals can focus upon maximizing the impact and clarity of messaging and communication.

### Overview

Studies show that user engagement directly correlates to the volume of video marketing produced. Vantage Social accelerates the pace of social marketing. Marketing teams select video, edit and simultaneously publish video and messaging to one or many social media channels.

### Video messaging at the speed of social media

Timeliness is vital to social audience engagement. Production delays cost impressions. Self-sufficient video editing and messaging gives a marketing team advantages in speed, ability and creativity over those that wait for others to produce social media video.

### Create Highlights

- Choose and clip highlights.
- Assemble multiple clips.
- Add graphics, branding and messaging

### Edit Messaging

- Accompany video with tweets, posts, and articles to focus your audience.

### Federated Publishing

- Focus messages to your audience.
- Simultaneously message to multiple accounts and multiple sites for broad coverage.

### Social Media Connector

The Social Media Connector is a Vantage feature that provides direct connections between Vantage workflows and social media accounts. When configured, it establishes connections to specific user accounts at social media end points, delivers video and metadata for each distribution, and reports on any errors or problems in delivery. This connection can be used within Vantage workflows to simultaneously deliver promotional video and messaging through one or many social media accounts and end points.

#### Supported End Points

- Facebook
- YouTube
- Twitter
- LinkedIn
- Google+
- Vimeo

### System Integration

The following components are required for Vantage Social workflows.

Components	Attended Mode	Unattended Mode	Function
Social Media Connector	X	X	Media and metadata validation Media and metadata packaging Account security validation Automated upload
Vantage Transcode	X	X	MP4 output file Portal Proxy generation
Vantage Workflow Portal	X		Visual interface for constructing social media packages Video highlight selection and editing Metadata editing Playlist construction
Metadata processing	X		Metadata ingest and formatting for social media sites <sup>1</sup> Metadata submission from workorder

Footnote: <sup>1</sup> Metadata submission from workorder.

Metadata processing option is required to submit metadata from XML document or via the SDK.

### Vantage Social Configurations

#### Attended Workflows

The Vantage Workflow Portal is used for video highlight selection and metadata editing. The interface provides a single view of the content package elements for operator validation, update and submission. Attended workflows are ideal for selecting highlight clips from longer source content and editing appropriate messaging text in real-time.

#### Unattended Workflows

Social Media content publishing can be automated. Systems that produce the finished metadata and media will submit Vantage Work Orders that specify the metadata values and the location of the video source file. Vantage then processes the social media deliveries.