

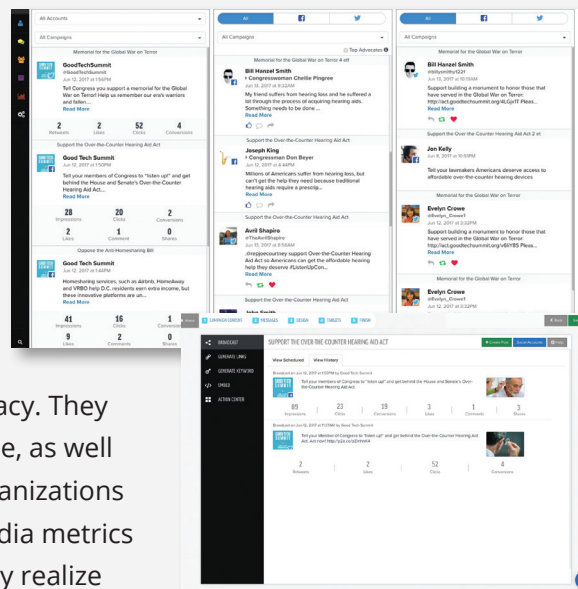
SocialPulse

brought to you by Phone2Action

THE LEADING EDGE OF SOCIAL MEDIA ADVOCACY

The advocacy environment has radically shifted, moving from traditional offline methods to online engagement. Recent data shows that 84% of Americans are more comfortable discussing political issues on social media than in person.¹ People are using social channels to raise their voices, engage in discussions, connect with their elected officials, and more.

This shift provides new opportunities for organizations seeking to influence public policy through grassroots advocacy. They can now easily engage with their supporters on a larger scale, as well as attract new advocates to their cause. However, these organizations also face the increased challenge of capturing the social media metrics needed to determine the success of their campaigns. To fully realize the value of social media as a channel to drive public policy change, organizations need new, powerful digital advocacy tools.



Phone2Action, the pioneer in social media advocacy, was the first company to introduce tools that connected advocates with their elected officials via Facebook and Twitter. Now, we're leading the way with **SocialPulse**, a new feature that enables you to take the 'pulse' of your campaigns on social media, gaining real-time insight into your advocates' activities on behalf of your cause.

Organizations can use SocialPulse to:

- Share advocacy campaigns on Facebook and Twitter
- Track connections with elected officials
- Watch advocates share campaigns on their own pages
- Engage in one-to-one communications with, and amplify the voices of, your most active advocates on their social media accounts all from one central location.

Social media has changed the face of civic engagement. SocialPulse will power the next generation of relationships between advocates and organizations.

¹ <http://www.pewinternet.org/2016/10/25/the-tone-of-social-media-discussions-around-politics/>

Here are some of the ways that SocialPulse is at the leading edge of social media advocacy:



Share your campaigns on Facebook and Twitter.

Create Facebook posts and Tweets promoting your campaigns with customized images and links. Share them directly from the Phone2Action platform in real time, or schedule them for later publication.



Track your campaigns' social media performance.

Your Facebook, Twitter, and advocacy campaign stats are all visible from the SocialPulse dashboard. We've designed the tools so your conversion funnel is conveniently visible in one place. You'll easily know which posts are resonating and what you should boost, promote, or post again.



Visualize your advocates' interactions with their officials.

SocialPulse is the only tool that lets you see every Facebook post or Tweet tagged as a part of your campaign in real time. Instead of wading through an ocean of posts and tweets, see your advocates connect with their officials in one easy-to-access location.



Watch your advocates share your campaigns on their own pages.

Birds of a feather flock together—and Tweet together too. People are more likely to take action on social media when their friends do, so SocialPulse lets you see each time an advocate shares your campaign on their Facebook or Twitter page in real time.



Track your Top Advocates' social actions.

Phone2Action classifies high-performing advocates as Top Advocates. The SocialPulse dashboard lets you filter posts so you can see exclusively what these Top Advocates are saying in their legislative connections or social shares.



Engage advocates on social media directly from the platform.

Interact with your advocates' messages directly from the SocialPulse dashboard. Like, share, retweet, and comment on what your advocates are saying. Use the platform to build relationships with your advocates, thanking them for taking action and encouraging them to do it again.

SocialPulse puts more power in your hands than ever before. To learn more about this feature or to schedule a SocialPulse demo, visit www.phone2action.com/schedule-demo or call 202-888-7439.

