

SocialRally allows agencies to engage with their constituents using a variety of social media platforms, all from a single user interface.

technical specifications

Platform

Windows Azure

Mobile Device Compatibility

Windows Phone 7, iPhone, Blackberry, Android

Enterprise Compatibility

SharePoint 2010 Web Part
Active Directory Federation Services
Integration



1100 H St., NW
Suite 900
Washington, DC 20005

phone 202.904.2165
www.synteractive.com
info@synteractive.com

don't just join the conversation, own it.

SocialRally is a new cloud-based application that empowers organizations to engage with their constituents using many different types of social media, all from a single user interface. You can easily build deeper citizen engagement – broadcast your message across Facebook, Twitter and other networks, track responses, monitor interactions, and enter conversations that help enhance your Open Government initiatives.

ENGAGING | Microsoft TownHall forums give your constituents the power to prioritize things for you! Users can submit ideas, vote up ideas they like, and win points and badges encouraging repeat visits. Administrators can also create polls and highlighted questions to quickly communicate with all of the people in the forum

CUSTOMIZABLE | Use ready-made templates or create a custom skin to match your existing web presence

SCALABLE | Due to the elastic nature of the cloud-based infrastructure, your solution can scale to support millions of users

FACEBOOK INTEGRATION | Users can login with Facebook, display their Facebook Profile Image, and also share ideas out to both Facebook and Twitter

MEASURABLE | Download reports containing all of the data or use the dashboards on the admin console for quick updates

OPEN | SocialRally exposes REST APIs for using and managing the forums, so you can easily create iPhone, iPad, Android, Windows Phone apps that citizen engagement made easy

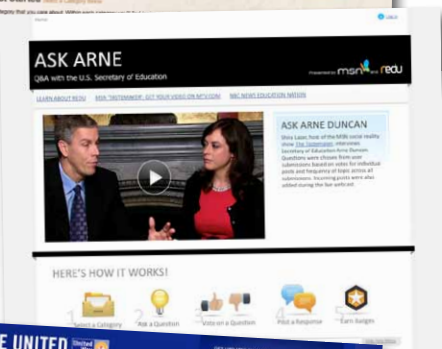
MOBILE ENABLED | Mobile device support for iPhone, Android, and Windows Mobile. Users can download a dedicated mobile application for their device that will allow them to point to a relevant forum and easily participate in the discussion

PRIVATE FORUM/INVITATION ONLY SUPPORT | With a simple configuration step, SocialRally can create forums that are invitation-only and only visible to the people you invite



America Speaking Out
<http://americaspeakingout.com>

POLITICAL CAMPAIGN | The House Republicans created this site to connect with 1000's of constituents across the Nation, yielding over 100,000 ideas and 1 million votes.



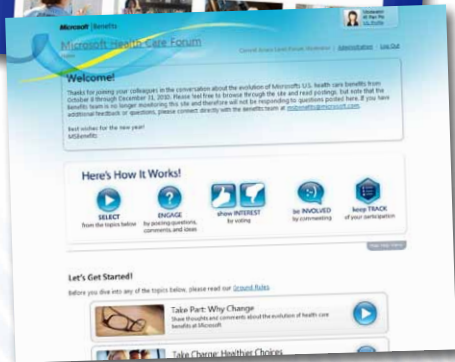
"Ask Arne" MSN Interview
<http://ask-arne.msn.com>

LIVE EVENT | Secretary of Education Arne Duncan let constituents from around the country prioritize his questions for a live interview at the White House.



United Way Education Town Hall
<http://townhall.liveunited.org>

COMMERCIAL ENGAGEMENT | United Way Worldwide created a site on Education Reform for their Campaign for the Common Good. Polls, Facebook profile integration, and filtering ideas by Local United Way are key features.



Microsoft HR Healthcare Forum
 Fully integrated with Internal Microsoft ADFS

PRIVATE INTERNAL FORUM | Microsoft Human Resources created a site to engage all of the US Internal Employees (around 55,000) in a discussion about healthcare benefits and policies. Much easier communication than email.

Social media management has never been so easy. Central control, analytics, and mobile access. Get more value out of your citizen engagement by harnessing the power of crowd-sourcing.

get started now!

Let SocialRally give you better insights, higher constituent satisfaction, and take social media and constituent engagement to an entirely different level. For more information, visit www.socialrally.com, or contact:

Rusty Talbot, Director Public Sector
rtalbot@synteractive.com



1100 H St., NW
 Suite 900
 Washington, DC 20005

phone 202.904.2165
www.synteractive.com
info@synteractive.com