

hearsay

Hearsay Social User Guide



Contents

05 [Getting Started](#)

12 [Home Page](#)

16 [Post Library](#)

26 [Campaigns](#)

32 [Calendar](#)

34 [Respond](#)

37 [My Profiles](#)

39 [Insights](#)

41 [Contacts](#)

Hearsay Social is the leading social selling solution for the financial services and insurance industries, helping financial professionals harness the power of social media to grow their business. It automates top-of-funnel marketing activity, identifies key selling opportunities, and drives 1:1 advisor/client engagements. Hearsay Social enables the advisor to focus on the most important part of their job—building and servicing relationships—without heavily investing time in social media management or worrying about compliance.

This guide provides step-by-step instructions for how to utilize Hearsay Social features and a deeper understanding of how social can increase client engagement and impact your return on investment.

Product Overview

Hearsay Social is built on top of the Hearsay client engagement platform, the pre-eminent omni-channel digital engagement center for the financial services professional. It binds the most effective marketing, acquisition, and servicing channels into one ecosystem, enabling agents and advisors to focus on the most important part of their job—building client relationships—without the friction of switching between systems or the fear of compliance backlash. Our social solution helps advisors use technology to strengthen human relationships, not replace them, and is used by more than 200,000 users around the globe.

HEARSAY SOCIAL FEATURES

With Hearsay Social, you can:

- Publish pre-approved content
- Share automated content
- Create original content
- Modify content
- Monitor social signals
- Respond to messages
- Post comments
- Organize your contacts
- Create compliant social profiles
- Follow Recommended Actions for guidance

GET SUPPORT

NORTH AMERICA

888.399.2280

UNITED KINGDOM

+44.800.808.5124

EMAIL

support@hearsaysystems.com

HELP CENTER

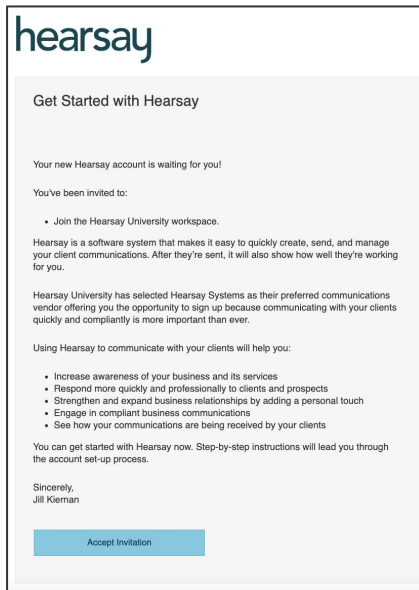
<https://success.hearsaysocial.com/hc/en-us>

Technology should
strengthen human
relationships, not
replace them.

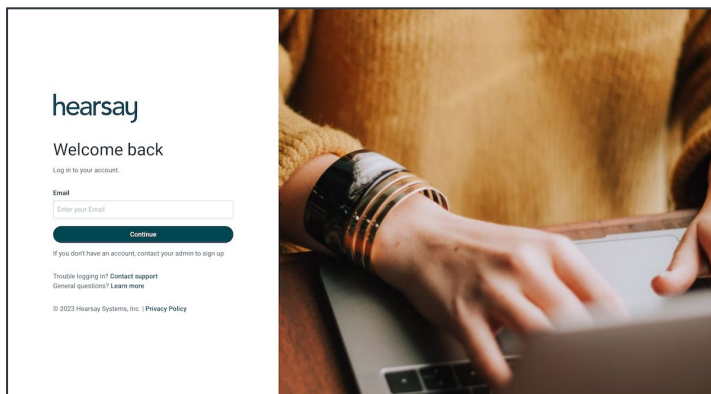
Getting Started

The first thing you'll need to do is accept your invitation from Hearsay Systems to activate your Hearsay Social workspace.

1. Check your email for the invitation to Hearsay Social. Then select **Accept Invitation**. Alternatively, click on the signup link in the email you received.



2. Follow your organization's login method which could be via Facebook, LinkedIn, or your company login through Single-Sign On.



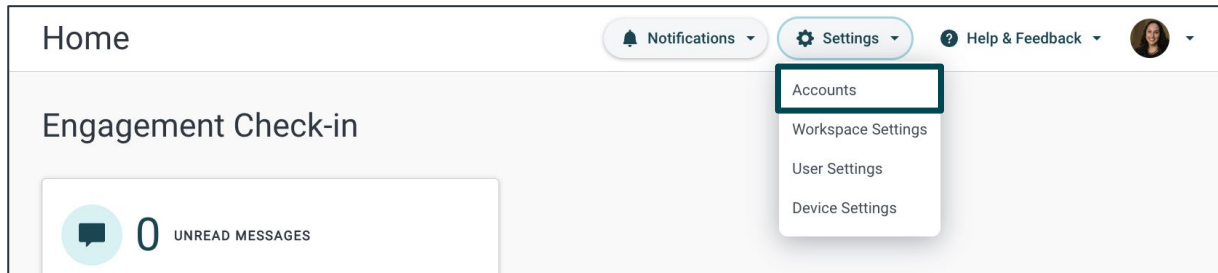
Note: Remember to always log in using the same method and platform you used to sign up for **Hearsay Social**. If you are unsure of which login method to use, contact your social program administrator.

CONNECT ACCOUNTS

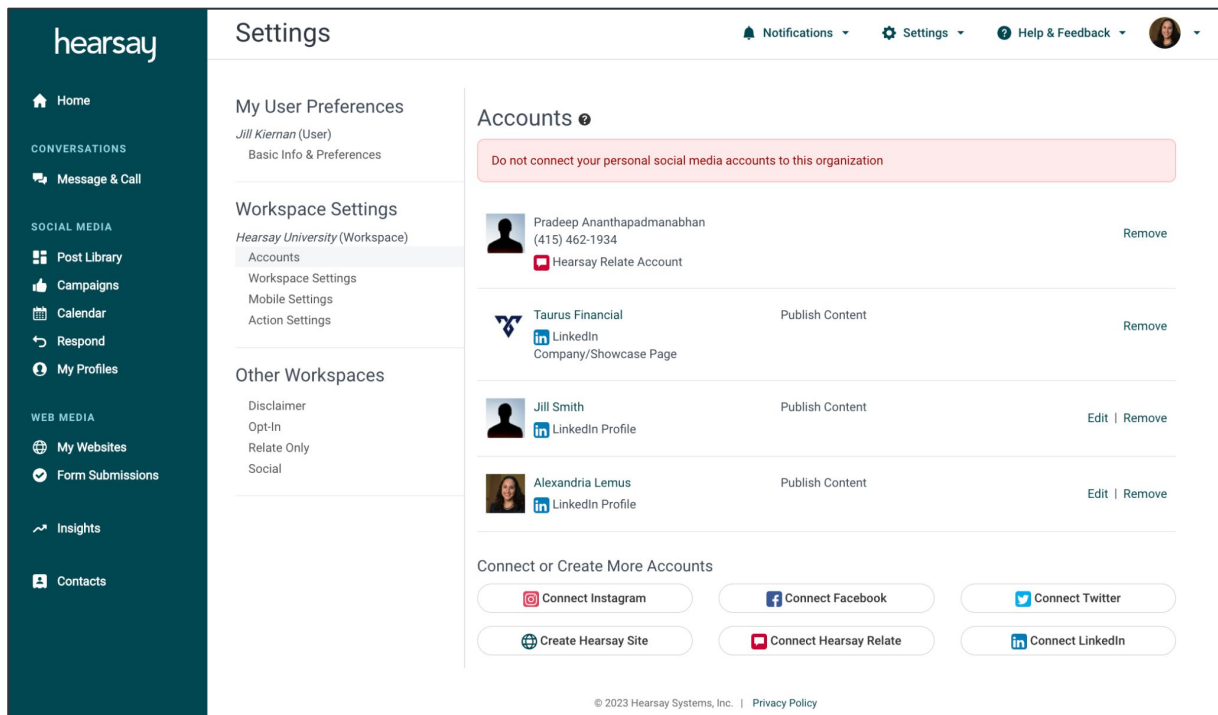
A key part of your social media experience and engagement is managing the social accounts you have linked to Hearsay Social.

To connect your social media accounts to Hearsay:

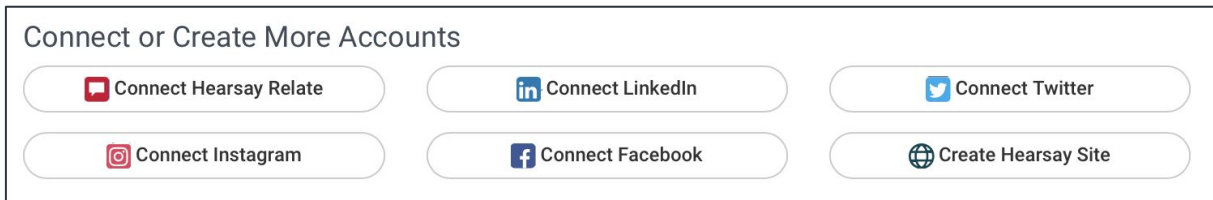
1. From the **Settings** dropdown located at the top of your screen, select **Accounts**.



2. Any connected accounts will be listed on this page along with the account type.



- To connect a social account to Hearsay, select the Connect button associated with the social media account you would like to add.



PROFILE ACCOUNTS

Profile accounts are for individual use and must be held under an individual name.

- When connecting LinkedIn or Twitter, you will be prompted to enter in your profile login credentials.
- After successfully logging in, you will be prompted to first choose your profile and then click Finish to complete the process.

BUSINESS PAGE ACCOUNTS

Business Page accounts are assets owned by a profile.

- When connecting Facebook or Instagram, only business pages can be connected to Hearsay Social. Personal profiles cannot be connected to Hearsay Social.
- To connect, you will be prompted to first enter your personal login credentials.
- Once logged in, you will be prompted to connect a business page your profile either owns or administers.
- Check the box for the correct business page and click Finish.
- Once your business page is connected, Hearsay drops the connection to your profile entirely and only monitors your business page.
- If you are alerted “No Accounts to Connect,” this means your profile does not own or administer a business page and you will need to reach out to your organization’s social media team for assistance.
- LinkedIn allows LinkedIn company pages to be connected to Hearsay. The process is the same as for connecting a LinkedIn personal profile.







MANAGE SOCIAL ACCOUNTS

To manage social accounts:

1. Click on the profile link to view the social media account connected to Hearsay Social.
2. Click on **Edit** to manage the account or **Remove** to delete the account.


Accounts ⓘ

Do not connect your personal social media accounts to this organization

 Jill Kiernan (339) 220-4443 Hearsay Relate Account	Remove
 Hearsay Academy Facebook Page 1	Publish Content Remove
 Rani Johnson, Financial Rep Facebook Page	Publish Content Remove
 Hearsay University LinkedIn Company/Showcase Page	Publish Content Remove
 Alexandria Lemus LinkedIn Profile	Publish Content 2 Edit Remove
 Hearsay University's Website Hearsay Engage Site	Publish Content Receive Social Signals Edit

WORKSPACE SETTINGS

A Workspace is an instance of Hearsay. You can invite multiple users to a Workspace such as assistants or team members to help you manage your Hearsay Social account. To update your Workspace, click on **Workspace Settings** from the Settings dropdown located at the top of your screen.

Settings
 Notifications ⓘ Settings ⓘ Help & Feedback ⓘ 

My User Preferences
Jill Kiernan (User)
Basic Info & Preferences

Workspace Settings
Hearsay University (Workspace)
Accounts
Workspace Settings
Mobile Settings
Action Settings

Other Workspaces
Disclaimer
Opt-In
Relate Only
Social

Workspace Settings

Name

Workspace Members

User	
Alexandria Lemus	Workspace Owner ⓘ
Audra Marie	Make Owner
Erica Spelman	Make Owner
Hearsay Social	Make Owner
Hema Hearsay	Make Owner
Hema Patel	Make Owner
Jill Kiernan	Make Owner

Accounts

Workspace Settings

User Settings

Device Settings

1. To change the Workspace name associated with your Hearsay Social account, select the Name text box, type your new name, and click **Submit**.
2. To change the Workspace Owner, click on **Make Owner** to the right of the user. You can only designate one Workspace owner.
3. If you are the Workspace owner, you can click on **Remove Member** to remove a user from your Workspace. If you have sent an invitation to join your Workspace, you will see those members under Pending Workspace Members. To cancel or expire the invitation, click on the “x” next to the date the invitation was sent.
4. To invite staff members to your Workspace, enter the staff member’s email address and click **Invite**.

The screenshot shows the 'Settings' page for a Hearsay Social account. The page is divided into three main sections: 'My User Preferences', 'Workspace Settings', and 'Other Workspaces'. The 'Workspace Settings' section is highlighted and contains a form to change the workspace name. The 'Workspace Members' section shows a list of users with their names and roles, and a 'Pending Workspace Members' section showing a list of invited members. The 'Invite More Workspace Members' section includes a form to enter an email address, language, and message.

Workspace Settings

Name:

Workspace Members

User	Role
Alexandria Lemus	Workspace Owner
Audra Marie	Make Owner
Erica Spelman	Make Owner
Hearsay Social	Make Owner
Hema Hearsay	Make Owner
Hema Patel	Make Owner
Jill Kiernan	Make Owner
Josh Wein	Make Owner
Lexie Hearsay	Make Owner
Mike Skalandunas	Make Owner
Pradeep Ananthapadmanabhan	Make Owner
Sophie Gonzal	Make Owner

Pending Workspace Members

Invited by	Date Sent
jillian.m.kiernan@gmail.com	5/5/23 ✕

Invite More Workspace Members

Email:

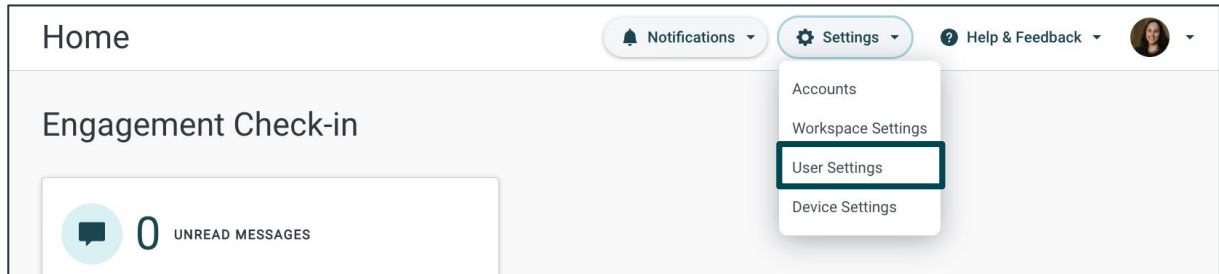
Language:

Message:

Note: By default, you are the owner of your Workspace.

USER SETTINGS

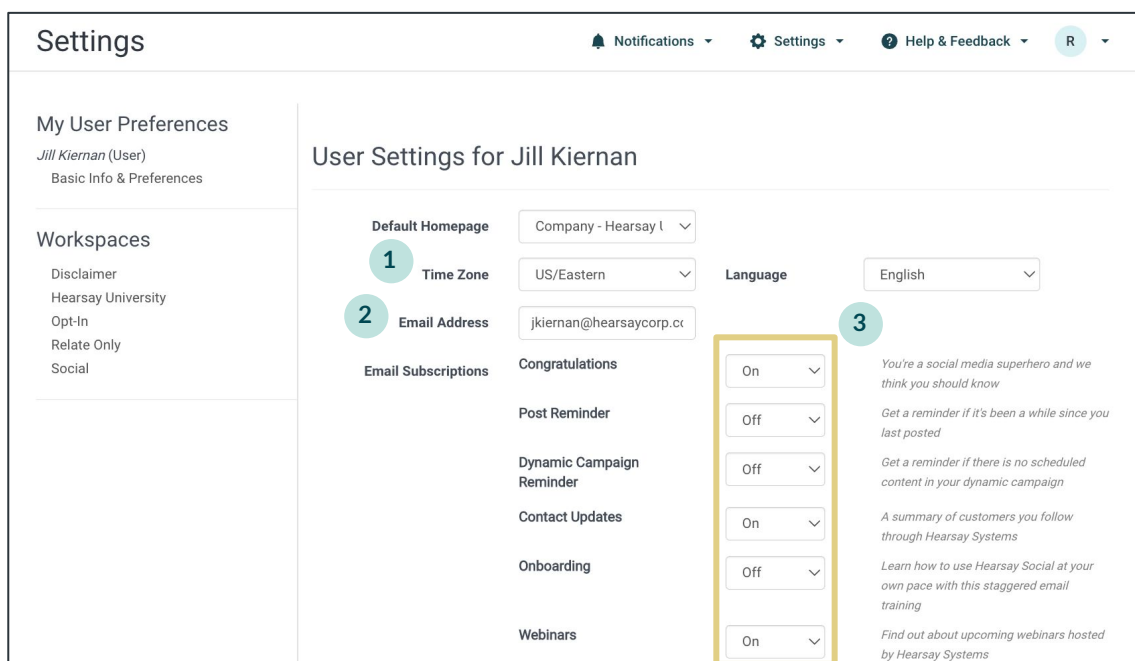
You can adjust your Hearsay Social account to make the application work best for you by changing your User Settings. To update user settings, select **User Settings** from the Settings dropdown located at the top of your screen.



1. Adjust your local time zone. This is important to make sure your scheduled posts go out at the right time.
2. Change or update your email address in the Email Address text box. Hearsay Social notifications will be sent to this email address.

Note: If you sign on to Hearsay using the LinkedIn or Facebook login method, your email in Hearsay will update automatically to the email you use to login to your social network. We recommend updating your email in Hearsay to your corporate email address so you can receive Hearsay notifications to that email.

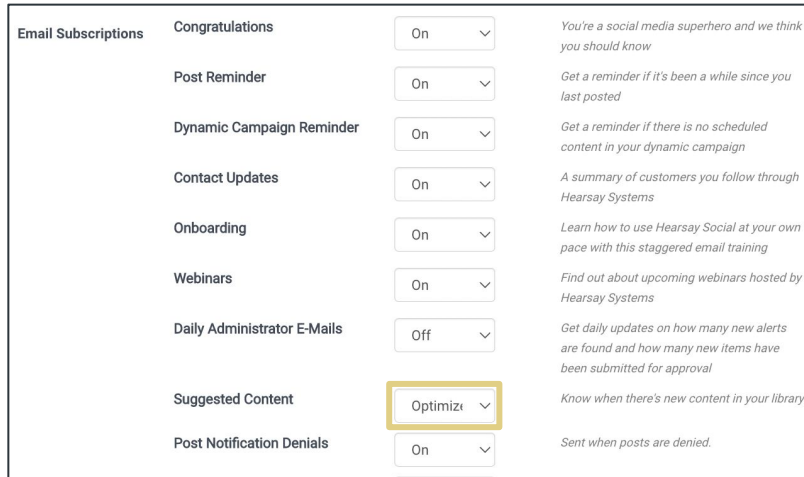
3. You can opt-in or opt-out of email notifications by selecting “ON” or “OFF” from the Email Subscriptions dropdown.



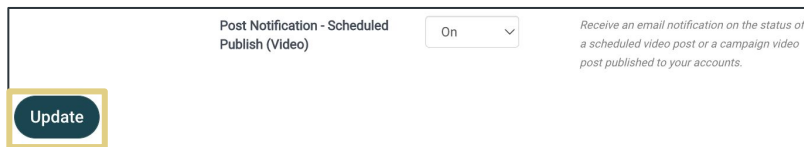
Suggested Content Email

The Suggested Content email that users receive has a section dedicated to content from the Content Library that is personalized for each specific workspace.

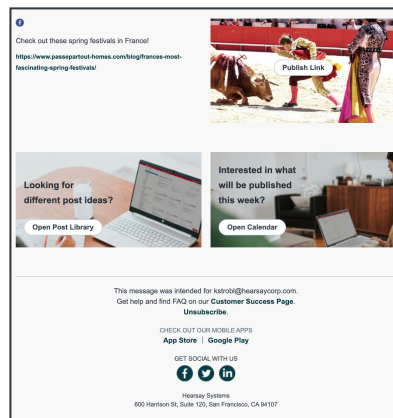
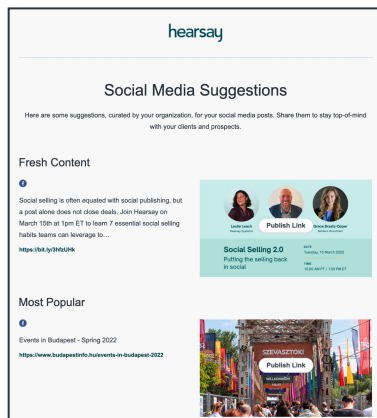
To enable this feature, in the **User Settings** section, select **Optimize** from the **Suggested Content** dropdown.



Remember to click on the **Update** button at the bottom left of the page to save changes.

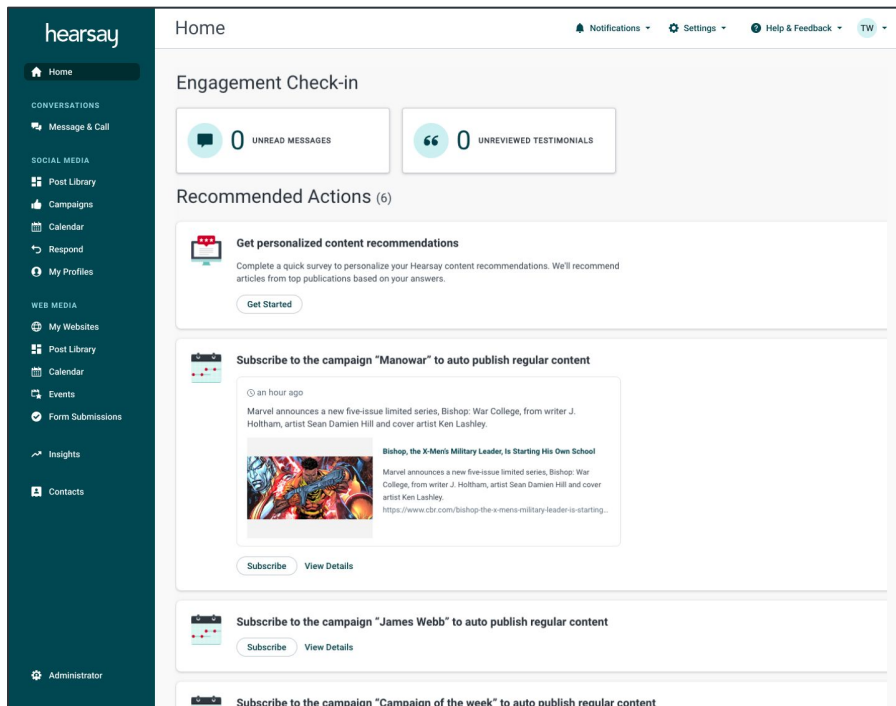


Individual pieces of content have visual indicators of the social channels they can be published to, modification rule-related tags, and a publish link. There are also direct navigation links to the Post Library and user’s Calendar pages in Hearsay Social. Users are able to unsubscribe from this email via a link included in the email.



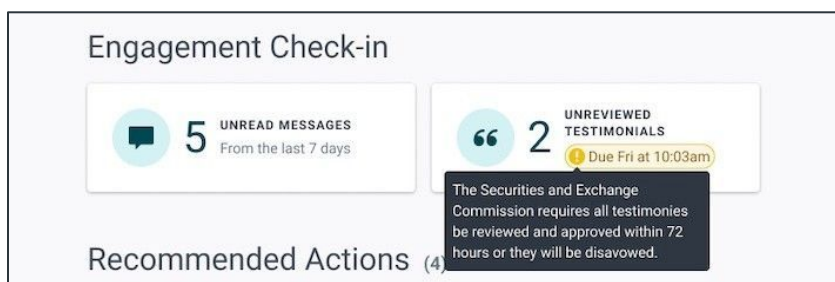
Home Page

The Home Page displays your **Engagement Check-In** and **Recommended Actions**.



ENGAGEMENT CHECK-IN

The Unreviewed Testimonials tile only appears for users in an SEC-regulated hierarchy. For information about SEC-compliant testimonials, see [SEC's Modern Marketing Rule Testimonial Support Now Available](#). Hover over the SEC tooltip for more information. If a user clicks **Unreviewed Testimonials**, they are taken to a page that lists all of their unreviewed testimonials, ordered by soonest to expire.



User Workflow for Testimonials:

When someone leaves a testimonial, the user receives an email asking them to identify the individual who wrote it, and gives the timeframe for them to take action. Clicking **Confirm**, published the testimonial.

hearsay

You have 48 hours to respond before the testimonial is disavowed.

Ron Swanson left you a new LinkedIn recommendation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

To accept this testimonial, please confirm all of the following are true:

1. It came from a client.
2. It is not a conflict of interest.
Do you and the author of the testimonial have a relationship or financial relationship outside of the services you provide? If you are unsure about a conflict, contact your admin.
3. It has not been solicited.
4. It has not been paid for.

Confirm

If this testimonial does not meet all of the above criteria, we need to gather some additional information

Provide additional info

Have questions? Check out our [Help Center](#) or contact our [Support Team](#)

If they select **Provide additional info**, they are taken to this screen to provide the information.

Review this testimonial

Review **Due Feb 28, 2023**

Tell us a little bit more about this testimonial from Scott Crooks

I was a bit worried at first about having the sun as a yoga instructor but sol did a great job! Would recommend

Posted on Sep 14, 2022

1. Did this testimonial come from a client?
 Yes No
2. Do you and the author have a conflict of interest?
Do you and the author of the testimonial have a relationship or financial relationship outside of the services you provide? If you are unsure about a conflict, contact your admin.
 Yes No
3. Was this testimonial solicited?
 Yes No
4. Is this a paid or compensated testimonial?
 Yes No

Unsure about your answers?
[Email your admin](#)

Cancel **Submit**

If the user doesn't provide the information on time, they are informed that the testimonial is disavowed.

Review this testimonial

The 48 hour deadline to provide additional information about this testimonial has passed. The testimonial will still appear on your profile but will include a disclaimer.

Review

Tell us a little bit more about this testimonial from Scott Crooks

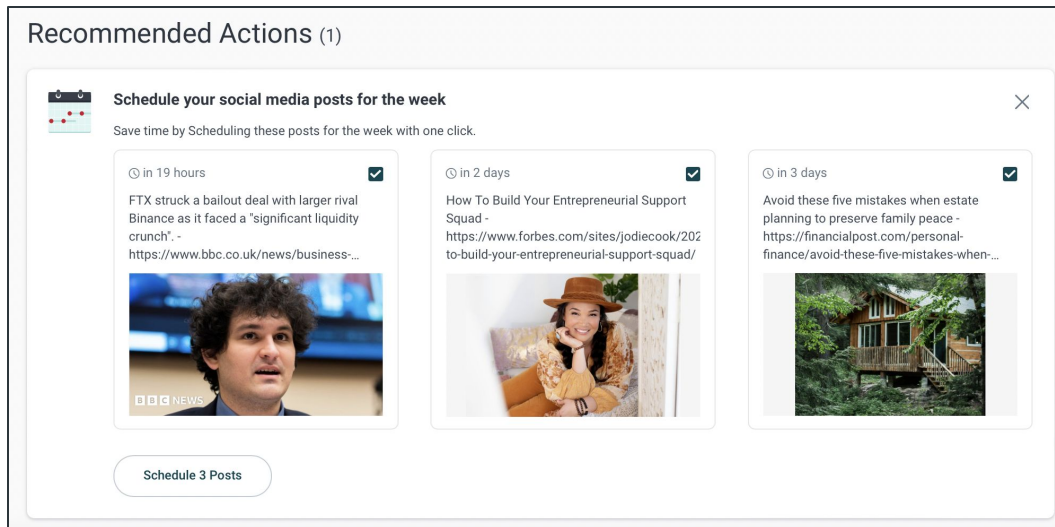
I was a bit worried at first about having the sun as a yoga instructor but sol did a great job! Would recommend

Posted on Sep 14, 2022

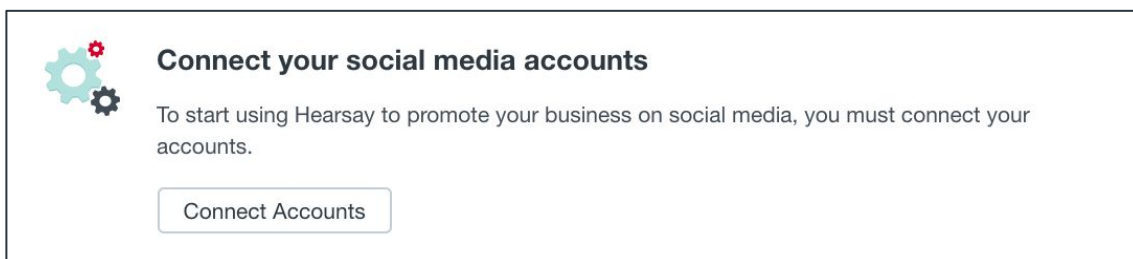
Cancel

RECOMMENDED ACTIONS

This Actions List consists of actions for setting up your account as well as recommended actions to take based on community engagement. This might include following up on a post comment, subscribing to a campaign, or making a necessary profile update to align with compliance policy.

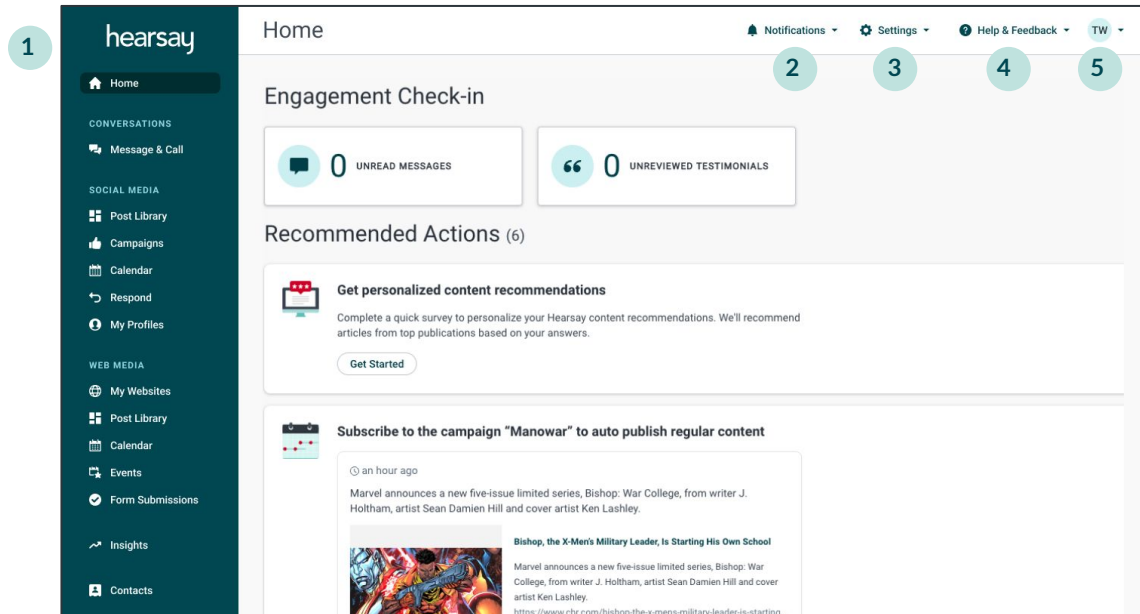


Onboarding action cards are triggered for new workspaces. The “Connect Your Social Media Accounts” action card will encourage you to connect your Facebook, LinkedIn, Twitter or Instagram account to Hearsay and guides you via an onboarding wizard in order to complete the process.



NAVIGATING HEARSAY SOCIAL

After accepting your invitation from Hearsay Systems to activate your Hearsay Social Workspace, you will have access to the Social tab. Below is a description of the features available on the Hearsay Social Home page.



1. **Navigation Bar:** Select tabs to navigate through the product pages and features.
2. **Notifications:** Alerts the user of important information from their organization. For example, when a profile status changes from Profile Pending Review to Profile Approved, you can view the notification here.
3. **Settings:** Allows the user to access their connected accounts, workspaces settings, user settings, and device settings.
4. **Help & Feedback:** Directs the user to the Hearsay Help Center and provides the ability to leave feedback.
5. **Workspace & Organization Toggle:** Allows the user to toggle between other workspaces they are connected to within their parent organization. Users can also switch between different accounts if they are connected to a workspace outside of their parent organization.

Note: Remember to always log in using the same method and platform you used to sign up for **Hearsay Social**.

Post Library

The **Post Library** is where you will go to access all pre-approved content from your organization that's available for publishing. From here you can also create original content.

POST LIBRARY

You can access the Post Library by clicking on **Post Library** under Social Media. Here, you will find a selection of suggested posts and can search for specific content using keywords or topics.

The screenshot shows the Hearsay Post Library interface. On the left is a dark sidebar with the Hearsay logo and navigation options: Home, CONVERSATIONS (Message & Call), SOCIAL MEDIA (Post Library, Campaigns, Calendar, Respond, My Profiles, Insights), and Contacts. The main content area is titled 'Post Library' and has tabs for RECOMMENDED, EXPLORE, MY POSTS, and PROMOTED. Below the tabs is a search bar. Under 'Most recent', there are four post cards:

- Post 1:** 'Blending content and compliance for s...' by Karlo Emmanuel Armechin. Published 2 times, 3 engagements. Released 10 days ago.
- Post 2:** 'It's not just Taylor Swift: Banks sponso...' by Jessica Cates. Published 3 times, 2 engagements. Released 10 days ago.
- Post 3:** 'Council Post: Harnessing AI In The Hig...' by Jessica Cates. Published 3 times, 5 engagements. Released 10 days ago. Expiry Dec 22, 2023, 1:00...
- Post 4:** 'Big Data Analytics and the Future of Fi...' by Jessica Cates. Not published, No engagements. Released 10 days ago.

Post Library Definitions

Recommended: AI-recommended content based on Highlights at your organization, Recommended for your audience, Based on your interests, Most recent, Most engaging, and Popular with your peers.

Explore: Post library of pre-approved content created by your organization, available for instant publishing or coming soon.

My Posts: This tab shows content that you have scheduled to publish at a later date. You will also see posts you already published on social media accounts, content awaiting approval by your organization, and posts deemed outside of compliance by your company. You will notice a campaign label on posts that are scheduled to be published or already published by a campaign so you can make a distinction between the posts you published from the Explore tab vs. a campaign.

Promoted: Content that can be promoted on Facebook.

Explore

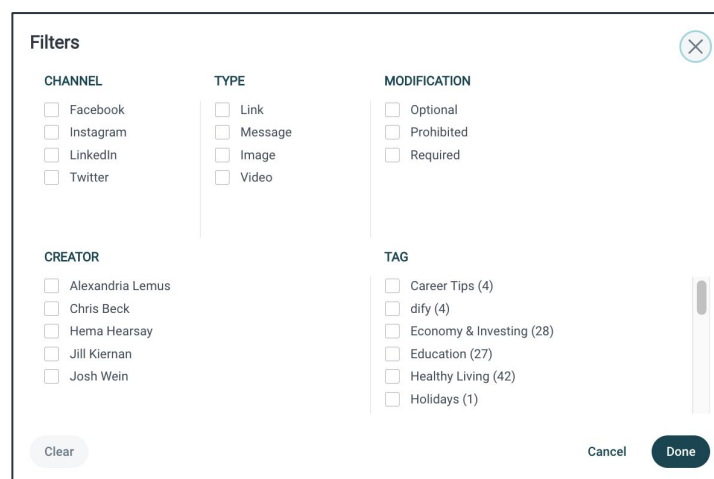
Clicking on the **Explore** tab within the Post Library will present you with pre-approved content created and curated by your organization's social media and compliance teams. This content is available for instant publishing and scheduling and can be sorted and filtered.

- You can sort pre-approved content by:
 - Recent:** The newest content added to your library
 - Engaging:** Content that is receiving the most likes, comments, and shares on social media
 - Popular:** Content that the majority of users within your organization is publishing
- Type a keyword or topic in the Search box to find related content.
- The social icons in the top left of each piece of content indicate the social network/s the post can be published to.

The screenshot displays the Hearsay Post Library interface. On the left is a dark sidebar with the Hearsay logo and navigation menu items: Home, Post Library (highlighted), Campaigns, Calendar, Respond, My Profiles, Insights, and Contacts. The main area is titled 'Post Library' and has tabs for RECOMMENDED, EXPLORE (selected), MY POSTS, and PROMOTED. A search bar is at the top right of the main area. Below the search bar are filters and a pagination indicator showing 237 posts. A 'Sort by Most Recent' dropdown is also present. The main content area displays a grid of four post cards. Each card features a thumbnail image, a title, a source URL, the creator's name (JOSH WEIN), and engagement status (Not published, No engagements). The posts are sorted by 'Most Recent' and have an expiry date of Oct 13, 2023, 5:45 AM. Social media icons (LinkedIn, Facebook, Twitter, Instagram) are visible in the top left of each post card.

Filters

Clicking the Filters button on the Explore tab allows users to sort by channel, content type, modification rules, content creator, and tags in a new pop-up window.



Channel: Filter content by networks that your organization allows (i.e. Facebook, Instagram, Third Party, Twitter, LinkedIn, Hearsay Site)

Content Type:

Link: Content that contains a web address/third party article

Message: Content that contains written text

Image: Content that contains an image

Video: Content that contains a video

GIF: Content that contains a GIF

Creator: Filter content by who has created the post

Modification:

Optional: Content that does not have to be modified in order to schedule or post

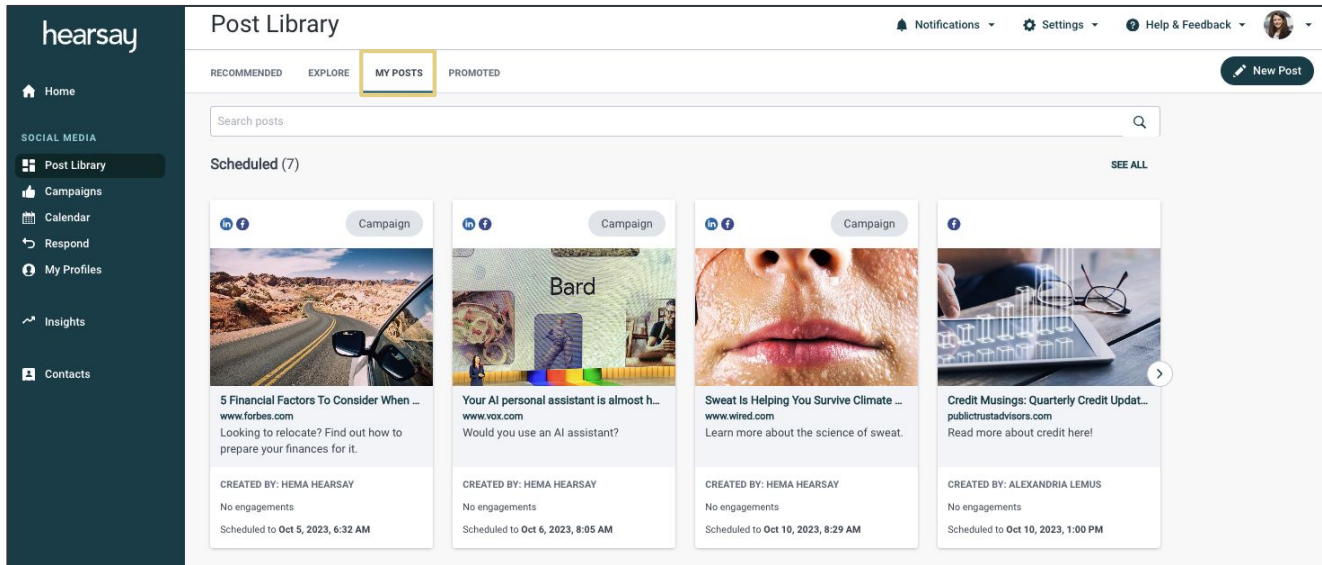
Prohibited: Content that cannot be modified

Required: Content that must be modified in order to schedule or post

Tags: Categories that enable the user to filter content for specific topics of discussion

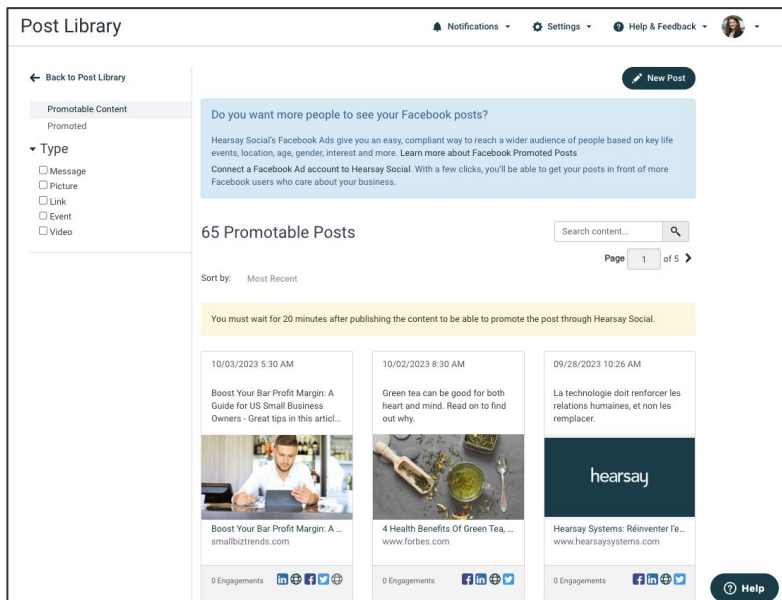
My Posts

The **My Posts** tab sorts posts by Scheduled, Published, Pending, and Denied. Within the Scheduled and Published categories, there is a label “Campaign” on posts that are scheduled to be published or already published by a campaign.



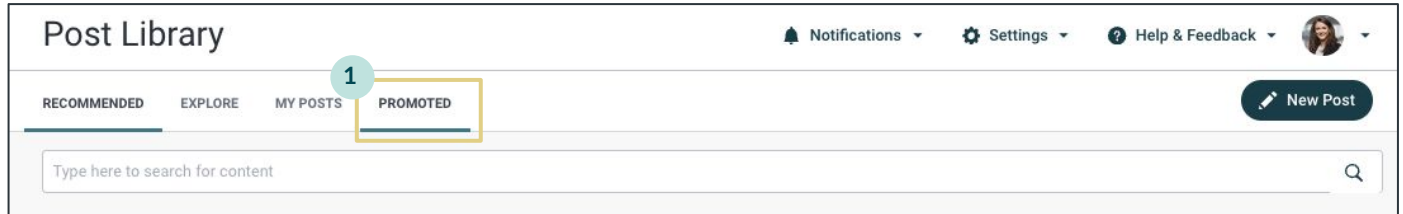
Promoted

The Promoted Tab will show Facebook Ads, which are promotional posts that can be shared on Facebook. If this feature is enabled for your organization, you can promote a post that you have published to Facebook using the Promoted Post feature.

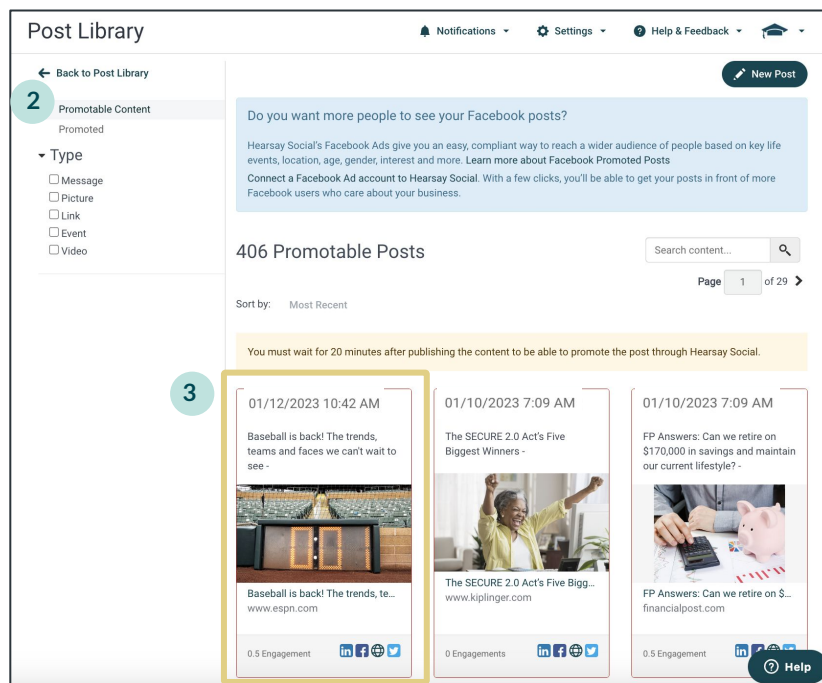


Promoting a Post:

1. Select the **Promoted** tab from the Post Library.

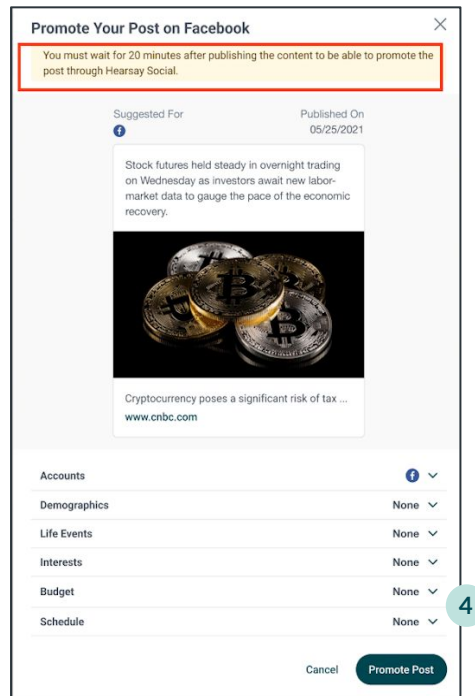


2. Select **Promotable Content** from the left-hand side.
3. Select the Published Post you would like to promote. **Note:** It must be a post that you have already published to Facebook at least 20 minutes prior.



Note: Promoting a post on Facebook displays that post to all the Facebook users you targeted, whether they are currently in your network (connections) or not.

4. Select the **Promote Post** button in the bottom right corner of the Published Post.



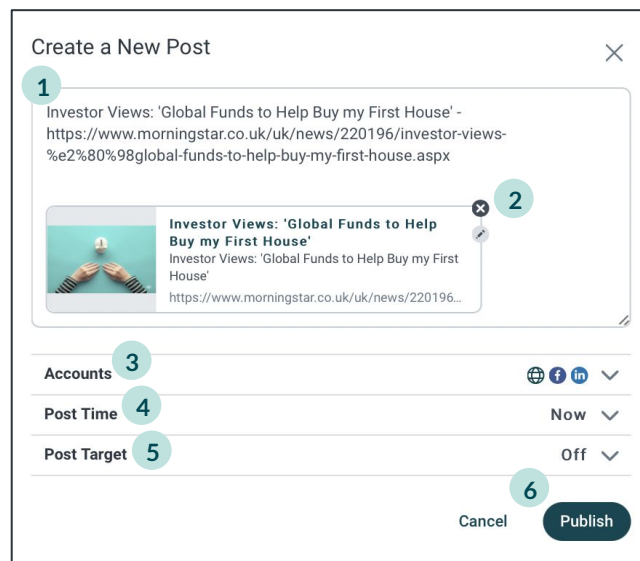
- **Accounts:** Select which Facebook Ad account you would like to use to promote the post.
- **Demographics:**
 - **Location:** Use the location field to geographically target your promotion
 - **Age:** Only users within your age range will see your promoted post
 - **Gender:** Control which gender will see your promoted post
 - **Connections:**
 - **People Who Like Your Page:** Promoted Post is only shown to those who have liked your Facebook Business Page
 - **Friends of People Who Like Your Page:** Promoted Post is only shown to the friends of people who have liked your Facebook Business Page
 - **Exclude People Who Like Your Page:** Promoted Post will only be shown to those who have not yet liked your Facebook Business page
- **Life Event:** Target Facebook users based on specific life events such as a wedding or buying a home
- **Interest:** Target certain interest groups or areas of interest with your promoted post, such as only real estate or insurance
- **Budget:** Set the budget you would like to allocate to your promoted post
- **Schedule:** Set a start date to begin promoting your post and an end date for the post promotion to expire

PUBLISHING CONTENT

You can choose to publish content directly from the pre-approved content list or create your own custom content.

Publishing Pre-Approved Content

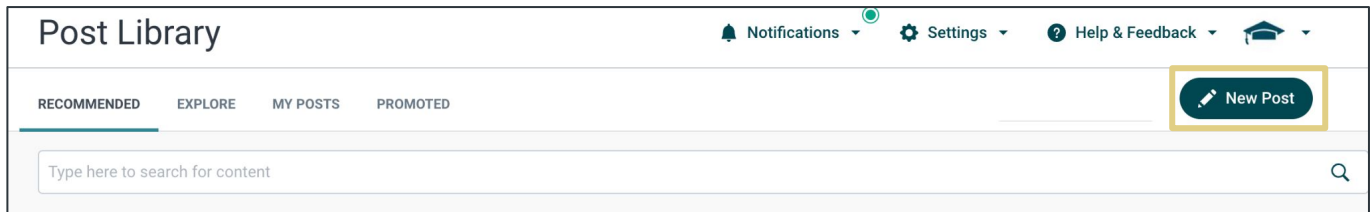
Once you have selected a piece of content to post, **click on the desired post**. This will open the publisher window.



1. Depending on your organization's social media policy, you will be able to edit the post message (caption) that coincides with the content. If your organization has disabled editing of the post message, you will not be able to edit the caption.
2. If your organization allows for edits to content, you can click on the pencil icon to change the thumbnail image or content.
3. Under **Accounts**, select the account to which you'd like to post; this may be determined by the social networks your organization has contracted.
4. A key functionality in publishing content within Hearsay is the **Post Time** functionality. This allows you to schedule a date/time for when the post will publish and be live. Posts can be published instantaneously, at a later date and time, or at a Suggested Time. Hearsay provides Suggested Times to post to social networks based on aggregated data.
5. If targeting is enabled on Facebook, use the **Post Target** feature to target posts. For LinkedIn accounts, the company page must have more than 300 followers in those geographical locations where the post is being targeted to.
6. Click on **Publish**.

Publishing Custom Content

Depending on your organization's compliance policies, you may be able to post custom/original content within Hearsay. Click on the **New Post** button in the upper right hand corner of the Post Library.



This will open the publisher window.



1. Include a message or copy and paste a link, which will pull in the thumbnail, header and subheader. Similar to pre-approved content, this is all editable based on your organization's setup. For example, the link can be removed from the publisher box and replaced with custom text and a call-to-action.
2. If desired, include a photo. *Twitter allows up to four photos to be added. Instagram only allows one photo, while Facebook and LinkedIn allows multiple photos.*
3. GIF (Graphics Interchange Format) - small animations and video footage can be added with your custom post along with a description field for additional text. **Note: Hearsay Social currently only supports GIF publishing to Facebook, LinkedIn and Twitter.**
4. If enabled, upload a video file to publish to either LinkedIn, Facebook, Twitter, or Instagram.

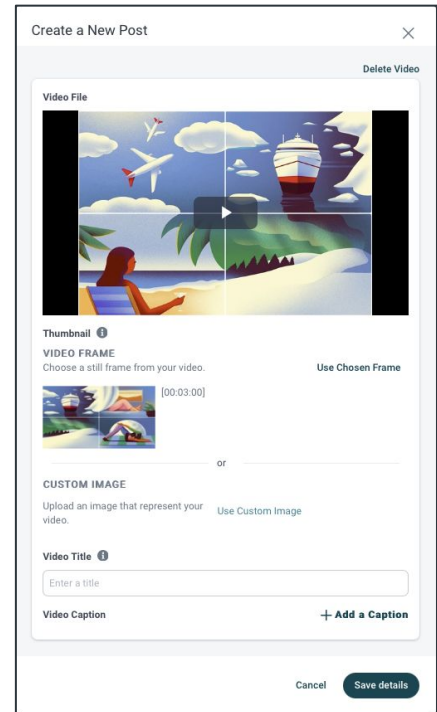
After the video has finished uploading, click on the pencil icon to edit the video. Then select a video frame or custom image as the thumbnail.

Video Frame Thumbnail: any still frame from the uploaded video

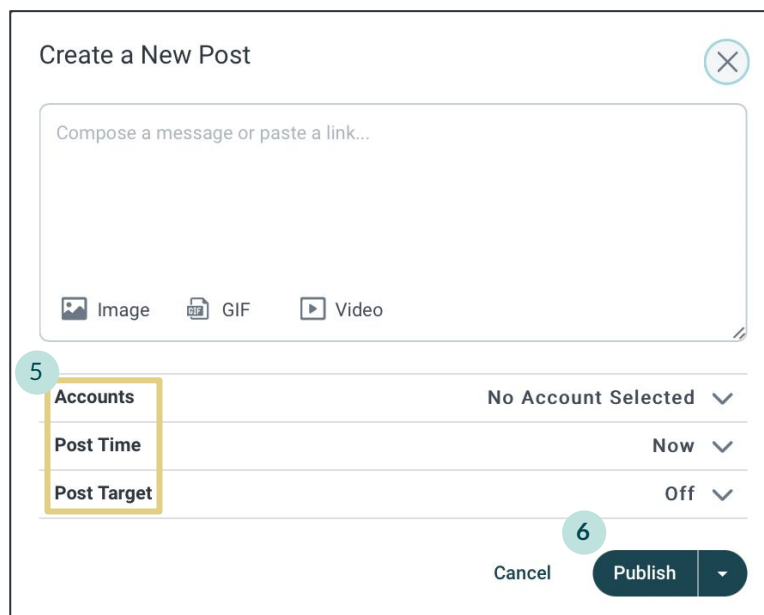
Custom Image Thumbnail: any uploaded image

Please note that social channels have the following limitations regarding video thumbnail support:

- **Facebook:** both video frame and custom image thumbnails are supported
- **LinkedIn:** only the non-autoplay publishing via Hearsay supports both video frame and custom image thumbnails
- **Instagram:** only video frame option is supported
- **Twitter:** no support as of yet



5. Similar to publishing pre-approved content, select the accounts to share the post with and Post Time (instantly or scheduled). Use Post Target if prerequisites for Facebook and LinkedIn are met.
6. Click on **Publish** or select **Request Approval** from the dropdown.

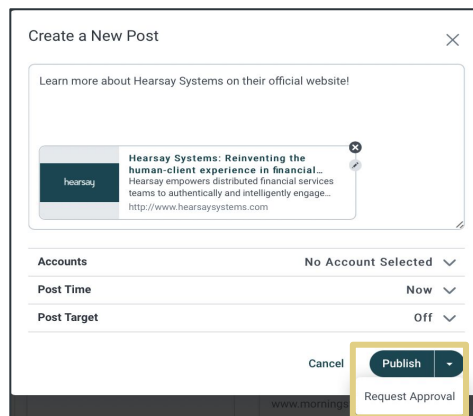


COMPLIANCE GUARDRAILS

Per your organization's compliance policy, your custom content may either require you to **Request Approval** or the post will be scanned against your organization's **Lexicon** list of flagged words. These processes are put in place to ensure you are compliant with your social publishing.

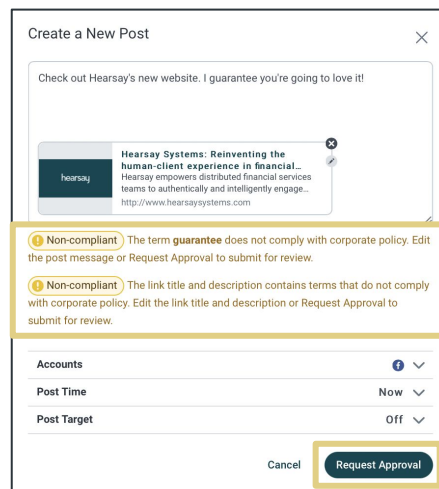
Request Approval

Once you've created custom content, you may need to request approval to route your post to your compliance team for review. Only if your team approves the content will it then schedule or publish as created. After creating your custom content post, click on the **Publish** dropdown and select **Request Approval**.



Lexicon Scanning

If your post includes a flagged word from your organization's Lexicon list, Hearsay will prevent the user from publishing/scheduling the post by requiring the user to either **remove the word**, or click **Request Approval** to submit the post for review to the compliance team.



If there are no flagged words, your custom content will schedule or publish posts instantly.

Campaigns

A campaign consists of multiple pieces of content that are grouped together and released separately at timed intervals as a fluid set of posts. They are often centered on a single theme and are released on a staggered basis. To access Campaigns, click on **Campaigns** under Social Media.

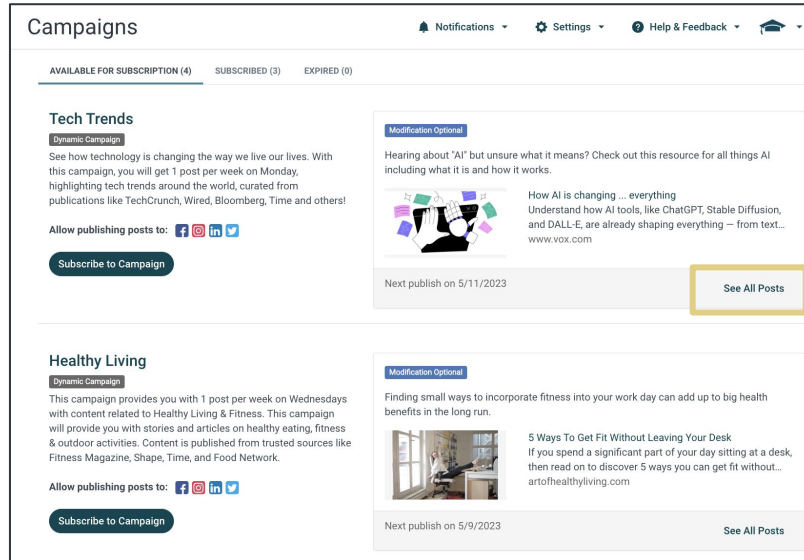
The screenshot shows the Hearsay interface for managing campaigns. On the left is a dark sidebar with the 'hearsay' logo and navigation links: Home, Conversations (Message & Call), and Social Media (Post Library, Campaigns, Calendar, Respond, My Profiles). The 'Campaigns' link is highlighted with a yellow box. The main content area is titled 'Campaigns' and has tabs for 'AVAILABLE FOR SUBSCRIPTION (4)', 'SUBSCRIBED (3)', and 'EXPIRED (0)'. The 'SUBSCRIBED' tab is active, showing a campaign titled 'Tech Trends' labeled as a 'Dynamic Campaign'. The campaign description states: 'See how technology is changing the way we live our lives. With this campaign, you will get 1 post per week on Monday, highlighting tech trends around the world, curated from publications like TechCrunch, Wired, Bloomberg, Time and others!'. Below the description are social media sharing icons for Facebook, Instagram, LinkedIn, and Twitter, and a 'Subscribe to Campaign' button. To the right, a featured post is shown with a 'Modification Optional' label. The post text reads: 'Hearing about "AI" but unsure what it means? Check out this resource for all things AI including what it is and how it works.' Below the text is an image of hands holding a smartphone and a laptop, and a link to 'www.vox.com'. At the bottom of the post, it says 'Next publish on 5/11/2023' and a 'See All Posts' link.

Type of Campaigns

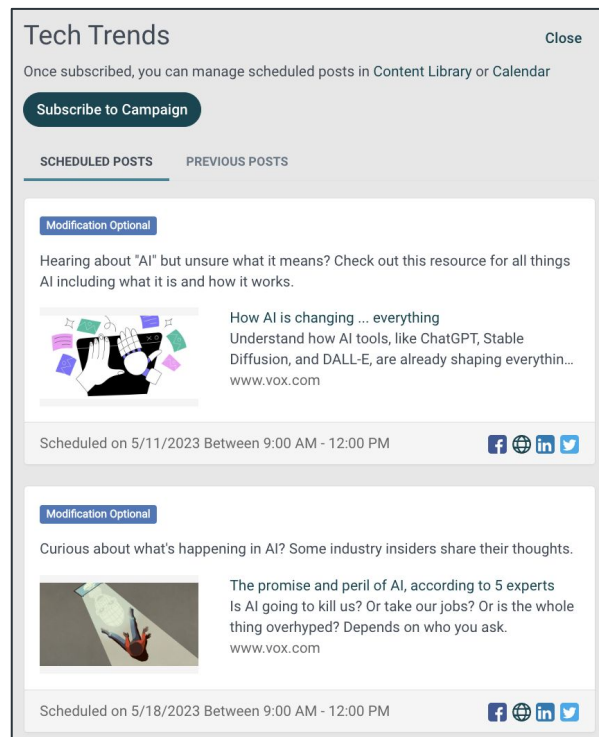
- Dynamic:** Content within these campaigns have pre-determined dates at which the content will publish, set by your organization's social media and compliance team. Admins can also add additional content to these campaigns. As long as you are subscribed to a dynamic campaign, all existing content, and content added to the campaign after you've subscribed, will still be scheduled on your behalf. Dynamic campaigns usually focus on date-specific content for specific topics.
- Relative:** Content within these campaigns have pre-determined dates relative to once you've subscribed to the campaign (ex: content is set to schedule 1, 2, and 3 days from the date the user subscribed). Relative campaigns usually focus on evergreen content that can be published throughout the year.

Viewing Campaign Content

To view content within a campaign, **Campaigns** under Social Media. Then click on **See All Posts** to the bottom right of the campaign.



This will display the day and time at which the content will publish and allows the user to read content containing links before publishing. Click on **Previous Posts** to view all posts previously published from this campaign.



Modification Required Content

Campaigns tagged with “Modification Required” include posts that require content modification by the user.

Campaigns

AVAILABLE FOR SUBSCRIPTION (4) SUBSCRIBED (1) EXPIRED (0)

Tech Trends

Dynamic Campaign Contains Modification Required Post

See how technology is changing the way we live our lives. With this campaign, you will get 1 post per week on Monday, highlighting tech trends around the world, curated from publications like TechCrunch, Wired, Bloomberg, Time and others!

Allow publishing posts to:

Subscribe to Campaign

Modification Required

There were 755,436 people working in financial activities in the New York metropolitan area last year, more than twice as many as in the next-biggest area for such jobs, metro Los Angeles. B...

Financial Services Provides Plenty of Jobs - from Coast to Coast: Opinion

There were 755,436 people working in financial activities in the New York metropolitan area last year, more than twice a...
www.insurancejournal.com

Next publish on 4/8/2022 See All Posts

Newly released campaigns with modification required content will be displayed as an Action Card within the Recommended Actions Home Page.

Recommended Actions (3)

Get personalized content recommendations

Complete a quick survey to personalize your Hearsay content recommendations. We'll recommend articles from top publications based on your answers.

Get Started

Subscribe to the campaign “New Employee Campaign” to auto publish regular content

🕒 in 2 days

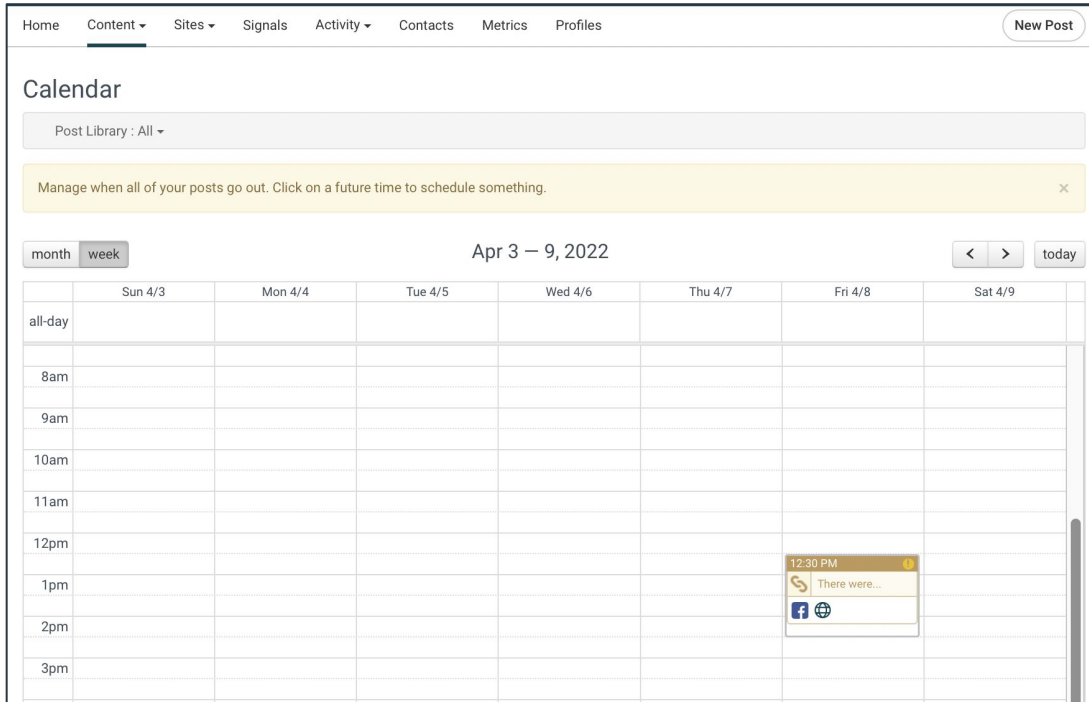
Do you have a financial advisor or insurance agent looking to automate their daily processes? Hearsay Systems may be the solution. [Click here for more information!](#)

Hearsay Advisor Cloud | Triggered Advisor Actions for P&C, Life, ...

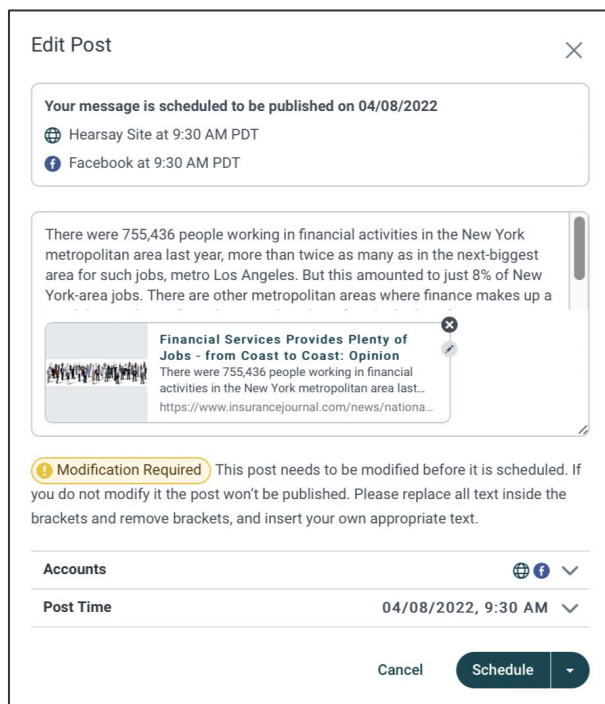
Hearsay Advisor Cloud enhances, rather than replaces, the human touch. Designed for insurance agents and wealth management advisors, compliance built-in.
<http://www.hearsaysystems.com>

Subscribe
View Details

Scheduled campaign posts that require content modification by the user will be displayed on the calendar with an exclamation point on the top right corner of the scheduled post.



Click on the scheduled post to make the required modification.

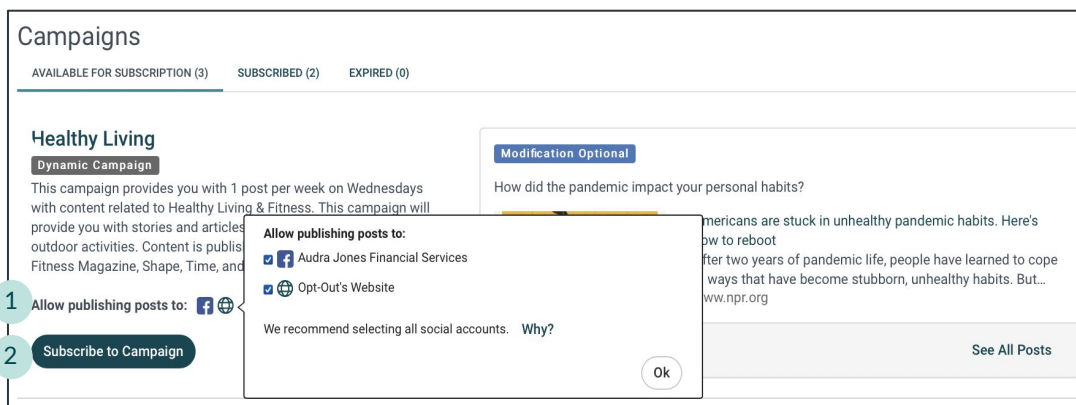


Subscribing to a Campaign

Dynamic and Relative campaigns allow you to ensure that content is always published to your connected social accounts. This is accomplished by subscribing to these campaigns.

To subscribe to a Dynamic or Relative Campaign, click on **Campaigns** under Social Media.

1. Locate a desired campaign and click on one of the social networking site icons to the right of **Allow publishing posts to**. This will show a list of your connected social media accounts the posts will publish to. Select the desired accounts, then click **OK**.
2. Click on the **Subscribe to Campaign** button.

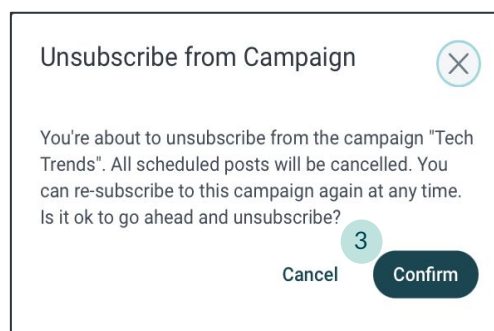
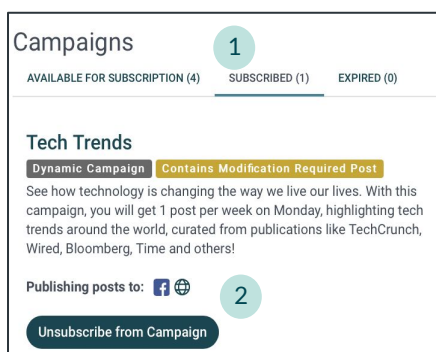


Note: When a new campaign is available to you, it will be listed on your Home Page under Recommended Actions. You may also receive an email that a new campaign is available.

Unsubscribing from a Campaign

To unsubscribe from a Dynamic or Relative Campaign, click on **Campaigns** under Social Media.

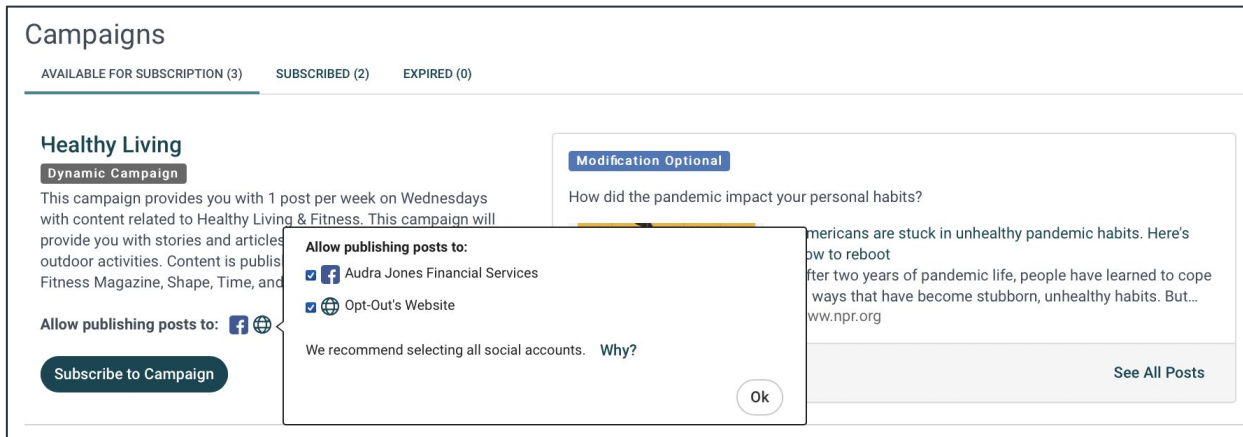
1. Click on the **Subscribed** tab.
2. Locate the campaign to unsubscribe from and click **Unsubscribe from Campaign**.
3. Click **Confirm** on the confirmation popup that appears.



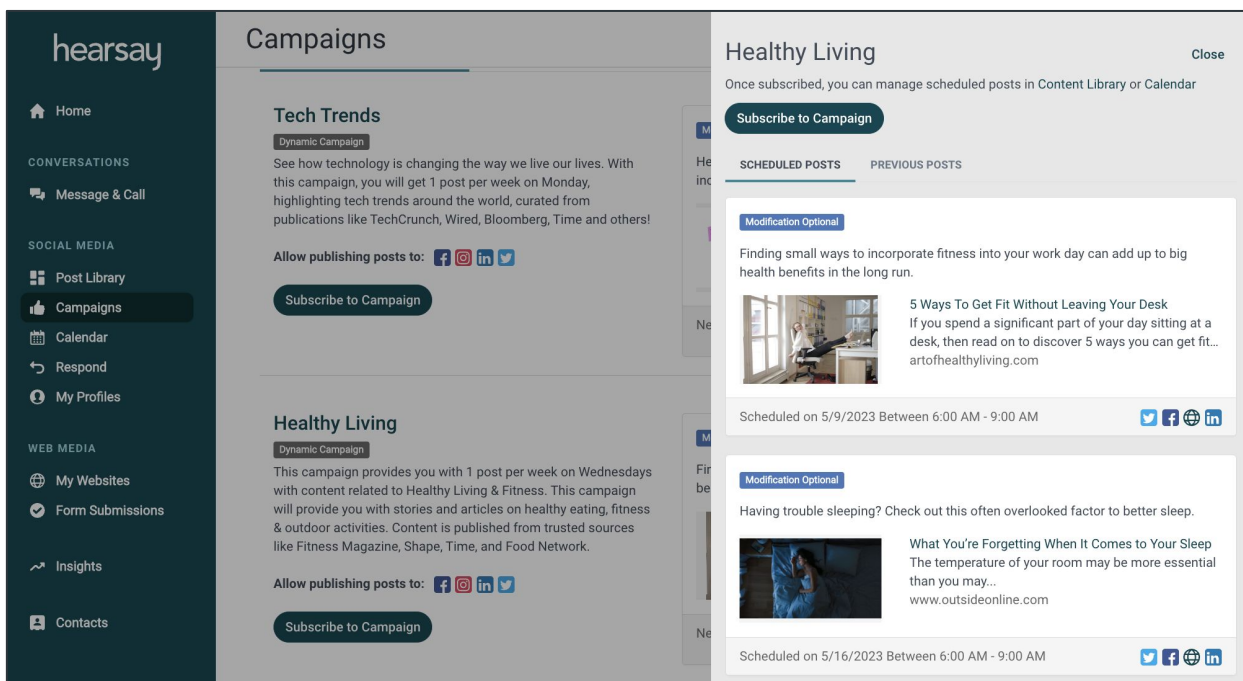
Third-Party Sites

If third-party publishing is enabled for your organization, users are able to add third-party Sites accounts to Hearsay campaign subscriptions.

The Account List modal for each campaign will list third-party Sites.

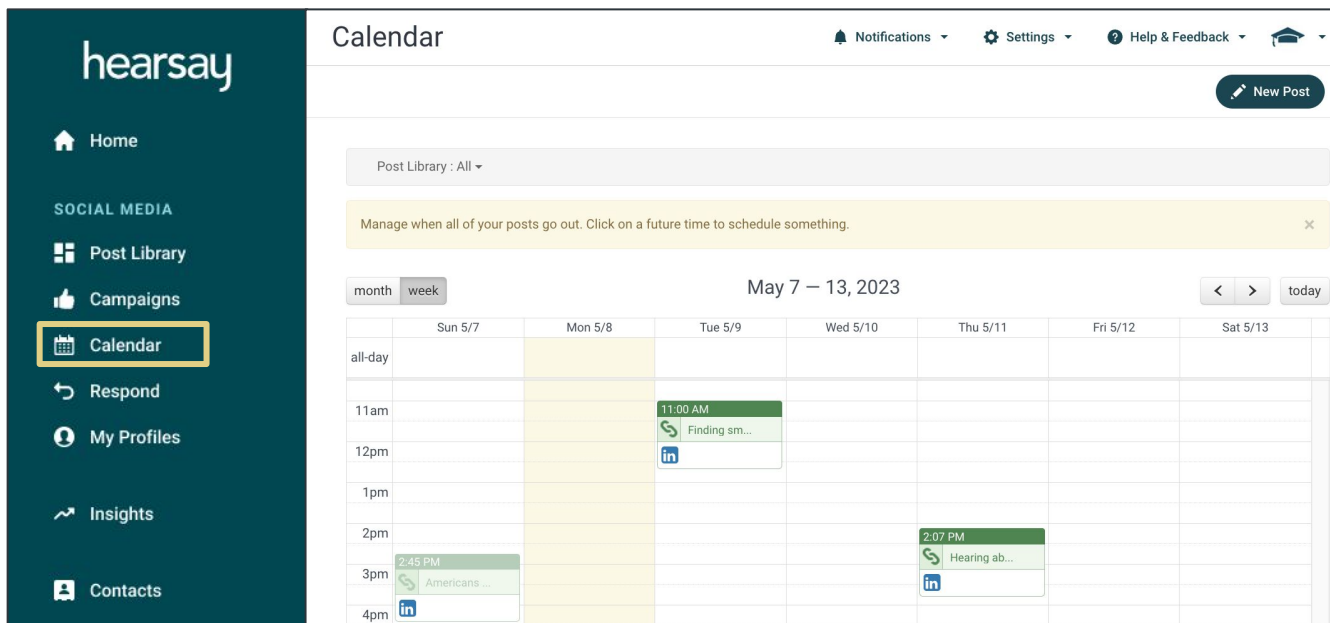


When viewing posts within the campaign, all subscribed accounts, including third-party Sites will be listed in the Campaign Details section.



Calendar

The calendar view will display all of your scheduled posts and allow you to easily make updates to posts. Click on **Calendar** under Social Media to view your scheduled posts and their current status.



The screenshot shows the Hearsay social media management interface. The sidebar on the left contains navigation options: Home, SOCIAL MEDIA, Post Library, Campaigns, **Calendar** (highlighted), Respond, My Profiles, Insights, and Contacts. The main area is titled "Calendar" and shows a calendar view for "May 7 – 13, 2023". The calendar grid displays scheduled posts for various times on different days. A key at the bottom explains the status indicators: Success (green), Pending (yellow), and Problem (red).

	Sun 5/7	Mon 5/8	Tue 5/9	Wed 5/10	Thu 5/11	Fri 5/12	Sat 5/13
all-day							
11am			11:00 AM Finding sm...				
12pm							
1pm							
2pm					2:07 PM Hearing ab...		
3pm	2:45 PM Americans ...						
4pm							

The key at the bottom of the calendar will indicate the status of a scheduled post:

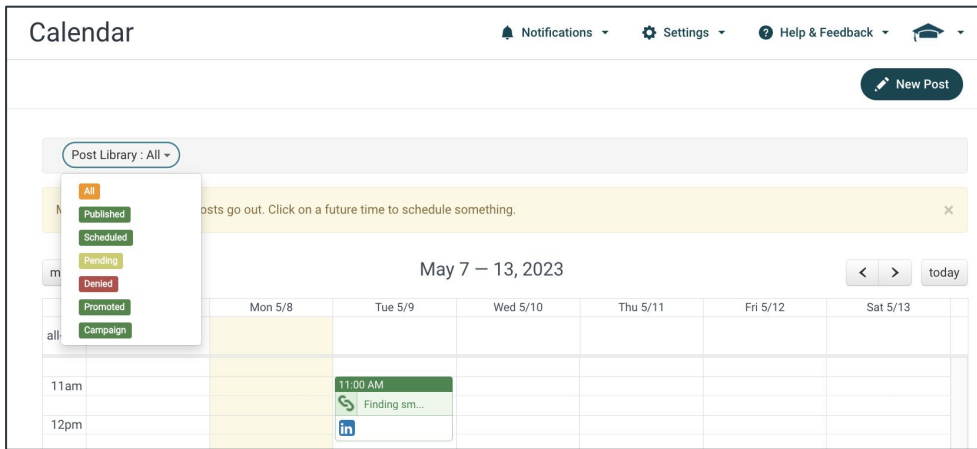
- **Success:** Successfully published or scheduled to publish, with no action required
- **Pending:** Pending review and requires admin action
- **Problem:** Failed to publish for technical reasons, or denied during review process; requires user action to publish

Key

- Success - Successfully published or scheduled to publish. No action required.
- Pending - Pending review. Requires admin action to successfully publish or schedule for publishing.
- Problem - Failed to publish for technical reasons, or denied during review process. Requires user action to re-try publishing.

Post Library Filter

You can filter posts on your calendar using the Post Library filter.



Changing the Date and Time of a Scheduled Post

There are two ways to change the date and time of a scheduled post:

1. Drag and drop the scheduled post to a new date and time on your calendar.
2. Select the scheduled post and change the post time.

Note: For detailed information on accessing and changing the Post Time, refer to the [Scheduling a Post](#) help center article.

Creating a New Post

To create a new post via your calendar:

1. Select the date and time on which you would like to schedule the new post.
2. Create your post using the Publisher tool.

Note: For more information on creating a new post, refer to the [Creating a New Post](#) help article.

Unscheduling a Post

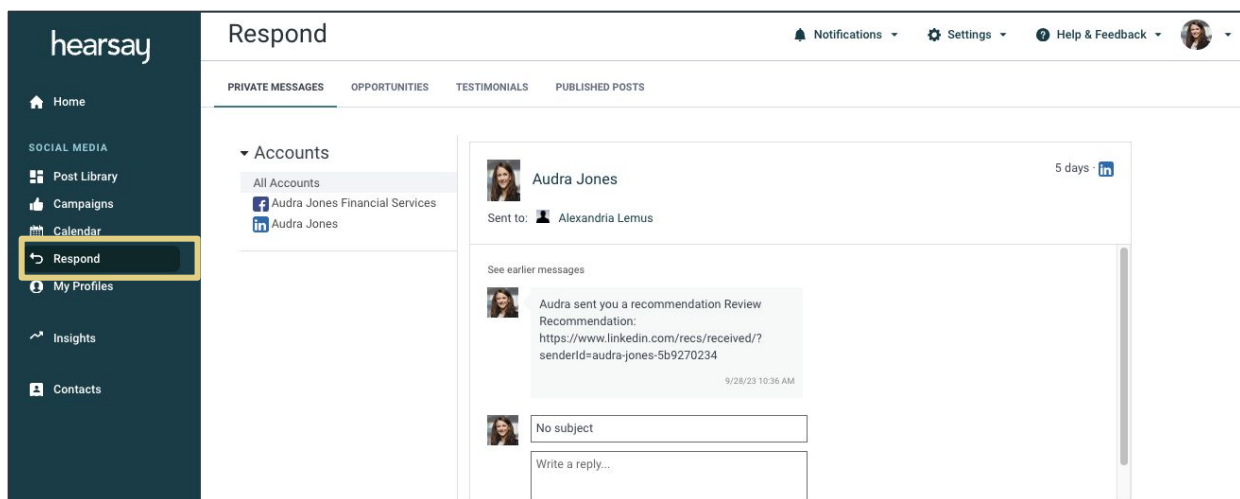
To unschedule a post:

1. Select the post to unschedule on your calendar.
2. Click on the Schedule button dropdown.
3. Select **Unschedule**.
4. Select **OK** in the confirmation pop-up box.

Respond

You can access **Private Messages**, **Opportunities**, **Testimonials**, and **Published Posts** by clicking on **Respond** under **Social Media**.

Any responses to the posts you publish to your connected social accounts are displayed under the **Public Comments** tab. From here, you can view responses, interact with people who have responded to your posts, and if required by your compliance policy, request approvals.



Respond Menu

- **Private Messages:** Respond to any private messages from your social connections.
- **Opportunities:** Track and manage your social signals.
- **Testimonials:** View and classify your testimonials.
- **Published Posts:** View your post history on your social accounts and respond to comments/engagements on each post from this tab.

OPPORTUNITIES

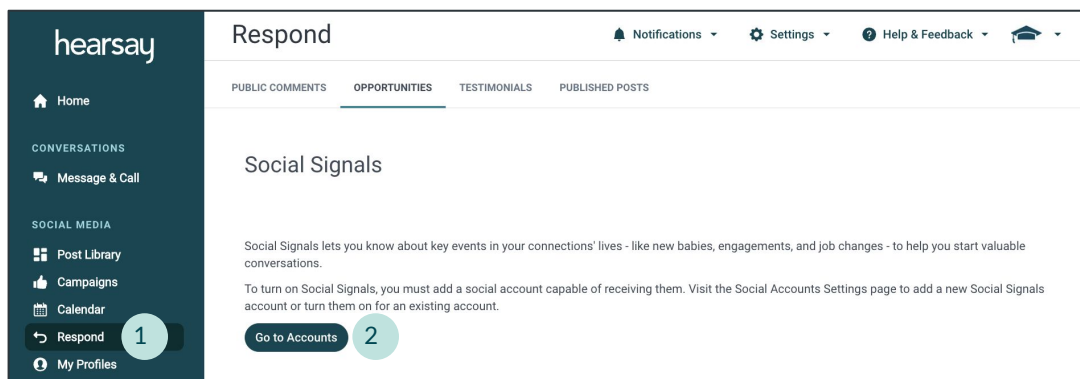
When individuals take a moment to wish us Happy Birthday, it signifies that they pay close attention to important moments taking place in our lives. Other milestone events could be moving to a new location, getting married, having a child, getting a new job, promotion and more. These moments create opportunities for others to reach out and wish us well or to let them know we're here to support them. With Social Signals, you'll never miss an important moment taking place in your audience's lives, and your audience will be sure to notice it.

If you have a Sales Navigator or Business Plus LinkedIn Premium Account, you have access to Social Signals from LinkedIn. Hearsay will provide you a dashboard to ensure that you never miss an important moment taking place in your audience's lives.

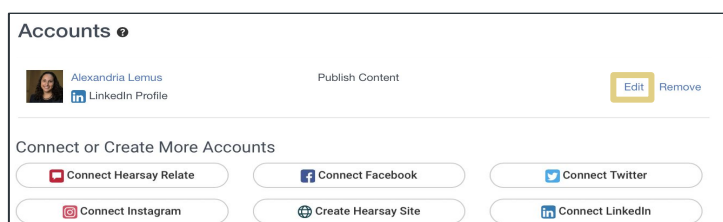
Enabling Social Signals

Make sure you have a Sales Navigator or Business Plus LinkedIn Premium Account.

1. Log into Hearsay Social and click on **Respond** under Social Media.
2. Click on **Go to Accounts**. If you do not have an account connected to your workspace, be sure to connect an account first (see Connect Accounts page 6).



3. Click on **Edit** next to your LinkedIn profile. If you're connecting LinkedIn for the first time, click **Connect LinkedIn** at the bottom and enter in your LinkedIn login credentials.



4. Switch the **Receive Social Signals** toggle to **On**.

Alexandria Lemus Publish Content Close

Account Options

Publish Content On Off

Content published from this account is subject to corporate monitoring for compliance in accordance with Hearsay Systems social media policy and terms of service.

Receive Social Signals On Off

- To receive Social Signals, you must have a qualifying LinkedIn Premium account: Business Plus or Sales Navigator.
- Hearsay Social will verify your account status with LinkedIn records.
- For more information see the [LinkedIn Premium Connection FAQ](#)

Information from Social Signals and Contacts are private and only viewable by members of your workspace. For more information, see the [Social Signals FAQ](#)

5. Checkmark the box next to your LinkedIn profile and click **Next**.
6. On the following screen, checkmark the box that says “Receive Social Signals and Contact information for this profile.” Remember, only Sales Navigator or Business Plus LinkedIn Premium Accounts will be able to checkmark this box successfully. Click **Finish** to complete the process.

1 Publishing and Compliance 2 Social Signals

Which account would you like to publish content to using Hearsay Social?

Alexandria Lemus LinkedIn Profile

Other LinkedIn accounts already managed by Hearsay Social

Content published from this account is subject to corporate monitoring for compliance in accordance with Hearsay University social media policy and terms of service.

5

Cancel Next

1 Publishing and Compliance 2 Social Signals

Would you like to receive Social Signals and Contact information for the following profile?

Social Signals notify you of life events that occur within your network, such as starting a new job, getting married, or having a baby.

- To receive Social Signals, you must have a qualifying LinkedIn Premium account: Business Plus or Sales Navigator.
- Hearsay Social will verify your account status with LinkedIn records.
- For more information see the [LinkedIn Premium Connection FAQ](#)

Alexandria Lemus LinkedIn Profile

Receive Social Signals and Contact information for this profile

Information from Social Signals and Contacts are private and only viewable by members of your workspace. For more information, see the [Social Signals FAQ](#)

6

<Back Cancel Finish

Using Social Signals

1. Once your LinkedIn Profile is properly connected and set to receive Social Signals, click on **Respond** under Social Media and then select **Opportunities** from the navigation bar.
2. Over time, Signals will populate. Click on the arrow to expand a signal in order to review it in greater detail. From here, you can label:
 - which signals you plan to follow up on
 - which signals you've already addressed
 - which signals you wish to remove and dismiss
3. You can also choose **Mark As Inaccurate** if you have reason to believe the end-user updated their LinkedIn account incorrectly.

My Profiles

Your social media profiles include static information that describes you and your business and is publicly viewable. In order to meet regulatory and social media policy obligations, your organization may require approval of your social media profiles by a system or compliance administrator, possibly before you are permitted to post, tweet, like or take other social media actions. To access all profiles under your workspace, click on **My Profiles** under Social Media.

The screenshot shows the 'My Profiles' page in the Hearsay system. The left sidebar contains navigation options: Home, Conversations (Message & Call), Social Media (Post Library, Campaigns, Calendar, Respond, My Profiles), Web Media (My Websites, Form Submissions), Insights, and Contacts. The 'My Profiles' section is highlighted. The main content area shows a table of profiles with their status and associated actions.

Profile	Status	Action
Alexandria Lemus LinkedIn Profile	Action Required You must update your profile on LinkedIn with the approved changes.	Copy to LinkedIn, Preview Changes
Jillian Kiernan Twitter Account	Profile Pending Review Wait until your changes are approved before updating your profile on Twitter.	Request Changes
Taurus Financial LinkedIn Company/Showcase Page	Changes Pending Review Wait until your changes are approved before updating your profile on LinkedIn.	Edit Request
Hearsay Academy Facebook Page	Profile Approved Your profile on Facebook has the latest approved changes.	Request Changes
taurus_financial Instagram Account	Profile Approved Your profile on Instagram has the latest approved changes.	Request Changes
Jill Smith LinkedIn Profile	Profile Approved Your profile on LinkedIn has the latest approved changes.	Request Changes

Profile Statuses

- **Profile Pending Review:** This status will display the first time you connect to Hearsay Social. Your admin/compliance team will approve or deny your social media profile. **No action is required by you.**
- **Changes Pending Review:** This will display if you have made changes and resubmitted your profile for approval. Your admin/compliance team will approve or deny the changes to your social media profile. **No action is required by you.**
- **Profile Approved:** After your profile has been approved and auto-uploaded to your social media network(s). **No action is required by you.**

(Profile Statuses continued on next page)

Profile Statuses (continued)

- **Changes Denied:** If any of the information you have provided has been denied due to a compliance issue within your organization. In this case, you will receive an email notifying you that your recent profile request has been denied.
- **Action Required:** The changes to your profile have been approved, but the changes cannot be auto-uploaded to your social media network. **You must manually copy/paste the approved content to your social media network.**
- **Changes Suggested:** Hearsay Social will allow Supervision Administrators to review social media profiles, suggest edits to profile content, and route the profile, with suggestions, back to the user to be published to the social network. **The user can either accept these changes or choose to revise and resubmit.**

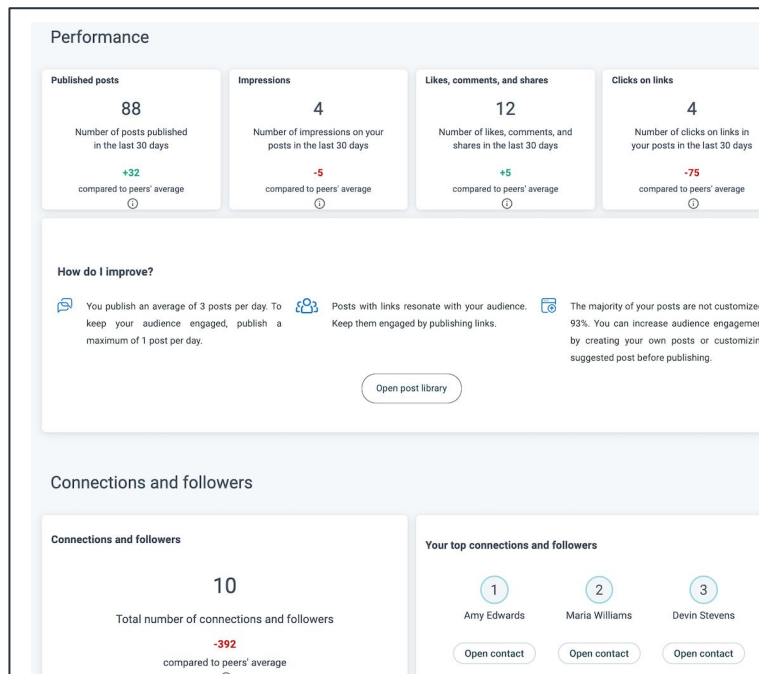
Insights

Social Insights help you understand your social activity within the social networks you have connected to your workspace by providing metrics for the past 30 days. These metrics include:

- Number of published posts
- Number of impressions
- Number of likes, comments and shares
- Number of clicks on links
- Number of connections and followers
- Top interest categories for the user, based on our AI engine's analysis of their search and publishing history
- Top interest categories for the user's audience, based on our AI engine's analysis of audience engagement with the user's posts.
- Top performing posts of the user
- Top performing posts of the user's peers

The numerical metrics are also paired with hierarchy-level benchmarks, which provide comparison figures of how the user is performing versus their peers.

To access your Insights, select the **Insights** tab on the side navigation bar.



Users also see personalized recommendations based on their individual, group and organization-level measures. These recommendations provide guidance on what users can do differently to improve their social media presence and performance.

How do I improve?

Your connections are the most active in social media on Tuesday. Publish posts on this day of the week to get more engagement.
 Your audience is most active between 12-4pm. Publish posts in this timeframe to get more engagement.
 Try to interact more frequently with your audience by liking/commenting/re-sharing their posts.

Top interests

Your audience's top interests

- Technology
- Finance
- N/A
- N/A
- N/A

Your top interests

- Finance
- Insurance
- Technology
- Retirement
- Lifestyle

How do I improve?

Your audience is most interested in technology. Publish more content from this topic to get more engagement.

[Open post library](#)

Top performing posts

Your top performing posts

Post	Network	Attached image	Likes, comments and shares
1 Do you know how much you need to be able to retire?	LinkedIn	No Image Found	3
2 Can AI outpace mankind?	LinkedIn	No Image Found	2
3 Is there a way to manage both your student loans and investment goals?	LinkedIn	No Image Found	2

Your peers' top performing posts

Content title	Network	Attached image	Likes, comments and shares
1 Generational and Gender Differences in Approach to Estate Planning	LinkedIn		1

How do I improve?

Try publishing similar content to your top performing posts and your peers' top performing library posts.

Contacts

Hearsay Social makes it easy to search through your existing contacts across the entire workspace to maximize opportunities on social media right from the Contacts tab. You can search through your existing connections to your social accounts and classify the type of contact. The contact type helps you to gain valuable customer journey insights by tracking where your customer is in the marketing funnel. The available contact types are “Prospect”, “Lead”, “Client”, “Other”, “None” and “Internal”.

Note: Only the social accounts that you have connected to Hearsay Social will return search results. For example, if you have your Facebook and LinkedIn accounts connected to Hearsay Social, search results will be displayed for only those two social networks.

Search for Contacts

1. Select the **Contacts** tab on the side navigation bar.
2. In the **Search** box, type the name of the person, then click within the box or press enter.

The screenshot shows the Hearsay Social interface. On the left, a dark sidebar contains navigation options: Home, CONVERSATIONS (Message & Call), SOCIAL MEDIA (Post Library, Campaigns, Calendar, Respond, My Profiles), and WEB MEDIA (My Websites, Form Submissions, Insights). The 'Contacts' tab is highlighted in the sidebar with a circled '1'. The main area is titled 'Contacts' and features a search bar with a circled '2' and a search icon. Below the search bar is a table of contacts. The table has columns: Name, Phone Number, Email, Contact Type, Lists, and Opt-In Status. A yellow box highlights the action icons (pencil, speech bubble, clock, and list) that appear when hovering over the 'Opt-In Status' column.

Name	Phone Number	Email	Contact Type	Lists	Opt-In Status
AK A. Elizabeth Korchin	Add Phone Number	Add Email	Prospect		Needs Opt-in
AS A.J. Springer	Add Phone Number	Add Email	Add Type		Needs Opt-in
AG Aamisha Gupta, MD, FACC	Add Phone Number	Add Email	Add Type		
AA Aaron Armstrong	Add Phone Number	Add Email	Add Type		
AR Aaron B. Roberts	Add Phone Number	Add Email	Add Type		
AC Aaron Carlson	Add Phone Number	Add Email	Add Type		Needs Opt-in
AD Aaron James Draplin	Add Phone Number	Add Email	Add Type	New List +1	Needs Opt-in
AK Aaron Keba	Add Phone Number	Add Email	Add Type		Needs Opt-in

3. Hover over the Opt-In Status to show the Action icons and click on the desired action.

 Edit Contact
  New Message*
  Schedule a Message*
  Add to List

Manage Your Hearsay Contacts

To add a contact, simply follow these steps:

1. Select the **Contacts** tab on the side navigation bar.
2. Click the **Add Contacts** dropdown and choose **Add Contact** to add an individual contact.
3. A side drawer will open that looks like the image below. Fill out the required fields: First Name, Last Name, and Phone Number. If you'd like, you can fill out the optional fields: Contact Type, Preferred Name, Birthday and Email Address as well. Then click **Add Contact**.

1

Contacts

Bulk Actions Filter by: All Show: All contacts Search Add Contacts

<input type="checkbox"/>	Name	Phone Number	Email	Contact Type	Lists	Opt-In Status
<input type="checkbox"/>	AK A. Elizabeth Korchin	Add Phone Number	Add Email	Prospect		Needs Opt-in
<input type="checkbox"/>	AS A.J. Springer	Add Phone Number	Add Email	Add Type		Needs Opt-in
<input type="checkbox"/>	AG Aamisha Gupta, MD, FACC	Add Phone Number	Add Email	Add Type		Needs Opt-in
<input type="checkbox"/>	AA Aaron Armstrong	Add Phone Number	Add Email	Add Type		Needs Opt-in
<input type="checkbox"/>	AR Aaron B. Roberts	Add Phone Number	Add Email	Add Type		Needs Opt-in
<input type="checkbox"/>	AC Aaron Carlson	Add Phone Number	Add Email	Add Type		Needs Opt-in
<input type="checkbox"/>	AD Aaron James Draplin	Add Phone Number	Add Email	Add Type	New List +1	Needs Opt-in
<input type="checkbox"/>	AK Aaron Keba	Add Phone Number	Add Email	Add Type		Needs Opt-in

3

Add Contact

Engagement Information *Indicates required fields

Contact Type
None

Language Preference Preferred Channel
None None

Personal Information

First Name * Last Name *

Preferred Name

Birthday
Month Day Year
MM / DD / YYYY

Contact Information

Phone Number
Mobile (###) ###-####

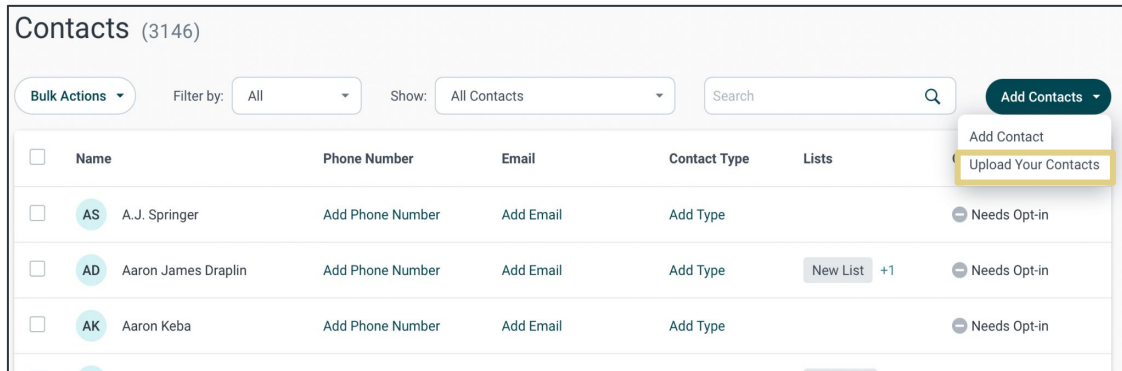
Email Address

Add Contact Cancel Help

Add Contacts in Bulk

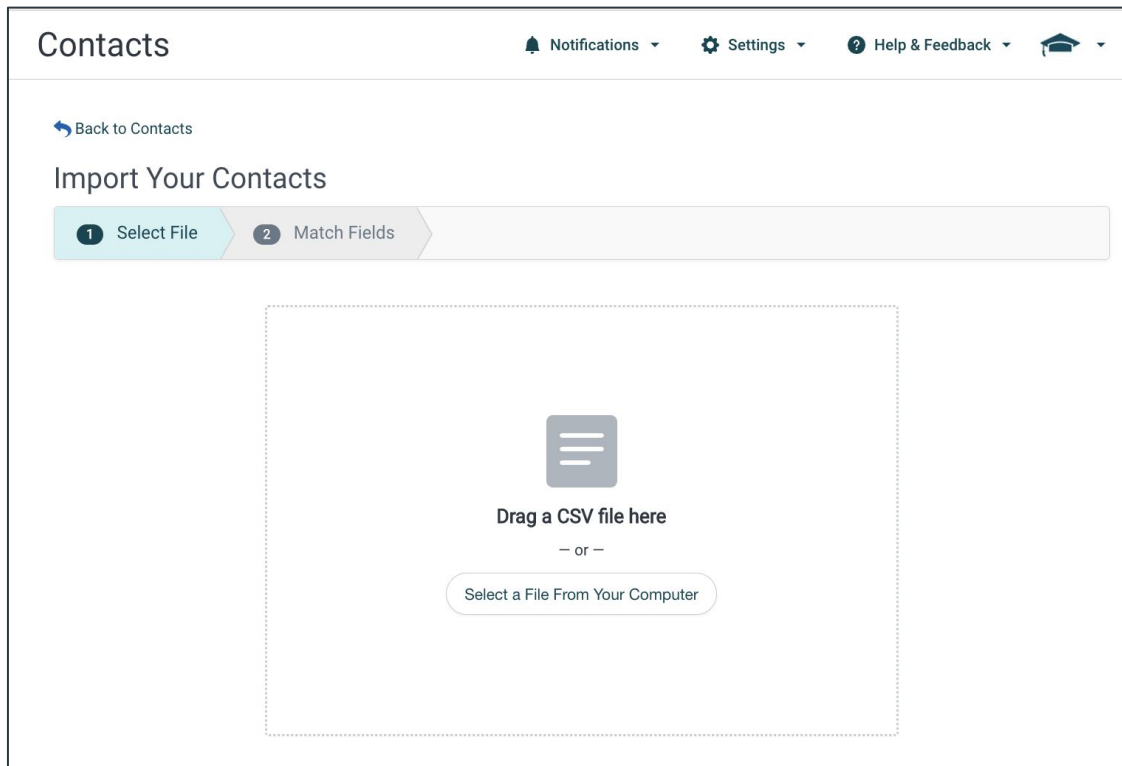
To add contacts in bulk, simply follow these steps:

1. Select the **Contacts** tab on the side navigation bar.
2. Click the **Add Contacts** drop down and choose **Upload Your Contacts**.

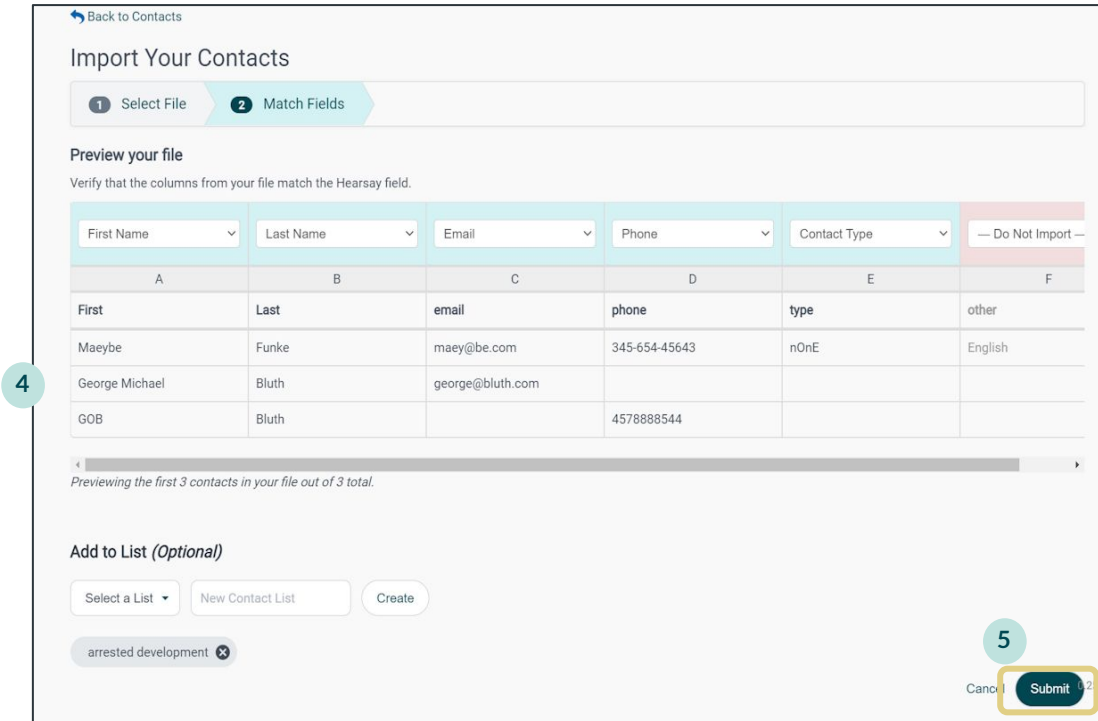


3. Click the **Select File** button or drag and drop your contacts file into the panel to the right.

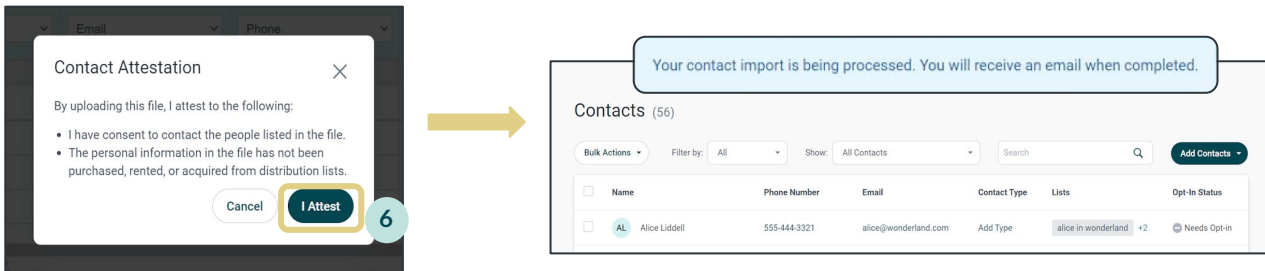
This will prompt you to locate a .CSV file on your computer that contains your contact information. The .CSV file must include the following columns: First Name, Last Name, and Phone Number.



- 4. You will be presented with a preview of your .CSV file. **Note: This is only a preview, as demonstrated by the text under the table which reads “Previewing the first X contacts in your file out of x total.”** If needed, you have the ability to toggle the fields by pressing the arrow buttons to reassign the column. The Add to List feature will give you the option to import contacts to a specified list.



- 5. Once completed, click **Submit** to complete the process.
- 6. You will be presented with the **Contact Attestation** popup. If **I Attest** is selected, you will receive the contact import confirmation message.



Note: Per your organization’s policy, you may be able to exports contacts from your email account or CRM. If you need assistance exporting your contacts from your email account or CRM, please review our [help center article here](#).