

What Is Hearsay Social?

Hearsay Social Overview

Welcome to Hearsay Social! Growing your business on social media involves being findable on your social media networks, growing your network, researching and acting on social signals, and building credibility.

There is no question that the world has gone digital. The majority of the population is online, and it's quite possible that all of your target customers are, too.

Without the right tools, success on social media can potentially feel overwhelming and like just another new system to have to learn. It is easy to feel uncertain about what to say on social or fear complex regulations and policies.

Hearsay Social helps you tackle each of these fears.

Content Library and Proven Methodology for Success

Hearsay Social lets you easily publish content across networks, distribute content based on region and role, schedule content in advance, and analyze engagement metrics to optimize your content strategy.

Your success on social media doesn't just stop there. Hearsay has a 4-step methodology called "Be, Grow, Hear, Say" that will ensure your success. Our Customer Success team is dedicated to helping you make your social media content strategy the best that it can be.

Best-In-Class Supervision and Compliance Solution

Our compliance solution is built right into the Hearsay Social platform and ensures efficient protection at scale. API integrations capture your social media activity from any point – from Twitter favorites to private messages to Facebook comments.

There's also a seamless review process for social media posts and social media profiles. You'll never have to worry about whether you're compliant.

Streamlined Social Experience

Prioritize your top opportunities for engagement.

- All social activity in one place – View all of your social media activity, including comments, replies, likes, shares, private messages, and more, all in one place.
- Time-saving tools – Hearsay provides many tools to help ensure you're posting the right content at the right moments, saving you time and effort. Know you're making the right impact, even if you're out in the field and away from your computer.
- Life event alerts – Stay up-to-date with important money-in-motion events that your clients experience so you can reach out to the right people at the right time.

