

Social Media and Content Management

- [Socioboard](#)
- [Buffer](#)
- [Databox](#)

Socioboard

Introduction

- Socioboard is a comprehensive open-source social media management and marketing platform designed to assist businesses, organisations, and individuals.
- It offers a wide range of features to streamline social media activities, engage with audiences, and analyse performance.
- Socioboard empowers users to navigate the dynamic landscape of social media marketing.

Features:

- Tools to manage multiple social media accounts from a single dashboard
- Users can schedule posts in advance.
- Detailed analytics and insights into social media management
- Monitor social media conversations and mentions to understand audience sentiment.
- Allows teams to work together on social media campaigns, content creation, and responses.
- Mobile apps enable users to manage social media on the go.

Benefits for non-profit organisations:

- Integrate social media efforts with broader NPO campaigns for better communication.
- Enables NPOs to provide real-time updates about their initiatives, events, and emergency responses.
- NPOs can foster connections with supporters, donors, and volunteers through interactive social media engagement.
- Collaborate with influencers to extend the NPO's reach and connect with new audiences.
- Discover and share relevant content to amplify the NGO's mission and provide value to its audience.

Supported Database:

- MySQL
- PostgreSQL
- SQLite
- MariaDB
- MongoDB
- Oracle Database

Pricing:

| Plans & Pricing | ALL FEATURES ARE AVAILABLE | | | | MOST POPULAR |
|-------------------------|----------------------------|-----------------------|--------------------|-------------------|--------------|
| | Free (7 Days) | Standard (1 Month) | Topaz (1 Month) | Ruby (1 Month) | |
| | 0 | \$9.98 | \$59.98 | \$99.98 | |
| | Select | Select | Select | Select | |
| Team Members | 100 | 5 | 30 | 50 | |
| Social Account Count | 1000 | 10 | 100 | 200 | |
| Social Networks | f t @ in v p d | f t @ in | f t @ in v | f t @ in v p | |
| Scheduling & Posting | ✓ | ✓ | ✓ | ✓ | |
| 24x7 Training & Support | ✓ | ✓ | ✓ | ✓ | |

Graphical Representation:

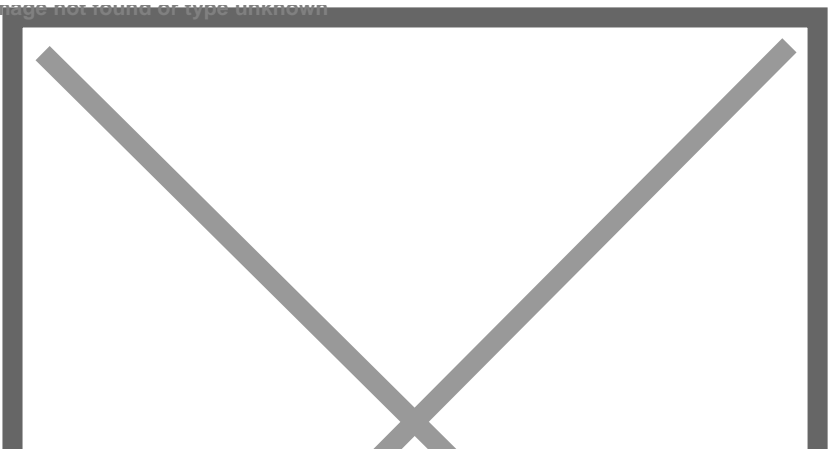


Figure 1.1: Customised dashboards

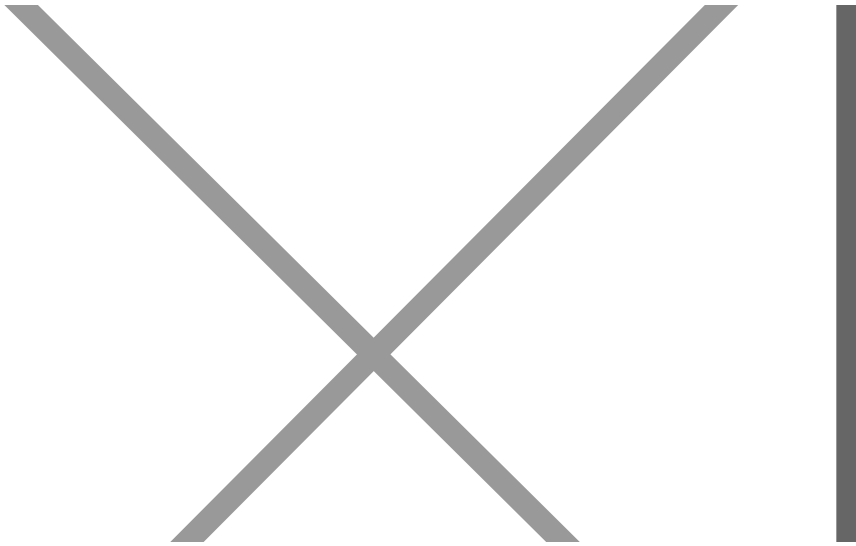


Figure 1.2: With built-in stock picture libraries, sophisticated search features, and powerful editing tools, you can find, organise, and modify all of your social media content in one-place now.

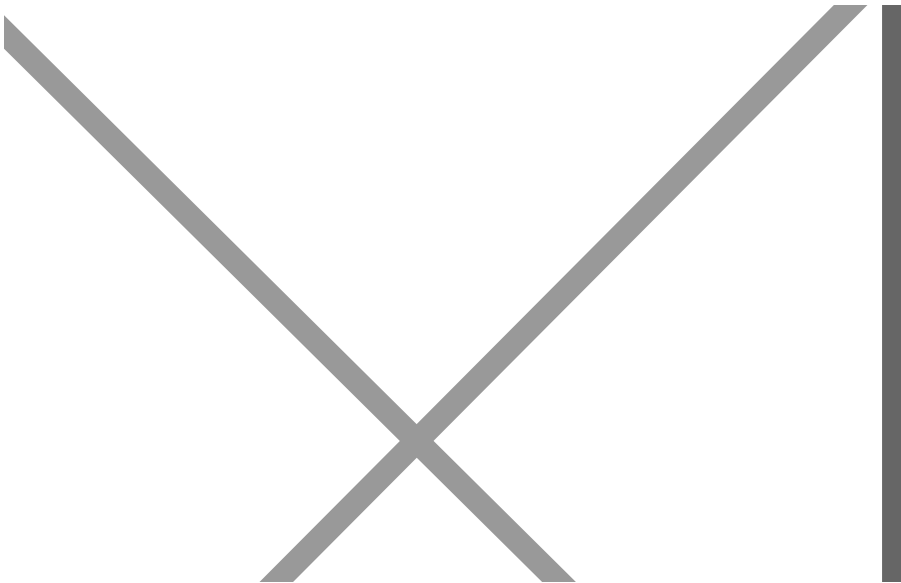


Figure 1.3:Create, plan and schedule your content when your users are most actively engaged and participating. Make your own publishing schedule, seamless with SocioBoard.

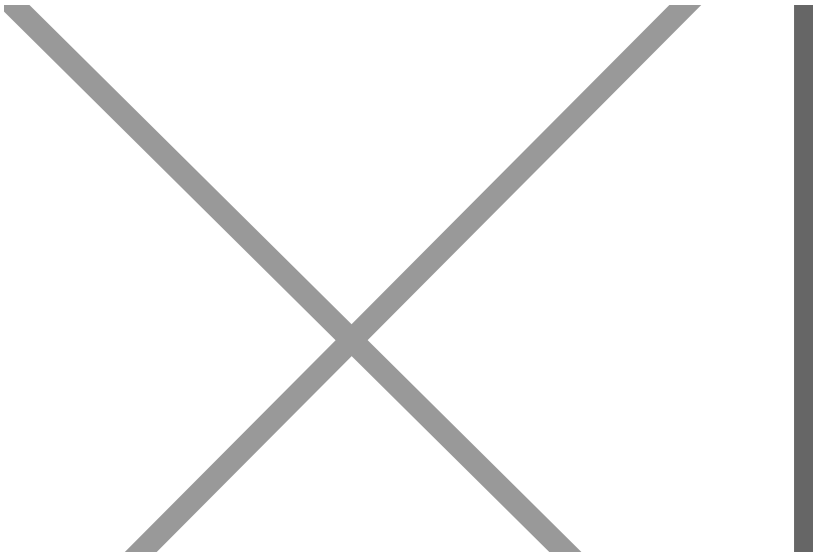


Figure 1.4: Manage multiple social accounts easily. Now add new social media accounts and remove the old ones that are not in use in seconds.

Limitations:

- Limited Free Plan
- Storage Limits
- No Native Video Editing: Socioboard may not have built-in video editing tools.
- Limited Language Support

Buffer

Introduction:

- Buffer is a comprehensive social media management platform designed to help individuals, businesses, and organisations effectively manage their online presence across various social media platforms.
- Streamline content creation, scheduling, engagement, and performance analysis.
- Optimise your social media strategy and enhance your online impact.

Features:

- Content Scheduling: Schedule social media posts in advance,
- Multichannel Posting: Manage multiple social media accounts from various platforms(Facebook, Twitter, Instagram, LinkedIn, and Pinterest).
- Visual content calendar that helps users plan and organise their social media posts effectively.
- Browser Extension: Share web content directly to their social media profiles with just a few clicks.
- Monitor conversations and mentions related to your brand, industry, or keywords across social media platforms.

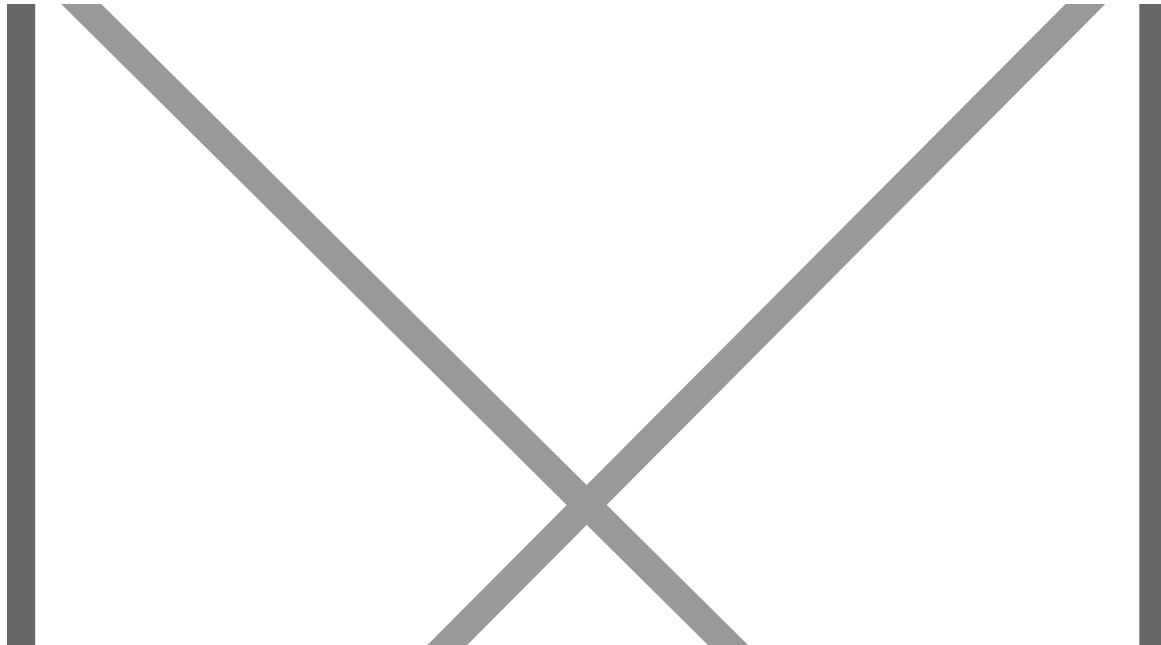
Benefits for non-profit organisations:

- Offers customizable plans, allowing NPOs to choose features that align with their specific needs and goals.
- Educational content to help NPOs optimise their social media strategies and stay informed about trends
- NPOs can use Buffer to amplify advocacy messages, raising awareness about their causes and driving change.
- Enables NPOs to foster an engaged online community by facilitating discussions, sharing resources, and encouraging involvement.
- Assists NPOs in engaging with donors, sharing updates on projects, and acknowledging contributions.

Supported Database:

- **Relational Databases:** MySQL, PostgreSQL, or Microsoft SQL Server: Profiles, account information, and engagement metrics
- **NoSQL Databases:** MongoDB, Cassandra, or Redis social media posts, comments, and user-generated content.
- **In-Memory Databases:** Like Redis or Memcached - Data caching and real-time interactions.

Pricing:



Graphical Representation:

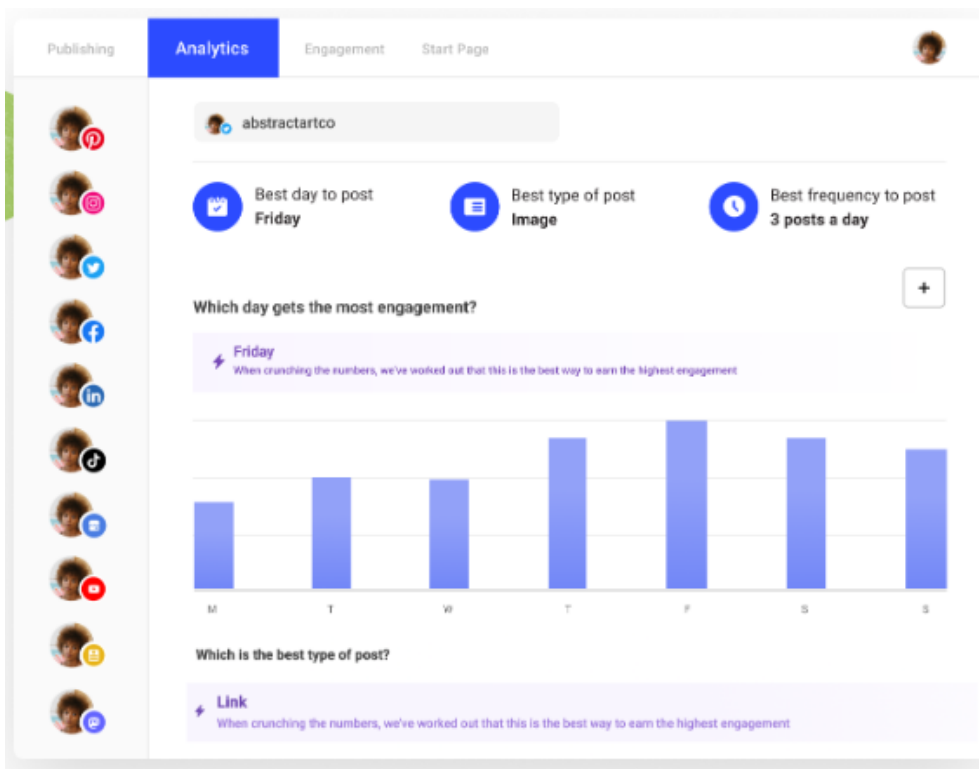


Figure 1.1: Share click-worthy content

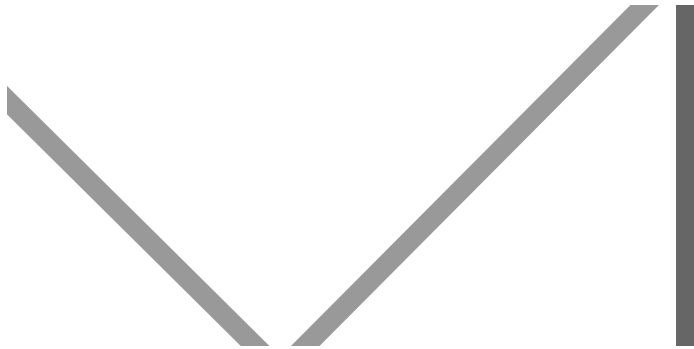


Figure 1.2: Build an engaged audience

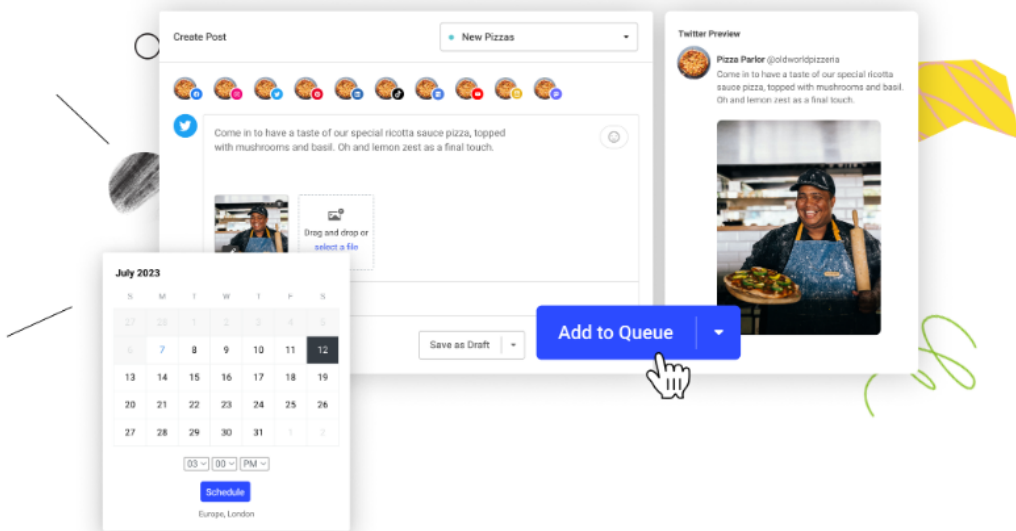


Figure 1.3: Buffer will publish everything for you to save time, and it'll showcase your work with automated reports.

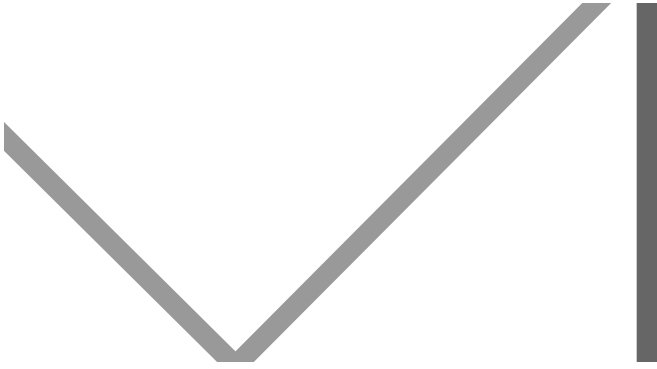


Figure 1.4: With Buffer's permission levels and approval flows, your team can work freely without any micromanagement.

Limitations:

- Limited Social Platform Support
- Expensive for Advanced Features
- Limited Automation
- Basic Analytics
- Learning Curve
- No Built-in Content Creation Tools
- Limited Customer Support

Databox

Databox is an open source, cloud-based business analytics platform for marketers, CEOs, analysts and decision makers that provides a single interface to view various key performance indicators (KPIs) and generate reports.

It is suitable for small to large businesses and offers mobile apps for iOS and Android devices.

Features of the tool:

- Account-Based Marketing
- Content Marketing
- Conversion Rate Optimization Tools
- Customer Data Platform (CDP)
- Demand Generation
- Digital Analytics
- Email Marketing
- Event Management

Benefits for Nonprofits (NPO's):

- Databox is a comprehensive data management platform that makes it easy to visualise and analyse data from multiple sources.
- It has a user friendly interface and provides great insights into how your business is performing.
- It is also very affordable, making it a great choice for NPOs of all sizes.
- Client PerformanceView: every client's top KPIs and goals in one screen. Eliminate the work required for internal review of client performance and goal achievement.
- Create, delete and update client accounts all by yourself.
- Add, remove and manage permissions for internal users and client accounts.

Why NPOs can use Databox:

Needs to be changed:

Databox is a cloud-based data analytics platform that allows businesses to collect, analyze, and visualize data from multiple sources in one place. It has a user-friendly interface and offers features such as client performance views, account management, and data sharing. It supports a range of databases, including MySQL, Oracle, and PostgreSQL.

Graphical Representation:

Fig. 1. Home Page

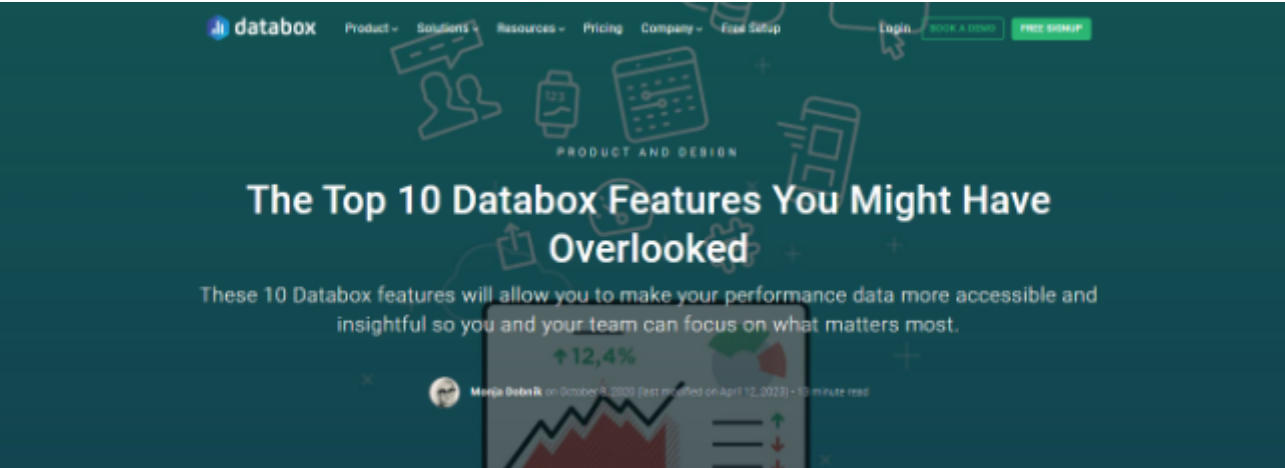


Fig. 2. Audience review dashboard

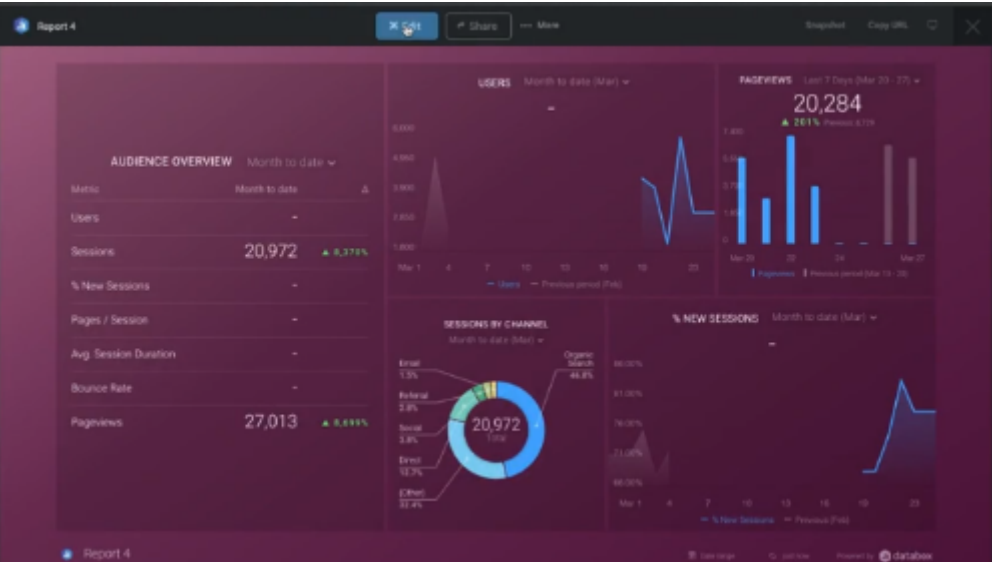


Fig. 3. Leads, sessions and pipelines of work



Npos often have to manage large amounts of data in order to effectively operate and meet their goals. Databox provides a comprehensive platform to help NPOs track and manage their data. The Leads, Sessions and Pipelines interface helps NPSs to easily organise incoming leads and track their progress through the entire sales pipeline.

Conclusion:

The Databox platform is an open-source personal networked device, augmented by cloud-hosted services. It is suitable for small to large businesses and offers mobile apps for iOS and Android devices. NPOs can use Databox to track their fundraising progress, monitor website traffic and engagement, measure social media impact, and manage donor relationships. Databox allows NPOs to easily create customizable dashboards to monitor these metrics and make data-driven decisions. With Databox, NPOs can save time and resources by automating their data collection and visualisation processes. This helps them to stay on top of their KPIs and identify areas for improvement in their operations and strategies.