Blacknight Introduces Sóshlr, One Social Media Management System to Rule Them All

Cloud based social media management tool emphasises risk management

SUMMARY

Manage your business' social media presence from a single dashboard

Blacknight want to help customers eliminate embarrassing social media accidents with the help of Sóshlr, a new social media management tool.

Sóshlr is a cloud based social media management system by Manalto Ltd (MTL.ASX) (Manalto.com), which is built for companies like Blacknight to offer a social media management solution to customers. Sóshlr gives businesses greater control to coordinate brand management and marketing inside social media platforms such as Facebook, Twitter, and LinkedIn from a single dashboard.

Using Sóshlr, a business can create, schedule and publish campaigns across platforms supported across one to 50 social media pages in a single click, removing the need to individually access each social media platform. What makes a product like Sóshlr so genius is that it removes several potential social media accident scenarios.

Blacknight CEO Michele Neylon explains: "One of the biggest problems that companies, particularly SME's have with running social media campaigns across multiple platforms is that they either have multiple people logging in and out of accounts using different "voices" and not always adhering to a message that is "safe for work" or that you've got employees managing accounts via mobile and switching between the business account and their personal account. The issue with that is, after a few drinks during a night out, you aren't paying the closest attention to which account you're logged into. Ideally, we'd like all of our business customers using Sóshlr to prevent these scenarios."

In addition to preventing business crushing social media mistakes, Sóshlr delivers centralized capability for a business to efficiently manage its brand and content publishing across multi-pages and multi-social media platforms supported. Also, a business can control user access and monitor user activity across its social media with its built in granular user permission structure.

"Manalto and the Sóshlr team are fortunate to be working with such a collaborative and innovative market leader within the Web Host industry and a corporate advocate of social media," said Anthony Owen, Founder and CEO, Manalto. "Manalto is committed to supporting Blacknight and its

customers."

To get started with a full social media management plan, please visit www.blacknight.com and explore the full range of what Sóshlr can offer.

Blacknight Hosting & Domains
https://www.blacknight.com

Sóshlr
https://www.blacknight.com/soshlr/

QUOTES

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ABOUT BLACKNIGHT

Blacknight (http://www.blacknight.com/) are an Irish based, ICANN accredited domain registrar and hosting company. Recipients of several awards for their revolutionary use of social media, Blacknight are one of Europe's most cutting edge Internet companies. Blacknight constantly seek to lead the way by introducing innovative solutions for its client base and provide dedicated servers and co-location as well as a comprehensive range of Microsoft Windows and Linux based hosting plans and domain name registration services to business globally. IP transit services and other solutions for more demanding business and academic customers are offered a la carte.

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