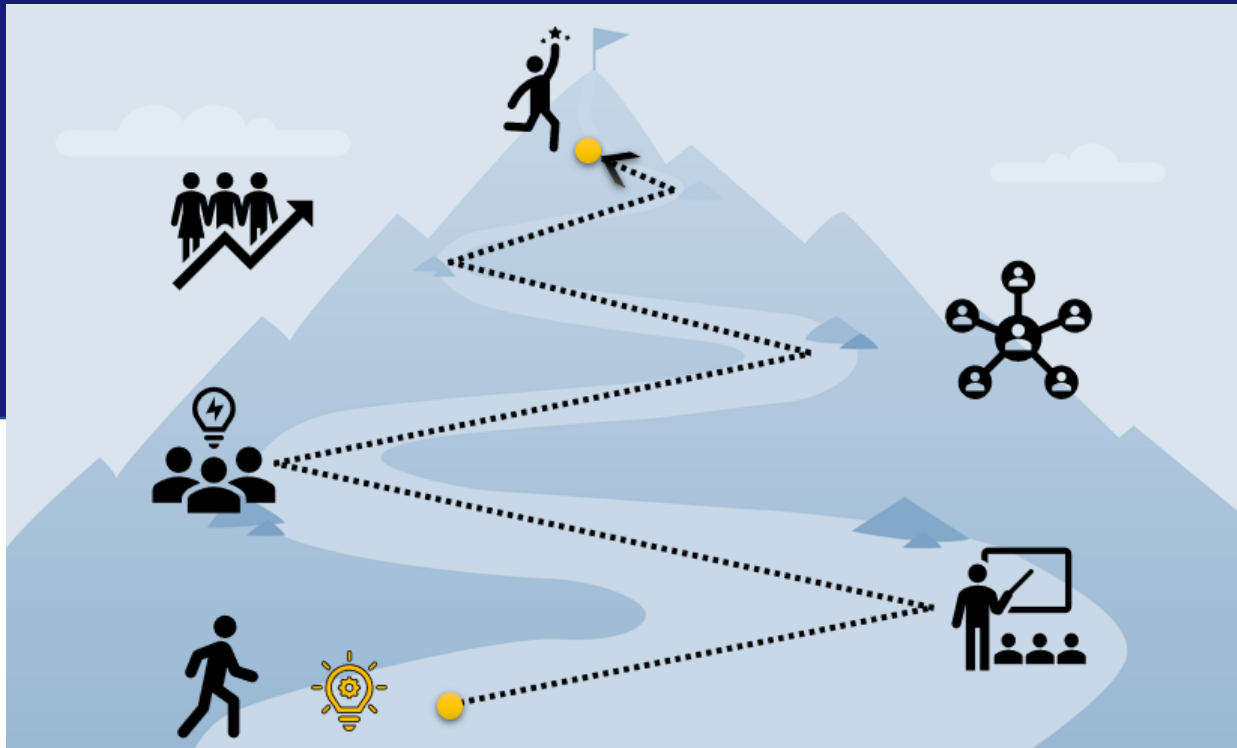




University Spin-offs Alliance:

From the idea to the market through mentoring and transnational entrepreneurial teams



**International event
Digital Tools for
entrepreneurs**

**Social Media Publishing
Tools**

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What happens in an Internet Minute

2020



2021



What is Communication?

- There is a purposefully **planned** and **managed** set of activities, which, using various external communication channels and means, ensures the company communication and interaction with various external audiences in business and social processes

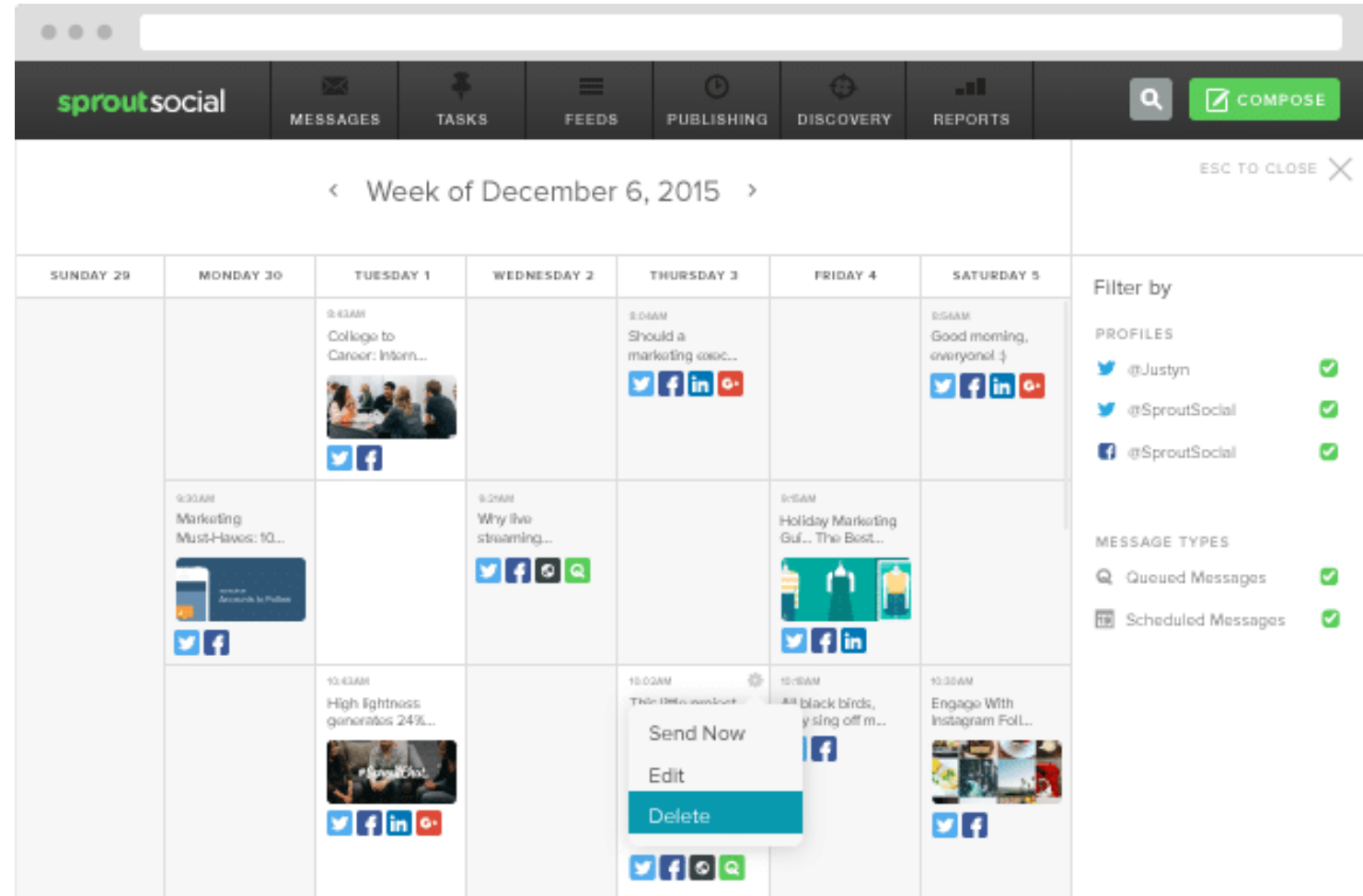
Communication is outpacing our Ability to track it!

What is Social Media Publishing Tools?






Social Media Publishing Tools centralize the **creation**, **scheduling**, **publication**, and **tracking** of social media content across social media such as Instagram, Facebook, Twitter, LinkedIn, Pinterest, and YouTube



Example



Week of December 6, 2015

SUNDAY 29	MONDAY 30	TUESDAY 1	WEDNESDAY 2	THURSDAY 3	FRIDAY 4	SATURDAY 5
		<p>9:43AM College to Career: Intern...</p>  <p>Twitter Facebook</p>		<p>9:06AM Should a marketing coec...</p> <p>Twitter Facebook LinkedIn Google+</p>		<p>9:55AM Good morning, everyone!</p> <p>Twitter Facebook LinkedIn Google+</p>
	<p>9:00AM Marketing Must-Haves: 10...</p>  <p>Twitter Facebook</p>		<p>9:25AM Why live streaming...</p> <p>Twitter Facebook YouTube Google+</p>		<p>9:15AM Holiday Marketing Gu... The Best...</p>  <p>Twitter Facebook LinkedIn</p>	
		<p>10:43AM High fitness generates 243...</p>  <p>Twitter Facebook LinkedIn Google+</p>		<p>10:02AM The best way to...</p> <p>Send Now Edit Delete</p> <p>Twitter Facebook YouTube Google+</p>	<p>10:15AM black birds, ysing off m...</p> <p>Facebook</p>	<p>10:35AM Engage With Instagram Fol...</p>  <p>Twitter Facebook</p>

Filter by

PROFILES

- @Justyn
- @SproutSocial
- @SproutSocial

MESSAGE TYPES

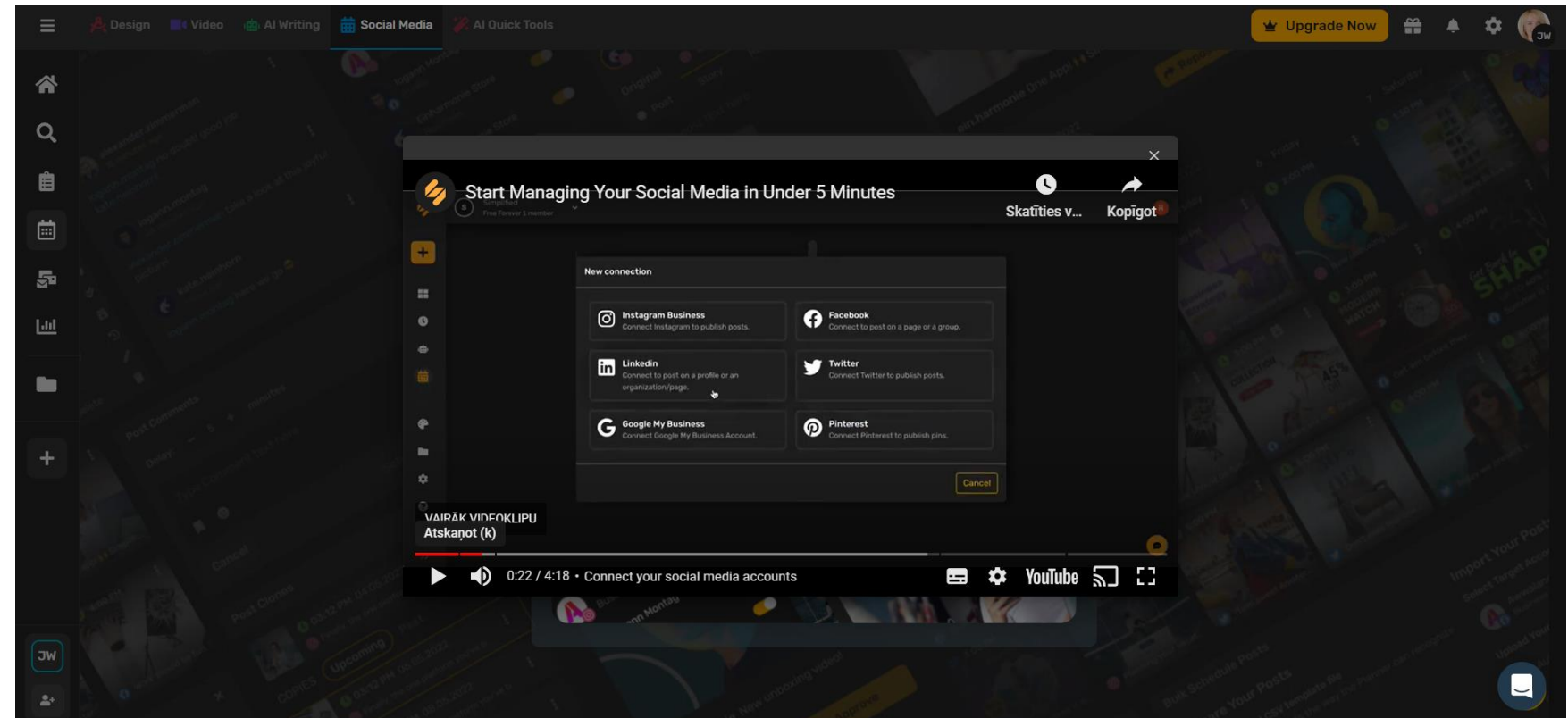
- Queued Messages
- Scheduled Messages

Top Rated Social Media Publishing Products



1. **Echobox**
2. **Zoho Social**
3. **Buffer**
4. **Khoros Marketing**
5. **Agorapulse**

Example



The screenshot displays a user interface for a social media management tool. The top navigation bar includes categories like Design, Video, AI Writing, Social Media, and AI Quick Tools. A central dialog box titled "Start Managing Your Social Media in Under 5 Minutes" is open, showing options for connecting various social media accounts. The dialog box contains the following connections:

- Instagram Business**: Connect Instagram to publish posts.
- Facebook**: Connect to post on a page or a group.
- LinkedIn**: Connect to post on a profile or an organization/page.
- Twitter**: Connect Twitter to publish posts.
- Google My Business**: Connect Google My Business Account.
- Pinterest**: Connect Pinterest to publish pins.

A "Cancel" button is located at the bottom right of the dialog box. The video player at the bottom shows a progress bar at 0:22 / 4:18 and includes a "YouTube" logo.

Thank you!



SPINteams

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