# Social Disclosures: Making It All Make Sense

Tom Chernaik, CEO, CMP.LY



# PRACTICAL APPLICATION OF TODAY'S GUIDANCE

# CMP.LY COMMAND

October 22, 2013

#### **NEW PRODUCTS RAISE NEW QUESTIONS**

Like Button/Google +1







@charliesheen Charlie Sheen

I'm looking to hire a #winning INTERN with #TigerBlood. Apply here -

http://bit.ly/hykQQF #TigerBloodIntern #internship #ad

7 Mar via Ad.ly Network

### **NEW ENDORSEMENTS**

• Google +1





+Tom Search Image	s Maps YouTube News Gmail Documents Calendar More -	
Google	ftc privacy	٩
Search	Showing personal results. See all results.	
Everything	Personal	
Images	Disruptions: And the Privacy Gaps Just Keep On Coming - NYTimes	
Maps	bits.blogs.nytimes.com//disruptions-and-the-privacy-gaps-just-keep	
Videos	Feb 19, 2012 – Christopher N. Olsen, assistant director in the division of <b>privacy</b> and identity protection at the <b>Federal Trade Commission</b> , expects that as the	
News	Neil Glassman shared this on Google+ · Feb 19, 2012 · Public	
Shopping		
	Federal Trade Commission - WhizBangPowWow www.whizbangpowwow.com/tag/federal-trade-commission/	
More	by Neil Glassman · More by Neil Glassman Jan 4, 2011 – Though talk from the FTC, the Commerce Department and	
Any time	Congress is that action needs to be taken to improve consumer online <b>privacy</b> ,	
Past hour		
Past 24 hours	Neil Glassman shared this · Public	
Past week		
Past month	Twitter / Leo Laporte: Google hit with FTC compla	
Past year	twitter.com/links_for_twit/statuses/170672012300263424	
Custom range	Google hit with FTC complaint, says circumventing Safari privacy features accidental   The Consumer Watchdog advocac http://t.co/klLnvR7e.	
All results	Leo Laporte shared this · Public	
Sites with images		
Related searches	ReadWriteWeb - Web Apps, Web Technology Trends, Social	
Visited pages	www.readwriteweb.com/	
Not yet visited	5 minutes ago - Facebook: A Closer Look At Facebook's Privacy Changes · FTC Issues	
Dictionary	Final Privacy Framework Report to Protect Users' Data. By Dan	
Reading level	Damien Basile shared this on Google+ · Jul 14, 2011 · Public	
Personal		

### **NEW ENDORSEMENTS**

Google Shared Endorsements



★★★★★ – Super relaxing, can't w

Spa - Wikipedia, the free encycle tps://en.wikipedia.org/wiki/Spa gain



## **NON-MONETARY INCENTIVES**



- Consumers are rewarded for writing reviews, telling friends, tweeting, uploading photos, answering a survey, watching a video or entering the "Scotts Snap Perks" instant-win game and sweepstakes, running throughout the key lawn fertilizer season.
- To address that, each action at the hub has a designated value tied to the sweepstakes to encourage participation and repeat visits. The idea is that certain actions are more valuable to the brand and should receive a higher reward, such as a fan who writes a review, reads lawn care tips, or posts original content which can be used as important content for remarketing purposes.
- As an example, fans who write their own stories to share earn 10 sweepstakes entries, versus two entries for answering a short survey, which takes less time and thought.

### **CELEBRITY ENDORSEMENTS**



#### **CELEBRITY ENDORSEMENTS**



### **THE PROBLEM**

#### Official Rules

# How to get this...

#### 1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

THIS CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED.

#### ADVERTISING & COMPENSATION

This blog accepts forms of cash advertising or other forms of compensation (such as the occasional free excursion). The blog does not accept any form of sponsorship or paid insertion for the reviews we write. We

write for our own purposes. How

#### Disclaimer

#### IMPORTANT SAFETY INFORMATION

Certain genetic factors and some medicines such PLAVIX leaving you at greater risk for heart attact genetic tests to determine treatment. Don't stop t your doctor as your risk of heart attack or stroke ulcers or conditions that cause bleeding should n alone or with some other medicines, including as which can potentially be life-threatening. So tell y

The views, opinions, positions or strategies expressed by the authors and those providing comments are theirs alone, and do not necessarily reflect the views, opinions, positions or strategies of Millennium Promise, the Earth Institute, UNDP or any employee thereof. Millennium Promise, the Earth Institute and UNDP make no representations as to accuracy, completeness, currentness, suitability, or validity of any information on this site and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use.

#### Tell you IRS Circular 230 disclosure:

stroke. prompti conditic

To ensure compliance with requirements imposed by the Internal Revenue Service, we inform you that any U.S. tax advice contained in this communication (including attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or applicable provisions of state and local tax law or (ii) promoting, marketing, or recommending to another party any transaction or matter addressed herein.

What's happening?	

#### ...into this

### **THE CHALLENGES OF COMPLIANCE**



#### Short, Simple, Clear & Conspicuous

- Space limitations often140 Characters or less
- Consistency across social channels
- Universal, standardized & recognizable

#### Management Challenges

- Communicate & document policies and participant acceptance
- Maintain consistency & control across influencer channels
- Coordinate participants and track communications

#### Scale Challenges

- Monitor for omitted disclosures / compliance at individual level
- Document & archive all program activities
- Multiple programs, brands, agencies, stakeholders, platforms

### **CURRENT SOLUTIONS**

- Expect the agency to handle it
- Leave it up to the influencer
- Ad-hoc compliance solutions / hashtags
- Rely on background & profile disclosures
- Use site-wide disclosures
- Lack of monitoring
- Simply ignore it

#### **Best intentions vs. Best Practices**



#### SIMPLE PROGRAMS CAN BE COMPLEX





Coke and Neals Sweepstakes Official Rules

#### NO PURCHARE RECURRED TO ENTITE OF ACK

1. Eligibility: The Color and Heady Reservations (the "Descentioner") is some only to lead one ng the Societ of Societies, environmental age or state at the lines of entry. Engineers and non-employee existence of the Societ Societ Peri equative part comprise, schedures, affildes, and agains and these prior provides and agains if all an increased in the ference and, and the tornable family (queue, parents, stillings, and induced) and headed in the ference and is of a specific or in adapt to at against a schedure or a specific or a schedure or a schedur

editornally agrees to and accepts these Officer fuces and the decisions of the Tupernor and Advortainains, which are four and tuning to all matters induces to the fore

The Deservation improved 12 05 a.m. Eastern Time ("17"), hard 10, 2013 and mixed 12-50 p.m. P. Nac 11, 2013 (the "Number String"). Advertisingly computer is the efficient formation for the second se

efford your resign, resign in precisers and directions, a trust, the "duals nes are Residuation") and that Res services and services and classifiers and large services and large transmission by the conference of the Conference on Advancement on Advancement of the Advancement

· The reside road is empiral or a fieldy range, and accesses shaft want to readily

The Sub-reason photo, if any, must be your serve original creation and must be in (pq), gR, grag, so time format;
The Sub-reason photo must not an around 1 MB in size;

- The submission must not received the character for dicitation of a range schemater from, The Submission must be in Exploit, and
- · Yo postion of the factorization can been submitted previously in a promotion of any later or published in any factor.

- The full-master rule not industriate produce dormation of a fixed party such as same, assesse, phone summer, or error address.
- Pa Balances not control and page of state with a subject to provide any of the page of the pa

The Manufacture that the back are back servers a backness.
The Manufacture that the back are back servers a backness.
The Manufacture that the back are back are back the back the back are back back are back are back are back are back are back are back

Structure 1 beneficies (Langer S. Hower, Harver, Harver,

In the service is not an equiptive service that is not the service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access to access the service service that is not access the service that is not access that is not access the service that is not access that is not acc the service process is althe algorithm for according for according addresses for the constit according addresses. Failed a strengt is specified of their part of their part of the second second addresses for the constitution according addresses. Failed a

6. Generating Adventions of an increment to page segments for an endown was descurred to be exercised and an individual access per final and individual access to a property law 5, 2022. Adventisation with advents of the patiential access in a series maning, of ad angle material during the Presentian Nerves. The autorital screens will be read/and by small, multi-sphere. The wide of screen, a prior depend on the master of stights existent scores and comp the Presention Period.

Requirements of Palandial Winners, Normial astrony had continue to compty which will fairs, strong a contingent up erfulling all resonances in its inercent that a potential screw is descattled for any masses. Mark on from annung all sensoring alighter erities, up is 3 alientates. If the alientate solutial screen are departed, the prior all rais in annunds. Yous soll to Miller approximately 6 is 20 areas after the seriouslas of the have

R. Descriptions Prime 2 (2017) 2017); A. On Franchish Teal, Including an adopted G. Ganor Ison, and eff. G. Ganor person value, a set of Teget IndPrime Galaxies, ar Experi IndPrime paint, Sale and add adopted paint, edited and add adopted paint, and add add prime, personal Paint (Sale and Add), and personal Paint (Sale and Paint (Sale and Paint)). A second add personal Paint (Sale and Paint), and add personal Paint (Sale and Paint), and personal Paint (Sale and Paint). A second add personal Paint (Sale and Paint), and add personal Paint (Sale and Paint). A second add personal Paint (Sale and Paint), and add personal Paint (Sale and Paint), and add personal Paint (Sale and Paint). A second add personal Paint (Sale and Paint), and add personal Paint (Sale and Paint), and personal Paint (Sale and Paint). A second add personal Paint (Sale and Paint), and personal Paint), and personal Paint (Sale and Paint), and personal Paint). A second personal Paint (Sale and Paint), and personal Paint), and personal Paint (Sale and Paint), and personal Paint). A second personal Paint (Sale and Paint), and personal Paint), and personal Paint (Sale and Paint), and personal Paint), and personal Paint), and personal Paint). A second personal Paint (Sale and Paint), and personal Paint), and personal Paint), and personal Paint). A second personal Paint (Sale and Paint), and personal Paint), and personal Paint), and personal Paint (Sale and Paint), and personal Paint). A second personal Paint (Sale and Paint), and personal Paint), and personal Paint).

ally forget show evolution, actingation with foregoing entrol is conserved to foregoing and its prepares to use extends came. However, and including any entrol of prepares or any mark self-ad before con-

18. General Conditions in the new that the specific security, security, or alternativative of the long-states is respired in any new bray masses, primiting, but, nel trains is, frank, or an or the individual position, the Specific Mag is in and discriming, where (a) sequences to advance to improve which measures the final sequences of the set of the set of the sequences of the sequences and assess to priors a set of the "State final set of the sequences and assess to priors a set of the "State final set of the sequences and assess the prior to a set of the "State final set of the sequences and the set of the sequences and the set of the "State final set of the sequences and the set of the "State final set of the "State final set" set of the sequences and the set of the "State final set" set of the "State final set" set of the "State final set" set of the sequences and the set of the "State final set" set of the set of the sequences and the set of the "State final set" set of the "State final set" set of the set of the set of the sequences and the set of the "State final set" set of the set of the sequences and the set of the set other some the about to an prevent to adhering the lightmet appendix of the freezoadher reg for a validator of obstance and with the sent, should with a start prevent to adder the sent some the right to sent cancers to the factor adder to the sent some the right to sent cancers to the factor adder to the sent some to the sent some to the sent some to the sent some to the factor adder to the sent some to the factor adder to the sent some to th

13. Torsee and Linderfers of Lindergy house, and black by participating in the frampionistic, service approx in reason and host hardware. The Core Disc European, Core Dis Infoliant, Prince (LL, and Prince approximation) and participating approximations of participation or the Garopean Section (LL, and Prince approximation) and participations of part

33. Decides Telescopes Telescopes and the control of the second which is been paid on a control of the tempotation or my priors associated with the tempotation of the tempotation of the telescopes and the tempotation of tempotation of the tempotation of tempotation of the tempotation of the tem

13. Rearpathes feadles for a stress list, and high that he profiles. For some his selling point after some confirmation is consister.



We will use other and the face Eleger from the Loris of

## **AD HOC COMPLIANCE**

Google

"#cooking with#coke" t-fal

About 18,700 results (0.31 seconds)

FTC Disclosure: "The prize was provided by The Coca-Cola Company. The Coca-Cola Company is not a sponsor, administrator or connected in any other way with this giveaway. T-fal had zero involvement with this contest. I will be receiving a Pressure Cooker as a thank you gift for sharing this information"

Disclosure: I received a T-Fal Pressure Cooker for my participation. This was not a paid post. All

thoughts and/or opinions expressed in this post are 100% my own. Thank you.

- This giveaway ends June 2nd at 8am. Coke provided me with a T-Fal Steamer for this giveaway and one for my family for sharing this info with you! All opinions are m own!

#### Disclosure: Product provided. All opinions presented

#### here are my own.

"The prize was provided by The Coca-Cola Company. The Coca-Cola Company is not a sponsor, administrator or connected in any other way with this giveaway. T-fal® had zero involvement with this contest."

> Disclosure: I will be sent a piece of T-fal cookware. The prize was provided by The Coca-Cola Company. The Coca-Cola Company is not a sponsor, administrator or connected in any other way with this giveaway. T-fal® is in no way connected with this contest. No monetary compensation was received. My thoughts and opinions remain 100% my own and yours may differ.

## **AD HOC COMPLIANCE**

Google

"#cooking with#coke" t-fal

About 18,700 results (0.31 seconds)

Make sure while you are on the Cooking with Coke website, that you share your recipes and enter the Chef Essentials Prize Pack. I also have something to give away to one of my readers, thanks to the nice folks at Coke!

I have to admit every recipe on the Cooking with Coke website looks absolutely delish! Thanks to Cooking for Coke, we are hosting an amazing giveaway for a T-Fal Steamer so you can try some of these amazing recipes for yourself!

The product was provided for post and giveaway. No compensation was received. The honest opinions are my own.

This review is the opinion of the Experimental Mommy. Others may have a different experience with the product. A product was received to facilitate this review, but all opinions remain 100% honest.

A big thank you to Coca Cola for providing the prize for the giveaway! I was in no way compensated for this post. All opinions are purely my own.

Thank you to 360i and Coke for my sample received for posting and for the winners prize. Opinions are honest.

### **AD HOC COMPLIANCE**

Google

"#cooking with#coke" t-fal

About 18,700 results (0.31 seconds)



#### Level 1 Post:

I was provided sample(s), free of charge, to facilitate this review/post.

(Click for more info)



#### Cooking with Coke: T-fal Giveaway

by 2 Wired 2 Tired on Thursday, May 12, 2011 at 1:43am

One of my favorite childhood memories is helping put together a big outdoor extended family picnic every Sunday evening in the summer. I'd help in the kitchen when I could and we'd make garden salads, pasta salads, potato salads, rolls, and strawberry peach jello. Outside on the grill hamburgers, hot dogs, chicken, and corn on [...]

Like - Comment - View Original Post - Share



@amomsimpression A Moms Impression

Cooking with Coke – T-fal Steamer Giveaway – A Mom's Impression http://fb.me/t693AkkB

15 May via Facebook

### **MANAGING SCALE**

6/3/11



"#cooking with #coke" t-fal

About 40,300 results (0.36 seconds)

6/13/11



"#cooking with #coke" t-fal

About 135,000 results (0.57 seconds)

7/8/11



#cooking with #coke t-fal

About 222,000 results (0.18 seconds)

9/1/11



#cooking with #coke t-fal

About 278,000 results (0.10 seconds)

### WHAT ABOUT HASHTAGS?



MacaroniKidNYC: Need help getting your kids to wash their hands? Check out this video from @Softsoap - Pump the pump! <u>http://ow.ly/4R9Zu #spon</u> about 6 hours ago via *HootSuite* · <u>Reply</u> · <u>View Tweet</u>





MacKidNYCDwnTwn: If getting your kids to wash their hands is a challenge then you need to check out this video from @softsoap. "Pump the pump" helps make... about 6 hours ago via *HootSuite* · Reply · View Tweet



@softsoap "pump the pump" #spon

About 15,800 results (0.25 seconds)

### WHAT ABOUT HASHTAGS?



# WHAT ABOUT HASHTAGS?

- #AD
- #SPON
- #Endorse

## What is wrong?

- No Context
- Not designed for use
- Tracking is limited
- Does not scale
- Not multi-platform

#### Results for #spon







11 minutes ago



dawninrealtime Dawn Jones

Wish I could be in NY this wknd, I would love to play catch up with my friends. I saw Venus play @ Villanova last month. **#spon** 30 minutes ago

### **LEARNING TO WORK WITH LEGAL**



# **BUILDING TRUST**



# **WORKING TOGETHER**





# **NEW WOMMA GUIDELINES**

Most recently updated in 2012 – New updates coming soon!

- Clarified roles & responsibilities
- Marketers and advocates must share responsibility and work together to ensure compliance
- Addressed new platforms, methods and challenges
- Syndication of content presents unique risks
- Ad Hoc/Hashtags are limited in scope
- Increased use of contests, promotions and advocates (employees)
- Three Ms Mandate (policy), Make sure (training) & Monitor (efficacy)
- Identified key areas of concern beyond endorsements

# FOR MORE INFORMATION

- FTC Endorsement Guides
  - http://www.ftc.gov/opa/2009/10/endortest.shtm
- FTC Dot-Com Disclosures
  - http://business.ftc.gov/documents/bus41-dot-com-disclosuresinformation-about-online-advertising
- WOMMA
  - Ethics http://womma.org/ethics/code/
  - Disclosure http://womma.org/ethics/disclosure/
- OFT
  - http://www.oft.gov.uk/news-and-updates/press/2010/134-10
  - http://www.oft.gov.uk/OFTwork/consumer-enforcement/consumerenforcement-completed/handpicked\_media/q-and-a/
- ASA

http://www.asa.org.uk/Regulation-Explained/Online-remit.aspx

# **COMMAND**P**O**ST

Everything you need to run effective, accountable & scalable programs

- •True cross-platform measurement
- •Visibility into closed networks
- Insight into advocate performance
- Initial & secondary audience metrics
- •Unified & centralized reporting
- •Real-time data capture
- •Dynamic filtering
- •Full content archive
- •Compliance tools



# **UNIFIED SOCIAL PROFILES**



**Bob Management** 

# **MONITORING VS. LISTENING**

Direct connection to social channels provides better program data than sifting the "firehose"

- •100% coverage collects all public content from all participants
- •0% noise excludes content from unrelated parties
- •Provides access to closed networks
- •Enables filtering of program content
- •Captures organic messages



## **DISCLOSE IN ANY MESSAGE**

- Create disclosure URLs and badges that provide "clear and conspicuous" notice directly in the body of a social post.
- Make disclosures "unavoidable" & document process

The Federal Trade Commission (FTC) regulates advertising and marketing in an effort to protect consumers from being misled by advertisements or claims or deceived by the omission of necessary information. Marketing claims, offers, and promotions often require certain disclosures to be in compliance with FTC regulations. To clarify when disclosures need to be made, the Commission released its <b>Guides Concerning the Use of Endorsement and Testimonials in Advertising</b> in late 2009. These guides focused on emerging digital channels (social leveraged in word-of-mouth marketing campaigns an	ACME releases its new line of widgets today at noon. I was 2.0 last week. The interface is really quite impressive. spor	Larry Legal Bacmeenne Check out the new widget A week. It's easy to use and I le employee-po.st/6e4c2a	ove the slim design.
leveraged in word-of-mouth marketing campaigns as affected blogger outreach, along with sponsored, en influencer programs run on every platform.	Like (30) + Comment - Share + 4 hours ago Sandy Sharer, Frank Friend, and 28 others Add a comment	ISOFEd-po.SUAGC789	

# **DISCLOSURE URLS**

#### General

- clickhe.re
- disclaime.rs
- disclosur.es
- leg.al

#### Individual

- affiliate-po.st
- employee-po.st
- investor-po.st
- my-disclosur.es
- paid-po.st
- sponsored-po.st

#### Contests, Promotions Sweepstakes

- click-here-for-rul.es
- contest-rul.es
- for-rules-click-he.re
- full-contest-rul.es
- official-rul.es
- prize-rul.es
- prize-ter.ms
- promotional-rul.es
- rul.es
- sweeps-rul.es
- sweepstakes-rul.es

#### **Terms & Conditions**

- conditions-app.ly
- important-pricing.info
- lease-offer-ter.ms
- limitations-app.ly
- offer-ter.ms
- restrictions-app.ly
- service-ter.ms
- ter.ms
- terms-app.ly
- terms-of-u.se

#### Warnings & Notices

- warnin.gs
- health-warnin.gs
- legal-notic.es
- privacy-notic.es

safety-warnin.gs

#### German

- bezahlte-eintr.ag
- gesponserte-eintr.ag
- gesundheitswarnhinwei.se
- haftungsausschlues.se
- hinwei.se
- mitarbeitereintr.ag
- rechtliche-hinwei.se
- sicherheitshinwei.se
- warnhinwei.se

#### Spanish

- regl.as
- terminos-y-condicion.es

### **DISCLOSURE SOLUTIONS**

Disclosures for Employees and Third Party Advocates









### **DISCLOSURE SOLUTIONS**

#### Present Required Disclosures with Content



### **OPTIMIZED FOR MOBILE**

#### Tweet



#### Framed Content



#### Disclosure



#### Third-Party Websites



Merrill Lynch

#### **Relationship Disclaimer**

Merrill Lynch, Pierce, Fenner & Smith Incorporated ("Merrill Lynch") is providing access to this third-party website and associated disclaimers by way of a thirdparty vendor, CMP,Ly, Merrill Lynch has no affiliation with CMP.LY nor does it explicitly or implicitly endorse CMPL or the services it normidae

#### MONITORING CORPORATE COMMUNICATIONS

Real-time Cross Platform Performance Measurement & Searchable Content Archive Filterable by keyword, date, participant and platform

#### **Corporate Channels**

Program Acti	vity	ard			Complaying:	unyil 2018 - napri	16 2011 (1 Angword) •
Content Generated		Audience Reached		Impressions Gene	rated	Engagements/Re	spoeses
w	22	Se at	22,330		491,269	w.in	25
<b>W</b> .309	674	Acti	3,487	9-m	76,705		in performing
Original Cont	ent by Plat	form				Viewing: Cright	a Connectly Owners -
							Taceboo
1		-				-	
3							
Cinited Created							
Double Contract							
9 z							
		1.1		_			
a second							
-							
1 9 - Juleo		34 129		341		54	2.02
	uigi imi				nega cacan haqing		Sta
	Ling prov						2104
	אמש פאנו						310

#### **Employee Channels**



## **SEARCHABLE CONTENT ARCHIVE**

See open program alerts Filter program alerts by type or individual

Focus on individual participant activity

Address similar alerts with a bulk document email

Document all program activity via a simple timeline/audit trail



### **MANAGE COMPLIANCE ALERTS**

See open program alerts

Filter program alerts by type or individual

		Program Alerts
C. Autoretal success - New	( Yaratiaani	17 Generative and a
Publishe	Table (mark)	Tame and the second second
U 🕅 Ingridiantiaencov	Removed account connection to functions.	just .
1 Interview	Declared to connect social accounts	jand Frank by Alert Stems
bgridinfanter	Uploaded a photo politicaut disclosurgi on instagram.	panti Upen Utenti
Cat Chatspier	Payind on Facebook without disclosing.	jana .
ngrafinfarence	Pasted on Facebook without disclosing.	perca Face by Persopare
1 9 Bookby Blagger	invalid Facebook connection.	Jun ACRAINCENCE 1)
Arsanda Advocate	Pasted on Ponetonic without disclosing.	jun2
Chip Chapper	Declined is convect social accounts.	May 30 Filter by Alert Type
🖞 Carl Champion	Hagged without diadestry:	Nay 28 million to be a comme
Hurk Sollin	www.ii/Facebook.connection	Nay 28 Receiver - Kimard mad participan
Areanta American	Rainsowed Facebook read perroleption.	May 23 Web200 - Instead Committee
🛛 🖗 They'd Influencer	Posted on Facubook without darkning	May 22 Trained Social Connection
Bolaty Blagger	Posted on Fabriciok without disclosing	May 21 Aug- ok we dedow
2 Rebby Mager	www.inigit.Pace-book connection.	May 19
) 🙎 Carithonepan	Renewed Fasebook multiportristerin.	May 16 Monitoring Keywords
1 Hart Roder	wiwarkd False basis can electrice,	May 18 Annual Control and AND Instance of the State
Antonia Athracate	Particul on Tyunbook without disclosing	Neg 10 Recalled Social feededist
		The program registration are appreciate to control this field to be a field of the
		Meditas-utilitanh 21. Net

### **COMPREHENSIVE MEASUREMENT**

Filter by platform, date & keyword

Identify top-performing platforms

Review content as it is posted across all platforms

Filter by keyword, date, advocate and/or platform

Benchmark performance across seven key metrics

Determine what content drives the most sharing and the most engagement



### THE KEY TO FACEBOOK PROMOTIONS



- Promotional engine
- Turnkey programs include creative, execution, fulfillment & legal
- Expertise in traditional & digital
- Baked-in compliance

# **COMMANDP**<sup>©</sup>ST

- Social media management platform
- Unique performance data & insights
- Expertise in social marketing
- Consolidated program management
- Baked-in compliance

Initial offering three turn-key solutions to enable our clients to take advantage of the new FB promotions rules

#### Offer

Great for giving away promotional items (ie. tickets, gear etc.)

#### Sweepstakes

Best when you' d like to get high engagement and brand visibility

#### Contest

Recommended for a more targeted campaign which gains higher audience participation and/or consumer content sharing

# **CMP.LY**°

#### **TOM CHERNAIK, CEO**

646.369.4555 | 212.717.1414 | tom@cmp.ly | http://cmp.ly