

SOCIAL MEDIA SHARING & SYNCING

EASILY DISTRIBUTE AND ANALYSE VIDEO CONTENT ACROSS SOCIAL MEDIA PLATFORMS

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Syncing

A channel owner can choose to connect a YouTube channel, Twitter Account and a Facebook page to a ZiMovi channel. When appropriately tagged and authorised, a ZiMovi hosted video will be automatically synchronised to the chosen platforms when it is uploaded/edited allowing you to upload your video, quickly and easily to all platforms through your ZiMovi account. Auto-syncing is currently available to YouTube, Twitter and Facebook social platforms, further increasing the reach of your videos.

Sharing

A viewer can share a video across their own social networks via the share button in the video player. Viewers can also share videos via SMS, Email, QR Code or by a direct link, all at the touch of a button pre, during or post play. All share and view analytics are visible within the platform and available to download as a CSV or as part of ZiMovi reports.

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All social media syncing and sharing activities are recorded within ZiMovi's advanced analytics allowing the channel owner to accurately understand activity across different social media platforms.

Benefits

Use this feature to:

- Manage all your video content, syncing, embedding and sharing activities from one location
- Gather analytics and insights allowing you to calculate the return on your video investment
- Use analytics to compare video distribution channels and measure success, interaction and trends allowing you to fully understand the viewer journey

- Modify and develop your social media strategy based on accurate user generated data
- Push content to social media channels, then own and manage all data generated
- Automatically share across YouTube and Facebook removing the manual process and replacing with an efficient method
- Allow viewers to share videos and track share activities within the Portal
- Use video to build and communicate to your community
- Leverage the power of social media search engines

Social media syncing and sharing is a standard feature included in all ZiMovi subscriptions.

Watch our Embedding and Sharing **training video here.**



Text 'zimovi' to '64446' to receive our overview

[Click here](#) to watch our overview video

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