



turning alumni memories into alumni engagement



SocialArchive® Feature Set

Why a social archive provides the best platform for storage, organisation, and using your history to drive engagement






OVERVIEW






SocialArchive’s unique set of features combine the best of community management systems with the strongest engagement elements of social media and the attraction of shared history. Allowing you to not only organise your community and history, but to use it to engage your alumni, and underpin your supporter goals.









KEY FEATURES






Alumni Community Management	
A one-stop custom portal for alumni to visit, keep up to date and interact with one another	✓
A comprehensive User Database to record your community members and the information you need to be able to work with them	✓
Integrated communications tools to talk with your audience, via the portal, by email, and through direct social media connectors	✓
Channel Management allows your to quickly and easily create pages to publicise occasions, clubs, campaigns, record attendees, or anything else you want to draw attention to	✓
Track campaigns and fundraising, manage donor pledges, gift-aid and all associated administration through the donor management function	✓











Archive/Content Management	
Storage of multiple different types and formats of photos, videos, and documents	✓
Drag and drop content upload for files and folders	✓
Optical character recognition (OCR) for text search in documents and images	✓
Multi-level folder structure, with folder management and movement for simple organisation	✓

Archival content tagging for ease of discovery, using standard or user created custom tags	
Archival content search using filters of tags, folders, and content meta data	
Separation of content storage (archive side) from content publication (gallery side) so you completely control what is externally visible, and to whom	
Bulk upload and automatic folder replication during upload	
Prevention of duplicate content upload, avoiding file replication	








People Management	
Facial Recognition across entire archive of content, with sophisticated naming and custom facial image management	
Facial recognition searches across all content, no need to identify manually one photo at a time	
Community network mapping – get a graphical representation of the connections between your community members	 
Custom data fields for people (e.g. years of attendance, organisations)	

Content Publication	
Operator creation of albums/galleries containing multiple different media types	
Gallery creation in as little as three clicks, no technical skills required	
Provision of a bespoke central portal providing a one stop shop for users to view and search all published content in one place	
Unique URL generation for all published galleries to allow individual/direct sharing	
Create galleries as static, containing a fixed set of content, or dynamic which update automatically to include any new material which matches the specified criteria	
Public/private hybrid allows you to choose at a gallery level to whom the content will be visible: anyone, all your approved users, or a specific list of users	
Group galleries into folders for ease of your management and user browsing and discovery	
Content watermarking, overlaid in transit so original content is unaltered	





Creation of dedicated channels to support specific events, campaigns, or occasions. Present relevant archive material, collect related user content, provide details, and record attendees, all in one place.	
Separation of content storage and galleries, allowing a “store once, publish multiple times” ability	
Exhibition galleries allow you to create text-based articles supported by archival materials, ideal for story-telling and/or messaging	 
Optional prevention of content downloading	

User Engagement	
User search functions to find images of, or references to themselves, in photos and documents and add them to system generated personal “That’s me” galleries	
User naming of faces in content with administrator moderation	
User populated biographies to support archival content and drive interaction	
Automatic generation of personalised galleries for users identifying themselves, collating all published images of them	
User email notifications for new content, comments, replies or other relevant interactions and information	
User mobile device notifications for new content, comments, replies or other relevant interactions and information	 
Full user search functionality providing visibility of published content, posts, comments, and people	
User comments and replies at individual content level	
Viewing of gallery content in slide show format	






Social Media / Communications	
Direct sharing of archival content to your social media accounts	
Scheduling of social media posts	

User to user direct messaging	
User comments and replies at individual content level	
Creation of dedicated channels to support specific events, campaigns, or occasions. Present relevant archive material, collect related user content, provide details, and record attendees, all in one place.	 
User recorded attendance for event pages	
Mass email functionality: send communications for events, campaigns, or occasions, supported by content from your archive	 









Building a more complete archive

Discover previously unseen or lost materials through user uploads	
Build a more complete history by understanding who is in your materials via community members providing names of people in photos and documents	
Put 'meat on the bones' of your history by bringing in additional information from those who know it best through user comments	
User populated biographies support archival content	

Privacy and Data Protection

Control content visibility at a micro level, choosing which, if any, is public, accessible only to registered members, or completely private.	
Remove a specific person or people from across your archive, facial recognition supports the redaction of faces across all published content leaving the archived original untouched	
Redact specific data or references such as telephone numbers and email addresses automatically across all published content without the need to work through manually	 
Industry leading encryption and access control ensure your data is visible only to those you explicitly choose to share it with.	



Administration	
Individual gallery interaction metrics and reports of content interaction at the user level, with daily email reports	
Built in email functionality to publicise events, campaigns, and occasions,	
Scheduling of go-live and expiry dates for galleries	
Moderation of all user uploaded materials, allowing acceptance or rejection	
Simple moderation of user provided information, allowing acceptance or rejection	
Full user management including permissions for both archive and published materials access	
Detailed data reporting, allowing administrators to understand which material is most interesting to the audience, the most active users and what they are viewing	
AI content moderation of user comments and submissions with operators override	

DEPLOYMENT

All the features listed above are available to all customers but are also optional so your institution can choose whether to apply them holistically, case by case, or not at all. You should decide how you want to save and harness your history, not us.

To keep up to date on our latest system updates and additions follow us on social media, LinkedIn, or sign up for our email newsletter via our website.

For more information on SocialArchive® or to arrange a demonstration email info@socialarchive.com or call us on 020-8145-4466.