



Editorial Contact:

Virginia Nicoletti

408.655.5005

virginia@hearsaysocial.com

Announcing Hearsay Social for Google+ Pages, Corporate-to-Local Management for Top Brands

Brands with local stores or distributed representatives can now manage, protect, and publish campaigns to all of their Google+ Pages

November 15, 2011-- San Francisco, CA -- [Hearsay Social](#), the award-winning social media management platform for brands with local agents, advisors, employees, or franchisees, today unveiled **Hearsay Social for Google+ Pages**, a robust integration with Google+ for brands coinciding with the launch of the Google+ Pages trial API.

Popular among insurance, financial services, retail, and direct selling organizations, Hearsay Social is the only comprehensive social platform that enables businesses to scale at every level from corporate to field management to local, and on every social network, including Facebook, LinkedIn, Twitter, and now Google+.

“We are thrilled to be a launch partner of Google+ Pages for brands,” said Clara Shih, CEO and co-founder of Hearsay Social and former Google employee. “Our vision has always been to protect and empower brands wherever their employees and customers are having social brand conversations. Today’s announcement is an important part of our ongoing commitment to deliver the forefront of innovation to our customers.”

Starting today, Hearsay Social has extended its core product modules to now support Google+ Pages, including:

- **Hearsay Social Content Publisher** for scheduling posts and campaigns across brand and local pages
- **Hearsay Social CRM** for deepening local customer relationships
- **Hearsay Social Compliance Module** for FINRA and SEC compliance and infraction monitoring, used by financial services customers
- **Hearsay Social Analytics** to roll-up metrics across every brand or local page

Beyond integration with these modules, Hearsay Social is also launching content targeting for Google+ Circles. For the first time, marketers can schedule and post campaigns targeting specific audience segments that they have categorized into custom-defined Circles, such as influencers,

loyal customers, at-risk customers, or even company employees and job candidates.

“After seeing 40 million users join Google+ in less than five months, it is not surprising that our customers want to invest in and manage Google+ brand pages and profiles using Hearsay Social,” said Steve Garrity, CTO and co-founder of Hearsay Social. “We are delighted to be among the first to offer integration with Google+ Pages for brands, and we remain committed to delivering to our customers and their customers all the best options for highly effective social brand conversations.”

About Hearsay Social

With over five million fans and 15,000 successful social pages under management, Hearsay Social's enterprise technology enables top brands and their local representatives to publish content, deepen customer relationships, and minimize brand and regulatory risk on social media. We are the only solution that both protects and empowers on social, and that can instantly scale to manage tens of thousands of pages or profiles.

Hearsay Social has raised over \$21M from Sequoia Capital, NEA, and top executives from Twitter, Facebook, and YouTube, and is headquartered in Silicon Valley with offices in New York and Ohio.

Facebook: facebook.com/hearsaysocial

Google+: plus.google.com/106448408037721525562

LinkedIn: linkedin.com/company/hearsay-social

Twitter: [@HearsaySocial](https://twitter.com/HearsaySocial)

Hearsay Social Blog: blog.hearsaysocial.com

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