

Swat.io: Social Media Management Tool for Coordinated Communication

- Swat.io has been one of the leading social media management tools in German-speaking countries for over ten years
- This professional social media management solution brings efficiency, structure, and clarity to day-to-day tasks on various social media platforms
- The tool includes content planning, content publishing, community management, brand monitoring, customer service, and analysis

Vienna, November 2021 – Back in 2007, the Viennese social media software company – formerly known as Die Socialisten – was one of the first to design and implement applications and marketing solutions for social media platforms such as Facebook, Instagram, and Twitter. The company, founded in Vienna by Michael Kamleitner and Andreas Klinger, has continued to evolve and is now a successful, profitable business. The groundbreaking 35-strong team managed by Johannes Nagl has high-quality standards. For 14 years, they have been shaping the way in which social media communications can be optimally planned, managed, and analyzed. Today, Swat.io operates the social media management solution of the same name and is one of the market leaders in German-speaking countries.

“As an owner-managed firm with no investors, we’ve been able to successfully consolidate our position in this highly competitive international market. For many years, our tool has been making it easier for numerous media houses, agencies, and large corporations to interact with social media in an organized, time-efficient manner,” says CEO Johannes Nagl.

One tool, many functions

Swat.io covers all the relevant areas of social media management, namely planning, publishing, community management, and analysis, giving users an overview of all social media interactions involving their brand. This GDPR-compliant all-in-one tool allows them to manage their Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Google My Business, WhatsApp, and Messenger.

Swat.io is aimed at individual (or multiple) professional social media managers, as well as large, decentralized teams. Administrators can create several accounts – an important selection criterion, especially for agencies with multiple clients.

The centralized calendar in Publisher provides an overview of all the published and scheduled social media content, making it easier to coordinate multi-disciplinary teams, and not just when everyone's working from home. Publisher enables content to be released either instantly or at a specific point in time. TikTok, Snapchat, XING and Vimeo can also be included via their own planning channels.

The central inbox acts as a universal mailbox for handling posts, comments, mentions and private messages. This enables quick response times, efficient ticket assignment and effortless community management.

Another important function of Swat.io is the monitoring of social media channels with a large amount of interaction, which facilitates an informed, coordinated response to any developments.

Detailed social media analyses and performance statistics also give users an overview of the crucial information about their community, content, tags, tickets, and team members in the form of KPIs for their individual social media channels.

Swat.io has over 17,000 users, including renowned customers such as ORF, ARD, RTL, ZDF, DerStandard.at, Burda Verlag, Red Bull Media House, ÖBB, Drei Hutchison and Raiffeisen, and a number of agencies from German-speaking countries.

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