Lithium Social Web Now Supports Instagram

Lithium Customers Now Have the Ability to
Track, Respond and Analyze Comments on the Photo-Sharing Service

SAN FRANCISCO, Feb. 12, 2015 /PRNewswire/ -- Lithium Technologies announced the addition of Instagram to Lithium Social Web (LSW), the award-winning product used by big brands around the world to engage on social channels at scale. Instagram is the newest addition to LSW, which already supports other social platforms, including Facebook, Twitter, Google+, industry forums, and Lithium online communities. LSW gives brands comprehensive access to comments made to Instagram images and videos. It allows companies to engage directly with comments and connect with consumers on the largest global photo-sharing service. In addition, all Instagram interactions are captured in LSW Analytics, which provides real-time data and deep insights to help inform social strategies.

"Instagram's success is proof that a picture is worth a thousand words," said Katy Keim, Chief Marketing Officer of Lithium. "Supporting Instagram within LSW demonstrates our commitment to provide our customers the newest and most innovative ways to leverage social to connect and share experiences with their customers."

Consumers use multiple social platforms for a variety of personal and professional reasons, and brands must embrace a total community strategy to effectively connect with them on their terms. Recent Pew Research shows that 52% of online adults now use two or more social media sites and 53% of internet-using young adults (ages 18-29) use Instagram[1]. LSW's integration with Instagram helps digitally savvy brands implement a total community approach to social listening, response, marketing, and service by reaching their consumers across the digital landscape.

About Lithium | Klout:
Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. With more than 100 million unique monthly visitors over all Lithium communities and another 600 million online profiles scored by Klout, Lithium has one of the largest digital footprints in the world. Using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visitwww.lithium.com, join our community at community.lithium.com, or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco.