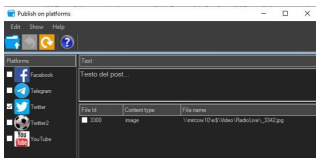


## EA1455 ETERE SOCIAL MEDIA CONNECTOR

Designed to empower newsrooms, Etere Social Media Connector streamlines the process of delivering breaking news directly to your audience on social media, directly from Etere Nunzio Newsroom without switching screens. Seamlessly connect and manage multiple social media accounts simultaneously with Etere.



Etere logo



Publish on Platforms



Nunzio Multi-platform



Integrated Nunzio Newsroom

Transform the way your newsroom delivers breaking news and engages with audiences on social media with Etere Social Media Connector, your ultimate software for the most efficient newsroom. With Etere Social Media Connector, you can post the same news story across multiple distribution channels including social media accounts to maximise your reach with minimum effort and in the shortest time. Stay relevant and stay connected with Etere.

### Key Features

#### ■ Publish on Multiple Social Media Accounts from One Interface:

Seamlessly connect and manage multiple social media accounts simultaneously. Perfect for sharing updates with one command if you have multiple social media accounts for different channels, for example, one for sports and one for world news. Post directly to multiple social media accounts without juggling between screens, saving you valuable time and effort.

#### ■ Unified Content Creation and Publishing, from Newsroom to Socials:

Design engaging posts and publish the same story effortlessly on your socials, websites and newsroom, all within a sleek, user-friendly platform. Now you don't have to log in and out of multiple applications to share the latest news.

#### ■ Break the Most Relevant News:

Etere Nunzio empowers journalists with the most efficient software tools to craft engaging, high-quality news stories easily. Be the first to break the news, keeping your audience informed and engaged as events unfold.

#### ■ Engaging Storytelling with Etere Rich Text Editor, ChatGPT Integration and Multimedia Support

Nunzio Newsroom revolutionizes the story creation process with story templates that streamline content production and the Etere AI-Engine powered ChatGPT integration that enables journalists to craft compelling narratives efficiently. By eliminating repetitive formatting tasks, these templates empower storytellers to focus on creativity while ensuring consistency and professionalism across every piece. Beyond just text, journalists can enrich their stories with powerful multimedia elements, including presenter scripts, voiceovers, MOS objects, images, videos and rich metadata.

### About Etere Nunzio Newsroom

Nunzio Newsroom is a NRCS Newsroom software that empowers Media Enterprises with the best tools to develop a story from the initial idea to the final broadcast, all from a single interface. As a core component of the Etere Ecosystem, Nunzio Newsroom significantly boosts multi-media planning and collaboration across various production units, including radio, TV, and web platforms. Its editorial-driven workflows and robust metadata management ensure an efficient and coordinated approach to content creation. From initial story conception to broadcast, Nunzio Newsroom handles every step with ease, leveraging Etere's advanced workflow capabilities to address diverse requirements while integrating seamlessly with existing IT and production infrastructures.