



## SOCi Overview

### OVERVIEW

SOCi is a powerful platform for managing listings, social media, and reviews—all from one central hub. With SOCi, managers can schedule and publish posts, build template libraries, respond to reviews, track camper sentiment, and manage platforms like Facebook and Google Business Profile (GBP). Best of all, SOCi is free to use, and every KOA campground already has an account.

**Notice:** SOCi is the official platform that pushes data feeds to online directories, such as Google and Facebook. KOA links as many accounts as possible, but if a campground has not granted KOA access to their Google and Facebook listings, they will need to link these directories manually. **If you need to make changes to a directory, such as Google or Facebook, that is connected to SOCi, please make the change in SOCi (or your campground CMS, in cases of phone and email) rather than the individual platform. SOCi may overwrite changes made in the native platforms.**

### How to Log In:

To create a new user profile, fill out the following form in ekamp:

<https://www.ekamp.com/article/details/2631/sign-up-for-free-soci-access-for-your-campground>

To access an existing account, visit: <https://app.meetsoci.com/admin/login>

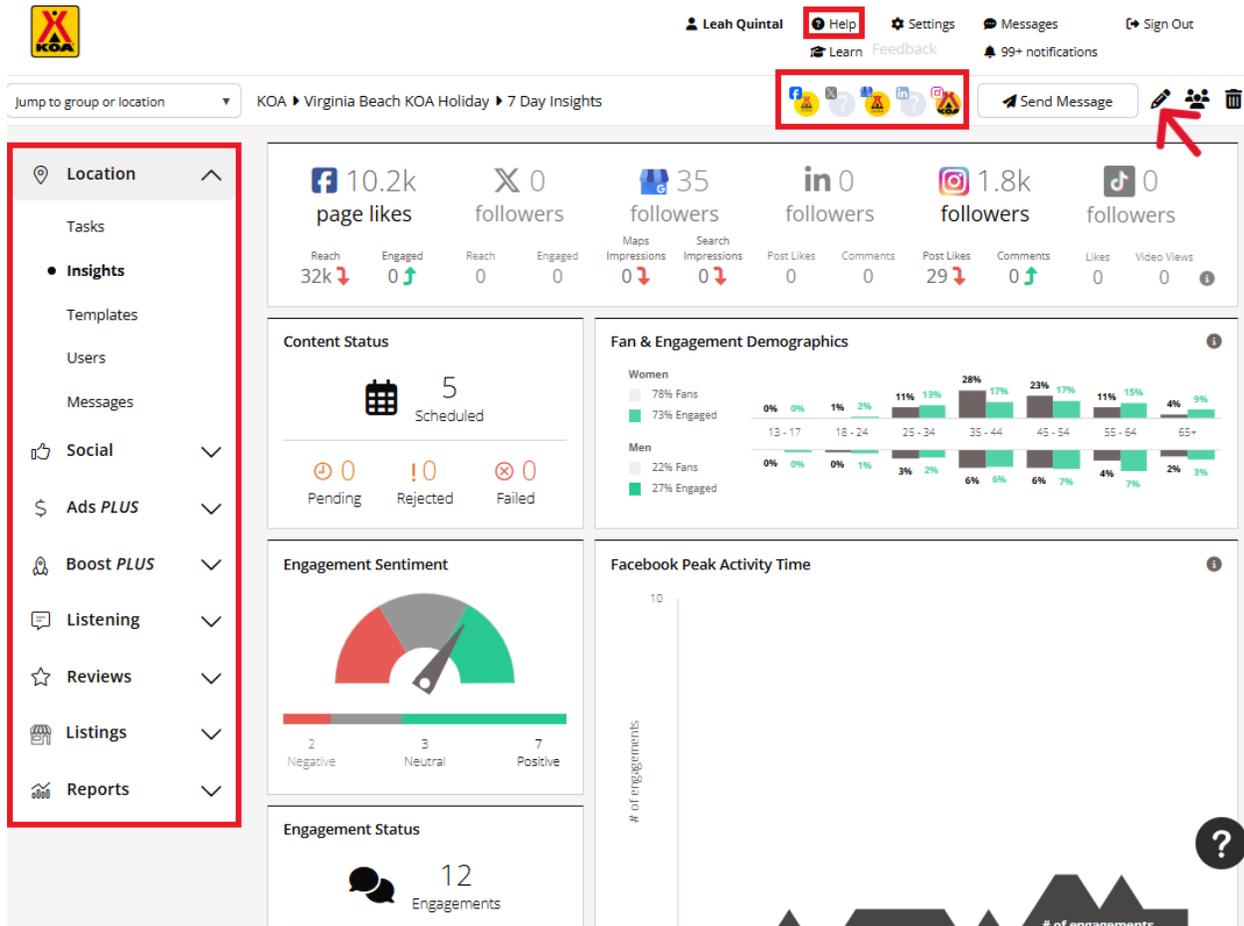
If you have forgotten your login credentials, you can reset them by clicking on the "Forgot My Password" link.

### Insights Page and SOCi Navigation

When you log in, you'll arrive on your location's insights page. The insights page provides a seven-day overview of connected networks, likes and follows, engagement, scheduled content, review sentiment, and reviews by network.

- The left-hand navigation menu is where you will access the main SOCi tools.

- The top right of the page includes links to notifications, user settings, support, and linked networks.
- The pencil icon is where you can edit your listing, which is also how you update your Google Business Profile details.



## Connecting and Verifying Networks

SOCi allows managers to connect online directories and social networks for pulling in reviews, posting to social media, and gathering and analyzing overall user sentiment. The following are the networks that can be connected:

- Google Business Profile (GBP)
- Facebook
- Instagram
- X
- LinkedIn
- TikTok

- Yelp
- Tripadvisor

For most KOA locations, Google Business Profile and Facebook are already connected; however, if KOA corporate did not have manager access to those networks during setup, you may need to manually connect those networks by clicking on those icons in the top right corner.

## SOCi Tasks

The SOCi tasks section pulls together scheduled social posts, recent engagements, and recent reviews into one view. If you are regularly logging into SOCi, you can easily see how many posts you have scheduled for the month and respond to recent engagements and reviews from this centralized location.

The screenshot shows the SOCi Tasks dashboard for Virginia Beach KOA Holiday. The top navigation bar includes a location dropdown, the current location name, and social media icons. The left sidebar contains a menu with 'Tasks' highlighted by a red arrow. The main content area is divided into three sections:

- Welcome Leah!**: A welcome message and a 'Subscribe to Task Emails' button.
- Schedule Posts This Month**: A progress bar showing 23 out of 12 posts scheduled, a dropdown menu for 'Virginia Beach KOA Holiday', and three post cards with 'Schedule Post' buttons.
- Respond to All Engagements**: A progress bar showing 50 out of 50 engagements, a trophy icon, and a 'View All Engagements' button.

## Social Media Scheduler

From the Scheduler, you can see all scheduled social posts and schedule new posts. If you are participating in the Facebook Syndicator program, you'll also see the syndicated social media posts within the Scheduler.

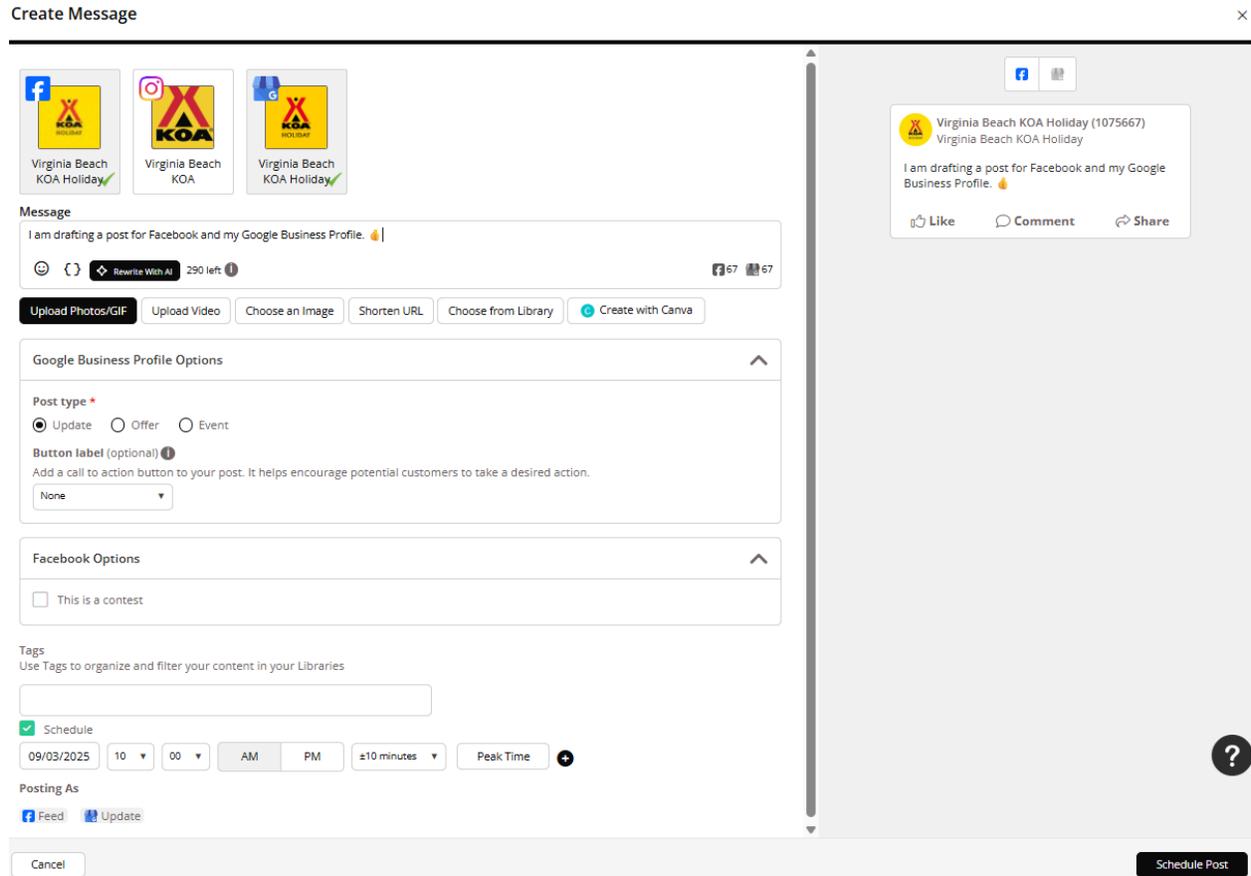
The screenshot displays the Social Media Scheduler interface for the location "KOA Virginia Beach KOA Holiday". The interface includes a navigation menu on the left with options like "Scheduler", "Discovery", "Queue", "Published", "Libraries", "Images", "Notifications", "Ads PLUS", "Boost PLUS", "Listening", "Reviews", "Listings", and "Reports". A red arrow points to the "Scheduler" option. The main area shows a calendar grid with scheduled posts for various dates from August 24 to September 27. Each post entry includes a social media icon (Facebook or Instagram), a time slot, and a brief description. A preview of a post is shown on the right side of the calendar, featuring the text "Let's plan a trip together" and "The only thing better than planning a tri...".

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 24 9:00am ±60 Camping is call 9:00am ±60 Camping is call	Aug 25	Aug 26 10:00am ±60 Some coffee	Aug 27 10:00am ±10 Fall is in the air 10:00am ±10 Fall is in the air	Aug 28	Aug 29	Aug 30 10:00am ±60 The only thing
Aug 31 10:00am ±10 Check out the!	Sep 1	Sep 2	Sep 3	Sep 4	Sep 5	
Sep 7	Sep 8	Sep 9	Sep 10	Sep 11	Sep 12	Sep 13
Sep 14 1:00pm ±10 Hosting a holid 1:00pm ±10 Hosting a holid	Sep 15	Sep 16	Sep 17	Sep 18	Sep 19	Sep 20
Sep 21	Sep 22	Sep 23	Sep 24	Sep 25	Sep 25	Sep 27

You can edit or create social media posts from the Scheduler.

## Posting to Social Media

Click on the date you'd like to schedule a post and you'll be able to create a new post. The post will automatically be set to post to all connected networks. The green check mark indicates where the post will publish.



As you create your post, you'll see a preview on the right-hand side. You can choose your photo or post creative by uploading an image or video, selecting an image from your image library, or creating a new image with Canva (you will need to have a Canva account or create a Canva account to use this feature).

### SOCi Libraries

SOCi Libraries contain creative assets developed by the National Marketing Team. These assets include general graphics for seasonal or holiday posts as well as graphics for specific Hot Deal campaigns.

The screenshot shows the SOCi interface with the 'Libraries' section selected. The left sidebar contains various navigation options, with 'Libraries' highlighted by a red arrow. The main content area displays 'Pinned Libraries' with four cards:

- Las Cruces KOA Journey:** 372 Total, 11 New, 1 Used. Offer: 50% Off First Night On All RV Sites (1).
- General:** 28 Total, 0 New, 10 Used. Offers: Quote (7), Care Camps (6), NASCAR (4), KOA Rewards (4), Big Weekend (3).
- Holidays:** 29 Total, 2 New, 4 Used. Offers: Halloween (4), Memorial Day (3), Labor Day (3), Canada (3), Thanksgiving (2).
- Hot Deals:** 59 Total, 0 New, 9 Used. Offers: Hot Deal (58), Add One Night (12), \$25 Deposit (12), Stay and Save (10), Double Points (10).

Below these cards is a 'Seasonal' card with 56 Total, 7 New, and 2 Used items, featuring a 'Hello Spring' graphic.

You can also create your own libraries with photos or graphics specific to your campground.

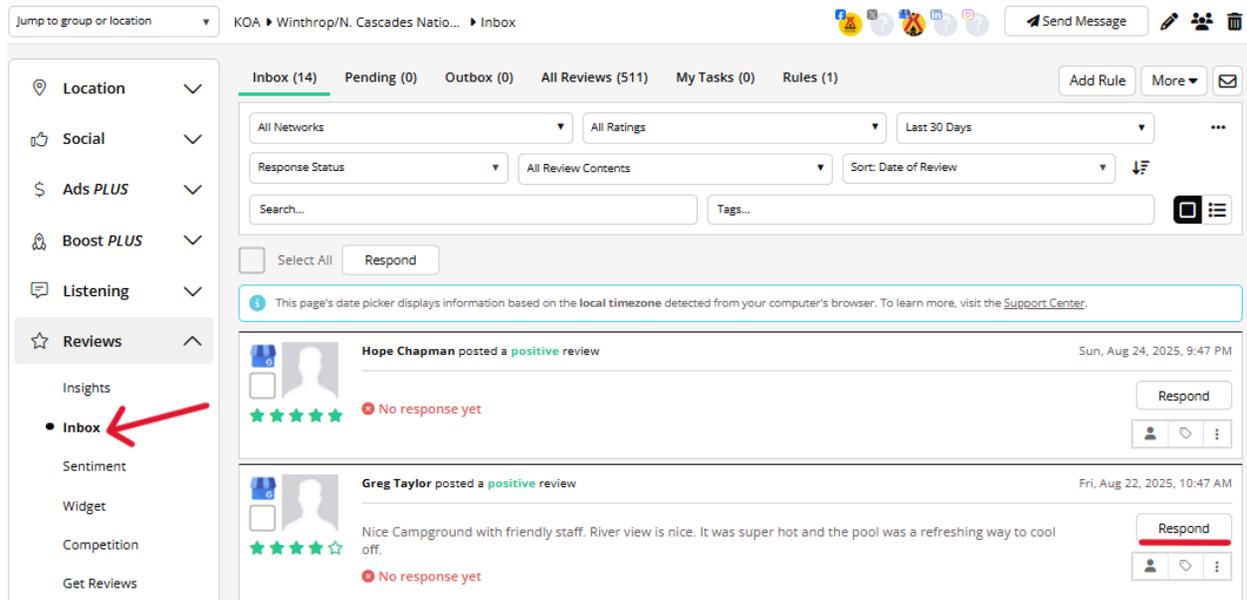
## Monitoring and Responding to Engagements

SOCi aggregates post engagements across your connected networks. Navigate to Listening -> Brand Engagements to monitor and respond to all engagements.

The screenshot shows a social media monitoring interface for 'Virginia Beach KOA Holiday'. The left sidebar contains navigation options: Location, Social, Ads PLUS, Boost PLUS, Listening, Brand Engagements (highlighted with a red arrow), Brand Mentions, User-Generated Content, Competitor Analysis, Industry Trends, Opportunities, Reviews, Listings, and Reports. The main content area is titled 'Brand Engagements' and shows a list of engagement items. A dropdown menu for 'All Engagement Types' is open, listing various engagement categories such as Facebook Private Message, Facebook Comment, Facebook Visitor Post, Facebook Post Mention, Facebook Comment Mention, X Mention, X Reply, X Quoted Post, X Private Message, LinkedIn Comment, Instagram Comment, Instagram Post Mention, Instagram Comment Mention, Instagram Media Tag, and Google Q&A. The engagement items include a positive comment from @easybizdesign, a mention by a Facebook user, and a private message from Salaha Ahmawahm Yasharahla.

## Monitoring and Responding to Reviews

SOCi aggregates reviews across your connected networks. Navigate to Reviews -> Inbox to monitor and respond to all reviews. It is recommended that you respond to all reviews, both positive and negative.



To respond to a review, click the “respond” button to the right of the review. You can write a custom response, choose from a pre-configured template response from the templates tab, or use AI to help write a review response. Click “send response” to post your reply.

## Listing and Profile Data Management

SOCi provides a data feed to directories like Google and Facebook. KOA has an automatic connection between [KOA.com](https://www.koa.com) and SOCi that is updated twice per day. Certain information that is updated in your content management system (CMS) and [KOA.com](https://www.koa.com) pages is passed to SOCi through this connection. Campground information that is automatically pushed to SOCi includes:

- Address Line 1
- Address Line 2
- City, State/Province, Zip, Country
- Primary Phone
- Email
- Website URL
- Long Description - pulled from Welcome Message
- Photos - pulled from the “Our KOA” photo album in the CMS (ONLY if you opt-in on that page)

There are additional listing edits you may make from SOCi by navigating to the pencil icon in the top right corner of SOCi.

## Reports

SOCi has built-in reports that provide insights related to your social media performance, reviews, and listings. To access reports, navigate to Reports.

The screenshot displays the SOCi Reports interface. At the top, there is a navigation bar with a search field, user avatars, and a 'Send Message' button. Below this is a breadcrumb trail: 'KOA > Virginia Beach KOA Holiday > Reporting Suite'. The main interface is divided into a left sidebar and a main content area.

**Left Sidebar:**

- Location
- Social
- Ads PLUS
- Boost PLUS
- Listening
- Reviews
- Listings
- Reports** (highlighted with a red arrow)
- Reporting Suite
- Automated Emails
- Reports

**Main Content Area:**

**All Reports**

Search by report title, report tag and report description text

**Filters:**

- By Products:** Ads, Boost, Listings, Reviews, Social
- By Social Networks:** Facebook, Google Business Profile, Instagram, LinkedIn, TikTok, %
- By Custom Tags:** Comparison, Group Publishing, Leads Generator, Page Activity, Paid Social, Performance, Team Member Activity

**Report Cards:**

- Ads Insights Report:** Private. Social
- Apple Leads Report:** Unlock insights on your Apple presence with our Apple Leads Report. This report showcases how customers engage with you... See more. Listings Leads Generator
- Boost Insights Report:** Private. Social
- Comparison Report:** Experience the power of parallel analysis with the Comparison Report. It synthesizes performance data across multiple social... See more. Social Facebook Google Business Profile Instagram +4
- Content Creators:** The "Content Creators Report" provides a comprehensive overview of the performance of individual creators across multiple social... See more. Social Facebook Google Business Profile Instagram +4
- Facebook Group Report:** The "Facebook Group Report" provides deep insights into your group post performance, helping you analyze engagement, reach, and... See more. Social Facebook Group Publishing
- Facebook Organic vs. Paid Post Report:** "Facebook Organic vs. Paid Post Report" provides an in-depth analysis of your Facebook posts' reach and impressions, and... See more. Ads Boost Social Facebook Comparison Paid Social Performance
- Facebook Post Performance Report:** Facebook Post Performance Report provides a comprehensive analysis of your Facebook posts, measuring reach, impressions, and... See more. Social Facebook Performance
- Facebook Report:** Facebook Report analyzes your Facebook Page's key performance metrics like reach, impressions, engagement, and growth. It... See more. Listings Social Facebook Page Activity