



FILTER AND MANAGE YOUR SOCIAL MEDIA CONTENT



Local businessman, and Chamber member, Peter Dawe has been at the forefront of the Internet since its early days - Peter's first Internet company, Pipex, was amongst the early pioneers of this emerging technology in the UK.

Having moved on from Pipex some years ago, Peter has been watching how individuals and companies have grown

and adapted to the World Wide Web; noting the opportunities - and challenges - that it has created.

One of the challenges has been brought about by the stratospheric growth in both users and content. In the 20 years since the term "Social Media" was first invented, the increase in sources of content, and the amount of traffic that they create, has made it increasingly difficult for users to filter out the authors, articles and information that they are interested in, from amongst the general noise and jibber jabber.

So, Peter met with another old friend and Internet colleague, Mark Turner, and between them they set about designing a system to do just that - filter and manage social media content. Hence the birth of WizPar.

In its simplest form, WizPar is a mobile app that can collect articles from a range of sources (RSS feeds, Twitter, etc), filter them for content, and present them in dedicated streams.

So, how does it work?

Let's take someone who lives in Ely, and enjoys the full and varied cultural life that Ely offers. He or she also runs a business in Cambridge that is a member of the Cambridgeshire Chambers of Commerce, and enjoys watching or playing sport for several local teams. This is the sort of person who could use WizPar to manage his/her Social Media feeds.

WizPar already has several dedicated streams that users can "Subscribe" to (We use the term "Subscribe" - but WizPar is completely free for end-users). In this case, "Ely Music and Arts", "Ely Sport", "Cambridgeshire Chamber News" and "Cambridgeshire Chamber Events" are a few of the streams that might be useful.

And our user has the ability to manage the sources within each stream. So, for example, he/she can limit the feeds in "Ely Sport" to just Tennis, Hockey and Badminton, if those are the only sports that are of interest.

In addition to the streams that WizPar provides, our users can create and maintain their own streams, based around their own personal interests. These streams can be kept private; or made public, to make them available to other WizPar users.

The business uses for WizPar are

numerous - from keeping an eye on industry and regional trends (and keeping an eye on your competitors!), to distributing news and information to your clients and suppliers.

The Cambridgeshire Chambers of Commerce did just that with the Cambridge B2B that was held at the Quay Mill Hotel & Spa in September. They created a dedicated "Cambridge B2B" WizPar stream, which carried tweets and articles about the event; new speakers; general updates, etc.

This was in addition to the "Cambridgeshire Chamber News" & "Cambridgeshire Chamber Events" streams that were already in use.

Plans are afoot for more dedicated Chamber streams based on vertical markets, special interest groups, and geographical areas.

Most social media apps decide what you should see, and when you should see it. With WizPar you are in control. You can browse and select streams curated by people who know their subject, and then further tailor the content to suit what you want to read, THAT is what makes WizPar unique.

Another feature of WizPar that is proving very popular, is Push Notifications.

Again - in keeping with the philosophy of coping with the "Noise" of social media - WizPar gives its users the ability to manage exactly under which circumstances the home screen on their mobile device will display a WizPar Push Notification. Some streams may not have Push Notifications enabled at all; others may only send notifications under certain circumstances (For example if a goal is scored at a football match); or some may send a notification any time a new post is received.

In any event, the end-user has the final say as to whether to receive notifications from an enabled stream or not.

The WizPar team were delighted to be one of the guest speakers at a recent Chamber informal networking event, and we plan to be at many more of these very useful gatherings.

If you'd like to find out more, either drop Peter and his team a line at support@dawepost.co.uk, or come and say hello at the next Chamber get-together!

