

# Dell Social Hub App for SharePoint 2013 and Office 365

February, 2014



Software

# Unify SharePoint social and public social

Have you ever wanted to pull social content into your SharePoint site but didn't have a tool or the development ability to do so?

While SharePoint 2013 brought changes that would transform its user experience, there is no out-of-the-box option to integrate content from external social media sources. When users need to access and collaborate on external content, they have to leave SharePoint, which hinders user adoption.

The ideal solution is to provide end users with an app that centralizes external social media content into a single SharePoint dashboard. The concept is familiar to users who use apps like HootSuite and TweetDeck. With everything in one place, users are encouraged to use SharePoint for their social media needs, bringing more value to their experience and the program itself.

However, building a SharePoint solution from scratch that integrates with external social media content requires significant time and effort — perhaps even up to a week's worth of custom coding, depending on the technical skill of the person building the app. It involves several complex tools and methods including Visual Studio, CSS, jQuery, jQueryUI and SPServices. Sounds complicated right? Well, it is.

Typical end users lack the custom development experience and training required to create this type of customization. Most IT and development departments don't have the time and resources to fulfill every user request for a personalized social media dashboard.

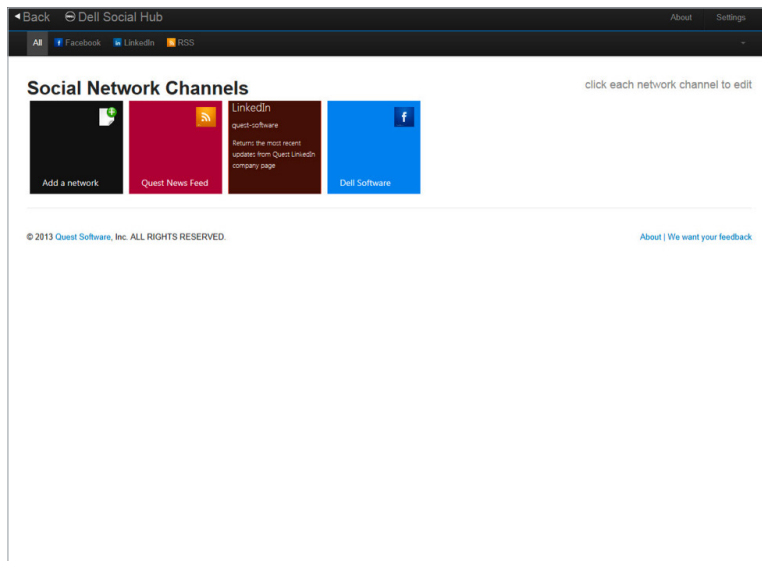
Thanks to a new SharePoint 2013 app from Dell Software called [Social Hub](#), you can finally unify SharePoint social and public social with style and ease.

## Introducing Social Hub

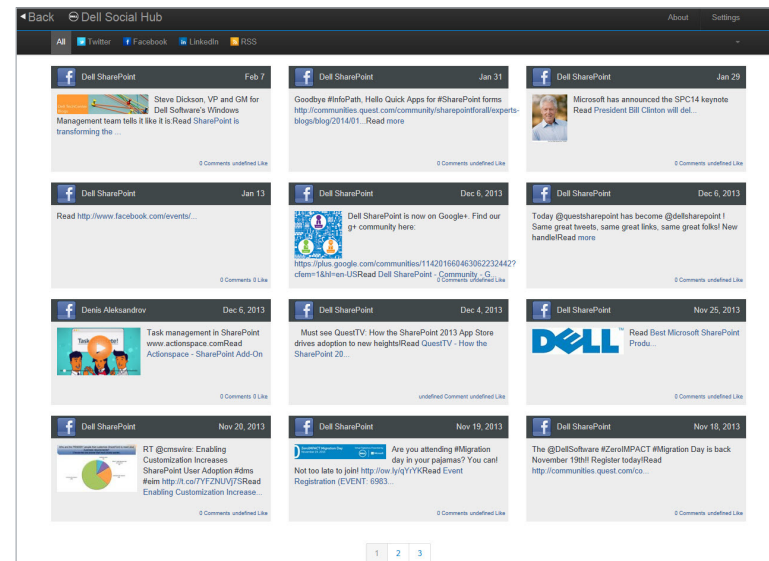
[Social Hub](#) is a new app for the Microsoft Office and SharePoint App Store that enables users to bring external social media content into SharePoint without the cost and time-consuming burden of custom development. With Social Hub, you can:

- View Facebook, Twitter, LinkedIn and RSS feeds from within a single SharePoint solution that's updated in real time and also viewable on any tablet or mobile device
- Aggregate and filter social media content in relevant and meaningful ways
- Quickly add social channels to your SharePoint dashboard in a few simple mouse clicks
- Keep SharePoint users from having to jump to external sites to get valuable social content
- Enhance the user experience and accelerate SharePoint usage and adoption.

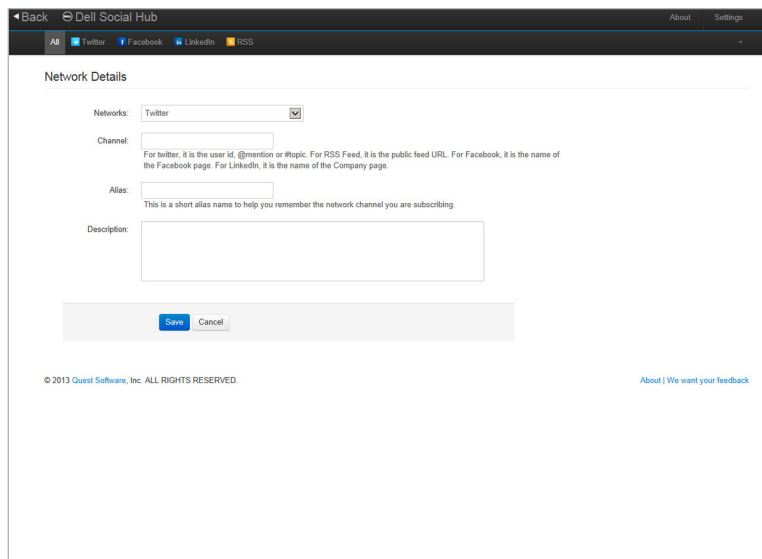
In the figures below, you can see Social Hub in action.



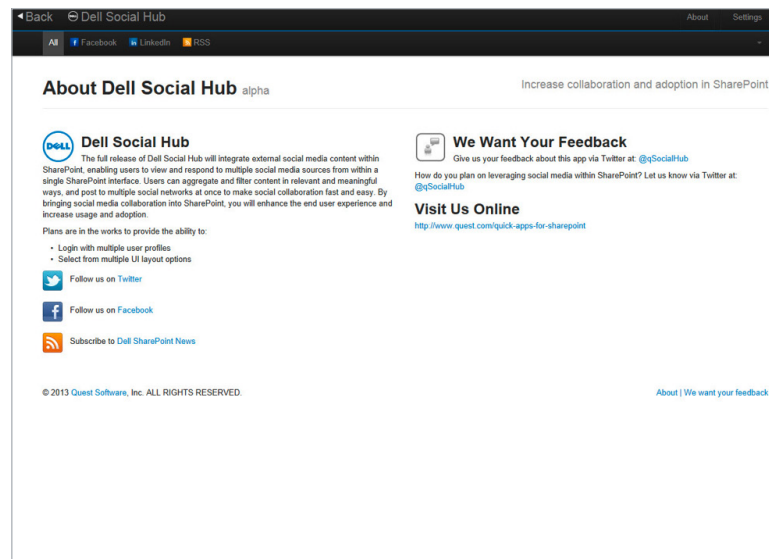
**Figure 1:** Consolidate all of your social media channels into a single view directly within your SharePoint site.



**Figure 3:** With Social Hub, content from external social networks is aggregated into a single SharePoint interface and updated in real time, enabling you to view and respond to multiple feeds at once.



**Figure 2:** Quickly add social network channels to your SharePoint site using Social Hub's intuitive interface.



**Figure 4:** The About screen provides information about Dell Software, as well as includes the @qSocialHub Twitter handle for those interested in offering feedback on the app.



# How good is it really?

## Dell Software's Social Hub wins Microsoft Partner of the Year Award #WPC13

Dell Software won **Microsoft's first ever** Office/SharePoint App Developer Partner of the Year award at the 2013 Worldwide Partner Conference for our Social Hub app.

[Read the complete Microsoft press release here.](#)



"We are honored to recognize Dell Software, Inc. as this year's Office/SharePoint App Developer Partner of the Year. Their development of Dell Social Hub, which enables users to view and respond to multiple social media sources within a single SharePoint interface, is a great example of what is possible with the new Cloud App Model."

*Kirk Gregersen  
Microsoft Office division, general manager*

### Michael Greth, SharePoint MVP

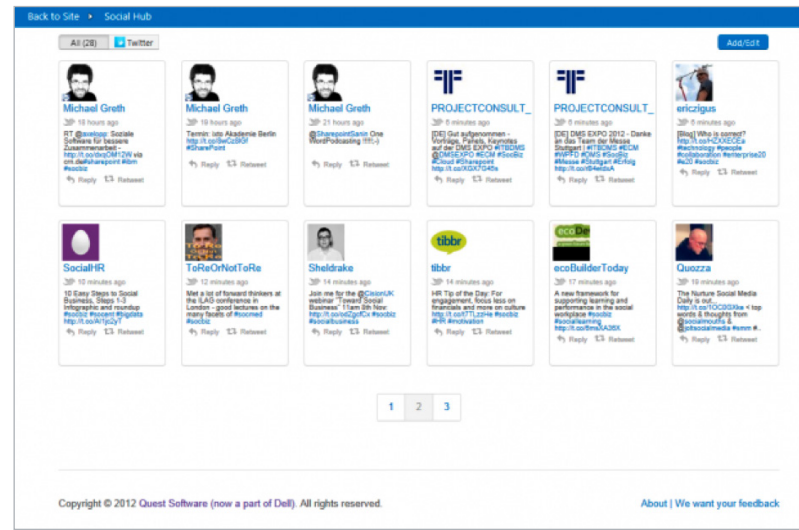
Michael Greth — a Microsoft MVP and well-known SharePoint speaker, author, consultant and trainer — also promoted Social Hub on his blog and included a screen shot (Figure 5) of his Social Hub implementation.

[Read Michael's full blog post here.](#)

### Jenny Rong, IT administrator

Jenny Rong, an IT administrator, gave Social Hub a 4-star review on the Microsoft App Store. [You can read her review here.](#)

"[Social Hub is] easy to use. User interface is simple and straightforward. I was able to view a consolidated view popular social streams with this simple App."



**Figure 5:** SharePoint MVP Michael Greth posted a screen shot on his blog of his Social Hub implementation.



© 2014 Dell, Inc. ALL RIGHTS RESERVED. This document contains proprietary information protected by copyright. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording for any purpose without the written permission of Dell, Inc. ("Dell").

Dell, Dell Software, the Dell Software logo and products—as identified in this document—are registered trademarks of Dell, Inc. in the U.S.A. and/or other countries. All other trademarks and registered trademarks are property of their respective owners.

The information in this document is provided in connection with Dell products. No license, express or implied, by estoppel or otherwise, to any intellectual property right is granted by this document or in connection with the sale of Dell products. EXCEPT AS SET FORTH IN DELL'S TERMS AND CONDITIONS AS SPECIFIED IN THE LICENSE AGREEMENT FOR THIS PRODUCT, DELL ASSUMES NO LIABILITY WHATSOEVER AND DISCLAIMS ANY EXPRESS, IMPLIED OR STATUTORY WARRANTY RELATING TO ITS PRODUCTS INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. IN NO EVENT SHALL DELL BE LIABLE FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, PUNITIVE, SPECIAL OR INCIDENTAL DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION OR LOSS OF INFORMATION) ARISING OUT OF THE USE OR INABILITY TO USE THIS DOCUMENT, EVEN IF DELL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. Dell makes no representations or warranties with respect to the accuracy or completeness of the contents of this document and reserves the right to make changes to specifications and product descriptions at any time without notice. Dell does not make any commitment to update the information contained in this document.

### About Dell Software

Dell Software helps customers unlock greater potential through the power of technology—delivering scalable, affordable and simple-to-use solutions that simplify IT and mitigate risk. This software, when combined with Dell hardware and services, drives unmatched efficiency and productivity to accelerate business results. visit [www.dell.com](http://www.dell.com).

If you have any questions regarding your potential use of this material, contact:

Dell Software  
5 Polaris Way  
Aliso Viejo, CA 92656  
[www.dell.com](http://www.dell.com)

Refer to our Web site for regional and international office information.

