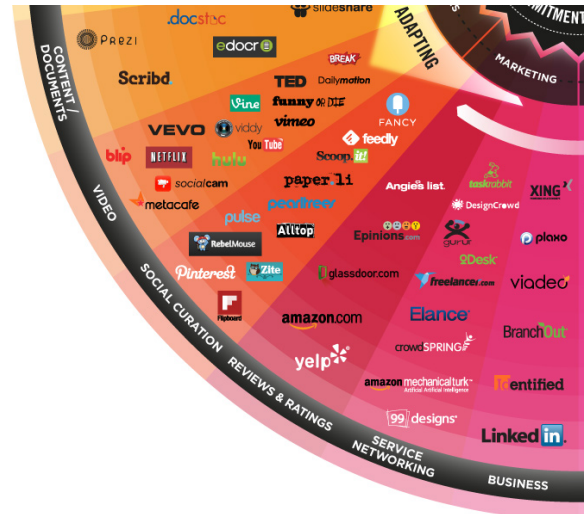




A one-page primer by Ian Holliday & Rumnique Nannar

What is it?

- A social curation platform founded in 2012 by former Huffington Post Chief Technology Officer Paul Berry
- 350,000 users, including individuals, brands, and news outlets
- Users can host feeds from multiple social networks on their pages.
- They can also host custom streams (Twitter search, RSS, others) or publish directly to their pages
- Pages can be embedded on other websites
- RebelMouse can build and host custom sites for business clients.
- Three levels of service: “Explorer” (free), “Prime Time” (\$500/month), and “Enterprise” (starts at \$5,000/month)



What can it do?

- Curate relevant tweets, messages, and articles from multiple platforms on one page.
- A professional or personal page to curate interests and work to show off.
- Allows you to consolidate all your work onto one page that may guide the way you craft your personal brand.

How can a journo use it?

- Allows you to organize your tweets, FB posts, Pinterest on one URL so that posts don't get lost.
- This site allows you to sort through “cacophony that's left in their wake” of other sites, that are mainly building their own networks.
- RebelMouse is more interactive for a journo who doesn't want to go on all their separate platforms to use Twitter or Tumblr.

How can a business use it?

- Find and amplify user-generated content.
- Manage social media campaigns on a single page.
- Quickly build websites dedicated to specific products or campaigns.
- Create dynamic ads (Enterprise level).

Weaknesses

- Automatic feeds can amplify mistakes you make on other social networks.
- Beware of unintended consequences