



SOCIAL DOOH

**From viral post to
street display**

Key Benefits of SocialDOOH

SocialDOOH allows companies and brands to bring their posts from Instagram, Facebook, X to our digital screens in just a few clicks.



Independent campaign creation

The user creates the campaign content themselves by selecting posts already published on their social networks. There is no need for additional ad production - the best content from the profile is directly converted into advertising material.

Real-time publishing

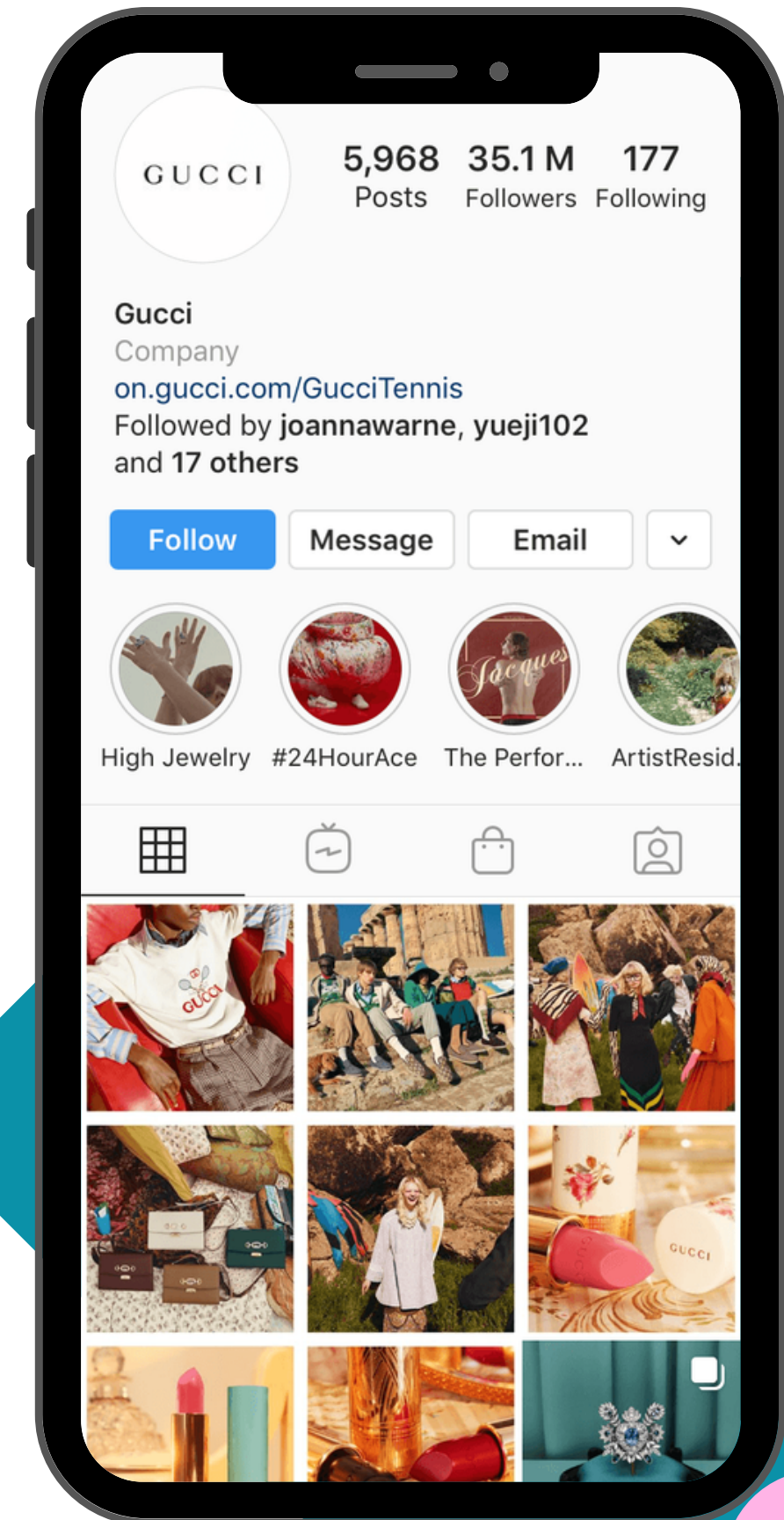


Selected content appears in real time on digital outdoor surfaces (DOOH). This means that the campaign can run synchronously with activity on social networks.



High flexibility and dynamics

The campaign is extremely flexible and adapts to the client's needs based on current content on social networks. If a viral post suddenly goes viral, it can be immediately highlighted on the street. Such dynamics make the campaign significantly more effective and responsive to current trends.



Goal

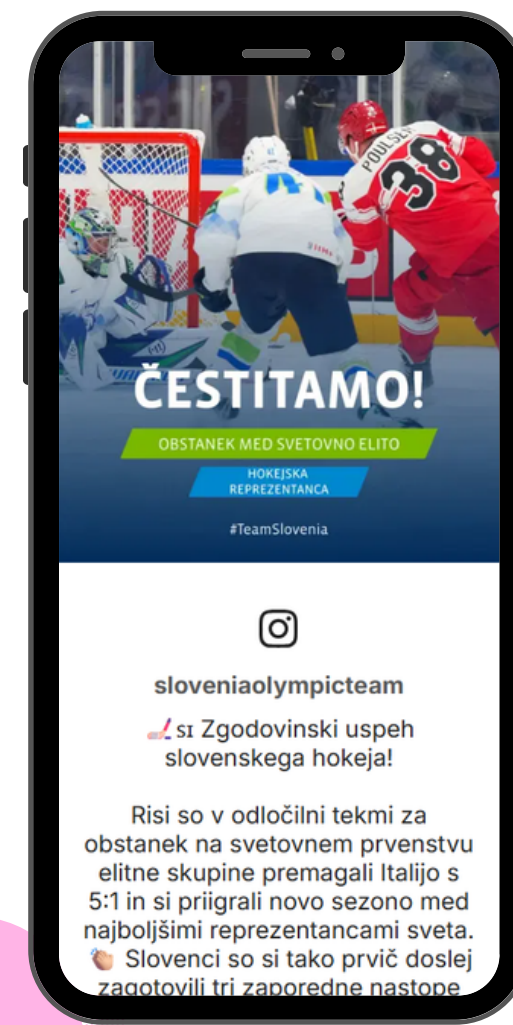


trending

Digital outdoor advertising (DOOH) is becoming an increasingly important part of the media mix, as it offers high visibility and cannot be blocked like ads on a phone. On the other hand, social networks provide authenticity and speed of dissemination. SocialDOOH combines the best of both: the authenticity of social content with the great reach of the physical world.



eurolakat
Digital



Mechanics of the viral and DOOH environment



DOOH advertising



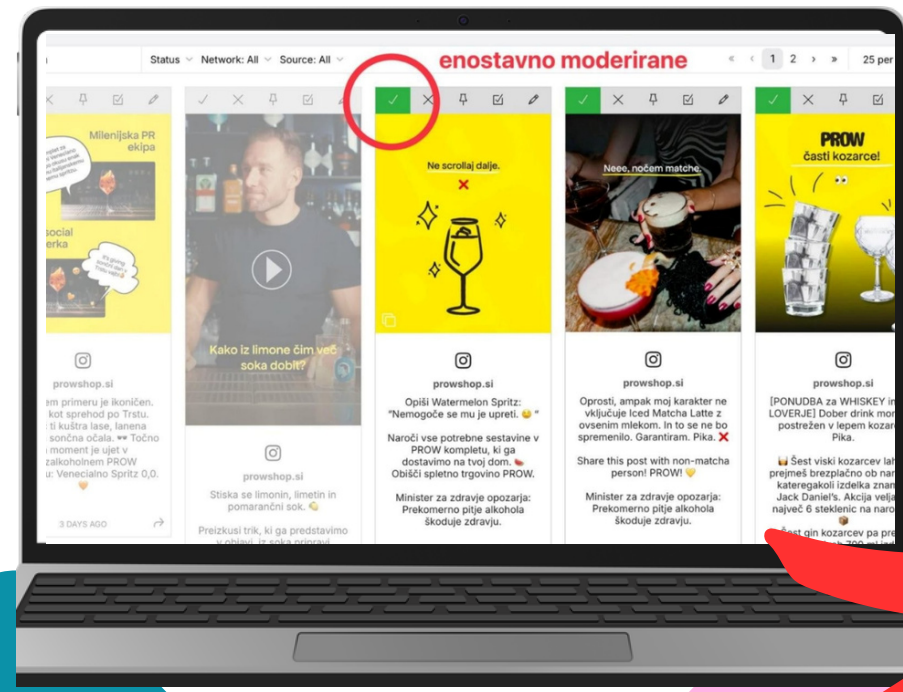
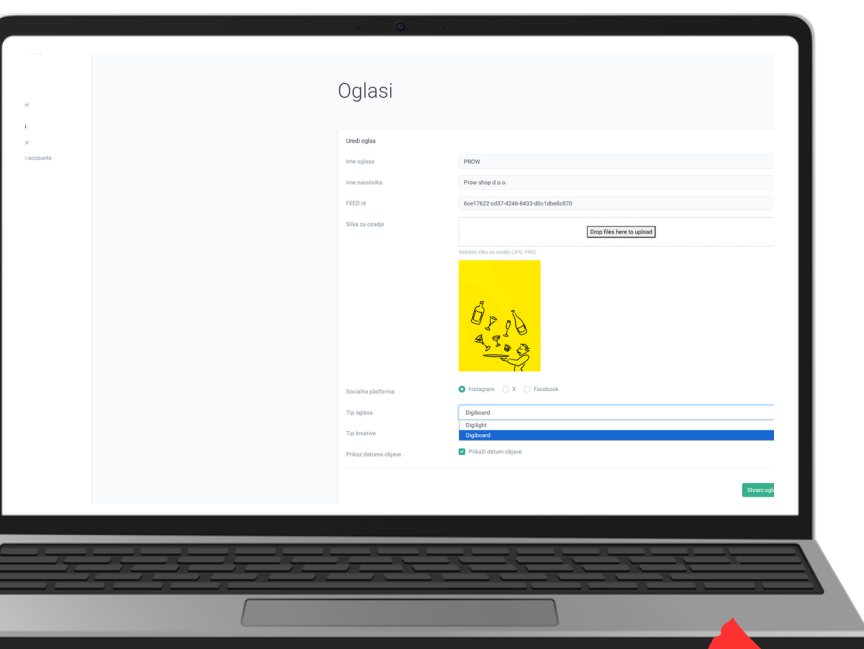
SocialDOOH



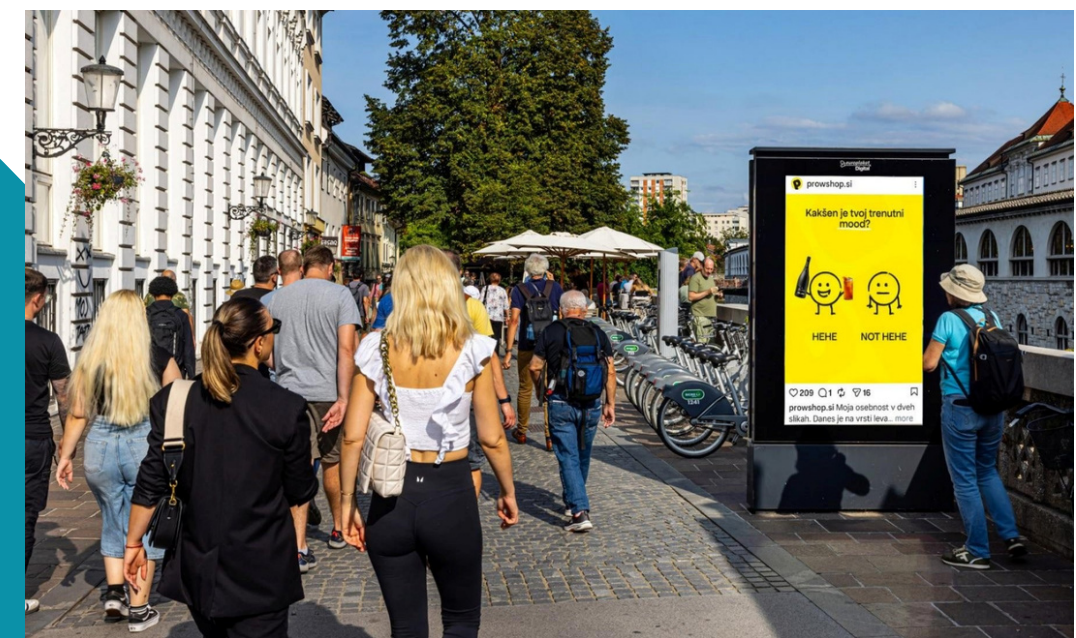
Curator app-client



Local admin
*Europlakat



Digiboard



*SocialDOOH creates a zip folder with all the necessary attributes to establish communication between all tools, which becomes active when uploaded to a local content broadcasting program (Digiboard).

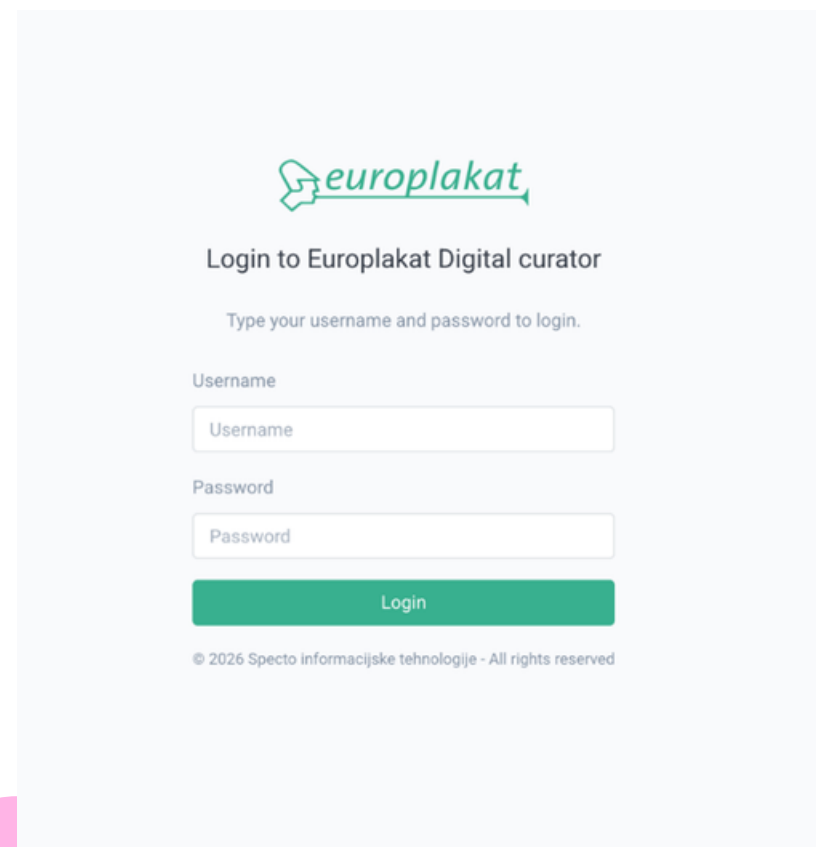
SocialDOOH Performance



Best content flow

The SocilaDOOH application is intended to create an ad, its appearance, and pairing with the Curator application.

The ad, packaged in a folder, is placed in the Corp application Digiboard to activate the campaign.





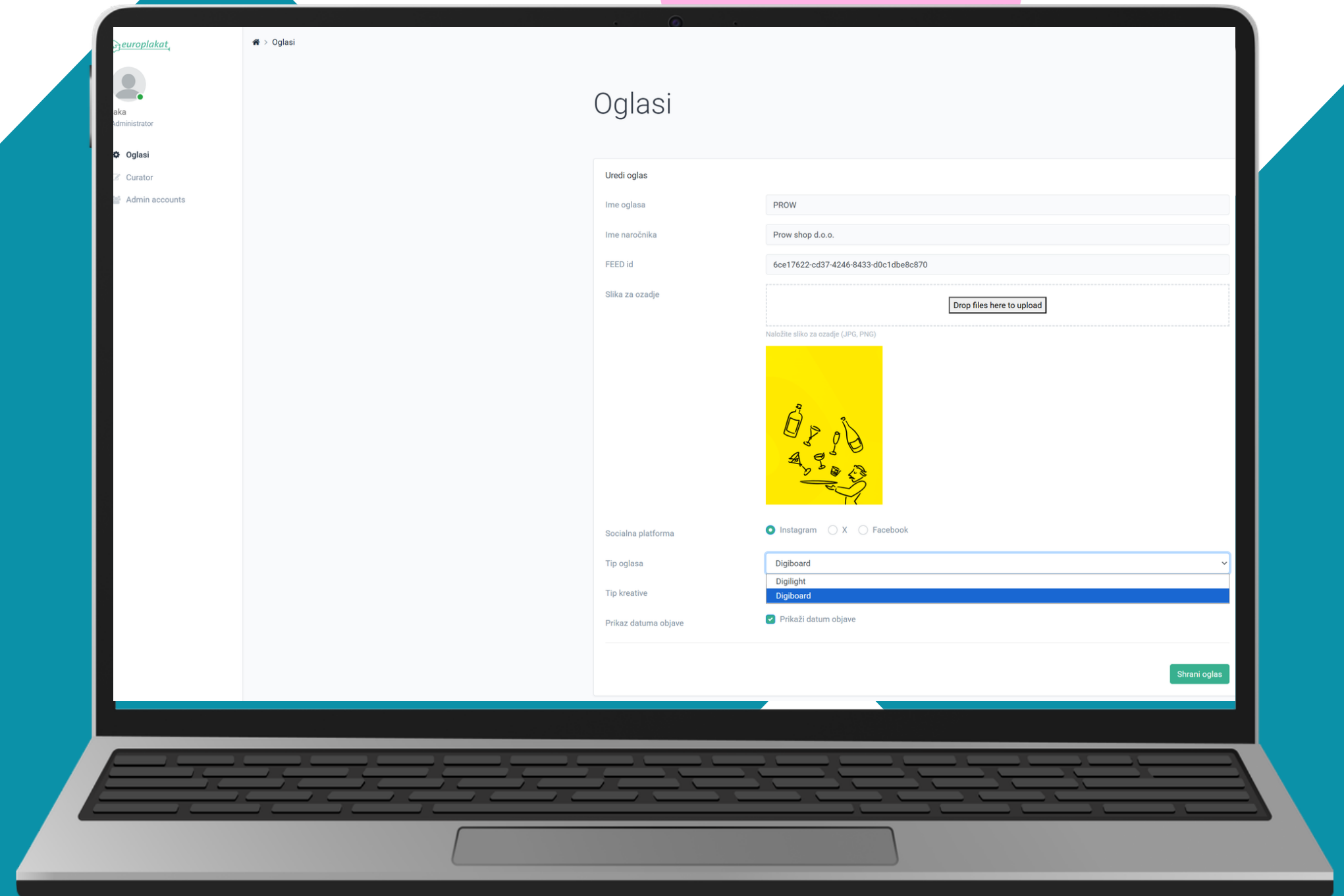
Login to Europlakat Digital curator

Type your username and password to login.

Username

Password

© 2026 Specto informacijske tehnologije - All rights reserved



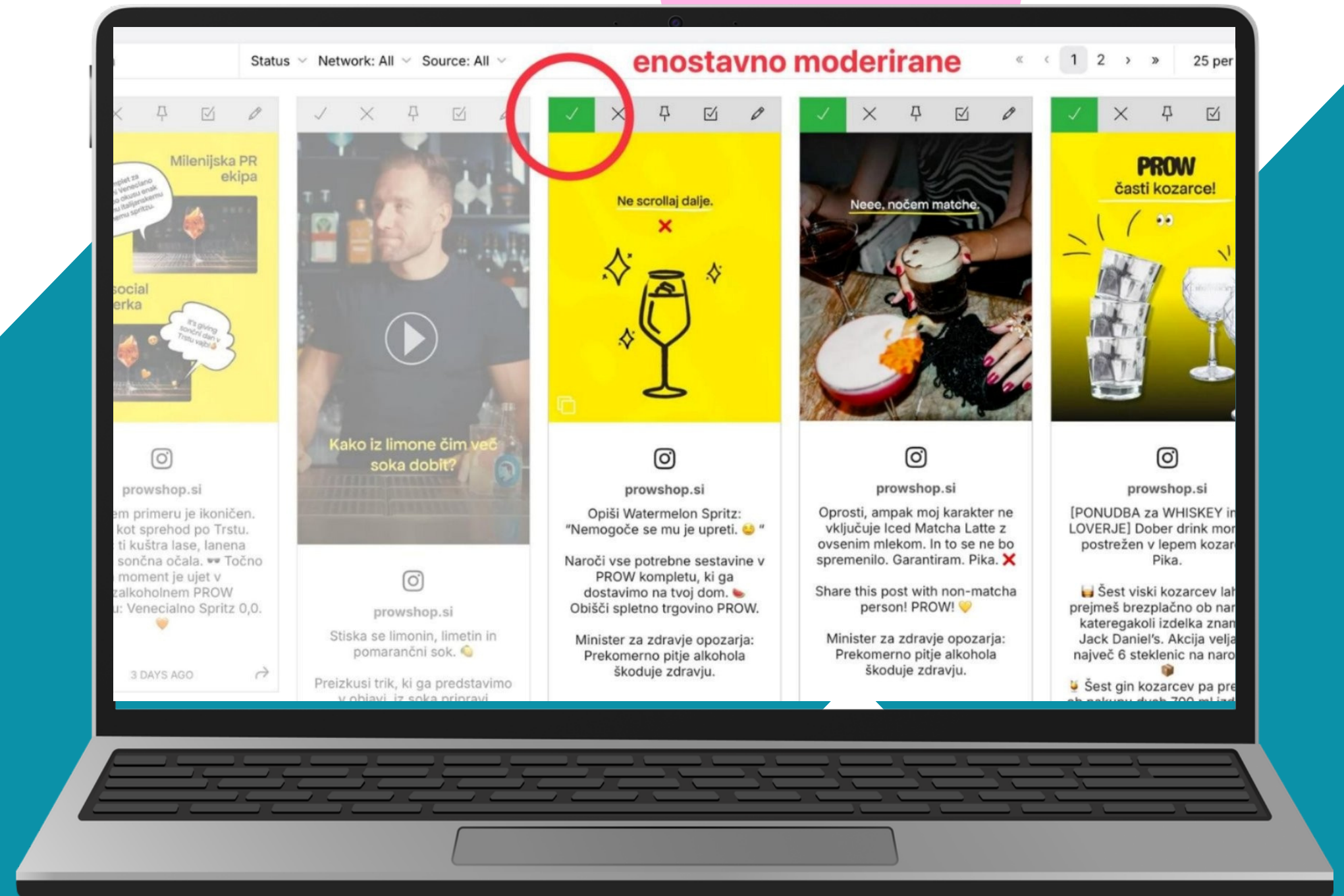
Editorial platform - Curator app



Experiment with new trend

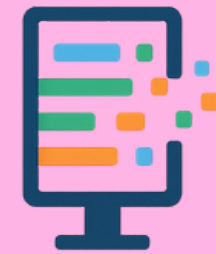
By clicking on the green check mark, the post appears directly in the ad, and by clicking on the X, it is removed.

So with Curator, the client displays everything from the connected feeds live on digital screens via the SocialDOOH app.



**Are you ready to take
your viral content to
the streets?**

**SocialDOOH is already
available.**



**Social
DOOH**



www.europlakat.si