



Social Media Syndication User Guide

Table of Contents

What you will find in this guide:

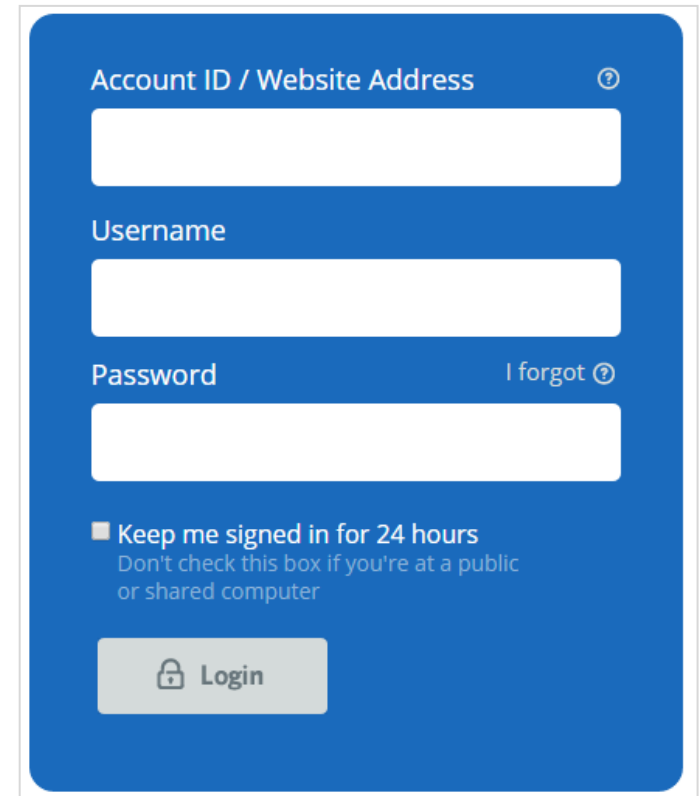
- Getting Started
- Create Social Campaigns
- Social Header
 - Introduction
 - Adding
- Scheduling Posts
- Publishing Posts
- Existing Posts
- Quality Assurance
- Activate
- Analytics
 - Social Campaign by Network
 - Social Content by Campaign
 - Top Posts



Getting Started

- Go to www.structuredweb.com and click the Login button.
- Enter your **Account ID, Username** and **Password**.
- Click Login.
- After logging in you are brought to the Program Manager.

Note: If you are not brought to the Program Manager directly select it from the dropdown menu located in the upper right corner of the page.

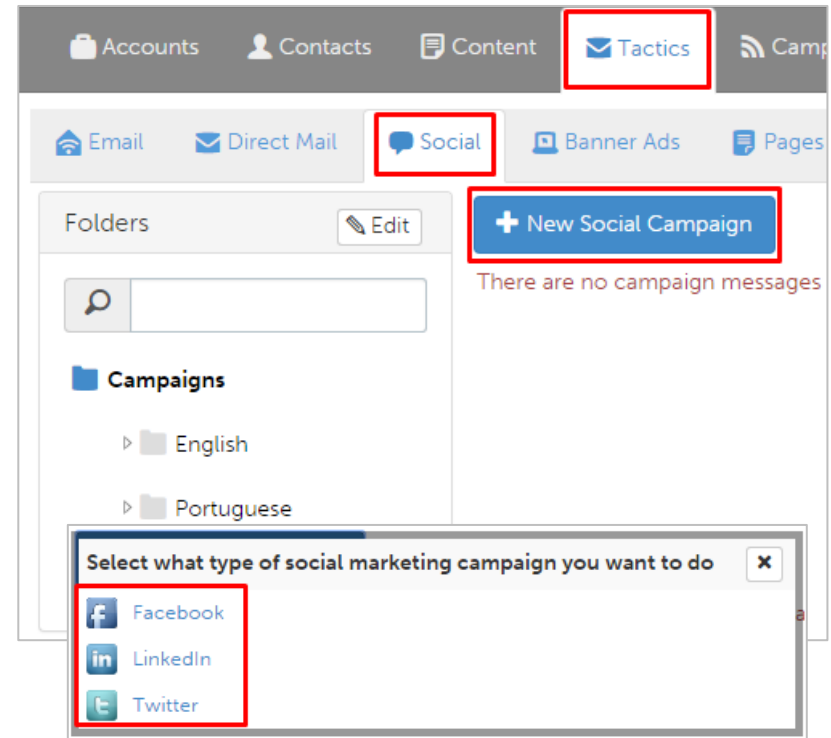


The screenshot shows a login form on a blue background. It contains the following elements:

- A text input field labeled "Account ID / Website Address" with a help icon (i) to its right.
- A text input field labeled "Username".
- A text input field labeled "Password" with a "I forgot" link and a help icon (i) to its right.
- A checkbox labeled "Keep me signed in for 24 hours" with a sub-note: "Don't check this box if you're at a public or shared computer".
- A "Login" button with a lock icon.

Create Social Campaigns

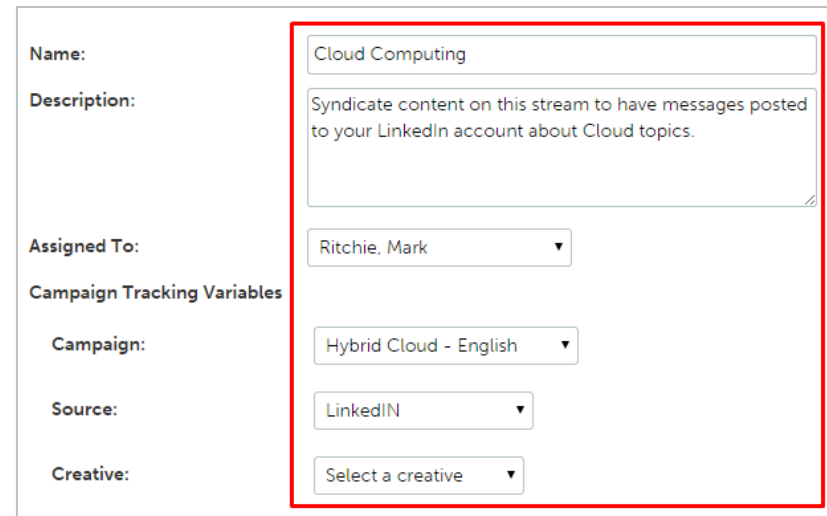
- To create a new social media campaign select the **Tactics** tab and then the **Social** tab.
- Click **New Social Campaign**.
- Select which social media site you want to create the campaign on. You can choose Facebook, LinkedIn or Twitter.



Create Social Campaigns

- In the fields provided enter a **Name** and **Description**.
- Select your **Campaign Tracking Variables**.
- When finished, click **Save**.

Note: The name and description is visible to partners. It is recommended to be as detailed as possible. For example, if your social postings will be about special promotions title it Promotions.



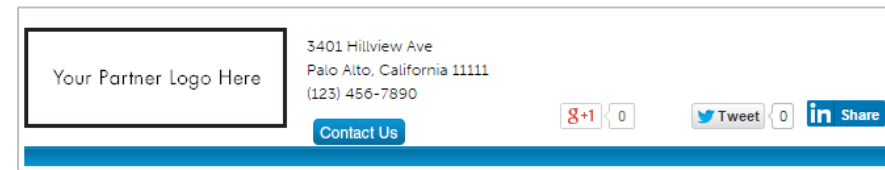
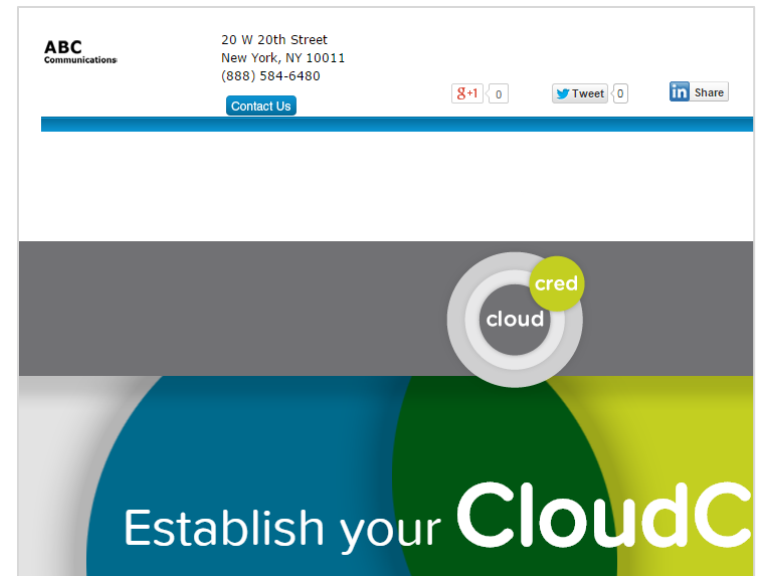
The screenshot shows a form for creating a social campaign. The form is enclosed in a red border. The fields are as follows:

- Name:** Cloud Computing
- Description:** Syndicate content on this stream to have messages posted to your LinkedIn account about Cloud topics.
- Assigned To:** Ritchie, Mark
- Campaign Tracking Variables:**
 - Campaign:** Hybrid Cloud - English
 - Source:** LinkedIn
 - Creative:** Select a creative

Social Header - Introduction

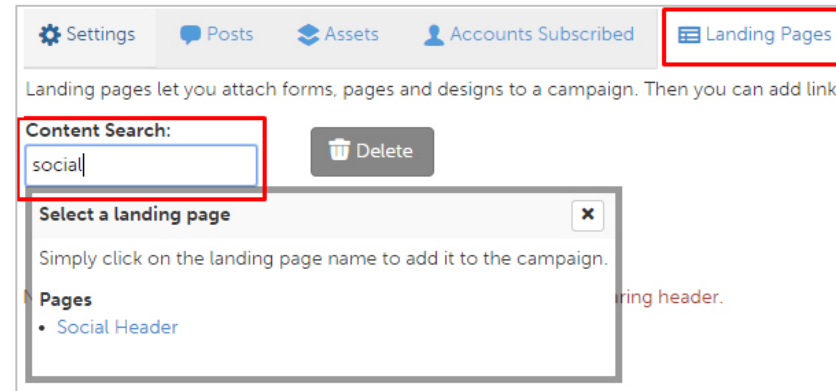
When initially setting up a social media program its very important to set up the social header. The social header displays at the top of the page when a contact clicks a link within the content of a post, maintaining the partner's branding as the contact views the linked material.

A social header consists of the header page and corresponding theme design. Setting up the social header ensures that the header is added to the partner account when the social campaign is added to their account.



Social Header - Adding

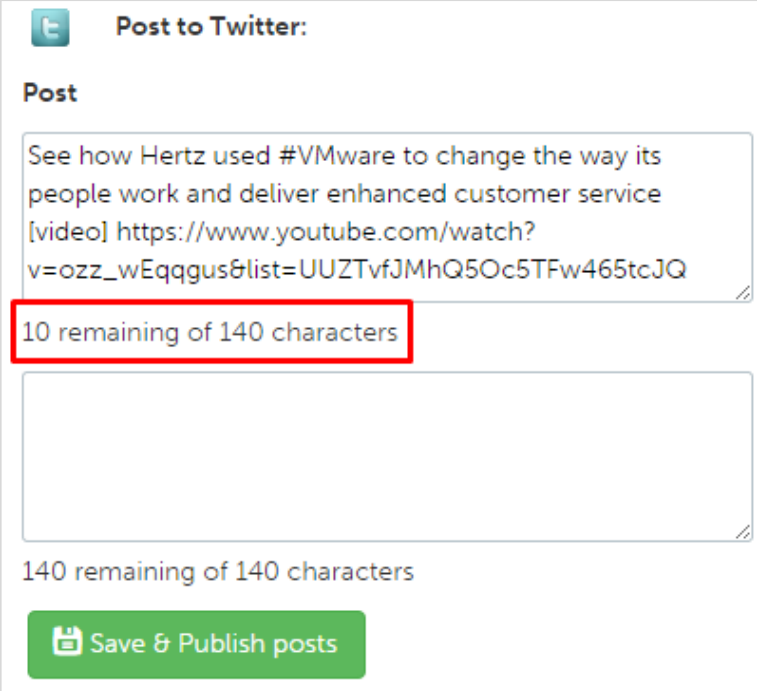
- Click **Landing Pages** and search for the corresponding social header page into the **Content Search** box.
- Click the **Page** name of the social header. This adds it to the campaign.
- Repeat this process to add the **Design theme** as well. This ensures that the social header is added to the partner account along with the social campaign.
- After the pages are added check the boxes on the right hand side of the page under **Social Sharing Header**.



Scheduling Posts

- Once the social campaign is available to partners you can begin scheduling posts.
- Click **Posts** and enter the content you want to post in the text field provided.
- Below the text field is the number of **remaining characters**.
- The system automatically adds additional text boxes to create the next post.

Note: Links are automatically shortened. Begin links with http://



The screenshot shows a 'Post to Twitter' interface. At the top left is the Twitter logo. The title is 'Post to Twitter:'. Below this is a 'Post' section with a text input field. The text in the field is: 'See how Hertz used #VMware to change the way its people work and deliver enhanced customer service [video] https://www.youtube.com/watch?v=ozz_wEqqgus&list=UUZTvfJMhQ5Oc5TFw465tcJQ'. A red box highlights the text '10 remaining of 140 characters' below the input field. Below the input field is another empty text input field. At the bottom of the form, it says '140 remaining of 140 characters' and there is a green button labeled 'Save & Publish posts'.

Scheduling Posts

- When finished creating the content, schedule the **date** and **time** it should be posted to the social media network. You can do this on the right side of the page.
- Repeat this process for each post.

Post on date

Schedule a date and time Now

Date **Time**

Nov **2014** **December 2014**

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1	1	2	3	4	5	6	
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Scheduling Posts

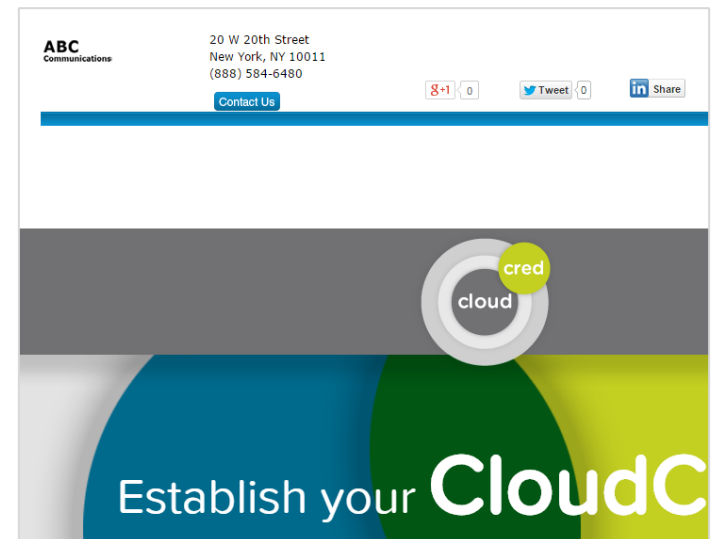
- To display the co-branded header above the page linked in the post, select **Yes** under **Display branded header**.
- If linking to **PDFs** or videos located on **YouTube** we recommend turning the branded header **Off**.
- Repeat this process for each post.

Post on date **Display branded header?**

Schedule a date and time Now


Date **Time**

Yes
 No



Publishing Posts

- After creating, scheduling and setting the branded header you can publish the posts.
- Click **Save & Publish** posts under the last text box on the page. This schedules all posts created.

 **Post to Twitter:**

Post


These are 10 crucial considerations for a successful and stressfree #BYOD environment
<http://www.forbes.com/sites/sprintbusiness/2014/10/22/dont-be-afraid-of-the-big-bad-byod-10-things-you-need->

31 remaining of 140 characters

Check out different ways that your business can integrate a #BYOD policy easily and effectively
<http://www.techradar.com/news/world-of-tech/management/how-to-integrate-byod-into-a-small->

21 remaining of 140 characters

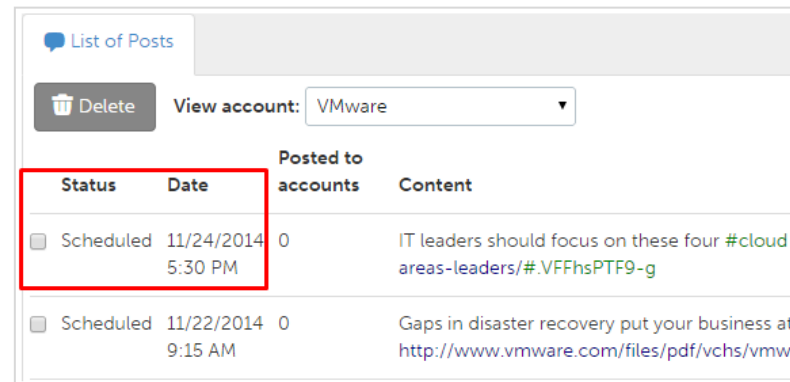
140 remaining of 140 characters



Existing Posts

- **Scheduled** and **Published** posts are displayed at the bottom of the page with the current status.
- To remove scheduled posts place a check in the box and click the **Delete** button.

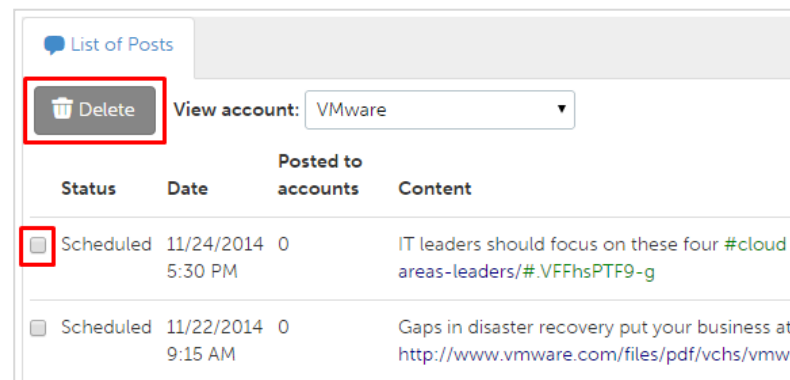
Note: An automated alert is sent to partners every Thursday of the upcoming week's posts. You should schedule these by Wednesday so partners have time to opt out.



List of Posts

Delete View account: VMware

Status	Date	Posted to accounts	Content
<input type="checkbox"/> Scheduled	11/24/2014 5:30 PM	0	IT leaders should focus on these four #cloud areas-leaders/#.VFFhsPTF9-g
<input type="checkbox"/> Scheduled	11/22/2014 9:15 AM	0	Gaps in disaster recovery put your business at http://www.vmware.com/files/pdf/vchs/vmw



List of Posts

Delete View account: VMware

Status	Date	Posted to accounts	Content
<input type="checkbox"/> Scheduled	11/24/2014 5:30 PM	0	IT leaders should focus on these four #cloud areas-leaders/#.VFFhsPTF9-g
<input type="checkbox"/> Scheduled	11/22/2014 9:15 AM	0	Gaps in disaster recovery put your business at http://www.vmware.com/files/pdf/vchs/vmw

Quality Assurance

- Choose a partner from the **Account** dropdown menu.
- This switches the view within the platform to the partner's posts.
- Click the **shortened link** to confirm it links properly and the co-branded header displays.

List of Posts

View account: - ABC Communications ▼

Status	Date	Posted to accounts	Content
Scheduled	11/24/2014 05:30 PM	0	IT leaders should focus on these four #cloud

Content

IT leaders should focus on these four #cloud migration areas for best results <http://stwb.co/urclhp>

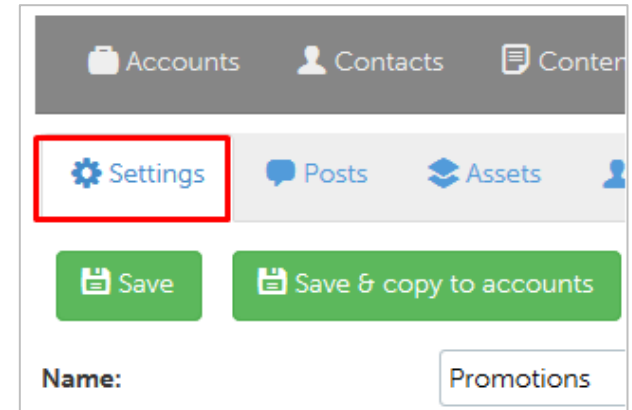
Gaps in disaster recovery put your business at risk. Fill those gaps with #VMware vCloud Air Disaster

#CloudCred Hands-On Labs World now features all labs released at VMworld 2014. Take advantage <http://stwb.co/urclhl>

Activate

- After the posts have been tested, you can activate the campaign in the library. This allows your partners to browse and locate the social campaigns.
- To add it to the library click **Settings**.
- Select **Yes** for **Would you like to make this message available for pulling from the managed library?**
- Click **Save** to process the update.

Note: If you have access to multiple programs select which programs should have access to the social campaign.



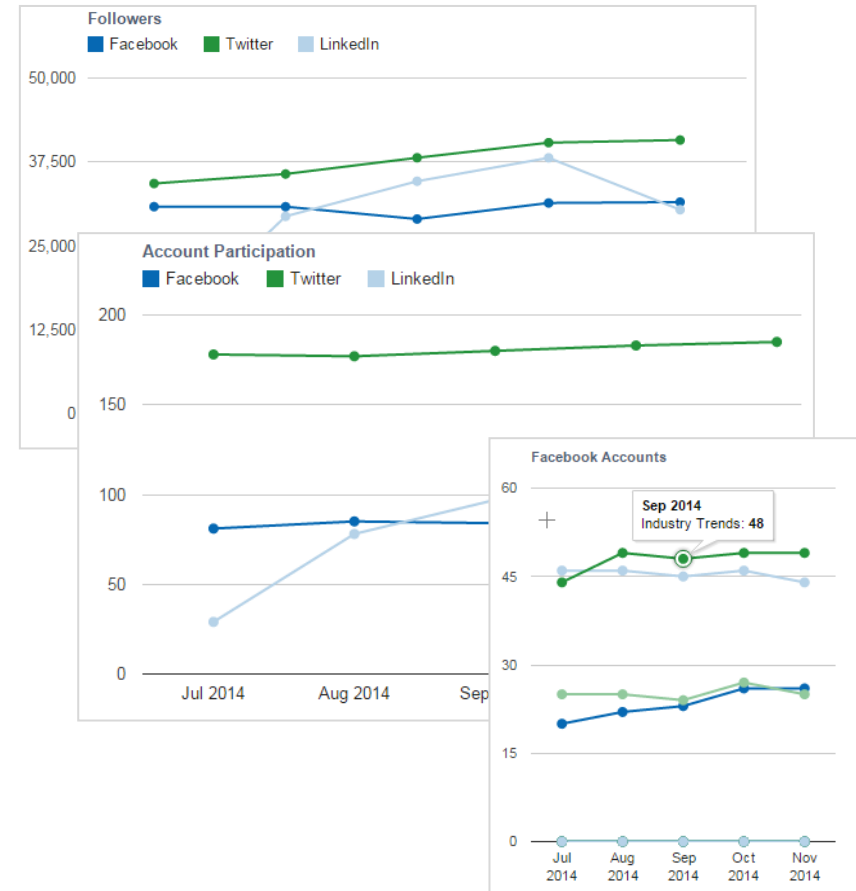
Would you like to make this message available for pulling from the managed library?

No

Yes

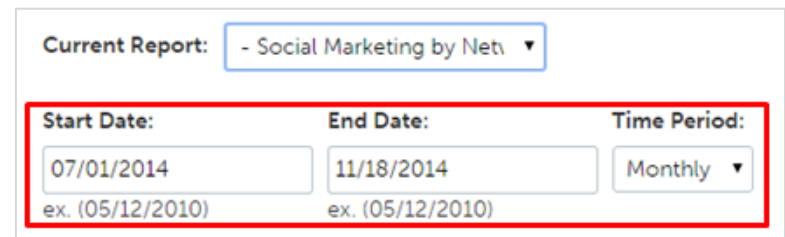
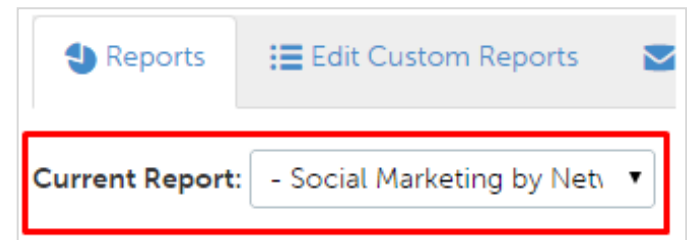
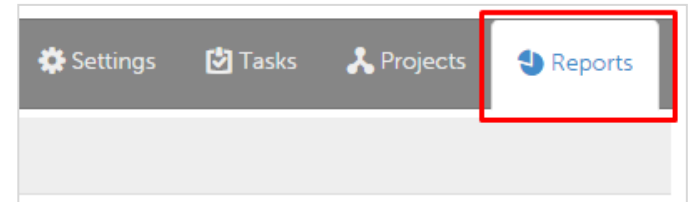
Analytics

- Social Campaign by Network
 - Aggregate total by social media network. Includes number of partners participating, followers, posts, page views, interactions, leads and opportunities.
- Social Content by Campaign
 - Aggregate total for each individual campaign. Includes number of partners participating, followers, posts, page views, interactions, leads and opportunities.
- Top Social Posts
 - Displays the best performing posts. Includes both unique page views and total views.



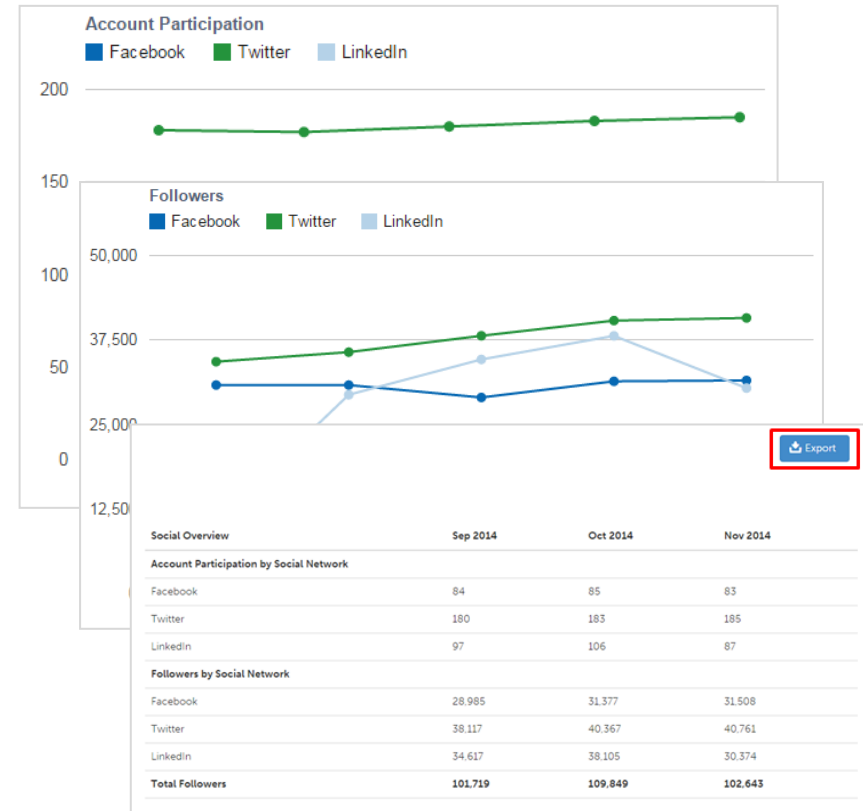
Analytics – Social Campaign by Network

- Click the **Reports** tab located at the top of the page.
- Select the **Social Marketing by Network** option from the dropdown menu.
- Use the **Start** and **End** date fields to adjust the date range. Click the search button to update the results.



Analytics – Social Campaign by Network

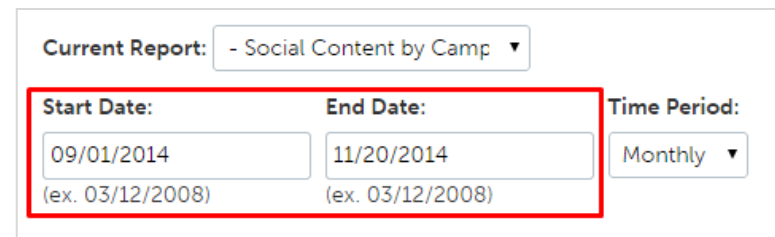
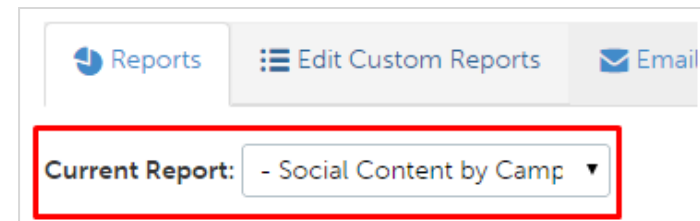
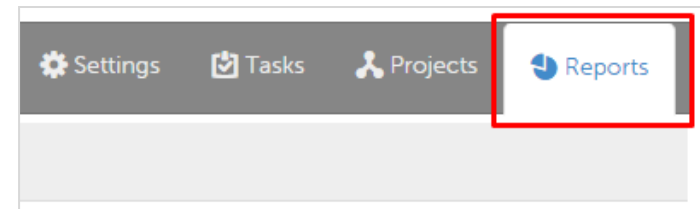
- View the number of **accounts participating, followers, posts, page views, interactions, leads** and **opportunities** across all social media networks.
- Export this data by selecting the **Export** button located at the bottom of the page.



Analytics – Social Content by Campaign

C

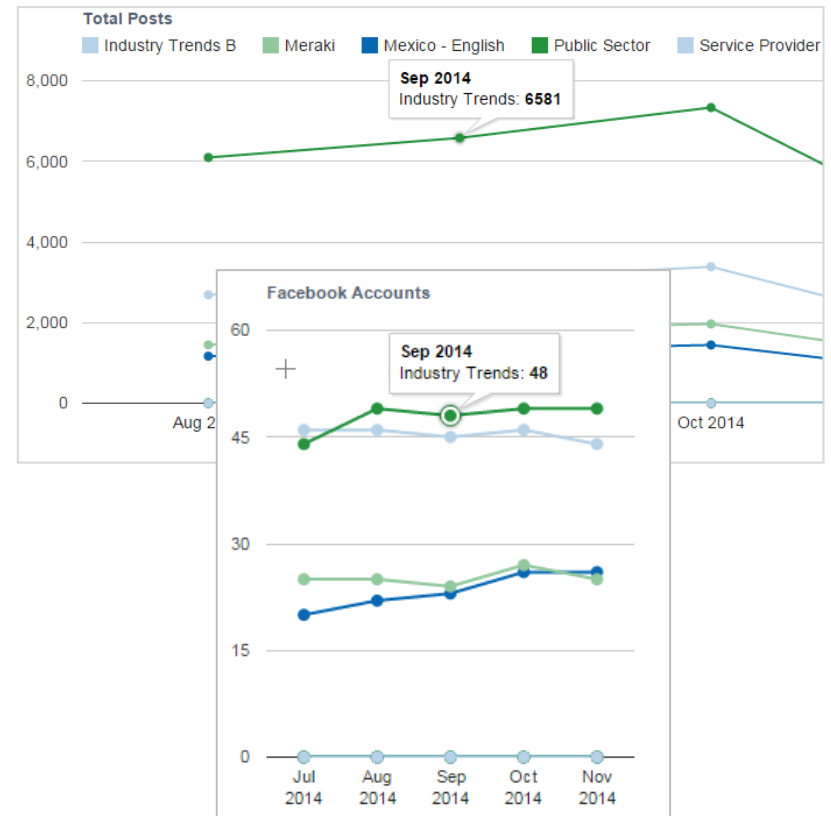
- Click the **Reports** tab located at the top of the page.
- Select the **Social Content by Campaign** option from the dropdown menu.
- Use the **Start** and **End** date fields to adjust the date range. Click the search button to update the results.



Analytics – Social Content by Campaign

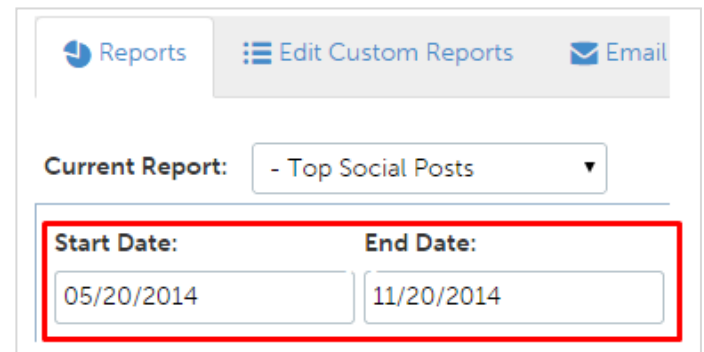
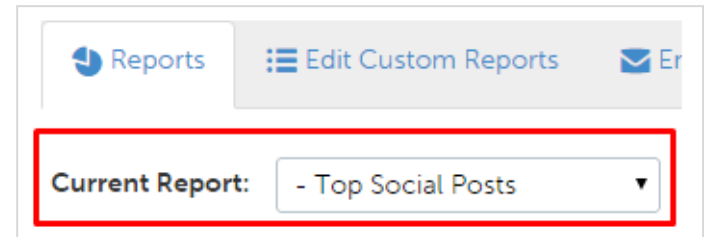
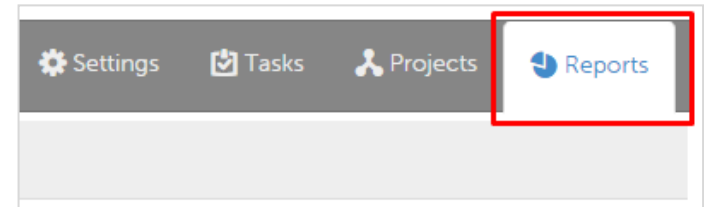
C

- View the number of **accounts participating**, **followers**, **posts**, **page views**, **interactions**, **leads** and **opportunities** for each specific campaign.



Analytics – Top Social Posts

- Click the **Reports** tab located at the top of the page.
- Select the **Top Social Posts** option from the dropdown menu.
- Use the **Start** and **End** date fields to adjust the date range. Click the search button to update the results.



Analytics – Top Social Posts

- View the **Top 20 Page Views** and **Top 20 Unique Page Views** for all posts.

Active Accounts: 1		
Top 20 Page Views		
Campaign	Social Network	Post Content
Twitter - Hybrid Cloud (English)	Twitter	test pos http://www.techcrunch.com
Top 20 Unique Page Views		
Campaign	Social Network	Post Content
Twitter - Hybrid Cloud (English)	Twitter	test pos http://www.techcrunch.com

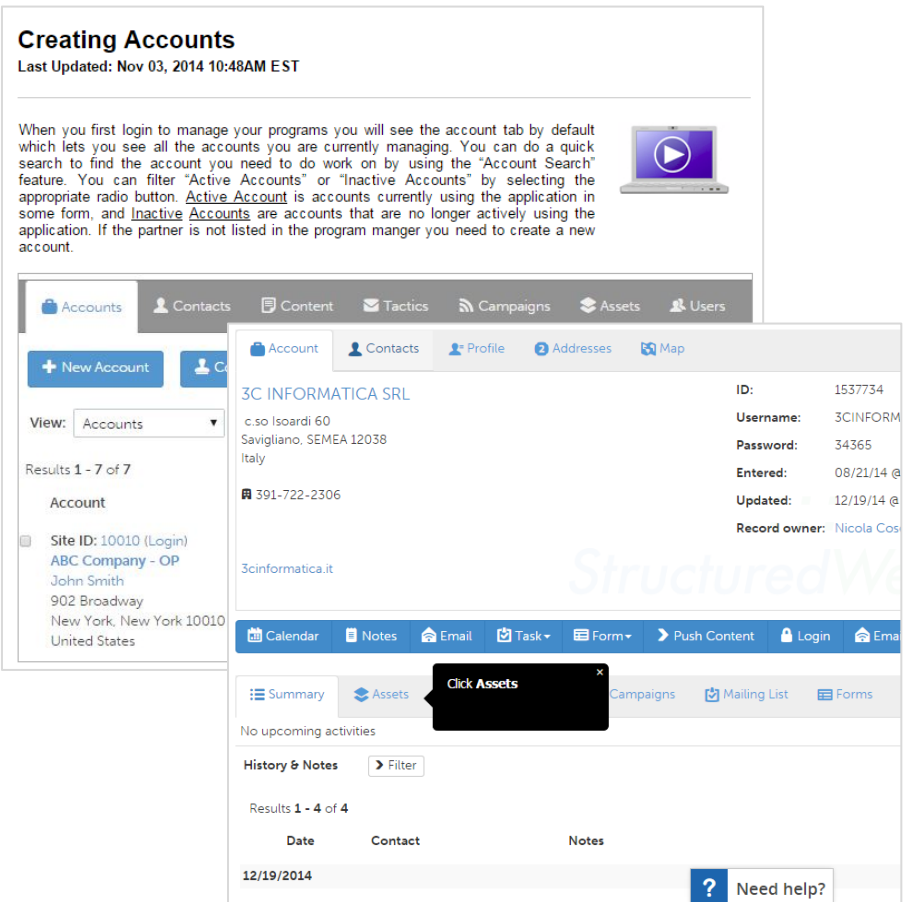
Additional Help

- Email
✓ service@structuredweb.com
- Phone
✓ 888-584-6480
- Online Support Center
✓ support.structuredweb.com
- Product Walk Thru
- Chat

Creating Accounts

Last Updated: Nov 03, 2014 10:48AM EST

When you first login to manage your programs you will see the account tab by default which lets you see all the accounts you are currently managing. You can do a quick search to find the account you need to do work on by using the "Account Search" feature. You can filter "Active Accounts" or "Inactive Accounts" by selecting the appropriate radio button. Active Accounts is accounts currently using the application in some form, and Inactive Accounts are accounts that are no longer actively using the application. If the partner is not listed in the program manger you need to create a new account.



The screenshot displays the StructuredWeb application interface. At the top, there's a navigation bar with tabs for Accounts, Contacts, Content, Tactics, Campaigns, Assets, and Users. Below this, a sidebar shows a search bar and a list of accounts. The main content area displays details for an account named "3C INFORMATICA SRL". A tooltip with the text "Click Assets" is visible over the Assets tab in the account details view. The account details include fields for ID, Username, Password, Entered, Updated, and Record owner. The account information shown is:

Field	Value
ID:	1537734
Username:	3CINFORM
Password:	34365
Entered:	08/21/14 @
Updated:	12/19/14 @
Record owner:	Nicola Cos

The account address is: c.so Isoardi 60, Savigliano, SEMEA 12038, Italy. The phone number is 391-722-2306. The website is 3cinformatica.it. The account is associated with Site ID: 10010 (Login) for ABC Company - OP, managed by John Smith at 902 Broadway, New York, New York 10010, United States.