## The Showmen

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# SHOWBIZ !!

## What? For whom? Why?

- Develop a community for educating people in show business
- Anyone who wants to learn
- "The vision of ShowBizU is to build a community where individuals at varying skill levels can come in and learn about storytelling."

## Last 2 weeks

- Narrowed our scope down to community (this quarter)
- Extensive research on social networking/community
- Analyze Ning and VanillaForums as our community platform.





## Difficulties

Turning in documentation to clients on time

Determining the right scope

Course's workflow is different from our project's workflow

## NING

- · Issues with intellectual property ownership
- connect via social media (FB. Twitter, Linkedin, Goods, etc).
- SEO optimized
- Invite other members/experts to co-publish posts
- liking, sharing, joining/creating subgroups
- . Basic: \$25/mo, Performance: \$49/mo, Ultimate: \$99/mo (big problem: limited number of members: 1,000/10,000/100,000 impossible to grow into a large community like that of

### Features

- See the new activity occurring in your Ning Network (i.e. new photos that have been
- and more) Up-to-the-minute activity update
- Members can update their status on the Main Page Comment on content, "Like" content and view content

## Blog Your My Page comes equipped with your very own blog

## Custom Page

You can add HTML directly to any page you've created on your Network

### File Management

 Using the Forum o Discussions Discussion title, category, description o Checkboxes:

- Attach file to your network
- A file size you can upload can be up to 7MB. Any variety of formats, such as a jpg, png, gif, jdf, doc or other file format
   Attaching a file to your network through the Add feature creates a download link for that

## file that amone on your network can click on to download

- Create a Force instance to which all of your mambars are able to contribute
- discussions, and that anyone (member or non-member) can read . Create a Forum instance that only members can view, but only administrators can creat

. Announce: makes discussion sticky, so always at top of discussion board Close: no one can add new comments to discussion Sink: when new post in the discussion, the discussion topic does not go to top of discussion board, just keeps sinking towards the bottom

- discussions in Ability to determine who can contribute to a Forum instance
- . Ability to choose to make it "Published" or "Dreft"

 Can comment to people directly using "@"
 Can use HTML to write text/lettach images, etc. Can bookmark certain discussions so you get notified when it is updated

. Can save discussion as a draft if don't want to nost just yet

. Edit: allow moderator to edit a comment right there in a page

Can roll back to a previous edit or just see what was changed

Can add more users to private conversation using "Add People to this

View notifications, discussions, comment history

Can upload logo as banner image

 Completely change appearance of forum o Preview and apply themes

If have edit logging enabled, can view all edit changes in the admin deshboard

Select user that you want to have private conversation with, then write a message

Bookmarks tab

 Moderator options: Dismiss

Sink

Close

Delete

Conversation' box

o Every user has a profile

Change picture

. Changing appearance of your forum o Banner

n Artivity teh o Share status

o Themes

Go to inboxistant new convenation

Private conversations

User profiles

- "Published" scossable to the public "Draft" - accessible to administrators only

- When creating Groups, you get to specify which members are able to add groups and view the Group Hub page By default, non-members will see an About block
- Indicate whether or not Group is onen, invite only or closed and whether moderation is required
  - o. Onen Group: one that any natural member can inic Invite Only: one that only invited people can join Closed Group: one that is not accepting new members
- Moderated Group: one where new members must be approved. Group creator or Network Admin can update the group's name, description, url. image.

## and cover photo, and join options You can invite people vis:

- o firmal Popular social networking sites
- Network Creator and administrators have the ability to determine whether or not.
- members can send private messages to each other
- Off members cannot send private messages to other members on the network Friends Only - members can send private messages to their friends on the
- o. Onen a members can send polyate messages to any other member on the network

## Upload photos and images

Control who can contribute and view photos

- Site & Pages . Set up the pages and permissions of your network in the Site & Pages manage

- Social Signals

- . Let members sign up and sign in with services like

  - o Facebook
- - Twitter

- Google
- Yahoo
- TBD Features

· will only allow members to embed videos, not upload them

(more along the way)

## VANILLA

Events

Starter: \$99/mo. Advanced: \$199/mo. Corporate: \$599/mo. Enterprise: \$1,199/mo (unlimited number of members on all plans, but limited monthly papeviews: 100k/250k/1m/3m)

## Self-Hosted VS. Cloud

How is Vanilla's rigad product different from the open source product?

- The cloud (SeeS) product is hosted on a purpose-built infrastructure that delivers uptime
- and fast loading pages, it comes with support, and has many premium features The open source software is free to download and is lineased under the CPLv2

Difference in Features (between "Self-Hosted" & "Cloud") Both contain

- o Forum Software Solid core
- search function just in time learning Customizable Themes - Customize your theme to the look and feel of your site.
- Mobile Ready Works on all mobile devices without additional plugins
- Plugins Extending Features Both platforms have plugins to extend feature The cloud versions offers more plugins
- Social Media Logins Register and login to Vanilla using a Facebook, Twitter, OpenID and Google, Cloud offers Disque & Linkedin jsConnect/Single Sign on (SSO) - Enables single sign-on from your website
- Cloud contains: Advanced Snam Protection - learns from snam free with snam protection
- Mall Chimp Integration push and sync member list to MaliChimp (a
- web-based email marketing service. It helps you design email newsletters, share

- them on social networks, integrate with services you already use, and track your
- Extensive A.D. Read/White access to Vanille via A.D.
- Gamification Increase participation with reactions and badge
- VigUnk Monetize links
- Bolls Dublic and private not discussions Social Integration - Automatically push notifications to member's social
- accounts
- Pre-Moderation Approve posts before posting them to the forum
- Spoof Admins can sign in as other members

- Warnings A point based moderation system User Ranks Give members a rank and abilities based on achievement (or manually by moderators)
- Member "Rank" feature could be used to identify mentors · can have different roles & permissions
- Groups Allow members to create private and public groups
- Vanilla POP Register, post and read forum content via email Advanced Search - auto-suggested results, can create and search for tags
- Advanced Analytics Advanced community statistics
- Automated Backups Your forum will be backed up on a regular basis Automatic Updates - Your forum will always be using the latest/greatest version
- of our software

  Dedicated Support Guaranteed Support from the learn that built Venilla
- You can use Goods Applytics to measure treffic Google analytics complements Vanilla's existing state
- How to: send your Google Analytics ID to customer support and they will add it to every page of your forum

## Vanilla supports other languages

Vanilla's UI can be localized and they currently support most major languages.

## They support right-to-left language localization

### MODERATING COMMUNITY

Moderation Vanille Community

- Allows the community to self-moderate using Venilla's Reactions (15 available)
- Abuse and SPAM used by members to indicate that a comment is violating the

- sent to the moderation or SPAM queue and the comment is burried (i.e. it's
- If Alvine, or SDAM reaction is official by 5 or more members, the comment is collapsed and greyed out) If Abuse, or SPAM receives 10 flags it will be completely removed pending.
- Thresholds that put a comment into the SPAM or Moderation queue can be
- adjusted by Vanilla customer support
- Moderators can delete or edit comments inline without needing to flag or send them to a moderation queue

### Negative and Positive Reactions Flagging abuse and positive reinforcement.

moderator approval

- User can earn and lose reputation score, which may or may not earn them badges
- Badges symbolize a "Rank" they earn, and a higher rank may have features not available to lower ranks

## This system makes things more objective and transparent (especially in large

- . Warning points expire after a set amount of time and can be cleared by mode at any time
- Completely ben user from the community
- . When banning a user, you can optionally delete all of the user's existing posts

## DATA & SECURITY

Forum date is backed un

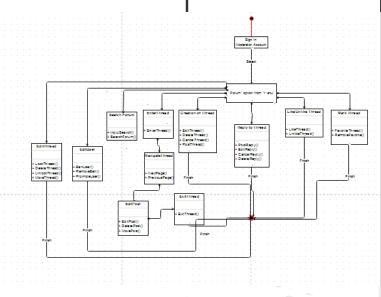
. Date is backed up daily

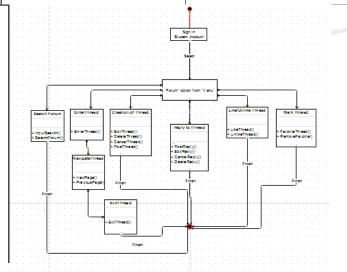
Export data

Contact customer support to get a database dump of your data

. Yes. The data created by you and by your forum members is yours. Other than to comply with laws and regulations. Vanille doesn't sell or transfer any user created data to 3rd

### TUTORIALS





## Next 2 Weeks

- Chosen platform is?
- Begin designing community using chosen platform
- Go live
- Start user testing