

#### PHOTOSYNTHESIS PROGRAM - ACME INC

COMPOSER

#### OVERVIEW AND REQUIREMENTS @

1. One Cold Stone Creamery ID blog post (include Pin 2 Win image and link to ID Pinterest board)

2. Two social media shares promoting the post via Facebook, Twitter, or Instagram using #IScream4ID, #summer, and @InDelight

3. One pin posted to the ID + Ice Cream Pinterest board

4. Promote #IScream4ID Pin to Win Sweepstakes

5. One custom component (select here)

Complete details in the Program Guide!

COMPOSE YOUR BLOG POST

FEATURED IMAGE @

ADD A CAPTION (OPTIONAL):

These beautiful rolls definitely helped convince me to try sushi!

Choose a different image

TITLE 0

I tried sushi for the first time - and like a fish, I'm hooked!

CONTENT @

B I U S

necessary regelialia.

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the

It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran over her cheek, then http://facebook.com/bran...

SAVE FOR LATER

**SUBMIT FOR REVIEW** 

## DRAFT AND MODERATION

**POST PREVIEW @** 

I had sushi for the first time - and like a fish, I'm hooked! posted 5 hours ago

by Anne-Marie

My Awesome Blog

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This is a sponsored conversation written by me on behalf of Ave-test. The opinions and text are all mine.

# 3 MESSAGES (1 NEW)

**Marketer Name** 

3/1/2014 12:34pm

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum.

**▼** You

3/1/2014 2:03pm

Aenean lacinia bibendum nulla sed consectetur. Donec sed odi dui.

**←** REPLY

**Marketer Name** 

3/2/2014 6:54am



Maecenas faucibus mollis interdum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit. Etiam porta sem malesuada magna mollis euismod. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

**POST MESSAGE:** 

B I U S 

**SUBMIT** 

POST DISCLAIMER AND READER INFORMATION

PUBLISH AND PROMOTE YOUR POST

2014

DRAFT DUE DATE @

**PUBLISH DATE @** 

Wednesday

January 1st,

Monday March 4th, 2014

#### REQUIRED **RESOURCES @**

Cold\_Stone\_Creamery \_Program\_Guide.pdf

#### BRAND URLS @

http://facebook.com/bran... http://twitter.com/brandna...

#### **BRAND ASSETS @**









### **ADDITIONAL RESOURCES @**

Brand Style Guide.pdf

Rules-and-Regs.doc

# WIDGETS @

300x250 Sidebar Widget 160x600 Sidebar Widget

#### **Submit for Review button**

If moderation is enabled on an assignment, the "Generate Embed Code" button will instead say, "Submit for Review," where the post will be submitted as a draft to the marketer for review.

Once "Submit for Review" is clicked, the "Draft and Moderation" section will be enabled, and the influencer can then view a preview of his/her post and send/receive messages in the Message section.

The "Publish and Promote Your Post" section will be disabled until the marketer approves the submitted draft.

# **Draft and Moderation Section**

If Draft Moderation is enabled for the assignment, a "Draft and Moderation" section will appear underneath the composer.

This section will house the post preview/draft, along with the messaging system between the influencer and marketer.

This section will be consistent for all blog post assignment types. Though if Moderation is not required, the Message section will be disabled and there will be a message explaining that moderation is not required.

The "Publishing and Promoting Your Post" section will now only include the embed code, verify URL, cross-post tool, and extra social promotions.

If there is a new message in the moderation section, the new message's title bar will be blue instead of grey.

# **Approve/Deny Notifications**

The marketer can either Approve or Deny a draft as part of moderation.

If a draft has been approved or

denied, the notification and accompanying message will appear inline with the rest of the messages. The Approval or Denial is indicated with either green (Approved) or red (Denied) in the header of the message, along with the Approve/Deny icon, with the accompanying message underneath.

### Section Until the marketer approves the

**Publish and Promote Your Post** 

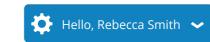
submitted draft, the "Publish and Promote Your Post" sectionw will be greyed out and disabled for the influencer.











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ADD A CAPTION (OPTIONAL):

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#### TITLE @

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You

3/1/2014 2:03pm

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**←** REPLY

**Marketer Name** 

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# REVISION REQUESTED

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# BIUS

**POST MESSAGE:** 

**SUBMIT** 

POST DISCLAIMER AND READER INFORMATION

PUBLISH AND PROMOTE YOUR POST

# DRAFT DUE DATE @

Wednesday January 1st, 2014

## **PUBLISH DATE 9**

Monday March 4th, 2014

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