SUMMASOCIAL.COM
ONLINE AGENCY

FEATURE TUTORIAL
MID SUMMER 2012

SummaSocial.com™
leapfrog your competition®

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HOW TO ACCESS **SUMMA SOCIAL ONLINE**

Instructions

Welcome to Summa Social's dashboard where it's **easy** to manage, engage, and **grow your business** using our social media marketing system.

1. Log-in to your Facebook account *(Figure 1).*
2. Open a new browser window with link: http://www.SummaSocial.com; click the blue LOGIN button located top-right corner *(Figure 2).*
3. From the new popup, choose your industry (or select GENERAL); then click on Facebook icon *(Figure 3).*
4. When the **Site User Login** box appears, add your User Name (firstnamelastname), Password (firstnamelastname1) and Security Code as shown *(Figure 4).*
5. Click **Allow** when the Summa Social Online Agency box appears. Upon your very 1st entry, the screen asks for you **Login with Facebook** then to **Allow** the application; from your 2nd entry onward, you'll land on Summa Social's home page dashboard! *(Figure 5).*
6. You have successfully logged into the Social Media Management Dashboard.

Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

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Patent Pending
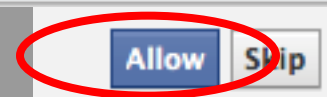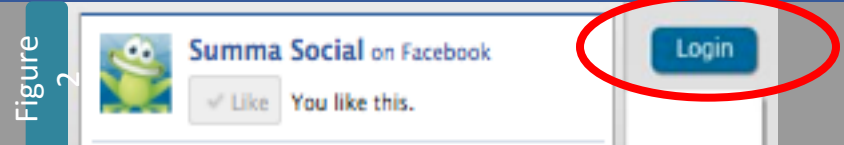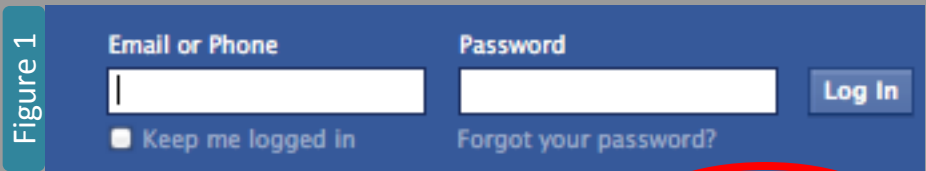
TRAINING **VIDEOS**

Make Summa Social Online Agency work for you by watching these tutorial videos.

The Complete Social Media Solution:

Summa Social Dashboard Walk-Thru:

post'n'Leap / autopost

Post'N'Leap

The easy-to-use Post'N'Leap feature allows you to schedule professional, pre-written content from a variety of libraries in advance across multiple business pages.

1. Click **Engage**. Click **Post'N'Leap** from the left-hand navigation. Click **Go To Scheduler Page** *(Figure 1).*
2. Type your content in the **Compose Message** section or select pre-written content from the **Industry Library** (example shows chiropractic) with posts that cover everything from industry news, lifestyle, trivia, and more *(Figure 2).*
3. Add a photo or video by clicking on the **Add Photo** or **Add Link** tabs. Click **Select Business Pages** to choose the page(s) to post an update.
4. You have the option to **Save as Draft, Save in My Library, Quick Post** or **Schedule Post.**

Auto Post

*Don't have the time to post daily to your Facebook Page? Select the **Auto Post** feature **(Figure 3)** and have content automatically post to your page. Please note: this feature continues to post daily until you choose to turn it off.*

1. Click **Auto Posts** (*Figure 3).*
2. Schedule the time you want to post daily by assigning the criteria in the **Set Time/Date** section. Click **Add Business Page(s)** to select Business Page(s) and hit **Save.**
3. Click **Set Autopost.** Click **Import Library** and select **OK.** Click **Turn Autopost On.** The **Autopost** tab at the top will turn from red to green.
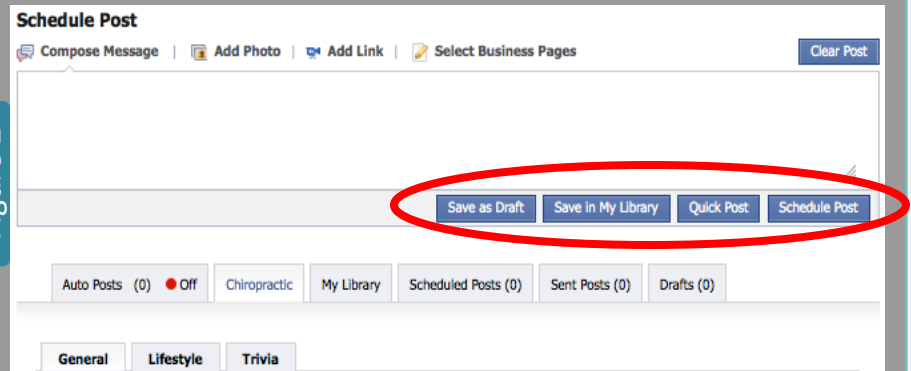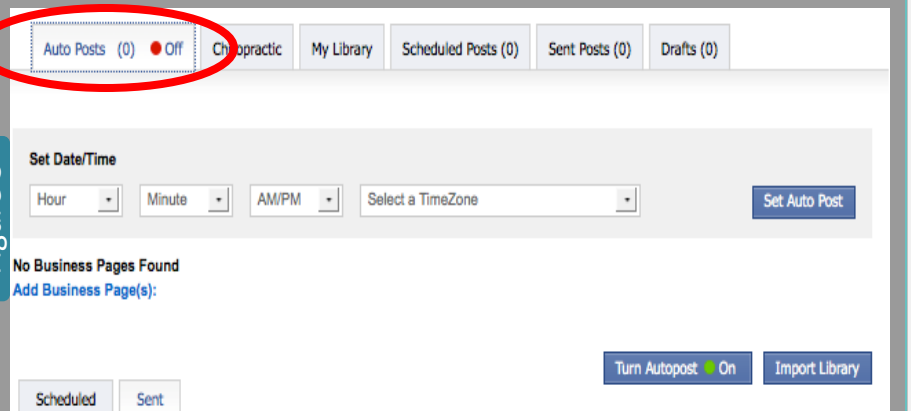
Figure 1

Figure 2

Figure 3

TIMELINE COVER **PHOTO**

Design a Page: Timeline Cover Photo

1. Click **Design.** Select **Cover Image**. Select **Choose Cover Photo** under **Design Your Custom Cover Photo** to view the templates. Click **Cover Photo** to select template.
2. Within the **Edit Mode** menu, click **Edit Text** to edit the existing text. When you click on the text to edit, a text box appears. Re-type your desired text. Click **SAVE & CLOSE** *(Figure 4).*
3. Click **Edit Color & Images.** Click an image or background color to edit. The **Image Options** box appears *(Figure 4)*.
4. To edit the background, click inside the rectangular box next to **BACKGROUND COLOR** *(Figure 1).*
5. A color box appears allowing you to select a color. Use the vertical color bar to select your color. From there, click and drag the circle from the upper-left corner to reach the shade of your choice. Customize your color by using the RGB, HEX or HSB codes to easily match your brand guidelines *(Figure 2).*
6. Click **Add Custom Image** to upload a new photo from your desktop. Use the position settings to align your images to the left, right, top or bottom or use the move tool to freely position your image by dragging it around. You can repeat your image horizontally or vertically. Click the trash can icon to remove the image. Select the **BACKGROUND COLOR** box to change the color. Click **SAVE & CLOSE** *(Figure 3).*
7. Within the **Edit Mode** menu, click **Save** and name the file.
8. Click the **Publish Cover Photo** button, select the **Business Page** and click **Publish Cover Photo.** It will automatically upload to the photo tab on your Business Page *(Figure 4).*
9. Visit your Facebook Business Page. If your page does not have a Cover Photo, click **Add a Cover.** To change your current Cover Photo, hover over the Cover Photo and select **Change Cover. S**elect **Choose from Photos.** Scroll through until you see the photo you designed. Select and drag image to reposition. Click **Save Changes** *(Figure 5).*
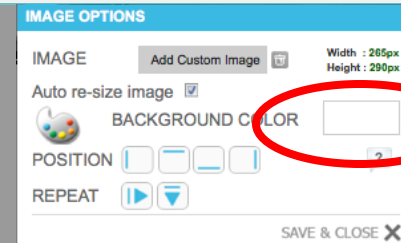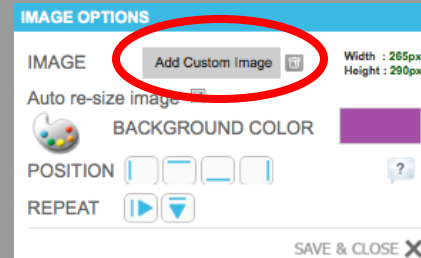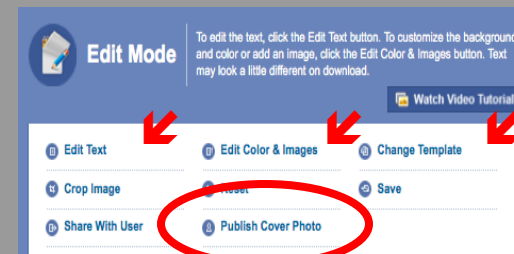
Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

Quick Tip: Templates store in **My Saved Cover Photos** library so you can edit anytime.

CUSTOM LANDING PAGE **TABS**

Design a Page: Custom Tabs

1. Click **Design** in left navigation menu. Choose from 1 of 5 different categories (i.e.., express, welcome, shopping, contact us, coupons). Click **Design a Custom Tab.** View the templates by clicking **View All, View by Page** or **Carousel** located in the right hand corner of the page (*Figure 1).* Click on the image to select a template.
2. Click **Edit Text** to edit the text in the template. Click the text that you want to edit and re-type your desired text. Click **SAVE & CLOSE.** Click **Edit Color & Images** to customize the background colors or add an image. (*Figure 2)*
3. Click on the text. A **Text Options** box appears with various choices to customize the font type or text color.
4. Click on an image or background to edit. The **Image Options** box appears. Click **Add Custom Image** to upload a new image. Use the position settings to align your images to the left, right, top or bottom or use the move tool to freely position an image by dragging it around. You can also repeat your image horizontally or vertically. Click **Trash Can Icon** to remove image. Click in the color box to change the color. (*Figure 3)*
5. If you selected a template with a video player, click **Edit Text/Upload Video** and click on the video. Copy your video URL and paste it into the video box.
6. Click **SAVE & CLOSE.** Click **Save** and name the file.
7. Click **Publish Custom Tab,** select business page and click **Publish Custom Tab.** It automatically uploads to app section of your Facebook Business Page (Figure 4).

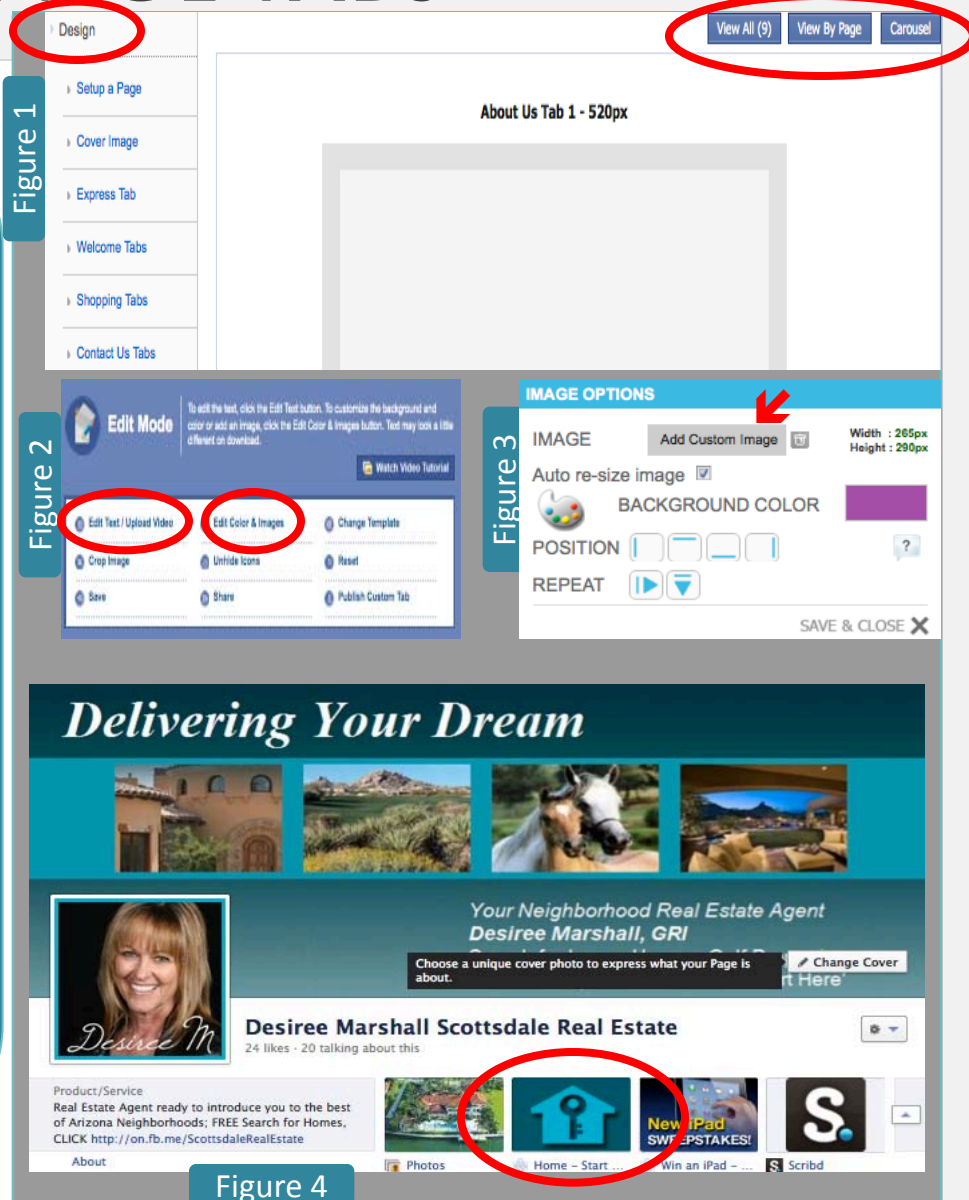**Figure 1**

Figure 2

Figure 3

Figure 4

Quick Tip: Templates store in **My Saved Custom Tabs** library so you can edit anytime.

7

ENGAGING **SWEEPSTAKES**

Design a Page: Sweepstakes

The Sweepstakes feature allows you to add a Sweepstakes to your Facebook Business Page without incurring monthly management or legal and prize costs associated with it.

1. Click **Invite** and click **Sweepstakes** in left navigation menu.
2. Click **Add Sweepstakes** *(Figure 1).*
3. Select Facebook Business Page(s). Click **Publish Sweepstakes** *(Figure 2).* A box appears stating the Sweepstakes was published successfully.
4. Navigate to your Facebook Business Page. Refresh the page and the Sweepstakes app will be displayed in the app section *(Figure 3).*

Helpful Hints

1. Make the Sweepstakes app one of your top row apps on your Facebook Business Page to help increase current customer participation, gain more 'likes' and generate more word-of-mouth for your BRAND. *(Figure 4)*
2. You can also use the Customizable Sweepstakes Image that we provide you. Embed the image within an email to your current customer database. Simply hyperlink the image with the URL to the Sweepstakes app page on your Facebook Business Page to encourage participation. *(Figure 5).*
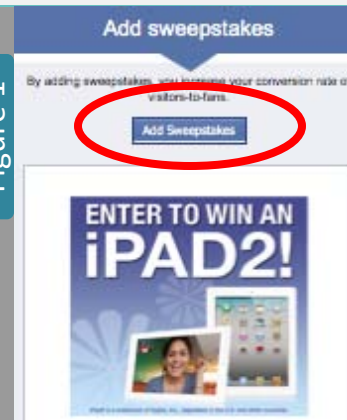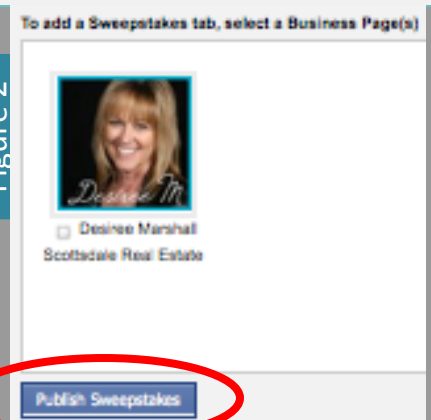

Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

10 JUMPSTART **TIPS**

Educate Your Team

1. Explore Social Media Training through the Summa Social **Learning Center**. It's a gold mine of information available 24/7.
2. New to social media? Not to worry. Check out the '**Learn Facebook Lingo'** eBook to quickly bring yourself up to speed (see **Learning Center > Design**). See what's on deck this month with our social media weekly webinars and **informative email campaign**.

Establish an Authentic Presence

3. Create a **Personal Profile Cover Photo** and a **Timeline Cover Photo** your Business Page.
4. Update the **About Us** Section of your Facebook Business Page with relevant, keyword-rich text, links, and contact info.
5. Upload photos of customer-focused events to display the personality of your community and BRAND. Categorize the photos in albums with keyword-rich titles and descriptions.
6. Secure a Vanity URL.

Spark & Join Conversations

7. Deliver value to your audience by posting engaging, educational, and entertaining updates. Access the '**25 Super Effective Facebook Posts'** eBook (see **Learning Center > Engage**).
8. Ask a question to generate conversation (via likes, comments, shares) or respond to feedback from content published using the Auto Post tool. '**Simple Daily Facebook System'** eBook (see **Learning Center > Introduction**).

Fuel Growth & Visibility

9. Want to give your Facebook Business Page the exposure it deserves? Take advantage of the '**Facebook Marketing Workbook'** eBook (see **Learning Center > Introduction**). Install the **Sweepstakes** app to generate more 'Likes'. And don't forget to **direct traffic** to the Sweepstakes app with your email signature.
10. Industry Stats from ComScore show 58% of Fans are more likely to buy from the brands they 'like'. So, announce (via text, email, in-office, and at time of purchase) that customers who "like" your Facebook Business Page are entitled to same-day discounts, promotions, contests or freebies. This can be an on-going way to attract new viewers to your Page and new clients to your business as well as reward current customers.