

9 Content Center

About the Content Center

Q Why can't I see the Content Center?

A ??CONTENT CENTER FOR PURCHASE ONLY? Most of the screens in Spredfast Conversations are configurable—they must be enabled for you by an administrator before you can see and use them.

Controlled by workspace?

A user's ability to see and take action on folders and assets in the Content Center are controlled by both the user's Content Center Role ["Content Center Roles/Permissions." on page 49](#), and the rules that have been set on the folder containing the assets.

Content Center is company wide (not initiative wide)...

Layout/Structure

Table 9-1 Content Center Icons--UX TO PROVIDE

Icon	Description
	folder panel button
	text
	?image?
	grid
	list

Create and Manage Folders

About Folders

All Assets in the Content Center are organized into folders. The Folder Owner (FINAL TERM?) decides who can see and act upon the assets within it. By

default, the folder and its contents can be seen and acted upon only by the user who added it. A folder can be shared with all the users in a particular initiative, or with specific named users. When sharing a folder, the Folder Owner (FINAL TERM?) decides the type of access others have.

Initiative members can be allowed to:

- See and add notes (Can View) or
- Publish assets (Can Publish). (Remember that a user must also have a role that allows publishing, plus access to the account in order to publish.)

Named users can be allowed to:

- Add new assets to the folder (Can Create)
- Publish assets (Can Publish) (Remember that a user must also have a ?publishing and content center roles? that allows publishing, plus access to the account in order to publish.)
- Edit asset content or properties (Can Edit)
- See and add notes (Can View)

These privileges are hierarchical--if a user has Can Create, for example, he also has all the privileges listed beneath (Can Publish, Can Edit, and Can View).

NOTE Folder sharing and User ROLE? Permissions

Folder sharing is *used to limit, not extend*, a user's abilities in the Content Center. For example:

- If a user's role allows him to publish content, but he has been given only Can View access to the folder, he cannot publish assets from it.
 - If a user's role does not allow him to publish content, but he is given Can Publish access to a folder, he will not be allowed to publish assets from it.
-

NOTE Sharing for Initiatives and Named Users

If a user has access to a folder both as a member of an initiative, and as a named individual, whichever access gives her the most capabilities is used. For example, if you have Can View access as a member of an initiative, but have Can Publish access as an individual, you are allowed to publish.

? text in ui CREATE FOLDER panel that sub folders inherit sharing from parent?
Is that still true?

Folder sharing rules can be assigned when the folder is first created, or at a later time, using ?EITHER the share icon in the ?action bar? or the DROPDOWN MENU next to the folder's name>Share folder? ARE WE KEEPING BOTH OF THESE METHODS?

To create a folder in the Content Center:

- 1 From the **Main Navigation Pane**, click **Content**.
- 2 From the header, click **New Folder**.
- 3 In the **Name** field, provide a name.
- 4 In the **Describe the contents of this folder**, ?Intention for folder content?
IS THIS INFO USED FOR SEARCH?
- 5 In the **Share with** field, start typing the name of a person or initiative; the field will auto-complete with names of Initiatives you have access to, and users in the Company.
- 6 For each initiative and user you have selected, assign the level of access within the folder.
- 7 Click **Create Folder**.

To edit a folder (properties):

- 1 From the **Main Navigation Pane** click **Content**.
- 2 Expand the **Folder** panel (ICON) and click on the folder.
- 3 From the folder's name at the top of the screen, click the adjacent drop-down menu (chevron icon), and select **Edit Folder**.
- 4 In the **Edit Folder** screen, you can change:
 - the Folder's name
 - the Folder's description
- 5 Click **Save Changes**.

To share a folder (or change folder sharing rules):

- a. From the **Main Navigation Pane** click **Content**.
- b. Expand the **Folder** panel (ICON) and select the folder.
- c. From the folder's name at the top of the screen, click the adjacent drop-down menu (chevron icon), and select **Share folder**.
- d. In the **Who has access** field, you can change the level of access for users and initiatives, or remove access to the folder. If access is removed, the users (or initiative members) will not be able to see the folder the next time they log in. If they had scheduled messages to publish from the folder, the publishing will complete as scheduled.
- e. In the **Share with** field, start typing the name of a person or initiative name; the field will auto-complete with names of Initiatives you have access to, and other users in the Company.
- f. For each initiative and user you have selected, assign the level of access within the folder.

- g. Click **Save Changes** ??CURRENTLY NO ACTIVE SAVE/SHARE BUTTON?.

To delete a folder:

- a. From the **Main Navigation Pane** click **Content**.
- b. Expand the **Folder** panel (ICON) and select the folder.
- c. From the folder's name at the top of the screen, click the adjacent drop-down menu (chevron icon), and select **Delete**.
- d. In the confirmation dialog, click **Delete**.

Create and Manage Assets

About Assets

An asset can contain a piece of text, an image, or both. The text asset size limit is around 4,000 characters. The file size limit is 1 MB. Supported file types are JPG, GIF, and PNG. Assets are stored in folders. but you can see all the assets you have access to at once by expanding the folder panel and clicking the **All Assets** folder at the top of the list.

Each asset in the Content Center is represented as an individual panel. If the asset contains both an image and text, a "t" icon appears over the image; rollover it to see the associated text. If the asset contains only text, the text is shown in the panel. When you click on an existing asset, a dialog containing all information about the asset appears. The properties associated with each asset are defined in the table below.

Table 9-2 Content Center Asset Properites

Property	Definition
Name	Internal name (ASSET TITLE) for the asset. (WHY NAME ON ASSET PANEL BUT TITLE ON THE ADD ASSET DIALOG?)
Used (count)	The number of times the asset has been scheduled to be published (cumulative, across all social channels?)
Created (date)	The date the asset was added to the Content Center
Characters (count)	The number of characters the text asset (or text portion of the asset) contains.
Network Usage	?
Total	
Content labels	

Table 9-2 Content Center Asset Properties

Property	Definition
Location	
Creator	The user who originally added the asset to the Content Center.
Created Date	The date the asset was added to the Content Center.
Suitable for	Identify the social channels the asset is appropriate for. For example, longer text messages would not be suitable for Twitter, but could be used on Facebook or LinkedIn. This categorization helps users find an appropriate asset in the Content Center, but is not restrictive; Spredfast Conversations does not enforce these categories when a message is scheduled for publishing.
Intended Use	Publication means the asset is appropriate to post to one of the social channels. Moderation means the asset is appropriate to use to respond to items that appear in the Inbox. This categorization helps users find an appropriate asset in the Content Center, but is not restrictive; you can use Publication assets from the Inbox, or publish Moderation assets.
Start Date	If the asset can be published only for a limited time period (such as a holiday season) or if use of the asset must be prohibited until a particular date (a product release, for example), set the start and end dates. An asset cannot be published before a start date, or after the end date.
End Date? STILL SAYS EXPIRATION IN DISPLAY PANEL>>USES "END" IN CREATION DIALOG	If the asset can be published only for a limited time period (such as a holiday season) or if use of the asset must be prohibited until a particular date (a product release, for example), set the start and end dates. An asset cannot be published before a start date, or after the end date.
Description	??AGAIN, USED IN SEARCH RESULTS?

Filter Assets

You can filter assets within a folder or the All Assets according to the following criteria:

- All Assets
- Unused Assets
- Asset type (Text only, Image only, Text and Image)
- Creator
- Labels
- Date
- Use (SUITABLE FOR?) Moderation or Publishing
- Service?

Sort Assets

You can sort assets according to the following criteria:

- Date Created
- Name
- End Date
- Times Used
- Last Used
- Last Modified

Search Assets?

The following ?fields are searched? name/creator?what?:

- Name
- creator?
- text in text or text/image assets
- description field?
-

Create an Asset

To create an asset in the Content Center:

- 1 From the **Main Navigation Pane**, click **Content**.
- 2 From the header, click **New Asset**.
- 3 In the **Create New Asset** screen, select a location for the asset; click the **Select a folder** panel and pick one from the list. (If you have gone into an existing folder before clicking **Create New Asset**, that folder is selected by default.)
- 4 In the **Image** field, click the link to browse for and select the image. File size limit is 1 MB. Supported file types are JPG, GIF, PNG.
- 5 In the **Text** field, provide message content. Note the character counter in the lower right-hand corner.
- 6 In the **Properties** pane, **Asset Title** field, add an internal title for the asset; this Title will be used in the list view to help users find it. ??APPEARS IN SEARCH RESULTS
- 7 In the **Asset Description** field, add text describing the image or post? ?AGAIN SEARCH RESULTS INCLUDE?
- 8 In the **Labels** field, ?Add content labels? Same as the rest of them in SP???TOP LABELS?

- 9 In the **Start Date** field, if the asset is to be quarantined until a certain future date, include it. If the asset can be used immediately, leave it blank; defaults to current date.
- 10 In the **End Date** field, set the date at which asset must no longer be used? What happens to it? Archive? delete? Still present but no one can see?
- 11 In the **Suitable For** field, select one or more Social Channels that the asset can be used. (For example, longer text messages may not be suitable for Twitter, but could be used on Facebook or LinkedIn. ??WHY NOT AN "ALL"?)
- 12 In the **Intended Use** field, select Publication and Moderation, Publication, Moderation, or both. Publication means the asset is appropriate to post to one of the social channels. Moderation means the asset is appropriate to use to respond to items in the Inbox. This categorization helps users find an appropriate asset in the Content Center, but it is not restrictive; you can use Publication assets from the Inbox, or publish Moderation assets.
- 13 Click **Create Asset**.

Edit an Asset

To edit a single asset:

- 1 From within a folder or the All Assets view, click on an asset.
- 2 Click **More Actions>Edit**.
- 3 Make changes to the asset content or properties.
- 4 Click **Save**.

Publish an Asset

Once you schedule an asset for publishing, the instance of the asset is separated from the Content Center--changes you make to the source asset in the content center are not applied to assets in the publishing queue. Similarly, if you edit a message containing an asset from the Calendar prior to publishing (such as adding a content label) those changes are not applied to the source asset in the Content Center.

To publish an asset:

- 1 From within a folder or the All Assets view, click on an asset.
- 2 Click Publish.
- 3 NOT BUILT YET
- 4

Delete an Asset

A deleted asset is no longer available in the Content Center. All metrics associated with the asset (including historical information and engagement counts on published instances of the asset?) are lost. ??WHEN YOU DELETE AN ASSET FROM THE ALL ASSETS FOLDER, IS ALSO REMOVED FROM ITS ORIGINAL FOLDER?

To delete an asset:

- 1 From within a folder or the All Assets view, click on an asset.
- 2 Click **More Actions>Delete**.
- 3 In the confirmation dialog, click **Delete**.

Move an Asset

Move an asset from one folder to another.

To move an asset:

- 1 From within a folder or the All Assets view, click on an asset.
- 2 Click **More Actions>Move**.
- 3 ?search not working in this dialog
- 4 Choose a new folder for the asset. ??IT ALLOWS YOU TO SELECT YOUR CURRENT FOLDER?
- 5 Click **Move [1] Asset**.

Copy an Asset

COPY? RIGHT NOW ONLY BULK> assets from one folder to another. FOR COPIED ASSETS, HOW METRICS reflected--updated in both places, presumably?

To copy an asset:

- 1 From within a folder or the All Assets view, click on an asset.
- 2 Click More Actions>Copy?
- 3

Manage Multiple Assets

To select an asset to manage as part of a group, click the chevron (down arrow) in the upper left-hand corner of the asset panel. When an asset is selected, that corner turns from grey to green, and the Selected counter on the **Management** bar of the Content Center increases by one. To remove an item from the set, click the

chevron again. If you want to add or clear all assets at once, the chevron (down arrow) next to the Selected counter serves as an “Add All” or “Remove All” button.

When multiple assets are selected, you can act on them according to your Content Center role and the level of access you have based on folder sharing rules.

All Assets Folder

The All Assets folder shows all the assets that you have access to based on your Content Center role and on folder sharing rules.

Within the All Assets folder, if you want to act on multiple assets at once, you must have the ability to take the action on all the assets you’ve selected; the system defaults to the **minimum level of permission** when working with multiple assets in this folder. For example, if you have selected three assets, and, due to the folder sharing rules, you have edit permissions on one, and move plus copy permission on all three, the system will only display the “Move” action icon, because that is the only action common to all three selected assets. The actions you have available to you based on your ROLE are shown in the **Management** bar. If a folder setting is limiting you for a selected asset, the button will be greyed out. NOT SURE THIS IS ACCURATE? NEED TO REVISIT WHEN ROLES/PERMISSIONS ARE DONE?

Edit Multiple Assets

When you edit assets, changes are applied to all instances (copies) of the asset in the Content Center. Changes are not applied to instances of the asset that are scheduled to publish (or have been published already).

When you select multiple assets to edit, the editing dialog displays in each field the data that **is the same** in all of the selected assets. When you save the dialog, the system **updates only the fields that have been changed** in the dialog. The system will **use the new values to replace, not add to, current data**. For example:

Table 9-3 How Editing Multiple Assets Works

Asset 1	Asset 2	Dialog shows	You Change	Asset 1	Asset 2
Suitable for: Google+, Facebook	Google+ Twitter	Google+	Weibo	Weibo	Weibo
Label: cat, dog, fish	fish	fish	cow	cow	cow
Moderation	Publishing	blank	Moderation and Publishing	Moderation and Publishing	Moderation and Publishing

Table 9-3 How Editing Multiple Assets Works

Asset 1	Asset 2	Dialog shows	You Change	Asset 1	Asset 2
Label: cat, bird, elephant	dog, cat	cat	nothing	cat, bird, elephant	dog, cat

To edit multiple assets:

- 1 From within a folder or the All Assets view, find each asset you want to edit, and in the upper left-hand corner, click on the chevron (down arrow) to select it.
- 2 In the **Management** bar, click **Edit** (pen icon). The editing dialog appears, and contains all properties that are common among the selected assets.
- 3 Change any of the available fields; the changes will be applied to all selected assets.
- 4 Click **Save Changes**.

Copy Multiple Assets

To copy multiple assets:

- 1 From within a folder or the All Assets view, find each asset you want to copy, and in the upper left-hand corner, click on the chevron (down arrow) to select it.
- 2 In the **Management** bar, click **Copy**.
- 3 ??NOT WORKING ON QA13
- 4

Move Multiple Assets

To move multiple assets:

- 1 From within a folder or the All Assets view, find each asset you want to move, and in the upper left-hand corner, click on the chevron (down arrow) to select it.
- 2 In the **Management** bar, click **Move**.
- 3 ?SEARCH NOT WORKING ON QA13
- 4 Click on the folder you want to move the items to.
- 5 Click **Move [#] Assets**.

Delete Multiple Assets

A deleted asset is no longer available in the Content Center. All metrics associated with the asset (including historical information and engagement counts on published instances of the asset?) are lost. ??WHEN YOU DELETE AN ASSET FROM THE ALL ASSETS FOLDER, IS ALSO REMOVED FROM ITS ORIGINAL FOLDER?

To delete multiple assets:

- 1 From within a folder or the All Assets view, find each asset you want to move, and in the upper left-hand corner, click on the chevron (down arrow) to select it.
- 2 In the **Management** bar, click **Delete**.
- 3 In the confirmation dialog, click **Delete ?WHY NO [#]?**.

Import Assets

Rules around the Asset Importer:

- You must be within a specific folder (not the All Assets folder); the assets you upload will be added to the folder from which you launch the Importer.
- Assets are uploaded using a CSV file. All columns of the CSV are optional.
- You can import up to 200 assets at a time; each row in the CSV contains one asset.
- Image files are uploaded individually AFTER the CSV file is uploaded; take time to organize your image files so you can easily associate each file with the appropriate row in the CSV.
- ??Is there any logging of import activity?

NOTE THAT FIELD DESCRIPTORS IN UI DONT MATCH ACTUAL COLUMN NAMES IN THE SAMPLE DOWNLOAD, ALSO ORDER IS INCONSISTENT

Table 9-4 Asset Importer CSV Field Definitions

Column	Notes	Example
Title OR ASSET TITLE?		
Text (TEXT OR IMAGE)		
Description or ASSET DESCRIPTION		

Table 9-4 Asset Importer CSV Field Definitions (Continued)

Column	Notes	Example
Labels	Provide content labels, separated by commas. If the labels do not already exist in Spredfast Conversations, they are created during the import process (unless Conversations has been configured to allow creation only from the Labels tab).	
Start Date	DD/MM/YYYY hh:mm If you use Microsoft Excel to edit the CSV, you can enforce formatting as follows: Select the column, right-click Format Cells . In the Number tab, Category: field, select Custom . In the Type: field, enter mm/dd/yyyy HH:mm and click OK .	08/15/2014 14:30
End Date	DD/MM/YYYY hh:mm If you use Microsoft Excel to edit the CSV, you can enforce formatting as follows: Select the column, right-click Format Cells . In the Number tab, Category: field, select Custom . In the Type: field, enter mm/dd/yyyy HH:mm and click OK .	08/15/2014 14:30
Suitable For		??didn't accept + on google+
Intended Use		for both, type publication, moderation (no "and")

To import multiple assets to the Content Center:

- 1 Open a folder (other than the All Assets folder).
- 2 In the **Create Assets** drop-down menu, select **Import Assets**.
- 3 Click **Download CSV template**, open it using Excel or another spreadsheet or text editor, and complete a row for each asset. Remember that image files will be uploaded separately. For each image asset, complete the text and properties fields.
- 4 Click **Upload New File**. The messages are evaluated by Spredfast Conversations.
- 5 On the **Import Assets** page, review the messages. Ones that are incorrectly formatted or have other errors are identified.

CAUTION Correct Invalid Messages Before Importing

If validation errors are found, we recommend you cancel the import, fix the errors in the CSV, then import the corrected CSV into Spredfast Conversations. If you import a partial CSV (import just the valid messages), then correct the errors in the CSV and re-import it, the valid messages that have already been imported will be duplicated in Spredfast Conversations.

- 6 If the asset includes an image, click **Add Image** within the row, and upload the file.
- 7 Click **Import [#] Entries** to finish uploading them in to Spredfast Conversations.

Info to add?

METRICS?...go find the published messages and count metrics....

Terminology still tbd, "times used" means times selected for use , "last used" date as date most recently selected for a message?

"unused" --not selected for a message or not published in a message. TBD?

search w/in category or any category (or/and)...full text search

