

# How to Setup Social Media Channels

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USER GUIDE #04



## How To Setup Social Media Channels (prerelease)

### Channels

fotoShout will publish your images to different social media sites such as Facebook, Flickr, PhotoBucket, WordPress, LinkedIn, etc. Social media sites are referred to as “**Channels.**” When posting images to a social media site you’re **publishing images to social media “Channels.”**

### Channel Group

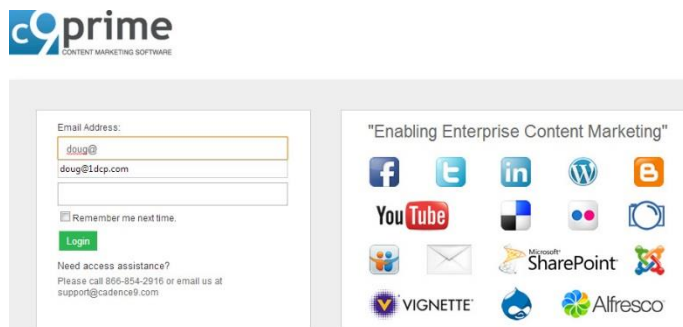
fotoShout empowers you to you **publish** to one or multiple sites simultaneously, such as Flickr, Facebook & WordPress. The selection of social media sites you have chosen to publish to is called a “**Channel Group.**” For easier recognition fotoShout allows you to custom name the Channel Group. fotoShout “**Channel Groups**” allows you to control what “**Users**” have access to which channels; you may give and restrict permission. Please Note: Even if you’re only publishing to one Channel you must still create a Channel Group.

### Channel Setup

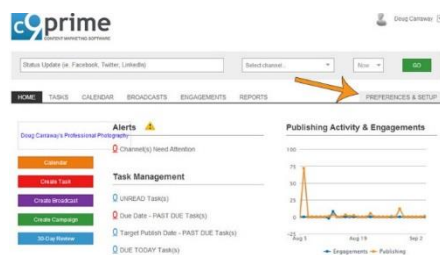
When you were assigned your fotoShout account, you were also assigned a Cadence9 account. During fotoShout **Prerelease** social media “Channels” will set up with your Cadence9 account. Cadence9 and fotoShout work together seamlessly to publish your images, track metrics, and produce reports. Your password and login for Cadence9 is the same as your fotoShout login and password.

### A) User Setup (you are allowed to create one or more users)

1. Go to <http://cadence9.com/> and click “**Login**” (Login-located top right hand corner of page)
2. Enter e-mail address and password. Click “**Login**”



3. Click on “**Preferences & Setup**” (located top right hand side of page)



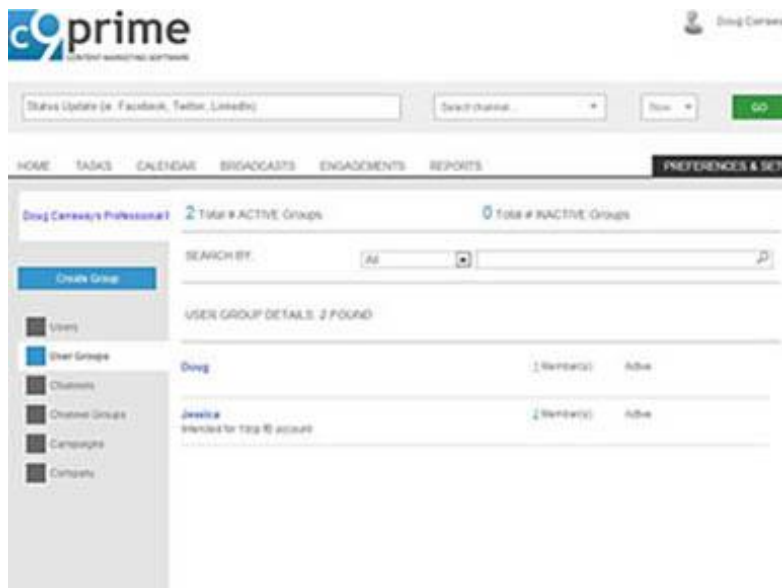
4. Select **"User"** Tab, then click **"Create User"** (located in the left navigation panel) Creating a user is a onetime occurrence per each user you allow on your account. A dialog box will populate the screen. Fill in requested information, click **"Continue."**

5. Select **"time zone"** click **"Finish."** Each User you create an account will receive an E-mail with notification they have been set up as a new user.

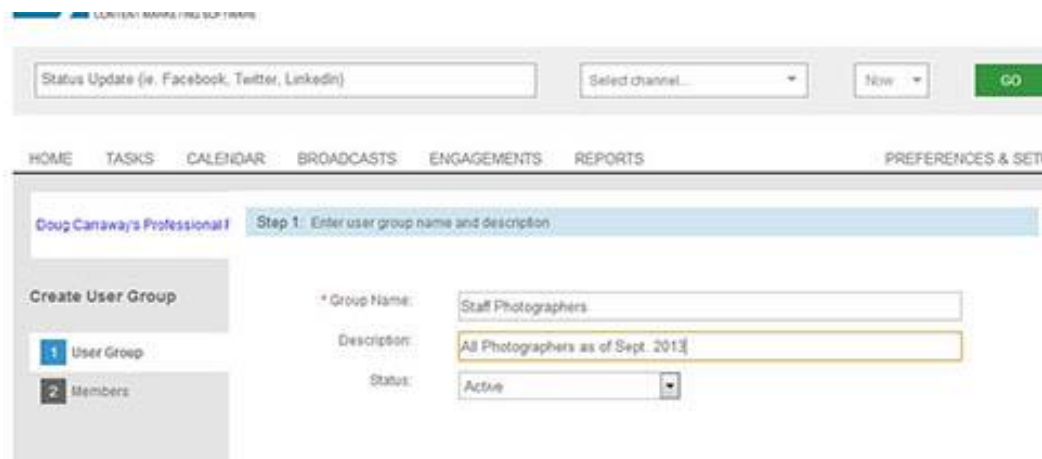
6. The **"Preferences & Setup"** screen will also populate with the new users name, e-mail & date created

## **B) Create User Groups** (you are allowed to create one or more user group)

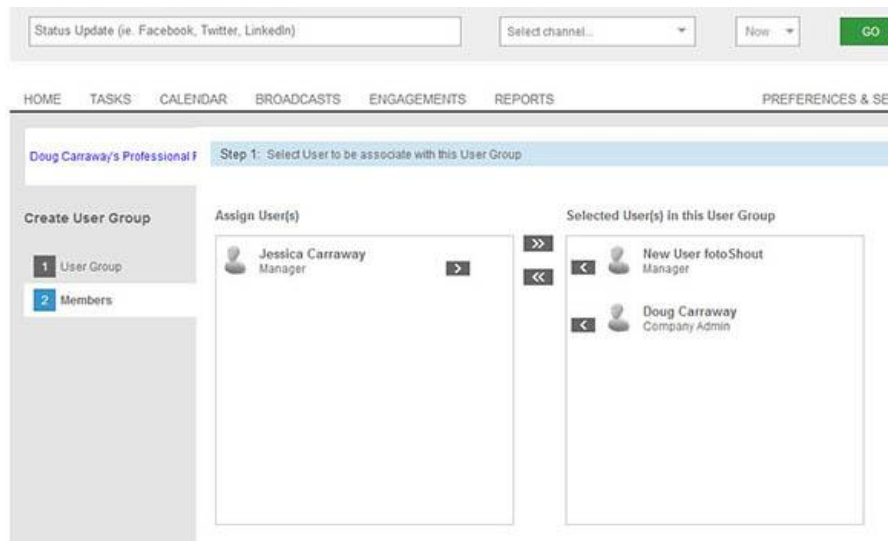
1. Click on “**User Groups**” (located in the left Navigation Panel), then click “**Create Groups.**”



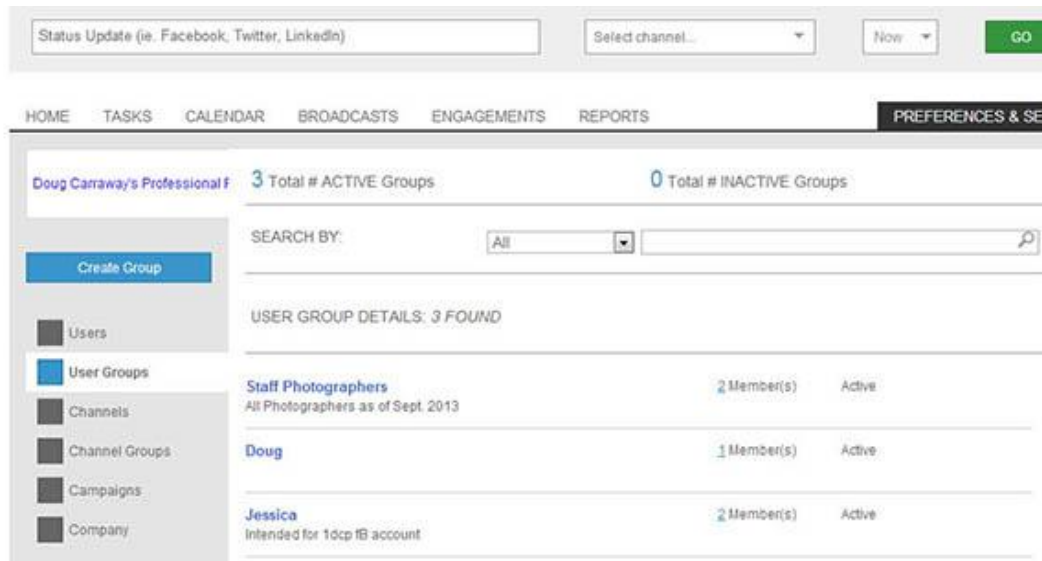
2. Give your group a descriptive name such as, “Staff **Photographers,**” Click “**Continue.**”



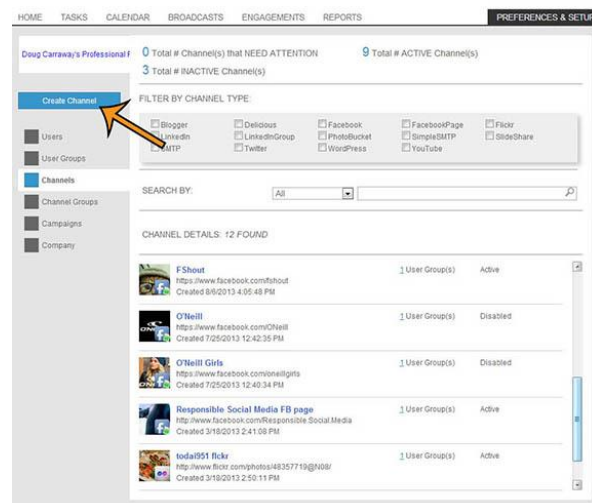
3. Click on the “**Users**” you wish to have in this “**Users Group.**” Click “**Finish.**”



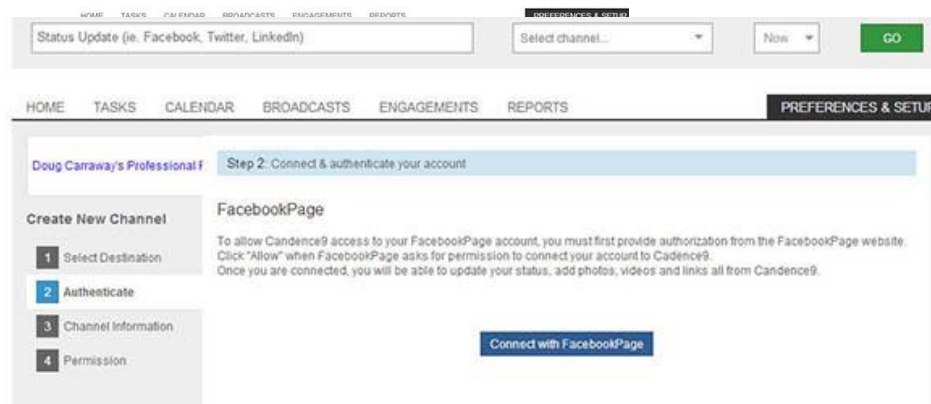
4. The “User Group” “Staff Photographers” will now display in “**User Group(s).**”



**C) Create a Channel** (the social media site you wish to publish to)

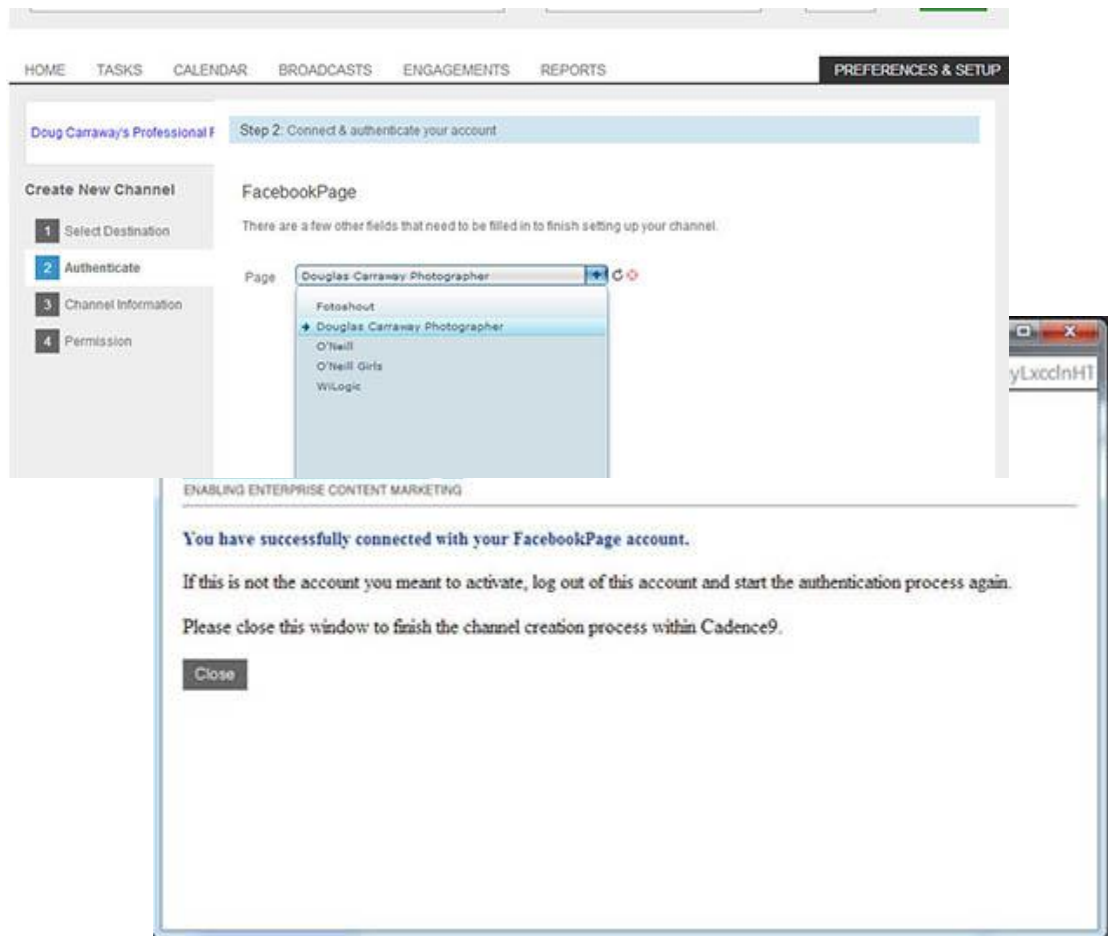


1. Click “**Channels**” (located in the left Navigation Panel). Then click “**Create Channel.**”
  - i. “**Select Destination**” - Click on the “**Channel**” (social media site) you wish to publish to. “**Facebook vs. Facebook Page,**” usually select “**Facebook Page,**” see definition on last page of guide.
  - ii. “**Authenticate Channel**” - Click “**Connect with X**” In this example “**X**” will



be Facebook. So click **“Connect with Facebook”**

- iii. A dialog box will open. Follow prompts, Facebook will ask for **“User name & password”** Enter the user name/password of the account you’re uploading the images to.
- iv. Wait for confirmation access has been granted, then click **Continue** then, **close**.
- v. **“Channel Information”** - Confirm all information is correct, click **“Continue.”**
- vi. **“Permission”**- If you are an administrator for several Facebook accounts, you will have several Facebook accounts to select from. Select the channel you were setting up.



2. Repeat this step as needed to add additional **“Channels”** (social medial sites).

**D) Channel Groups** (allows you to place numerous channels together as a group, publishing to all selected channels at the same time.)

1. Click **“Channel Group”** (located in the left Navigation Panel). Then click **“Create Channel Group”**

- i. **“Channel Group Info”** - Give your new channel group a name and description. Select **“Active”** or **“Disable”** (When an event is complete you can select **“Disable”** so publishing to that particular channel is halted.) Click **“Continue.”**

- ii. **“User Group”** - Select which User Groups you give permission to access this **“Channel Group”** Click **“Continue”**

- iii. **Channels** – Check the appropriate boxes. With Facebook you want to name the Photo Album. Check the **Photo Album box**. This uploads the images to an

album, the name of the album will be the name you give during event setup.

- iv. At the bottom of the page select a “**Primary Channel.**” A primary channel is **ONE** of the social media **Channels** your uploading too. Guest will receive their e-mail

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**Doug Carraway**  
<http://www.linkedin.com/in/onedcp>  
☐ Status Update

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**Primary Channel**

No primary channel

No primary channel  
Fotoshout Official FB Page - Add Photo  
Fotoshout Official FB Page - Photo Album  
1DCP - Photo Album

embedded with a link to their image at the selected primary channel.

## **Summary**

Create Users, Create a User Groups – Place users into User Groups.

Create Channels, Create a Channel Group –Place Channels into Channel Groups.

Decide which User Groups may use which Channel Groups.

## **Channel Setup Is Complete**

Definitions:

### **Selecting Facebook Page vs. Facebook during channel setup.**

**Facebook Page** – Choose this selection to publish to a Facebook Page for Business. This selection allows you to name your Facebook album, and publish to that album. You Facebook Album is named during event setup on the fotoShout web portal. The album will be created on Facebook when you publish the events first image.

**Facebook** - will publish to the Facebook Root Album within the Facebook account. You have no control over album name.

