How to Setup Social Media Channels

USER GUIDE #04

fotoShout User Guide #04

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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 sites you're **publishing images to social media "Channels."**

Channel Group

fotoShout empowers you to **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**" allow 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. Social media "**Channels**" are set up in 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.

## Summary of first time Setup to publish/post images

   a. Setup Users
   b. Create User Groups
   c. Setup Channels (social media sites you're going to publish too)
   d. Create Channel Groups

Below are the definitions and instructions for setup.
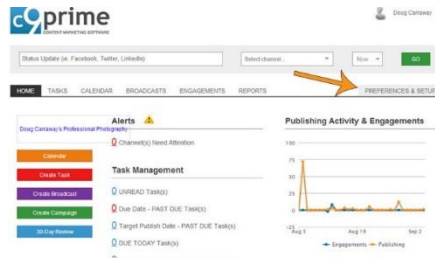
<mark>DO NOT SKIP STEPS THE FIRST TIME YOU SET UP SOCIAL MEDIA CHANNELS</mark>

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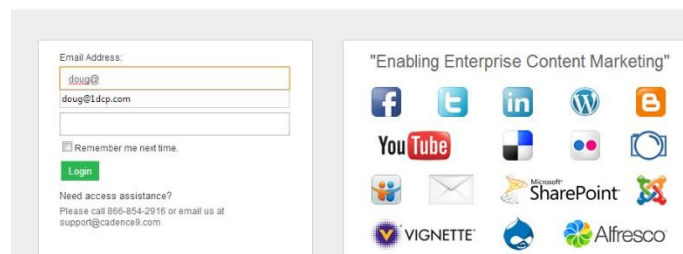
3. Click on "**Preferences & Setup"** *(located top right hand side of page)*


4. Select "**User**" Tab, then click "**Create User**" *(located in the left navigation panel)* Creating a user is a onetime occurrence for each user you allow to access your account. A dialog box will populate the screen. Fill in requested information, click "**Continue.**"
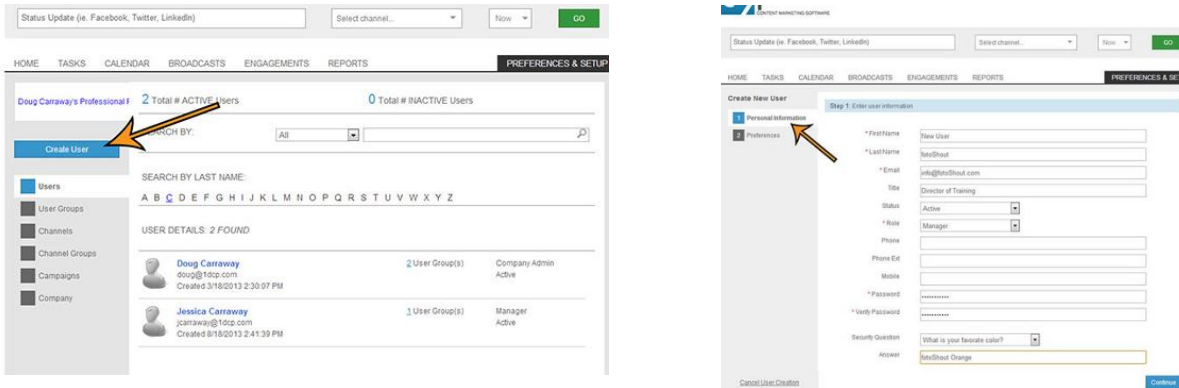
5. Select "**time zone"** click **"Finish**." Each User you create an account for will receive an E-mail, notifying they have been set up as a new user.
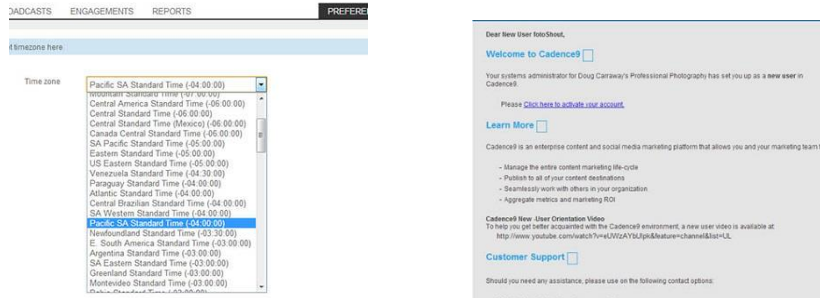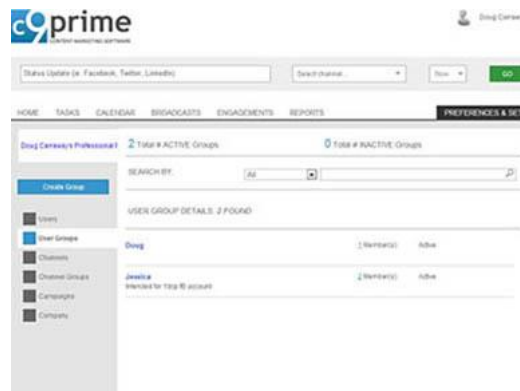

6. The "**Preferences & Setup**" screen will also populate with the new users name, e-mail & date created
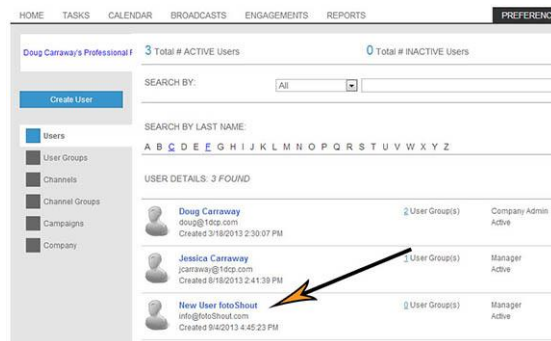
B) Create User Groups (you are allowed to create one, or more user group)

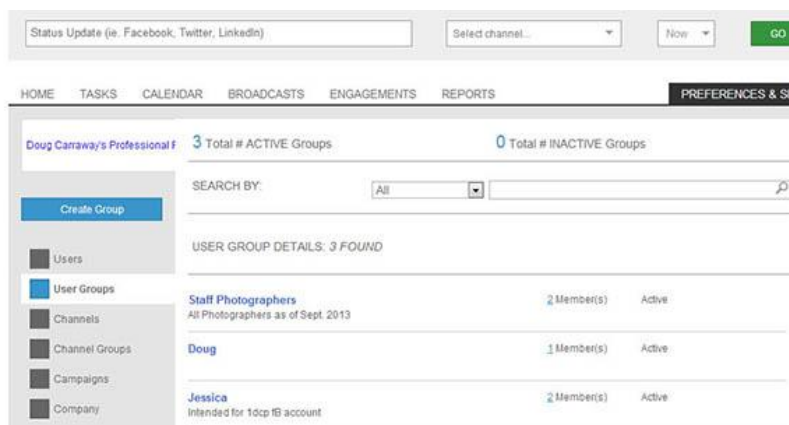1. Click on "**User Groups**" (located in the left Navigation Panel), then click "**Create Groups.**"

2. Give your group a descriptive name such as, "Staff **Photographers,**" Click "**Continue**."
Do Not Select "Master Group" leave Box unchecked. *If checked & saved you may not uncheck box, you will need to delete group, and create again.*

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 channels you're going 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 too, such as Facebook. "**Facebook vs. Facebook Page**," For a FB business site you would select "**Facebook Page**." Publishing to a regular personal Facebook page select "**Facebook**." See **"Definitions"** on last page of this Users Guide.
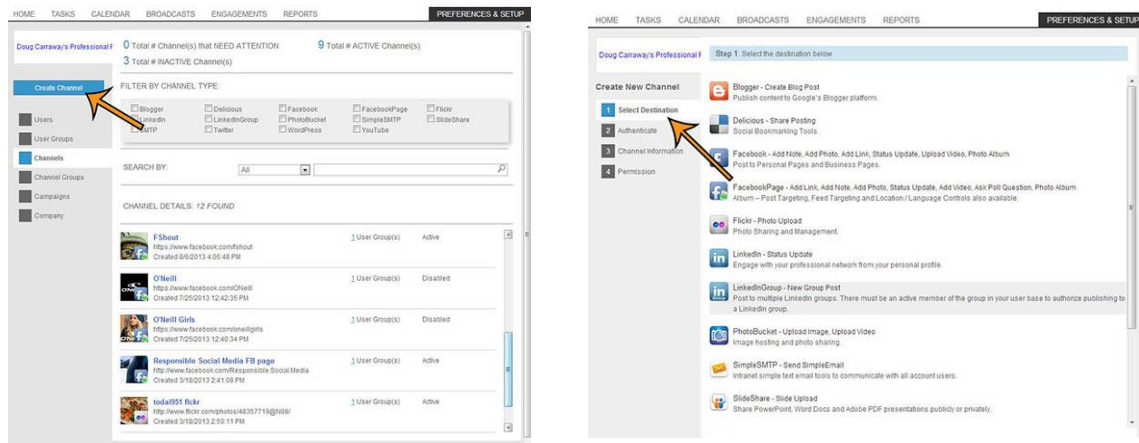
   ii. **"Authenticate Channel"** - Click **Connect with "X"** In this example "**X**" will be Facebook. So click "**Connect with Facebook**"
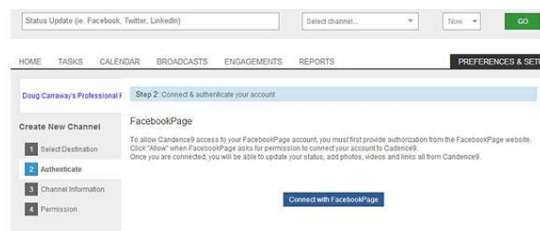

   iii. A dialog box will open. Follow prompts, Facebook will ask for "**User name & password**" Enter the user name/password of the account you're uploading the images to.

   iv. Wait for confirmation access has been granted, then click **Continue** then, **close**.
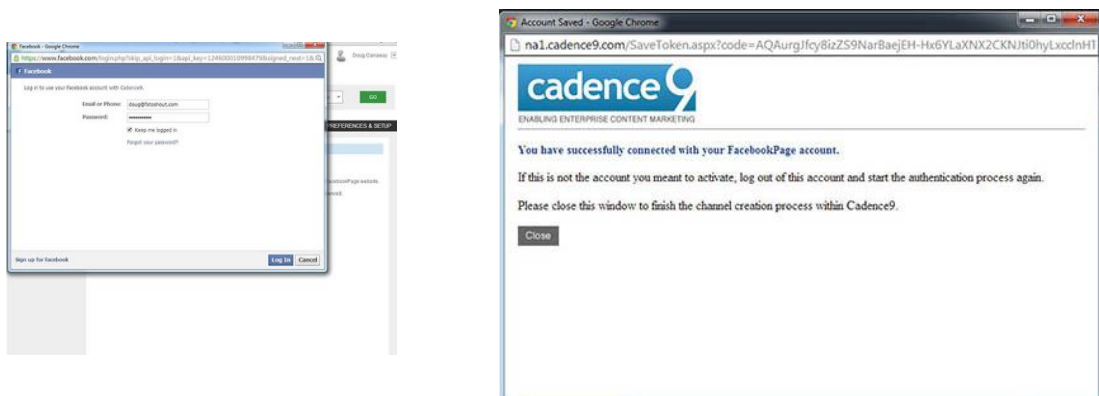
   v. **"Channel Information"** - Confirm all information is correct, click "Continue."

vi. **"Permission"**- If you are an administrator for several Facebook accounts, you will have several Facebook accounts to select from. Select the channel you are currently setting up.
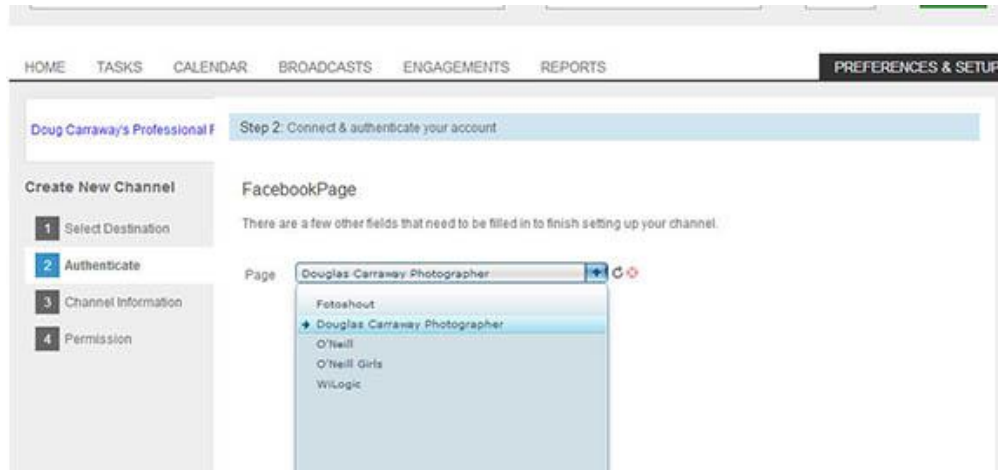

2. Repeat this step as needed to add additional "**Channels**" *(social medial sites)*.

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" Click "**Continue**." *When an event is complete you can select "Disable" so publishing to that particular channel is halted. You can resume publishing to the channel anytime (days, months, weeks) by select on "Enable."*
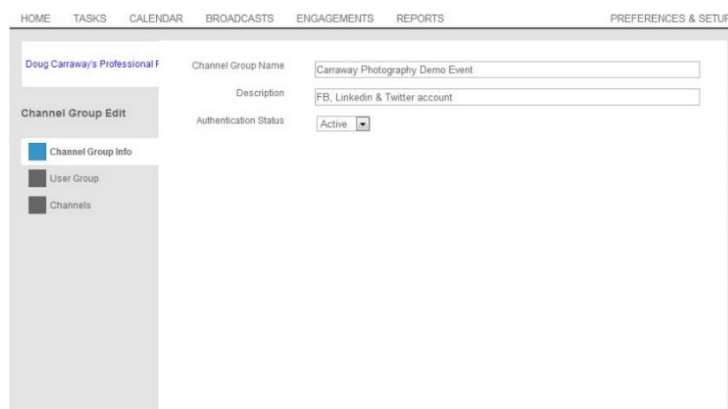
   ii. **"User Group"** - Select which "User Groups" *(people)* you give permission to access this "**Channel Group**," Click "**Continue**"
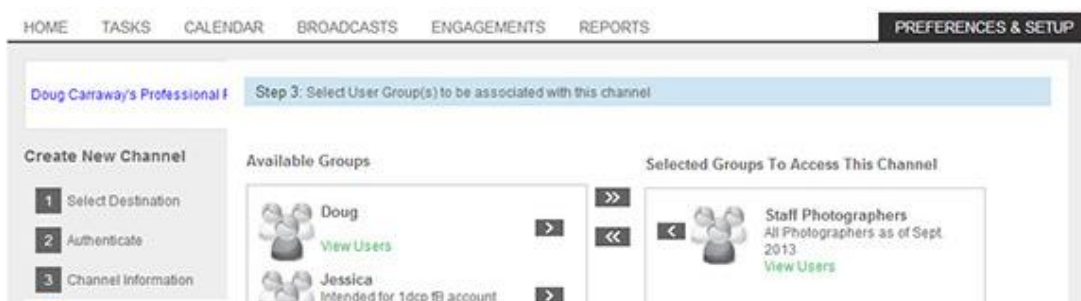
iii. **Channels –** Check the appropriate boxes. With Facebook, "**IF**" you want to name and use a Photo Album. Check the "**Photo Album box**." This creates an album, & uploads the images to the same album on Facebook. The name of the album will be the name you give during **Event setup** on the **fotoShout portal**. If you want to post/publish the photos with **no** album created, select "**Add Photo**."

iv. At the bottom of the page select a "**Primary Channel**." A primary channel is **ONE** of the social media **Channels** you're uploading too. Photos will publish to all social media channels selected, but guests will receive their Email 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 publish/post with 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.