

Welcome!
We'll be starting shortly



Welcome to the ...

Convio 2010 Social Media Program

A Guided Best Practices Approach to Launching Your Facebook Page



Reminder

**The changes to your Fanpage are complete.
Please email all changes to Erin by 12/9/2010**

Today's Agenda

- Your Admin console
- Convio Reporting
- Next Steps

Warning!

- Convio has built and tested the tabs to work with the current version of Facebook. Once you sign off on the round of edits you are in control. If you make changes and something breaks support may not be able help you. You will have to rely on the Community. If you do not find help you need you may have to contract a Convio resource to assist you.
 - Proceeded with caution!
 - Here is a thread for post project maintenance help
 - <http://community.customer.convio.com/docs/DOC-3113>
-

Facebook Admin Console

facebook

Search

Convio

Wall Info

What's on your wall

Attach: [Image Icon] [Video Icon]

Share

Options

Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Follow us @convio on Twitter!

We appreciate you sharing your posts with us. Please make your sharing appropriate to Convio and its clients.

Information

Founded: 1999

Insights

See All

175 Monthly Active Users

0 Daily New Likes

0 Daily Post Views

0 Daily Post Feedback

Convio

September 14 at 12:46pm · Comment · Like · Share · Promote · Flag

Convio Looking to raise money in social media channels? Join us tomorrow with PayPal & ASPCA on 10 Tips to Jumpstart Your Social Media Plan.

Social Media Fundraising | Convio

www.convio.com

Nonprofit Marketing and Online Donations: Convio provides Internet Software for Online Fundraising, Email Marketing, Advocacy, Event Fundraising

September 14 at 11:35am · Comment · Unlike · Share · Promote · Flag

You, James Young and Mike Mariani like this.

Write a comment...

Convio A new Connection Cafe posting talks about communicating with constituents. It's important to remember that listeners are active players and not only passive receivers.

Mind-Melding Online

facebook

Search

Ads Manager | Pages | Help

Promote your page

Convio

Back to Pages | View Page | Delete Page

Settings

Edit

Edit country restrictions, age restrictions and published status.

Wall Settings

Edit

Change the default view and who can post to your Wall.

Mobile

Edit · Learn more

Publish status updates, photos and videos to your Facebook Page on the go.

Applications

Events

Edit · Application Settings · Link to this Tab · Remove Application

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

Links

Edit · Application Settings · Remove Application

With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can

News for Page Admins

Usernames for Facebook Pages

Pages Functionality Resources: Help Center

Introducing per post analytics for Pages

Promote your page

Brand Permissions

Send an Update

See all updates (8)


Promote with a Like Box


Admins

Jordan Viator

Remove Admin

Changing your default tab


 **Settings**
[Edit](#)
Edit country restrictions, age restrictions and published status.

 **Wall Settings**
[Hide](#)

View Settings
Default View for Wall: Only Posts by Page ▾
Default Landing Tab for Everyone Else: Welcome ▾
Auto-Expand Comments: ☒ Comments on stories will be expanded by default

Permissions
Posting Ability:

- ☒ People who like this Page can write or post content on the wall
- ☒ People who like this Page can post photos
- ☒ People who like this Page can post videos
- ☒ People who like this Page can post links

 **Mobile**
[Edit](#) · [Learn more](#)
Publish status updates, photos and videos to your Facebook Page on the go.

Applications

Editing the Tabs

The new tabs are found under the applications section of you admin page

Donate - FBML

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

Events

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

Newsletter Signup - FBML

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

Notes

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

Photos

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

Social RSS

[Edit](#) · [Application Settings](#) · [Remove Application](#)

Social RSS allows you to add your blog/favourite RSS feeds to your wall, boxes tab or a dedicated tab on your profile or Facebook Page. It updates automatically and lets your readers subscribe to the feeds if they wish!

Video

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends.

Welcome - FBML

[Edit](#) · [Application Settings](#) · [Link to this Tab](#) · [Remove Application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

Demo

Today's Agenda

- Your Admin console
- Convio Reporting
- Next Steps

Reporting – Facebook Signup

Surveys

Survey List

Old Survey List

Survey List

Facebook Signup	Preview Edit Find Responses View Report Download Survey Responses Unpublish Copy	Published	Oct 9, 2010	3
-----------------	--	-----------	-------------	---

- You should create a group and have users who take survey be placed in a group.

Reporting – Facebook Donation Form

Campaigns

All Donation Forms

All My Categories

Records 1 - 1 of 1 [First](#) | [Previous](#) | [Next](#) | [Last](#)

Search

Show All

Name	Actions	Status	Campaign	Publish Schedule	Unpublish Schedule
Facebook Donation Form Form ID: 2100 online-only	Preview Edit Save as Template Copy Unpublish	Published	Online Donation Form	10/08/2010 11:27 PM	No schedule set

Demo

Today's Agenda

- Your Admin console
- Convio Reporting
- Next Steps

Next Steps

- Get your edits in by Thursday
- Begin promoting your new functionality
- For help continue to use the community
 - <http://community.customer.convio.com/docs/DOC-3113>

Thank you!

Questions?