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

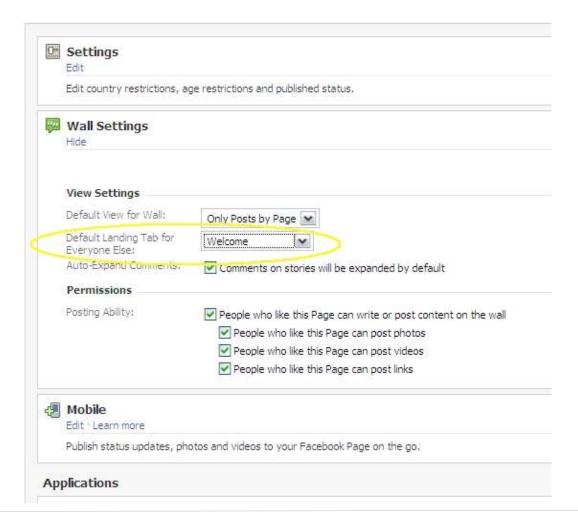


Facebook Admin Console





Changing your default tab





Editing the Tabs

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

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!

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

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Demo



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Reporting – Facebook Signup

Surveys

Survey List
Old 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

All Donation Forms Campaigns All My Categori Records 1 - 1 of 1 First | Previous | Next | Last facebook Show All Search Publish Schedule Unpublish Schedule Actions Status Campaign Name Facebook Donation Form Preview Published Online Donation Form | 10/08/2010 11:27 PM No schedule set Edit Form ID: 2100 Save as Template online-only Copy Unpublish



Demo



Today's Agenda

- Your Admin console
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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?

