ScribbleLive Primer v1.1

Tribune's white label site: <u>http://live.chicagotribune.com</u> ScribbleLive CMS: <u>http://client.scribblelive.com/</u> Tips: <u>http://bit.ly/1hfFZNs</u>

Starting a new event



1. Creating a new event

From the main dashboard, select Create A New Event – essentially a four-step process to creating a home for your curated social content.



Fill out the Title and Description fields. Select a Category. Title affects the pathing/link of your event.

Make sure Commenting (and Moderation) and Discussion (and Moderation) are turned on. Under More Options, turn Like on. Like, however, doesn't extend beyond the event environment.

Now determine the timing of your ScribbleLive event. Does it go live now? Don't make any adjustments and continue.

Are you scheduling this for a later date? Select schedule. This allows you to advertise your event to get followers. Notification will be sent out when it goes live. You can open the event to add content, close it again and reschedule to provide baseline info to potential participants.

| Title (Required) | |
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| Description | |
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| chedule Time | |
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| Open Event | Now Schedule |
| Close Event | Autoclose Schedule |
| Event Start Time . 40 | () () () |

2. Choosing a template

This is where you select which "white label" site upon which you are publishing. Pick one and then you MUST adjust the permalink field to get the proper metrics and ad tags into the event. Note: You cannot change the URL once you have set up an event so you must do it at the time of setup.

Add to the beginning of the permalink field one of the preset ad/**Omniture** categories that include:

Chicago Bears News Nation World Business Technology Entertainment Chicago Marathon Olympics

| Full list | : http | :/ | /bit.ly/ | /1hfFZNs |
|-----------|--------|----|----------|----------|
| | | _ | | |

Be sure to capitalize words exactly like they are written.

Example:

This: http://live.chicagotribune.com/Event/Iphone_6_reveal

Becomes: http://live.chicagotribune.com/Event/Technology_iphone_6_reveal

If you plan to host your event on your own server, instead of choose a white label template, choose Embed, Create New. This can then be added to an HTML page/story and there's not metrics concerns.

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|--------|---|
| L | |
| | live.chicagonow.com http://live.chicagonow.com |
| | live.chicagotribune.com http://live.chicagotribune.com |
| R | 2 <u></u> |
| | RedEye http://live.redeyechicago.com |
| live.c | e.chicagotribune.com |
| Porr | |
| Perr | p://live.chicagotribune.com/Event/Technology_inhone_6 |

3. Inviting participants

While a watcher can comment on an event, or on a specific post in an event, a participant can actually create and curate content. This step allows you to invite those people with ScribbleLive accounts into your event. Note: To curate, you still must link your ScribbleLive account with your other social media accounts.

Depending on your account's privileges, you also can edit the settings of the event or invite other participants. Once selected, each invited participant will get an email notification. Administrators can participate in all events without an invite.

| Tribune: Chicago Tribune Users (| D |
|----------------------------------|---------------|
| Filter by name | |
| c | |
| cbowles | Administrator |
| charjohnson | Administrator |
| Chicago Tribune | Administrator |
| Chicago Tribune Sports | Administrator |
| ChiTribEnt | Editor |
| chsosa | Writer |
| cjacquin | Writer |
| colinehan | Editor |
| ctvideo | Editor |
| cwwagner | Writer |

4. Syndication

You can choose to make your event available to other ScribbleLive customers by enabling syndication. Other markets just need to add your syndication code to their event. Due to existing bugs, I would not use another site's syndicated feed.

| yndication | | Sites Syndicating Your Event |
|----------------------------------|----------------|--|
| Scribble Market | | Syndication ID |
| Available On The Scribble Market | No Yes | To allow another client to syndicate your event, send them the following syndication ID: |
| Pricing | Free • | F69922F5-CCFC-4E51-816A-FE450BA47960 |
| Currency | USD • | Import Syndicators' Comments 👔 No 🚫 Yes |
| Category | | No syndicated events |
| Arts & Entertainment | Breaking News | |
| Business | Crime & Courts | |
| Politics | Sports | |
| Technology | Weather | |

More: <u>http://bit.ly/1bOUNAN</u>

Adding and managing content

| Close This Event Server | Scribble | Dashboard 🔂 Support | Documer | ntation kgessler (Tribune: Chicago Tribune) |
|--|-------------|---|---------|--|
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| Server Social Quick Advanced Image: Comment Image: Comment <td></td> <td>Links to the latest snowfall totals I Watches and warnings I Radar</td> <td></td> <td>▼ Sort by Time</td> | | Links to the latest snowfall totals I Watches and warnings I Radar | | ▼ Sort by Time |
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| Image: Struct Actional Image: Struct Actionactin Actionactin Actional Image: Struct A | | | f | |
| REPORTING B Image: Seve Post | | | You | |
| SYNDICATION The National Weather Service recorded 3.1 inches of snowfall at O'Hare International Airport on Sunday, enough to cancel more than 140 flights and make a mess of area roads. Five inches fell in Antioch, 3.5 in Schamburg and 2.5 in Wilmette, according to the weather service. Image: Comparison of Comparison | REPORTING | B I S Save Post : | 1029 | |
| SYNDICATION In the National Weather Service recorded 3.1 inches of snowlail at O'Hare International Auport on Sunday, enough to cancel more than 140 flights and make a mess of area roads. Five inches fell in Antioch, 3.5 in Schaumburg and 2.5 in Wilmette, according to the weather service. www.chicagotribune.com by you 7:34 PM Comment. © 0 Likes Image: Comment Com | - | | 6 | |
| by you 7:34 PM <u>Comment</u> @0 Likes W LOT issues QUICK BURST OF SNOW LIKELY MONDAY AFTERNOON AND EARLY EVENING LOT issues QUICK BURST OF SNOW LIKELY MONDAY AFTERNOON AND EARLY EVENING W MUSC Discrete print hulter 4/32 RBM | SYNDICATION | The National Weather Service recorded 3.1 inches of snowfall at O'Hare International Airport on Sunday, enough to cancel more than 140 flights and make a mess of area roads. Five inches fell in Antioch, 3.5 in Schaumburg and 2.5 in Wilmette, according to the weather service. www.chicagotribune.com | | |
| LOT issues QUICK BURST OF SNOW LIKELY MONDAY AFTERNOON AND EARLY EVENING till 10:00 PM CST <u>rwschat.weather.gov/p.php?pid=2013</u> | | by you 7:34 PM Comment. ** 0 Likes | W | |
| | | LOT issues QUICK BURST OF SNOW LIKELY MONDAY AFTERNOON AND EARLY EVENING till 10:00 PM CST myschat.weather.gov/p.php?pid=2013 bu.NMS_Chienee uita huitke 420 BM | g | |

A ScribbleLive event can host a wide variety of social posts and original content. An event can support: **Twitter**, **Vine**, **Instagram**, **Flickr**, **YouTube**, **NDN**, **Soundcloud**, **Vimeo**, and **Google Maps** and **Fusion Tables**. Events purport to support **Facebook** but really don't due to privacy settings, and do not consistently support **Imgur**, **Linkedin** or **Google+**. You also can styled text posts, .jpgs, animated .gifs, .wav files, polls and .mov files.

To begin to add content to your event, select it from the dashboard or click Write from the vertical navigation bar and then Standard.

1. Posts

The most basic event entry is a text entry. From the both the Quick and Advanced tabs, you can apply basic styles, create links and upload files. From the Advanced tab, you also can create ordered and unordered (bulleted lists), quotes and subheds.

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| | | Save Post |

2. Twitter

There are many ways to incorporate tweets into your event and a fairly robust toolkit to assist you.

From the CMS, you can search for tweets based on user name (from:user), hashtag or term. You can further restrict with the pulldown menu by verified accounts, RTs and tweets with images.

Once you find the desired tweet, you can click the check mark to include it as a small display or open of the Advanced tab and drag and drop the tweet for a full Twitter card display.





Twitter card

You also can search Twitter in a browser and paste the full URL (details page) into the Quick tab to add a tweet to your event. The embed code only partially works in either tab, so it is not recommended.

From the Social/Twitter navigation, an event can also support automated Twitter pulls. You can set your even to pull 1 search query, tweets from 10 accounts or a twitter list (from the Twitter account linked to your ScribbleLive account) with no more than 10 accounts, INCLUDING any individual accounts you are following.

3. Images

First, you can directly upload an image like a .jpg or an animated .gif on either the Advanced or Quick tabs. It will prompt you for a caption.



Upload icons

Also, if you paste any full image path into the Quick tab, it will display the photo, but vou will show as the source and there will not be social tools. But it works.

For **Flickr**, you must add through social search tool even if you found them on the app/browser to get the full display. If you paste the URL or the embed into the Quick tab, it will not display the original user. So it's best to find them through a browser first and then search for the same photo in the Scribble search tool and then add.





Flickr display

The search by user name or account is imperfect. Hashags seem to work the best for search. Once you find the desired image, just click the check box.

You also can link one Flickr account directly to your event under the Social/Media navigation.





Instagram works much the same was as Flickr. You must add content via the social search tool. You can do an open search by terms, but using hashtags or user names seem to be more effective, To search by user name, use the following format: from:accountnamehere. So for Chicago Tribune, search from:chicagotribune.

Instagram display

4. Audio/Video

All audio and video is best managed outside the social search tool.

To curate a **Vine** video, just paste shortcode link or the embed code into Quick tab. Links seem to work a little cleaner. The source and all of the share tools will be available on hover.

To get a link or embed code in a browser, use a third-party app like <u>http://www.vineviewer.co</u>.

There are two ways to add audio to an event: Directly uploading a file through the upload tool or using embed from a third-party app like **Soundcloud**.

Uploading the audio file triggers a very basic audio display, similar to opening the file with a browser. Functional but not a great UX.

For **Soundcloud**, while a shortcode link pasted into the Quick tab will



Vine display



Soundcloud display

pull the photo and create a link, it's not ideal. Instead, paste the full embed code into the Quick tab.

To include **YouTube** content in your event, can paste either the YouTube short link or the full embed code into the Quick tab. For **Vimeo**, only the embed code pasted into the Quick tab works. The shortcode link fails. For **NDN** video, paste the iframe embed code into the Quick tab.

<iframe

src="http://embed.newsinc.com/Single/iframe.html?WID=2&VID=25453938&free
wheel=90921&sitesection=chicagotribune&height=400&width=600" height=400
width=600 frameborder=no scrolling=no noresize marginwidth=0px
marginheight=0px></iframe>

Just make sure NDN is mapped to the proper site. Above is the Tribune.



YouTube display

5. Polls

To add a poll to your event, select the bar chart tab on the main interface. Add a question and as many answers as desired. New fields will open beyond four as needed.

| NDN | display |
|-----|---------|
| | |

| Quick | Advanced | |
|----------|----------|--|
| Question | | |
| Answers | | |
| | | |
| | | |

From the Scribble CMS, you can shut down the poll when you want to end voting.



Poll display

6. Maps

You can paste the short link or embed code from **Google Maps**, or the iFrame embed from **Google Fusion Tables**, into the Quick tab.

7. Post options

If you hover over the top right corner of the post in the Scribble CMS, you can access the Post Options dropdown. The options vary by content type, but the key ones allowed are editing, deleting and sticky posts (pinning them to the top of the event). If the post is being pulled into the event automatically, it also allows you to sever that feed.



8. Participant comments



In the Scribble event environment, comments are on equal footing with posts. If moderated, once approved, they become part of the realtime story arc, as above.

If moderation is enabled, comments are queued up the Comments in Moderation tab. Select the check to approve, the X to delete. If enabled, comments on a specific post are queued in the Moderated Discussions tab.

At the bottom of the event setup page, Scribble



offers an array of language filters, including a specific word filter and settings to censor or block comments. Default settings are preferred.

More: http://bit.ly/1cPJCc2

Metrics and reporting

In addition to Omniture tracking, ScribbleLive has an excellent metrics suite, including easy access to page views, uniques, average minutes per page and comments. To access, open an event and select Reporting from the left navigation bar. Note: The total site-wide white label statistics do not seem reliable. But for a single event it's ideal.

| 1 | Week 15: Bears Vs. Browns | | | | | | |
|-------------|--|-----------------|--------------------------|-------------------------------------|-------------|----------------------|-------|
| | Statistics All real-time metrics are estimates. For in | formation about | integrating your own met | ics package, please <u>click he</u> | <u>re</u> . | | |
| SOCIAL | Beal-Time Statistics | | Real-Time | Statistics Source I | Metrics | Statistics Over Time | Users |
| 4 | Concurrent Watchers | | Total Uniques Avg | | Avg. Min | g. Minutes on Page | |
| USERS | 1 | | 10,813 | | | 8.00 | |
| REPORTING | Total Engagement Minutes | | Total Page Views | | Total Likes | | |
| SYNDICATION | 139,698 | | 17,469 | | 0 | | |
| | Post/Comment Statistic | CS | | | | | |
| | Unique Users Who Posted/Commented | Total Posts | | Total Published Comme | ents | Total Moderated Comm | ents |
| | 152 | | 338 | 387 | | 257 | |