

# LOG IN TO BUDDY MEDIA AND WELCOME SCREEN

## Overview

Buddy Media is a social media marketing tool that enables you to monitor how your social media profiles are performing. It consists of Dashboard, ConversationBuddy™, ProfileBuddy™, ReachBuddy™, ConversionBuddy™ and Analytics.

- **Dashboard** enables you to easily view the overall health of your social profiles. You can build widgets and filter them by client, date range, access stream activity and quick links.
- **ConversationBuddy** enables you to create, manage and moderate conversations on Facebook, Twitter, Google+ and LinkedIn. You can create a customizable column view that enables you to see conversations from one or more social media profiles at the same time.
- **ProfileBuddy** enables you to create, edit and maintain custom tabs on Facebook Pages. It provides you with more than 50 sapplets (social applications) that are customizable to display content and provide a unique experience for Facebook fans.
- **ReachBuddy** enables you to easily create and deploy socially enabled content across the open Web. Universal analytics enable you to track visitors' engagement with ReachBuddy content.
- **ConversionBuddy** enables consumers to share content and product information across social networks, including Facebook, Twitter, email and blogs. ConversionBuddy enables brands to apply customizable social media buttons to drive traffic and sales through sharing.
- **Analytics** enable you to analyze performance metrics in real time and view stream activity. You can measure the performance of activity compared to previous time periods and other Facebook Pages, as well as filter results based on date range and client view.

## Login

To log in to Buddy Media, take the following steps:

1. Navigate to your unique Buddy Media URL.



Unique Buddy Media URL

2. Enter your Buddy Media username and password.

Enter login credentials

3. Click **Login**.

## Navigating the Welcome Dashboard

The Welcome Dashboard is the first screen you see when you log in to Buddy Media. It is an introductory screen that gives you a high-level overview of all Buddy Media products.



Welcome Dashboard

To navigate on the Welcome Dashboard, take the following steps:

1. In any section of the Welcome Dashboard, click one of the product titles (Dashboard, ConversationBuddy, ProfileBuddy, ReachBuddy, ConversionBuddy or Analytics) to navigate to that section of Buddy Media.



LISTEN

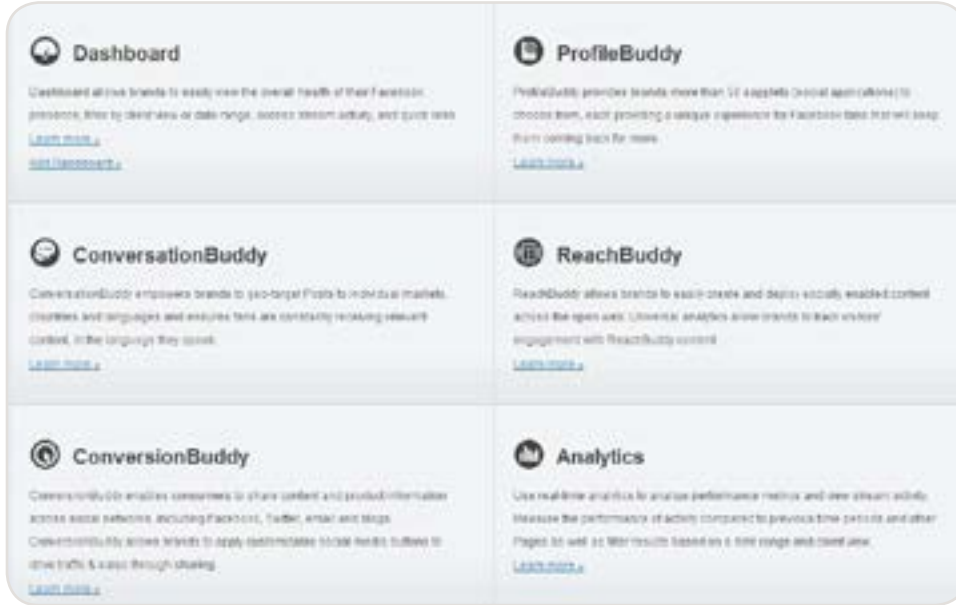


PUBLISH



ADVERTISE

- Or, below the product title, click **Learn More** to open a new window for more information about that product.



Welcome Dashboard Options

## Have questions? Contact us:

- [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
- [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
- [@marketingcloud](https://twitter.com/marketingcloud)
- 1-888-672-3426

# SETTING UP YOUR CUSTOM BIT.LY DOMAIN

## Overview

Customize your shortened URLs throughout Buddy Media by syncing your Bit.ly custom domain. After your custom domain is set up within Buddy Media, all links from ConversationBuddy, ProfileBuddy, ReachBuddy and ConversionBuddy will shorten and display as your custom domain.

## Set up a Custom Bit.ly Domain

To set up your custom Bit.ly domain, take the following steps:

1. Set up a Bit.ly account (free or enterprise) at <https://Bitly.com/>.
2. Integrate a custom short domain on your website. Bit.ly provides instructions on implementing your custom short domain here: <https://Bitly.com/pro/help#shortdomain>.

## Syncing Your Custom Bit.ly Domain with Buddy Media

To sync your custom Bit.ly domain with Buddy Media, provide the following information to your Success Manager, or you can submit a ticket to our support team:

- The name of your custom Bit.ly domain (for example: bddy.me).
- Your Bit.ly username.
- Your Bit.ly API key. You can find this at the bottom of the Account Settings page on Bit.ly: <https://Bitly.com/a/settings/advanced>.
- The client to which you would like to associate the custom Bit.ly domain. Each client within the suite can only be associated with one custom Bit.ly domain.

*Note - Custom domains are set at the client level (rather than the profile level) within Buddy Media. This means that all profile streams, tabs, canvases and conversions under the client will inherit the same custom Bit.ly domain.*

Examples of a standard *bddy.me* shortened URL and a custom client domain shortened URL



Example of a standard *bddy.me* shortened URL in a Twitter post from ConversationBuddy



Example of a custom *Bit.ly* domain shortened URL in a Twitter post from ConversationBuddy

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- [@marketingcloud](https://twitter.com/marketingcloud)
- 1-888-672-3426

# UPDATE YOUR TIME ZONE

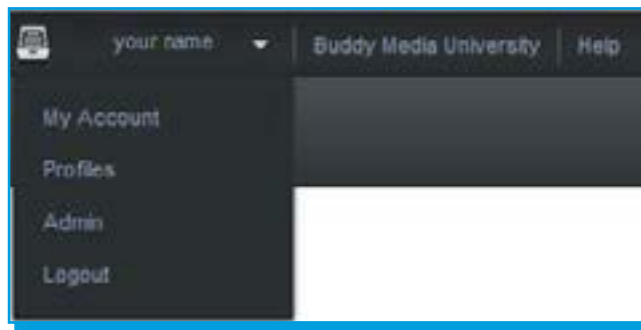
## Overview

The time zone in your user account settings determines the publishing time of the posts you Schedule or Seed in ConversationBuddy, and the publishing time of the tab you schedule in ProfileBuddy and ReachBuddy.

## Update your Time Zone

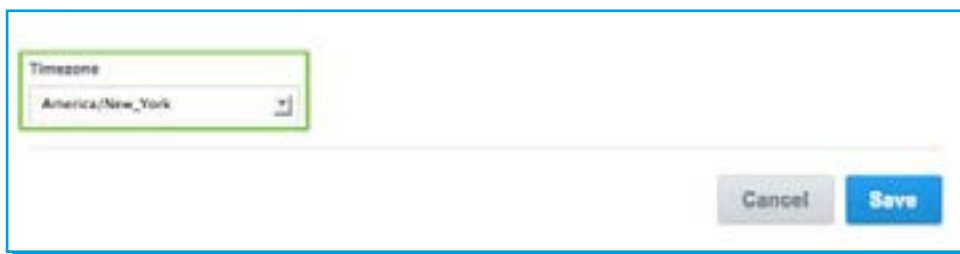
To update your time zone, take the following steps:

1. Log in to Buddy Media.
2. In the top right hand corner, click your name.
3. From the drop-down menu, select **My Account** to open your account settings.



Select My Account

4. In the Basic Info section, use the scroll bar to navigate to the bottom of the page.
5. In the Timezone drop-down menu, select your time zone.
6. Click **Save**.



Choose your Timezone