ReachBuddy

salesforce
marketing cloud™

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Version: 3

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REACHBUDDY

Overview

ReachBuddy™ generates a single line of code which may be embedded on any website. This enables you to create customized social content. ReachBuddy enables you to brand and provide consistent user experiences across mutiple wesites using existing themes, preloaded assets and CSS. With ReachBuddy you can manage and schedule canvas launches or content updates to optimize engagement.

Set up a ReachBuddy Canvas

To build a canvas complete the following steps:

1. Log into Buddy Media.

2. From the top naviagation menu, select **ReachBuddy**.
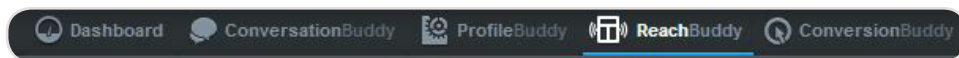
Top Naviagation Menu

3. Click **+ Create Canvas**.

4. From the Client drop-down menu, select the desired client.

5. Insert a Canvas name.

6. Select the desired template size.

Note - The canvas size may be customized to meet your unique needs.

7. In the Share URL area, select **Use Page URL**.

8. Click **Create**.

Note - You can now add sapplets to your canvas to create custom social content on any website.

Navigation Bar

You can use the navigation bar to navigate between the different sections of your ReachBuddy canvas. The navigation bar includes:

- **Layout** – Display the content editing section of a canvas.

- **Design** – Update the Themes, Styles and CSS of a canvas.

- **Settings** – Update the settings of a canvas.

- **Preview** – See how a canvas will display before publishing.

Layout

You can use this section to add, move, hide, show and remove sapplets from a canvas. Sapplets display in a list on the left side of the screen. They are listed in alphabetical order. You can also add and remove Columns and Rows to organize sapplets on a canvas. To navigate the Layout, you can choose from the following options:

To search sapplets, take the following step:

- On the left side rail, type the name of a sapplet into the Search sapplets bar. This will filter the list of sapplets to only display those sapplets that include the letters in the search bar. Or, to the right of the Search sapplets bar, mouse over the tag icon to display a list of sapplet categories. Click a category to display sapplets in that category. Categories include: video, photos, custom, popular and feeds.
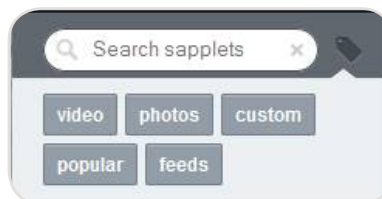
Search and Filter Sapplets

To add a sapplet to a canvas, take the following step:

- To the left of a sapplet, click the four sided arrow and drag the sapplet onto the canvas.

Add a Sapplet

To move a sapplet to a new location on a canvas, take the following step:

- In the top left hand corner of the sapplet, click the four sided arrow and drag the sapplet to a new location.

Move a Sapplet

To minimize a sapplet from view on a canvas, take the following step:

- At the bottom of the sapplet, click **Hide**. When a sapplet is hidden from view, Hide repopulates as Show. Click **Show** to display a sapplet on the canvas.

To remove a sapplet from a canvas, take the following step:

- At the bottom of the sapplet, click **Delete**. Deleting a sapplet removes it permanently, along with all configuration options on the sapplet.
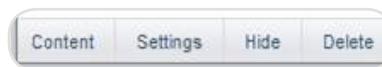
Sapplet Options

You can add and remove rows and columns to assist with the configuration of a canvas. To add and remove rows and columns, take the following steps:

1. At the bottom of the list of sapplets, click **+Row** to add more rows to the canvas and click **+Column** to add more columns to the canvas.

2. When 2 or more rows or columns have been added to a canvas, -Row and -Column display at the bottom of the list of sapplets. Click **-Row** to remove rows, and click **-Column** to remove columns from a canvas.

Design

You can use the Design section of ReachBuddy to customize the appearance of your canvas. You can update the background and border colors, font size and color or use CSS. The Design section has 3 subsections: Themes, Styles and CSS.
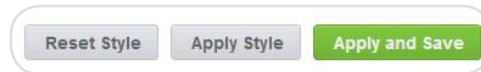
At the bottom of the Design section, you can choose from the following options to save or reset the changes:

- **Reset Style** – Click Reset Style to return to the previous Design settings, from the last time you saved.

- **Apply Style** – Click Apply Style to view the Design settings without saving.

- **Apply and Save** – Click Apply and Save to save the Design settings.

Reset or Save Settings

Theme

Theme is the appearance of the canvas. You can customize the Background and Border by uploading an image from your computer.

- **Background** – You can customize the Page Background, Header Background and/or Sapplet Content Background with unique colors or images. The Page Background is the border on the outside edge of all sapplets on the canvas. The Header Background is the background of the title of each sapplet on the canvas. The Sapplet Content Background is the background of all sapplets on the canvas. To update one or more of the backgrounds of a canvas, you can choose from the following options:
  - **Color** – You can customize the background by selecting a unique color from the color palette.
  - **Image** –You can customize the background by uploading an image from your computer.
  - **Repeat** – You can customize the layout of the background image using the Repeat drop-down menu. Repeat enables you to display one or more versions of the image on the background. Select Tile to display multiple versions of the image throughout a background. Select Vertically to display multiple versions of the image in one row at the top of a background. Select Horizontally to display multiple versions of the image in one column at the far left of a background. Or, select None to display one version of the image in the top left hand corner of a background**.**

- **Borders** – You can customize the Borders around each sapplet with a unique color and width. To update the appearance the Borders, you can choose from the following options:

    - **Color** – You can customize the Borders by selecting a unique color from the color palette.

    - **Weight** – Customize the width of the Borders using the Weight drop-down menu. Select from 1 to 10 pixels, or select None to remove the Border.
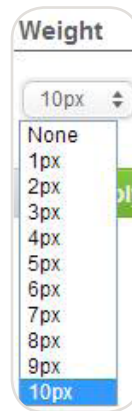
Weight

Styles

Styles enable you to update the font on a canvas. You can customize the text of four different Elements on a canvas: Page, Header, Sub Header and Links. The Page text is all text that does not fall into one of the other three Elements. The Header text is the name of the sapplet, displayed at the top of each sapplet. The Sub Header text is the text that displays below the Header. The Links text is the text of the link displayed on the sapplet.

- **Font** – Customize the Font type by selecting an option from the Font drop-down menu. Select 1 of 16 font options.

- **Size** – Customize the Size of the Font by selecting from the Size drop-down menu. Select from 8px to 60px.

- **Format** – Customize the style of the text by selecting from the Format options: Bold, Italicize and/or Underline.

- **Color** – Customize the text color by selecting a unique color from the color palette.

CSS

CSS stands for Cascading Style Sheets. It is front end code for your sapplets that calls out to the different sapplets on your canvas and determines how the sapplets are displayed. You can use CSS to update the color of a sapplet, positioning of a sapplet or the placement of a button on a sapplet.

Settings

Settings enable you to update and view the Template Size, Share URL, Embed Code, External Preview and Session Timeout of a canvas. To update the Settings for a canvas, you can choose from the following options:

- In the Choose a template size area, select the desired size for your canvas. Or specify a custom width.

- In the Share URL area, select from Use Page URL or Specify URL.

- In the **Session will timeout after** field, insert the number of minutes a user has to enter their information into a sapplet. The Session Timeout is the time limit for any sapplet that requires user submitted data, such as the Form Builder sapplet.

- Select or deselect **Disable Publishing**. This prevents all users from publishing changes to a canvas.

Once you have selected the desired options from the above settings, click **Save**.

Preview

In the top navigation bar, click **Preview**. Preview enables you to view how your canvas will display to users before you publish it.

Note – The preview section is functional. You can complete actions on any sapplet, similar to how a user would complete the actions, such as play a video, complete a quiz or fill out a form.

Publishing a Canvas

Any changes you make to a canvas will not display live until you publish them. To publish a canvas, you can choose from one of two options:

- **Publish Now** – At the top right hand corner of ReachBuddy, click **Publish Now** to publish the most current version of the canvas.

- **Schedule Publish** – At the top right hand corner of ReachBuddy, to the right of Publish Now, click the arrow to open the Schedule Publish option. You can select a date and time to publish the most current version of the canvas.
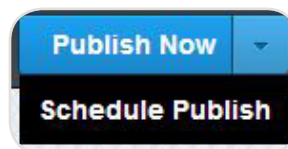
Schedule Publish

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LAUNCH A REACHBUDDY CANVAS

Overview

Once development for ReachBuddy is complete, you can publish all of your changes to your canvas and add the embed code to your website, blog or microsite.

Where to Find Your Embed Code

When you click **Publish Now** to publish changes to your ReachBuddy canvas, a single line of embeddable code is created. This can be placed on almost any website or blog.
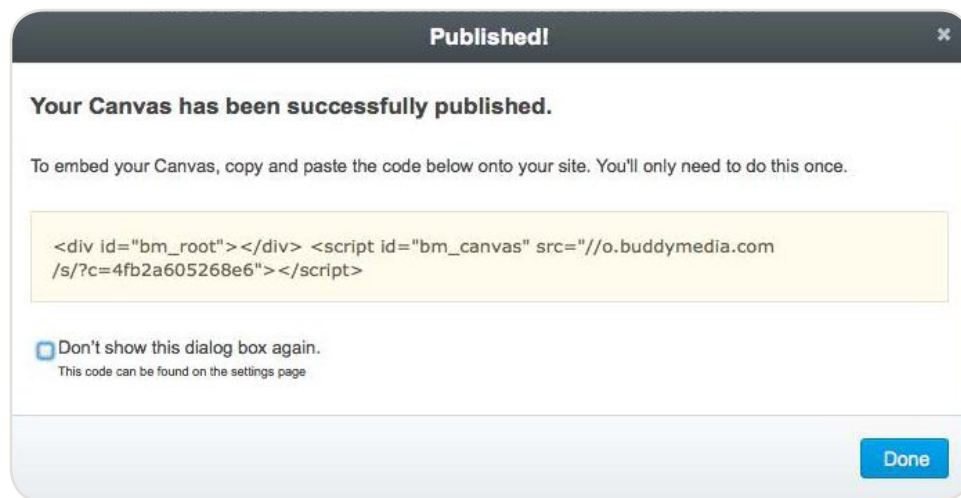
Publish Now

Access Your Embed Code at a Later Date

If you have already published changes to your canvas but are not ready to add the canvas to your page, you can retrieve your embed code at a later time. To access your embed code at a later time, complete the following steps:

1. From the ReachBuddy Index, select the desired Canvas.

2. In the top menu, click **Settings**.

3. In the Settings screen, scroll down to the bottom of the page. The Embed Code is shown.

Embed Code

To embed your Canvas, copy and paste the code below onto your site. You'll only need to do this once.

`<div id="bm_root"></div> <script id="bm_canvas" src="//o.buddymedia.com/s/?c=4fb2a605268e6"></script>`

Embed Code

Your ReachBuddy Embed Code

You can copy and paste the ReachBuddy generated embed code into the desired location on your website or blog post. You only need to do this once. Upda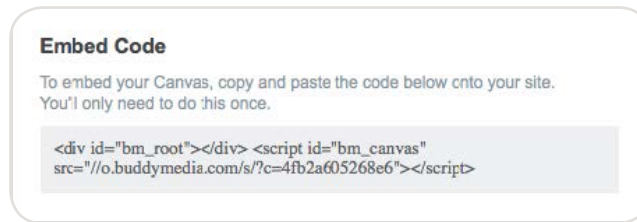tes you make to the canvas within Buddy Media in the future will automatically populate to any locations where your embed code has been placed.

Note - Embed code implementation varies slightly from one website format to another.

Adding ReachBuddy Embed Code to a Website or Microsite

1. Open the source code of your web page.

2. Paste the ReachBuddy embed code into the desired HTML file.

3. Save the page.

4. Upload it to your server using an FTP client. Confirm updates by previewing changes.

Adding A Reachbuddy Embed Code to Blogger, Tumblr Or Wordpress

1. Select a Text post and click HTML from the editing toolbar.

2. Add the embed code and click update.

Embed Code to Blogger

Embed Code to Tumblr

Items To Note When Adding Your Embed Code to Tumblr or Wordpress

- If you are using Tumblr, the ReachBuddy canvas will not render in preview mode. It will display as a blank post. However, once you publish changes, the canvas will render correctly in the live post.

- As a WordPress user, you will make all updates using the HTML editor. However, if you go back into the published post and try to make edits using the Visual editor, the code you entered will be stripped and will no longer render.

- All edits to WordPress posts must be made via the WordPress proprietary HTML editor. This ensures the embed code integrity will be preserved.

Additional Considerations

As you prepare to add the embed code to your website, blog or microsite there are a few important guidelines to follow:

- A single canvas can be embedded on multiple sites.

- The same canvas cannot be embedded twice on the same domain.

- When embedding multiple canvases on a single page you have to modify the div id (e.g div id="bm_root_2"), and append this id to the script source (e.g. src="...?c=1234&id=bm_root_2>).

Interested in learning more about how Salesforce Marketing Cloud can help grow your social presence and build your business? Contact us to get started today.

Have questions? Contact us:

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ABOUT US SAPPLET

Overview

The About Us sapplet enables you to display basic information about your business on your canvas. You can customize a unique About Us sapplet to let users know key information about your organization. You can use this sapplet to list your location, contact information and a description.

Edit Content

To edit the content of the About Us sapplet, complete the following steps:

1. On the Layout screen, drag the About Us sapplet onto your canvas.

2. Click **Content**.

3. In the Business Name field, type the name of your organization. This name displays at the top of the sapplet.

Business Name

4. In the Address field, insert the address for your organization (optional).

5. In the Address 2 field, insert additional address information for your organization (optional).

6. In the City field, insert the city where your organization is located.

7. In the State drop-down menu, select the state where your organization is located (optional).

8. In the Country drop-down menu, select the country where your organization is located (optional).

9. In the Zip Code field, insert the Zip Code for your organization (optional).

10. In the Website URL field, insert the URL for your organization (optional).

11. In the Main Phone field, type the phone number for your organization (optional).

12. In the Fax field, insert the fax number for your organization (optional).

13. In the Hours field, insert the business hours for your organization (optional).

14. Select or deselect **Visa**. This displays Visa as a payment option on the sapplet (optional).

15. Select or deselect **Mastercard**. This displays Mastercard as a payment option on the sapplet (optional).

16. Select or deselect **American Express**. This displays American Express as a payment option on the sapplet (optional).

17. Select or deselect **Discover**. This displays Discover as a payment option on the sapplet (optional).

18. Select or deselect **Check**. This displays Check as a payment option on the sapplet (optional).

Payment Options

19. In the Logo field, click **Browse** to upload an image from your computer. The Logo displays below the Short Description (optional).

20. In the Short Description field, type a description related to your organization. The Short Description displays below the Business Name at the top of the sapplet (optional).

21. Click **Save**.

Edit Settings

To edit the Settings of the About Us sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the About Us sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All selections in Edit Settings are optional.

Comment Settings

To edit the Comment Settings on the About Us sapplet, you can choose from the following options:

- Select or deselect **Allow User to Comment**. This will display a comment box under the About Us sapplet.

  - **Instructions** – Enables you to customize the title above the comment box.

  - **Number of Comments to Show** – Enables you to customize the number of comments to display under the About Us sapplet.

  - **URL to comment on** – Enables you to determine the URL to which the comment links.

  - **Comments Theme** – Choose from Light or Dark.

  - **Background Color** – Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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AMAZON SAPPLET

Overview

The Amazon sapplet makes it easy for fans to shop from your canvas. You can attract fans to your content by displaying a wide variety of items within the sapplet and provide brief descriptions of your products. Users can fill their carts with their favorite items and customize their orders directly from your sapplet. When users are ready to complete their transaction, they are taken directly to the point of purchase on Amazon.com to complete their orders.

Edit Content

To edit the content of the Amazon sapplet, complete the following steps:

1. On the Layout screen, drag the Amazon sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Amazon ID field, type your Amazon ID. The Amazon ID is used to track qualifying purchases made by your site visitors when you link to Amazon. It pulls in an image, product description and price from Amazon.

Amazon ID

5. In the Product Name field, type the name of the product you are selling.

6. In the Product Category field, type the name of the category to which the product is associated.
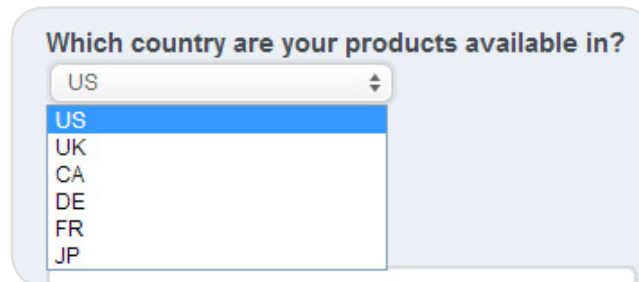
7. Click **Save**.

Edit Settings

To edit the Settings of the Amazon sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Amazon sapplet.

2. Edit desired settings.

3. Click **Save** when complete.
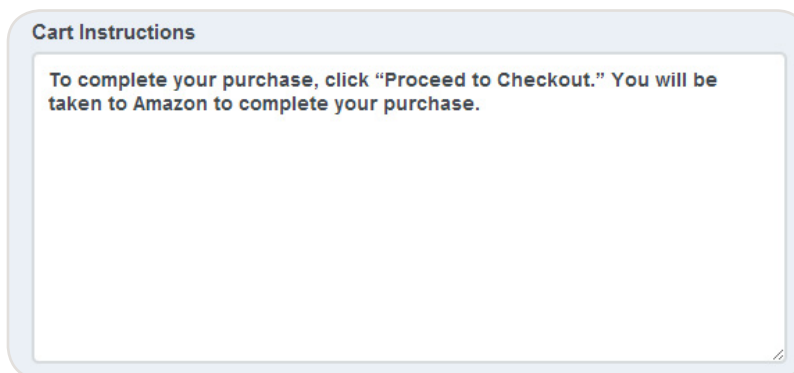
Basic Settings

To edit the Basic Settings of the Amazon sapplet, you can choose from the following options:

- In the Which country are your products available in? drop-down menu, select the country from which your products are available.

Which country are your products available in?

- In the Associate Tag field, type your Amazon Associate Tag. The Associate Tag allows you to earn revenue on purchases. If you do not have an Associate Tag, click here and fill out a short application on Amazon.

- In the Cart Instructions field, type the directions on how to complete the transaction.

Cart Instructions

- In the Custom Name for Add to Cart field, type custom text that will appear on the Add to Cart button. The default is Add to Cart.

- Check **Feature First Product** to display the selected item at the top of the list.

- In the Items Per Page field, type the total number of items to display per page on the sapplet.

- In the Pagination Limit drop-down menu, select the total number of pages of products to display. Choose from 1- 10.

- Check **Show Share Buttons** to display the Facebook Share Buttons on the sapplet.

- Check **Show Advancement Controls** to add navigation functionality to the sapplet. This enables a user to click Next and Previous to navigate between pages of Amazon products.

- Check **Show All Category** to display the All option in the Product Category drop-down menu.

- In the Width of Modal field, insert the width of the product detail and shopping cart modal windows in pixels.

Item Comments Settings

- Select or deselect to **Allow User to Comment on Individual Items**. This will display a comment box under each product displayed on the Amazon sapplet:

  - **Instructions** - Enables you to customize the title above the Comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display under each item.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Item Feed Settings

To adjust the Item Feed Settings on the Amazon sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button from the Item:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Cart Feed Settings

To adjust the Cart Feed Settings on the Amazon sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button from the Cart:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Click **Browse** to insert a Picture. A Picture is the image displayed in the post.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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CALENDAR SAPPLET

Overview

The Calendar sapplet provides an excellent method for notifying your users of important upcoming events. The sapplet enables you to embed an existing calendar on your canvas for users to view and interact with. This enables you to engage with your fans and notify these fans of brand events they can attend and share with their friends.

Edit Content

To edit the content of the Calendar sapplet, complete the following steps:

1. On the Layout screen, drag the Calendar sapplet onto your canvas.
2. Select **Content**.
3. On the Calendar screen, insert the Calendar Feed URL.

Note - The Calendar Feed URL must be iCalendar (.ics file). iCalendar is used and supported by a large number of products, including Google Calendar, Apple Calendar, Mozilla Sunbird, and Microsoft Outlook.

Edit Settings

To edit the Settings of the Calendar sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Calendar sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Calendar sapplet, you can choose from the following options:

- Select or deselect **Show Day Listing**. This displays the events for the current day beneath the calendar.
- Select or deselect **Show Time Zone**. This displays the time zone for which the calendar is set at the top left-hand corner of the sapplet.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Calendar sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Calendar sapplet.

  - **URL to comment on** - Select from Use Canvas URL or Define URL. News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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COUNTDOWN CLOCK SAPPLET

Overview

The Countdown Clock sapplet refreshes itself every time a user loads your canvas. Your fans can post the remaining time to their News Feed up until your event occurs. Once the countdown expires, you can then replace the Countdown Clock with promotional content.

Edit Content

To edit the content of the Countdown Clock sapplet, complete the following steps:

1. On the Layout screen, drag the Countdown Clock sapplet onto your canvas.

2. Select **Content**.

Set the Date to Count Down To

3. In the Event Date field, enter a start date.

4. In the Event Time drop-down menus, choose a start time.

5. In the time zone drop-down menu, choose a time zone.
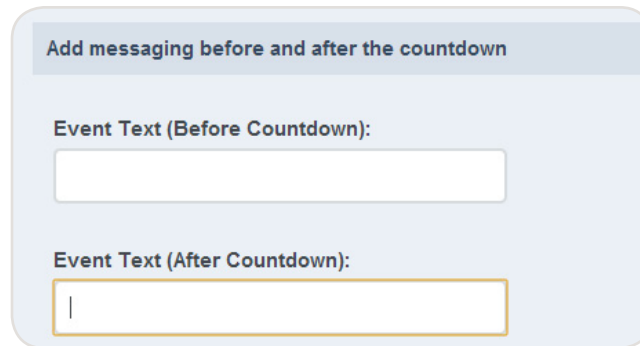
Date to Count Down To

Add messaging before and after the countdown
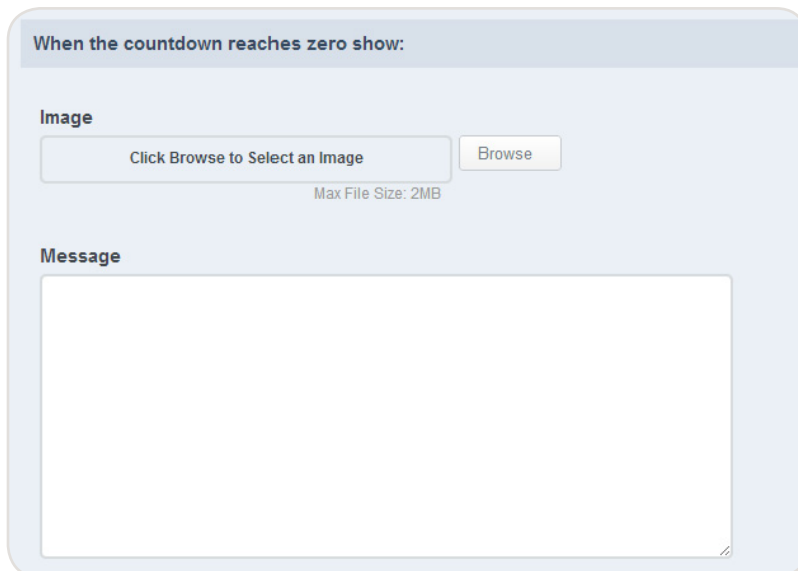
6. In the Event Text (before Countdown) field, enter the text that will display before the end of the countdown.

7. In the Event Text (After Countdown) field, enter the text that will display after the countdown has ended.

Messages

When the countdown reaches zero show

8. In the Image field, click **Browse** to upload an image from your computer. 5MB is the maximum file size.

9. In the Message field, enter a message to display when the countdown reaches zero.

When the Countdown Reaches Zero

10. Click **Save**.

Edit Settings

To edit the Settings of the Countdown Clock sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Countdown Clock sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Countdown Clock sapplet, you can choose from the following options:

- From the Countdown Format drop-down menu, choose a format in which the Countdown will appear.

  - Days, Hours, Minutes, Seconds

  - Days, Hours, Minutes

  - Days, Hours

  - Days only

- From the Clock Legend drop-down menu, select where the legend displays:

  - Show below clock

  - Show above clock

  - Do not show legend

- From the Layout drop-down menu, select the clock layout:

  - Flipboard

  - Scrolling

  - Digital

Feed Settings

To adjust the Feed Settings on the Countdown Clock sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Select or deselect **Use Feed Publish**.

  - Insert a Story Name. A Story Name is the title of the post.

  - Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

  - Insert a Description. A Description is text summarizing the story.

- Click **Browse** to insert a Picture. A Picture is the image displayed in the post.

- Insert a Link. A Link is the URL to which the post links.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Countdown Clock sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Countdown Clock sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Rating Settings

To adjust the Rating Settings, you can choose from the following options:

- Select or deselect **Show Ratings**. This enables users to rate products.

- In the Icon Type drop-down menu, select the rating icon type.

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COUPON SAPPLET

Overview

The Coupon sapplet enables you to create a coupon that users can access to receive a promotional offer from your organization. You can customize the coupon to include an expiry date, terms and conditions and an image. Users can choose to email themselves a copy of the coupon, making it easier to reach mobile users.

Edit Content

To edit the content of the Coupon sapplet, complete the following steps:

1. On the Layout screen, drag the Coupon sapplet onto your canvas.

2. Click **Content**.

3. Click **+ Add Item**.

4. In the Modal Title field, insert the title text displayed at the top of the new coupon window. (optional)

5. In the Coupon Title field, insert the text displayed at the top of the sapplet on the canvas and on the new window.

6. In the Coupon Instructions field, insert the text displayed below the Coupon Title on the new window. (optional)

7. In the Disabled Date field, use the calendar to select the date on which new users will be unable to retrieve the coupon. Users who have previously claimed the coupon will continue to have access to their coupon.

Disabled Date

8. In the Coupon Expiration Date field, use the calendar to select the last date the coupon can be redeemed. This date is printed on the coupon.

9. In the Coupon Terms & Conditions field, insert the conditions of use. The Coupon Terms & Conditions will display on the coupon. (optional)

10. In the Custom Image for Coupon (150 x 150px) field, click **Browse** to insert an image. The Custom Image for Coupon will display on the coupon. (optional)

Coupon Data

11. In the Coupon Data Type field, select the code associated with the coupon:

- Select **Universal Coupon Code** (Single code for all claims) to display the same coupon code on all coupons. In the Allowed Claims field, you can limit the number of times a Facebook user can obtain the coupon, or you can select **Unlimited Claims** to enable Facebook users to obtain the coupon as many times as they wish.

- Select **Unique Coupon Code** (Requires CSV upload) to upload a CSV file with unique coupon codes. This enables you to set a maximum quantity of available coupons. Each time a coupon is obtained, it will have a Unique Coupon Code. After all of the Unique Codes have been used, the sapplet will display a message that the coupon is disabled. In the Edit data associations window, select a coupon column and click **Continue** to upload the CSV.


Data Associations

Barcode Display

12. Select **Display Barcode** to display a barcode on the Coupon.

13. In the Barcode Type drop-down menu, select the type of barcode to display on the Coupon.

Coupon Button Content

14. In the Coupon Button Text field, customize the text to display on the button the Facebook user clicks to display the coupon.

15. In the Coupon Unavailable Text field, customize the text to display when the coupon is no longer available.

Coupon Unavailable Text

No Longer Available
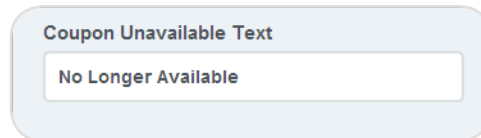
Coupon Unavailable Text

16. Click **Save**.

Edit Settings

To edit the Settings of the Coupon sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Coupon sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All options in Edit Settings are optional.

Basic Settings

To edit the Basic Settings on the Coupon sapplet, you can choose from the following options:

• In the Introduction Text field, type the text that will display at the top of the Coupon sapplet.

Sharing Settings

To edit the Sharing Settings on the Coupon Sapplet, you can choose from the following options. This enables you to display social network share icons on the sapplet:

• Select **Show Google+ button** to display a Google+ share icon in the Coupon window.

• Select **Show share button** to display a Facebook share icon in the Coupon window.

• Select **Show tweet button** to display a Twitter share icon in the Coupon window.

- Select **Aggregate Share options** to display all share icons in a Share drop-down menu in the Coupon window.
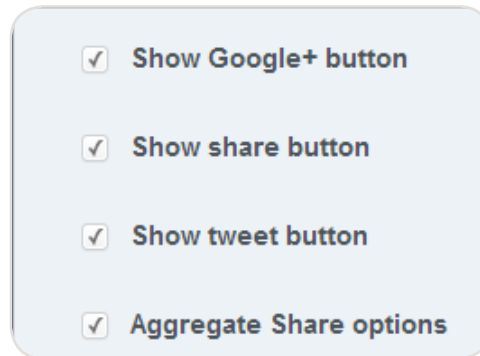
Share Options

Authorization & User data

To edit the Authorization & User data settings on the Coupon sapplet, you can choose from the following options. This enables you to collect additional information about the users who print the Coupon.

- Select **Collect user's email, birthday & location** to collect the additional information about the users who print the Coupon.

- Select **Collect Address via interstitial page** to display a window requesting additional user information before the Coupon is displayed. You can require that the user:

  - In the Page Introduction Text field, insert the text that displays at the top of the window.

  - Select **Address 1** to display a one line text box where a user can enter their address. By selecting the Required box, a user must enter text into the field before they can continue to the Coupon.

  - Select **Address 2** to display a second one line text box where a user can enter their address. By selecting the Required box, a user must enter text into the field before they can continue to the Coupon.

  - Select **State** to display a drop-down menu of States from which a user can select their State. By selecting the Required box a user must select a State before they can continue to the Coupon.

  - Select **Zip/Postal Code** to display a one line text box where a user can enter their Zip/Postal Code. By selecting the Required box a user must enter text into the field before they can continue to the Coupon.

  - Select **Country** to display a drop-down menu from which a user can select their Country. By selecting the Required box a user must select a Country before they can continue to the Coupon.

Feed Settings

To adjust the Feed Settings on the Coupon sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

Caption

A subtitle for the post that should describe why the user posted the item or the action the user took.

{*actor*} shared this promotion with you from
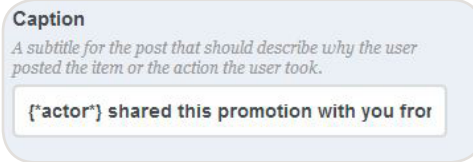
Caption

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Coupon sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Coupon sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Have questions? Contact us:

W www.salesforcemarketingcloud.com   E marketingcloud@salesforce.com

@marketingcloud   T 1-888-672-3426

FIND US ON THE WEB SAPPLET

Overview

The Find Us on the Web sapplet enables you to display a list of links to multiple websites. You can use this sapplet to list all of the websites where users can find you. It is a great sapplet to direct users who visit your canvas to your other Blog, Forum, Google+ profile, or Twitter handle.

Edit Content

To edit the content of the Find Us on the Web sapplet, complete the following steps:

1. On the Layout screen, drag the Find Us on the Web sapplet onto your canvas.

2. Click **Content**.

3. Click **+ Add Item**.

4. In the Link Type drop-down menu, select the type of URL to which you are linking.
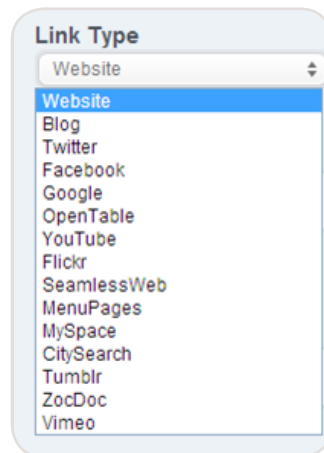
Link Type

5. In the Link Address field, type the URL to which you are linking.
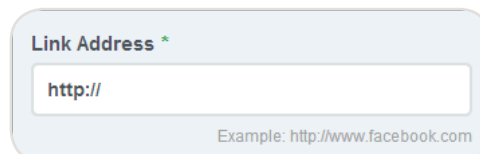
Link Address

6. In the Link Title field, type the name of the URL to which you are linking. The Facebook user must click the Link Title to navigate to the URL.

7. Click **Save**.

Edit Settings

To edit the Settings of the Find Us on the Web sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Find Us on the Web sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All selections in Edit Settings are optional.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Find Us on the Web sapplet.

    - **Instructions** - Enables you to customize the title above the comment box.

    - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Find Us on the Web sapplet.

    - **URL to comment on** - News stories on Facebook will link back to this URL.

    - **Comments Theme** - Choose from Light or Dark.

    - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Have questions? Contact us:

W www.salesforcemarketingcloud.com   **E** marketingcloud@salesforce.com

**Twitter** @marketingcloud   **T** 1-888-672-3426

FORM BUILDER SAPPLET
Overview

The Form Builder sapplet enables you to build custom forms to gather specific information from users. You can customize the user information collected through a combination of text, radio buttons, check boxes, images, date and location fields. You can export the data collected in the Analytics section of Buddy Media.

Edit Content

To edit the content of the Form Builder sapplet, complete the following steps:

1. On the Layout screen, drag the Form Builder sapplet onto your canvas.

2. Click **Content**.

3. Click **+Add Item**.

4. In the Display Name field, type a name for the item on the sapplet. The Display Name will appear above the Field Type on the sapplet.

5. In the Variable Name field, type a name for the item. The Variable Name is used to identify data after it has been collected.

Note – The Variable Name is the name that displays on the spreadsheet when you export the form submissions in the Analytics section of Buddy Media. It is not visible to users. The Variable Name can not contain spaces.

Variable Name *
Used to identify data after it has been collected.

Variable Name

6. In the Field Type drop-down menu, select a type of field to display on the sapplet. The Field Type you select determines the options available to users. The Content options will change depending on the Field Type you select. You can customize your form by adding one or more Field Types to a sapplet.
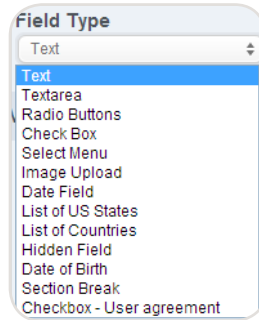
Field Type Drop-down

Text

Select the Field Type **Text** to display a one line text box.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Character Limit field, type the maximum number of characters a user can enter before they can submit the form. Users will see a countdown of available characters at the bottom right hand corner of the text field on the sapplet (optional).

- In the Minimum Characters field, type the minimum number of characters a user must enter before they can submit the form (optional).

- In the Data Validation drop-down menu, select a Data format. The Data Validation enables you to require that users enter the text in a designated format before they can submit the form (optional). You can choose from one of three options:

  - **None** – Select this option to enable users to enter text in any format.

  - **Email** – Select this option to require that users enter text in an email format.

  - **Numbers Only** – Select this option to require that users enter text in a numerical format.
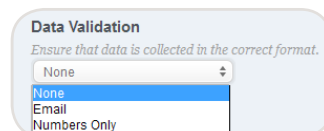
Data Validation

- Click **Save** to add the Field Type Text to the sapplet.

Textarea

Select the Field Type **Textarea** to display a custom size field where users can enter text.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Character Limit field, type the maximum number of characters a user can enter before they can submit the form. Users will see a countdown of available characters at the bottom right hand corner of the Textarea on the sapplet (optional).

- In the Minimum Characters field, type the minimum number of characters a user must enter before they can submit the form (optional).

Dimensions

- In the Columns field, type a number to determine the height of the text box (optional).

- In the Rows field, type a number to determine the width of the text box (optional).

Columns and Rows

- Click **Save** to add the Field Type Text Area to the sapplet.

Radio Buttons

Select the Field Type **Radio Buttons** to display a list of items with Radio Buttons.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- Below Data, click **Add** to open the Edit Data window.

  - In the Field Label field, type the text to display with a Radio Button. The Field Label text is displayed on the sapplet.

  - In the Value field, type the text that corresponds with the Field Label text. The Value text is displayed on the spreadsheet when the form submissions are exported.

  - Select or deselect **Is Selected?**. This option preselects the Radio Button when the sapplet loads.

Edit Data

- Click **Add** again to add additional Radio Buttons to the sapplet.

- Click **Save**.

Check Box

Select the Field Type **Check Box** to display a list of items with check boxes. Users can select an item by clicking a check box.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Value field, type the text to display below the check box.

- Select or deselect **Selected**. This option pre-selects the Check Box when a user navigates to the form (optional).

- Click **Save** to add the Field Type Check Box to the sapplet.

Select Menu

Select the Field Type **Select Menu** to display a list of items in a drop-down menu.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).
- Click **Add** to open the Edit Data window.
  - In the Field Label field, type the text to display in the Select Menu drop-down menu. The Field Label text is displayed on the sapplet on the canvas.
  - In the Value field, type the text that corresponds with the Field Label text. The Value text is displayed on the spreadsheet when the form submissions are exported.
  - Select or deselect **Is Selected?**. This option preselects the Radio Button when the sapplet loads.
  - Click **Save**.
- Click **Add** again to add additional options in the Select Menu drop-down menu to the sapplet.
- Click **Save**.

Image Upload

Select the Field Type **Image Upload** to enable users to upload an image to the form. On the sapplet, the user can click Browse and select an image from their computer. The image displays on the sapplet before the user submits the form.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).
- Click **Save**.

Note - When you use the image upload field type, you will see an option for image moderation. The option shows a list of the pending, approved, and rejected images along with details for each image. Approved images can be added to the Asset Library or exported with their corresponding data.

Date Field

Select the **Date Field** type to enable users to select a date from a calendar.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).
- Click **Save**.

List of US States

Select the Field Type **List of US States** to enable users to select a US state from a drop-down menu.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Excluded from List field, type the name of one or more US states to exclude from the drop-down menu (optional).

Excluded from List

Excluded from List

- Click **Save**.

List of Countries

Select the Field Type **List of Countries** to enable users to select a country from a drop-down menu.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Excluded from List field, type the name of one or more countries to exclude from the drop-down menu (optional).

- Click **Save**.

Hidden Field

Select the **Hidden Field** type to add a field to the form that only displays on the exported spreadsheet. The Hidden Field does not display on the sapplet and is not visible to users. For example, to assist with organization, you can use the Hidden Field to add an ID number or campaign name to the Form Builder sapplet.

- In the Value field, type the text that displays on the spreadsheet when the form submissions are exported.

- Click **Save**.

Date of Birth

Select the Field Type **Date of Birth** to enable users to select their date of birth from drop-down menus; month, day and year.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- In the Data Validation drop-down menu, you can enable age restrictions on form submissions. Select **None** to set no age restrictions on form submissions. Or, select **Age** to set minimum and maximum age restrictions for users who submit the form.

  - In the Minimum Age field, type a number to determine the minimum age of a user who can submit the form (optional).

  - In the Maximum Age field, type a number to determine the maximum age of a user who can submit the form (optional).

  - In the Error Message field, customize the error message that will display for users who are outside of the age requirements. A default error message will display if this field is left blank (optional).

  - Select or deselect **Show error message instead of form when user returns** to display the error message for users who return to the form and are outside of the minimum and maximum age requirements (optional).

Error Message

Customize the error message for users outside of the age requirements. A default message will be provided if left blank.

Error Message

- Click **Save**.

Section Break

Select the Field Type **Section Break** to divide the form into sections.

- In the Section Title field, type a title for the section (optional).

- In the Section Description field, type a description for the section (optional).

- Click **Save**.

Checkbox

Select the Field Type **Checkbox – User Agreement** to add a terms and conditions area to the Form Builder sapplet. You can require that users acknowledge that they have read and understand the terms and conditions before they submit the form.

- Select or deselect **Required**. By selecting Required, a user must complete the actions before they can submit the form (optional).

- Select or deselect **Disable checkbox until user scrolls through text**. Select this option to require that users scroll to the bottom of the User Agreement Text field before the Required checkbox is displayed.

- In the User Agreement Text field, type the text to display in a terms and conditions box on the Form Builder sapplet.

- In the User Agreement Field Height field, type a number to determine the height of the user Agreement Text field.

- In the User Agreement Field Width field, type a number to determine the width of the user Agreement Text field.

Note – If the User Agreement text overflows the text box, a scroll bar will display.

User Agreement Field Height ?

px

User Agreement Field Width

px

User Agreement Field Height and Width

Note – The User Agreement Field Height must be less than the User Agreement Text Height to enable this feature.

- Click **Save**.

Edit Settings

To edit the Settings of the Form Builder sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All selections in Edit Settings are optional.

Basic Settings

To edit the Basic Settings on the Form Builder sapplet, you can choose from the following options:

- In the Top Instructions field, type the text that will display at the top of the Form Builder sapplet.

- In the Submit Button Text field, customize the text that will display on a button at the bottom of the Form Builder sapplet.

- In the Confirmation Message field, type the text that will display at the top of a window after a user submits the form.

- In the On Complete HTML field, type the HTML code that will display after the user completes the form.

- Select or deselect **Clear Form After Submission**. Select this option to display the blank form after a user clicks the Submit Button.

- Select or deselect **Use Captcha**. Use Captcha to display a challenge-response test to confirm that the form answers were not generated by a computer. In the Captcha failed heading, customize the heading to display when the challenge-response test is answered incorrectly. In the Captcha failed message, customize the text to display below the failed heading.
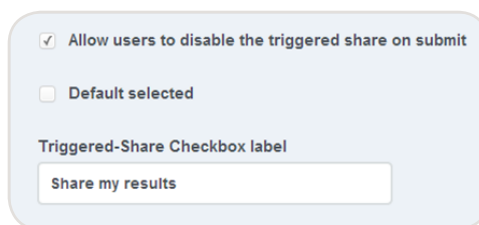
New Window Settings

To edit the New Window Settings on the Form Builder sapplet, you can choose from the following options. New Window Settings enable you to display the form in a new window.

- Select or deselect **Launch Form in New Window**.

- Select or deselect **Launch Image**. A user must click the Launch Image to display the form in a new window. Click **Browse** to upload an image from your computer.

- In the New Window Title field, customize the text to display at the top of the new window.

- In the New Window Instructions field, type the text to display below the New Window Title.

Feed Settings

To edit the Feed Settings on the Form Builder sapplet, you can choose from the following options. These options will display when a Facebook user clicks the Share button:

- Select or deselect **Enable Share**. On the desktop, the share is auto-triggered after the form is successfully submitted. On mobile, a user manually triggers the share prompt.

- Select or deselect **Allow users to disable the triggered share on submit**. Select this option to enable Facebook users to share their results on their Facebook Wall or News Feed. It displays a checkbox at the bottom of the sapplet that users can select or deselect before submitting the form.

    - Select or deselect **Default selected**. Select this option to preselect the Facebook Share check box when the sapplet loads. In the Triggered-Share Checkbox label field, customize the text that will display next to the Share my results check box.

Allow users to disable the triggered share on submit

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Feed Return URL. A Return URL is the URL to which the post links.

- Insert a Feed Image. A Feed Image is the image displayed in the post.

Submission Settings

To edit the Submission Restrictions on the Form Builder sapplet, you can choose from None, Cookies or Facebook Auth. The Submission Restrictions enable you to determine the number of times a user can fill out the form.

- **None** – This option enables a user to fill out the form as many times as they desire.

- **Cookies** – This option enables you to limit the number of times a user can fill out the form. You can select a frequency option in the Frequency of User Submissions drop-down menu to determine how often a user can submit the form.

Note – If a user refreshes their Cookies, they will be able to override the limit settings.

- **Unlimited submissions for each user** – Select this option to enable users to submit the form as many times as they desire.

- **User can submit after a rotating 24 hour period** – Select this option to limit the number of times a user can submit the form to just once in a 24 hour period. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once in a rotating 24 hour period. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once in a rotating 24 hour period.

- **User can submit once a day** – Select this option to limit the number of times a user can submit the form to just once a day. In the Reset Time (EST) drop-down menu, customize the time of day the user can submit the form again. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once a day. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once a day.

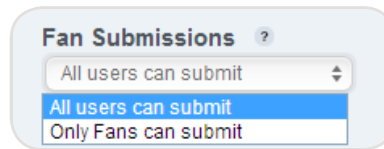*Time user can submit again tomorrow (EST)*

- **User can submit once** – Select this option to limit the number of times a user can submit the form to just one time. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once.

- **Facebook Auth** – This option enables you to require that a Facebook user log in to Facebook before they can submit the form. You can limit the number of times a Facebook user can submit the form based on their Facebook username. In the Fan Submissions drop-down menu, you can select **All Users can submit** to enable all Facebook users to submit the form. Or, you can select **Only Fans can submit** to require that users become a fan of your Page before they can submit the form. You can select a frequency option in the Frequency of User Submissions drop-down menu to determine how often a user can submit the form.

Fan Submissions

- **Unlimited submissions for each user** – Select this option to enable Facebook users to submit the form as many times as they want.

- **User can submit after a rotating 24 hour period** – Select this option to limit the number of times a Facebook user can submit the form to just once in a 24 hour period. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once in a rotating 24 hour period. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once in a rotating 24 hour period.

- **User can submit once a day** – Select this option to limit the number of times a Facebook user can submit the form to just once a day. In the Reset Time (EST) drop-down menu, customize the time of day the user can submit the form again. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once a day. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once a day.

- **User can submit once** – Select this option to limit the number of times a Facebook user can submit the form to just once. In the Text Displayed after Limit is reached field, you can customize the text displayed after a user has submitted the form once. In the Return User HTML field, you can customize the HTML that replaces the form after a user has submitted the form once.

Collect User Data

To edit the Collect User Data settings on the Form Builder sapplet, you can customize the Facebook user data collected when a user submits the form. Basic Facebook data includes first_name, last_name, gender, id, profile_photo fields. Non-basic Facebook data includes everything in Basic and email, birthday, city and state. In the Stored Facebook Data drop-down menu, you can select from the following options:

- **Do not store Facebook data** – Select this option to disable collecting and storing Facebook data.

- **Store basic Facebook data** – Select this option to store only basic Facebook data.

- **Store non-basic Facebook data** – Select this option to store all basic Facebook data and Non-basic Facebook data.

Note – You can view collected data by exporting a report in the Analytics section of Buddy Media.

Advanced Submit Methods

To edit the Advanced Submit Methods settings on the Form Builder sapplet, you can choose from the following options. Advanced Submit enables you to customize where the data submitted using the Form Builder sapplet is stored. It enables you to bypass Buddy Media servers and store the form data in a location of your choice.

- Select **Use Advanced Submit** to enable the Advanced Submit options.

  - In the Submit URL field, insert the URL for where the collected data is to be sent. This script should be hosted by you and written to expect each of the form's fields as a GET form element. Each field can be referred to by its corresponding Variable Name settings. This field is required when the Bypass Platform Server option is checked.

  - Select or deselect **Submit Using Post**. Select this option to submit the form using the POST method instead of the GET method. (Reminder: GET submits the form's data via the query string in the URL, and data is always submitted in the form of text. POST submits the form's data through the message body of the request. The data is not put into the query string of the URL.

  - Select or deselect **Bypass Platform Servers**. Select this option to bypass storing the user's form submission, including any personally identifiable information, on the Buddy Media server. This option requires that you provide a SUBMIT URL. If unchecked, form data can be retrieved from the system with no custom development. If checked, no data is stored on Buddy Media servers.

  - In the Encryption Password field, insert a password. This password will be combined with a timestamp of the form submission to verify data was provided through Buddy Media.

Comment Settings

To edit the Comment Settings on the Form Builder sapplet, you can choose from the following options:

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Form Builder sapplet.

  - **Instructions** – Enables you to customize the title above the comment box.

  - **Number of comments to show** – Enables you to customize the number of comments to display at the bottom of the Form Builder sapplet.

  - **URL to comment on** – Enables you to determine the URL that the comment links back to. The URL will display below the comment in the user's timeline.

  - **Comments Theme** – choose from Light or Dark.

  - **Background Color** – Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Customize a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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FOURSQUARE SAPPLET

Overview

The Foursquare sapplet enables users to view Check In activity on your canvas. Users can also view who else has checked into the same location. You can customize the Foursquare sapplet to include venue information and Check In details pulled from foursquare.com.

Edit Content

To edit the content of the Foursquare sapplet, complete the following steps:

1. On the Layout screen, drag the Foursquare sapplet onto your canvas.

2. Click **Content**.

3. In the Foursquare Venue ID field, insert a Foursquare Venue ID. You can find the Foursquare Venue ID by navigating to foursquare.com.

Foursquare Venue ID

4. In the Intro Message field, type text that will display above the Image.

5. In the Image field, click **Browse** to select an image from your computer

Image

6. Click **Save**.

Edit Settings

To edit the Settings of the Foursquare sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Foursquare sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings on the Foursquare sapplet, you can choose from the following options:

- In the Custom Location Label field, customize the location name that will display at the top of the sapplet.

- Select or deselect **Show Intro Message** to display the Intro Message.

- Select or deselect **Show Google Map** to display a Google Map of the location.

- In the Width of the Map (px) field, type a number to determine the width of the map in pixels.

- In the Height of the Map (px) field, type a number to determine the height of the map in pixels.

Width and Height of the Map

- In the Map Zoom drop-down menu, select how close to the location to focus the map. Select from 1-20. 1 focuses the map as close to the location as possible. 20 focuses the map farthest from the location.

- Select or deselect **Show Total Checkins**. This displays the total number of Check Ins to the location.

- Select or deselect **Show There Now**. This displays the total number of people who are currently checked in at the location.

- Select or deselect **Show Mayor**. This displays the name of the current mayor.

- Select or deselect **Show Mayor Photo**. This displays the photo of the current mayor.
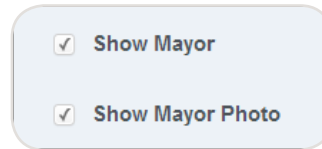
Show Mayor and Mayor Photo

- Select or deselect **Show Tips**. This displays a list of Tips for the location and the name of the person who wrote the Tip.

- Select or deselect **Show Tip Author Photo**. This displays a photo of the person who wrote the Tip.

- Select or deselect **Show Specials**. This displays a list of Specials for the location.

- Select or deselect **Show Categories**. This displays the Category drop-down menu for the location.

- Select or deselect **Show Tags**. This displays a list of Tags for the location.

- In the Tips Per Page drop-down menu, select the total number of Tips to display per page. Choose from 1-25, or display All tips on one page.

- In the Pagination Limit drop-down menu, select the maximum number of pages to display. Choose from 1-25.

- Select or deselect the **Show Advancement Controls**. This displays navigation functionality for the sapplet. This enables users to click Next and Previous to navigate between pages of items.

Comment Settings

To edit the Comment Settings on the Foursquare sapplet, you can choose from the following options:

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Foursquare sapplet.

  - **Instructions** – Enables you to customize the title above the comment box.

  - **Number of Comments to Show** – Enables you to customize the number of comments to display at the bottom of the Foursquare sapplet.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** – Choose from Light or Dark.

  - **Background Color** – Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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GIFTS SAPPLET

Overview

The Gifts sapplet enables users to send custom-branded digital gifts and personal messages to their Facebook friends. You can add up to 50 gift images per category or just use one gift to generate a single messaging strategy for your brand. You can use the Gifts sapplet to create unique designs:

- **Representational** - You can use this design with a single representational image that acts as a callout to the gift store, since no gifts are initally displayed. When the user clicks the More Gifts button, the Send Gifts window opens to display the full gift selection.

- **Literal** - You can use this design to display a selection of the gifts available in the sapplet. When a user clicks the More Gifts button, the Send Gifts window opens with the library of available gifts.

Edit Content

To edit the content of the Gifts sapplet, complete the following steps:

1. On the Layout screen, drag the Gifts sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Gift Title field, type the title for the gift.

5. In the Gift Category field, type the category name for the gift.

6. In the Image field, click **Browse** to add an image.

7. In the Gift Link field, type the URL to attach to the gift. This enables you to determine the website that the gift links back to when a user clicks on the gift.

8. Click **Save**.

Edit Settings

To edit the Settings of the Gifts sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Gifts sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Gifts sapplet, you can choose from the following options:

- In the Top Instructions field, insert directions for the Gifts sapplet to the user. These directions will display at the top of the sapplet.

- In the Bottom Instructions field, type the directions for the Gifts sapplet to the user. These directions will display at the bottom of the sapplet. If a Goal is applied to the sapplet, these directions will display to the right of the bar graph.

- In the Max Gifts drop-down menu, select the maximum number of gifts to display on the sapplet. Choose between 1-10.

- In the More Gifts Text field, type the text to display on the More Gifts button.

More Gifts Text

More Gifts

40 characters left

More Gifts Text

- Select or deselect **Show Gift Names**. This displays the Gift Title with each gift.

- In the Confirmation Message field, type the text to display at the top of the Send a Gift window after a user sends a gift.

Goals

To edit the Goals of the Gifts sapplet, you can choose from the following options:

- Select or deselect **Display Total Gifts Sent**. This displays a bar graph to track the total number of gifts sent.

- In the Goal Label field, insert text to display as the title of the bar graph.

- In the Goal Value field, insert the number to display as the Goal. Each time a user sends a gift, the bar graph increases.

Goal Value

10

Goal Value

- In the Goal Sent Label field, type the text to display above the total number of Gifts that have been sent.

- Select or deselect **Show Bar Graph**. This displays a bar graph to track the number of sent Gifts.

- In the Goals Disclaimer field, type the text to display in a disclaimer for the Gifts sapplet. This will display at the top of the bar graph in small print.

Feed Settings

To adjust the Feed Settings on the Gifts sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Gifts sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Gifts sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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HTML SAPPLET

Overview

The HTML sapplet enables a custom HTML code snippet to be integrated directly into your canvas. This is one of the most flexible sapplets in Buddy Media. It can be easily customized by adding a combination of imagery, text and links.

Edit Content

To edit the content of the HTML sapplet, complete the following steps:

1. On the Layout screen, drag the HTML sapplet onto your canvas.

2. Click **Content**.

3. In the HTML field, type the HTML code to be integrated into the sapplet.

4. Click **Save**.

HTML

Edit Settings

To edit the Settings of the HTML sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the HTML sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the HTML sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the HTML sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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IFRAME SAPPLET

Overview

The IFrame (inline frame) sapplet enables you to embed a website inside a sapplet. You can use this to insert content from another source into your sapplet. Users can then interact with the embedded content from within the sapplet without leaving your canvas.

Edit Content

To edit the content of the IFrame sapplet, complete the following steps:

1. On the Layout screen, drag the IFrame sapplet onto your canvas.

2. Click **Content**.

3. In the **IFrame Src** field, type the URL to add to the sapplet. This is the IFrame source.

IFrame Src

4. In the Placeholder Image field, click **Browse** to add an image. A user has to click on the Placeholder Image to navigate to the embedded content on the sapplet. (optional)

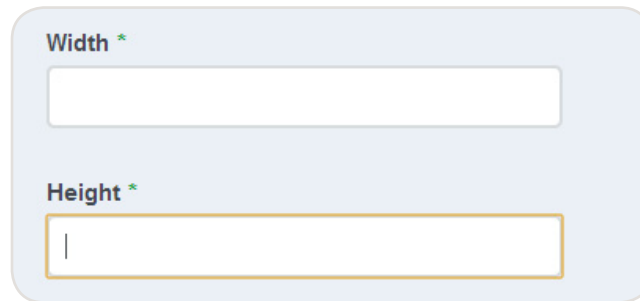5. Click **Save**.

Edit Settings

To edit the Settings of the IFrame sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the IFrame sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the IFrame sapplet, you can choose from the following options:

- In the Width field, type a number to determine the width in pixels of the embedded content in pixels.

- In the Height field, type a number to determine the height in pixels of the embedded content in pixels.

Width and Height

- Select or deselect **Allow Scrolling**. This enables a scroll bar when the embedded content is larger than the sapplet.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the IFrame sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the IFrame sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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IMAGES SAPPLET

Overview

The Images sapplet is a great way to incorporate promotional banners and photos into your canvas. It enables you to embed a link or include a share option to drive fans to your website. You can also encourage your fans to browse through your canvas' content by posting eye-catching images which prompt users to click promotional content.

Edit Content

To edit the content of the Images sapplet, complete the following steps:

1. On the Layout screen, drag the Images sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Add an Image screen, insert an Image Title. The title displays below the image in the sapplet.

5. Click **Browse** to insert the desired Image.

6. Select **Apply Fluid Width**. This will set the image to display no wider than its container or its uploaded width. (optional)

7. Insert an Image Description. The Image Description displays below the title in the sapplet (optional).

8. Insert an Image Link. (optional)

Note - An Image Link is an external link made available by clicking on the full sized image.

Edit Settings

To edit the Settings of the Images sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Images sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Images sapplet, you can choose from the following options:

- Insert custom Read More Text. The Read More Text displays next to the Image Description below the image in the sapplet.

- Select or deselect **Show Share Buttons**. The Show Share Button displays at the bottom of the image and enables the user to post the image to their wall.

Feed Settings

To adjust the Feed Settings on the Images sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Images sapplet.

    - **Instructions** - Enables you to customize the title above the comment box.

    - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Images sapplet.

    - **URL to comment on** - News stories on Facebook will link back to this URL.

    - **Comments Theme** - Choose from Light or Dark.

    - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Rating Settings

To adjust the Rating Settings on the Images sapplet, you can choose from the following options:

- Select or deselect **Show Ratings**.

  - **Icon Type** - Choose from; Stars, Light Bulbs, Hearts, Clouds, Tags, or Beer.

Icon Type

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MESSAGE MAKER SAPPLET

Overview

The Message Maker sapplet enables you to add a list of custom messages and images to your canvas. A Facebook user can then choose from the list of messages and images to post to their Timeline and/or News Feed.

Edit Content

To edit the content of the Message Maker sapplet, complete the following steps:

1. On the Layout screen, drag the Message Maker sapplet onto your canvas.

2. Click **Content**.

3. Click **+ Add Item**.

4. In the Message Type drop-down menu, choose from Image or Message.

   - **Image** – Select **Image** to upload an image from your computer.

     - In the Image Title field, insert a title for the Image.

     - In the Image field, click **Browse** to select an image from your computer.

     - In the Link field, insert the URL to which the image links.

   - **Message** – Select **Message** to customize a message. In the Message field, insert the desired message.

Note - You can insert a maximum of 100 characters.

5. Click **Save**.

Edit Settings

To edit the settings of the Message Maker sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Message Maker sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

   - In the Header field, insert the text to display at the top of the sapplet. (optional)

   - In the Instructions field, insert instructions for using the Message Maker sapplet. (optional)

- In the Button text field, insert the text to display on the Share button.

- In the Maximum Number of Images field, insert the number of images to display.

- Select or deselect **Show Item Titles**. This will display the Image Title directly below the image.

Feed Settings

To adjust the Feed Settings on the Message Maker sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Message Maker sapplet.
  - **Instructions** - Enables you to customize the title above the comment box.
  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Message Maker sapplet.
  - **URL to comment on** - News stories on Facebook will link back to this URL.
  - **Comments Theme** - Choose from Light or Dark.
  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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MY PICKS SAPPLET

Overview

The My Picks sapplet enables users to rank their preferences for brand assets and publish lists to Walls and News Feeds. My Picks prompts fans to create lists out of brand images to virally spread messaging through the Facebook News Feed. The My Picks sapplet uploads and categorize images (minimum of five items). Then your fans can create lists they can share. My Picks lets users share their preferences with your entire fan base.

Edit Content

To edit the content of the My Picks sapplet, complete the following steps:

1. On the Layout screen, drag the My Picks sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Item Name field, insert a name for the item.

5. In the Item Category field, insert a category name for the item. This populates in the Select a category drop-down menu. (optional)

6. In the Item Upload field, click **Browse** to upload your item.

7. In the Item Description field, insert a description for your item. The description displays below the item on the sapplet.

8. In the Image Link field, insert the URL to attach to the item. This enables you to determine the website that the item links back to when a user clicks on the item.

9. Click **Save**.

Edit Settings

To edit the Settings of the My Picks sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the My Picks sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the My Picks sapplet, you can choose from the following options:

- In the Header field, customize the header appearing at the top of the sapplet.

- In the Button Text field, customize the button the user clicks to submit their picks.

- In the Max Items drop-down menu, select the number of items a user can pick.

- In the Items Per Page drop-down menu, select the number of items to display on each page of the sapplet.

- Select or deselect **Show Pagination**. This displays page numbers with the Prev and Next buttons at the bottom of the sapplet.

- Select or deselect **Restrict Per Category**. The user can use the Select a category drop-down menu to make their category selection. The user may only select one item from each category when making their picks.

Feed Settings

To adjust the Feed Settings on the My Picks sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button:

- Insert a Feed Story Name. This is the title of the post.

- Insert a Feed Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Feed Description. This is text summarizing the story.

- Insert a Feed Link. This is the URL to which the post links.

- From the Feed Story Layout drop-down menu, select the layout of the feed. This is how the sapplet displays when it is shared on a user`s Facebook Wall or News Feed:

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the My Picks sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the My Picks sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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MY PLANS SAPPLET

Overview

The My Plans sapplet enables you to prompt users to publish branded Wall/News Feed stories constructed from branded content to explain their future plans. Facebook users display their future plans by customizing branded content, which can include an action, messaging and date/time of an upcoming event.

Edit Content

To edit the content of the My Plans sapplet, complete the following steps:

1. On the Layout screen, drag the My Plans sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Name field, insert a name for the plan.

5. In the Category field, insert a category name for the plan. This populates in the plans drop-down menu. (optional)

6. In the Image area, click **Browse** to upload an image to accomany your plan.

7. In the Link field, insert the URL to attach to the plan. This enables you to determine the website that the plan links back to when a user clicks on the plan.

8. In the Message field, insert a message to accompany your plans. The message displays below the trip name when shared.

9. Click **Save**.

Edit Settings

To edit the Settings of the My Plans sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the My Plans sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the My Plans sapplet, you can choose from the following options:

- In the Header field, customize the header appearing at the top of the sapplet.

- In the Top Instructions field, insert custom instructions for the user. The top instructions display under the Header on the sapplet.

- In the Form Heading field, insert a custom introduction to your plans.

- In the Form Item Label field, insert a custom introduction on the plans drop-down menu.

- Select or deselect **Show Date**. This displays the date of the planned event under the plans drop-down menu.

- Select or deselect **Show Time**. This displays the time of the event under the plans drop-down menu.

- Select or deselect **Show Item in Feed**. This displays the selected plan in the user`s feed.

- In the Maximum number of years to display field, insert the number of desired years to display.

- Select or deselect **Show groups**. This displays the plan categories in the plan drop-down menu.

- In the Button Text field, insert custom text to display on the button the user clicks to publish their plan selection.

- In the Bottom Message field, insert text to display at the bottom of the sapplet.

Feed Settings

To adjust the Feed Settings on the My Plans sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button:

- Insert a Story Name. This is the title of the post.

- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area. click **Browse**. This is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the My Plans sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the My Plans sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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OUR MENU SAPPLET

Overview

The Our Menu sapplet provide users with an engaging view of your menu and featured items.

Edit Content

To edit the content of the Our Menu sapplet, complete the following steps:

1. On the Layout screen, drag the Our Menu sapplet onto your canvas.
2. Select **Content**.
3. Click **+ Add Item**.
4. In the Menu Title field, insert a title for your menu.
5. In the Menu Description field, insert a description for your menu.
6. In the Featured Dish #1 field, insert the first desired dish on which to focus.
7. In the Featured Dish #2 field, insert the second desired dish on which to focus.
8. In the Download Menu Link field, insert a link for users to download your menu to their computer or mobile device.
9. In the Online Menu Link field, insert a link for users to view your menu online.
10. In the Image Upload area, click **Browse** to upload an image to accomany your menu.
11. Click **Save**.
12. Add additonal menus by completing steps one through eleven.

Edit Settings

To edit the Settings of the Our Menu sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Our Menu sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Our Menu sapplet, you can choose from the following options:

- In the Select Menu Label field, customize the label appearing at the top of the sapplet.

- Select or deselect **Show Share Buttons**. This displays the Facebook share button at the bottom of the sapplet.

Feed Settings

To adjust the Feed Settings on the Our Menu sapplet, you can choose from the following options. These options display when a user selects the Facebook share button:

- Insert a Story Name. This is the title of the post.

- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area, click **Browse**. This is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Our Menu sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Our Menu sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Have questions? Contact us:

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OUR SERVICES SAPPLET

Overview

The Our Services sapplet provides users with an engaging view of your product and service offerings.

Edit Content

To edit the content of the Our Services sapplet, complete the following steps:

1. On the Layout screen, drag the Our Services sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Service Title field, insert a title for your service.

5. In the Service Description field, insert a general description for your service. This populates in the Plans drop-down menu. (optional)

6. In the Featured Service #1 field, insert the first desired service on which to focus.

7. In the Featured Service #2 field, insert the second desired service on which to focus.

8. In the URL for downloadable PDF field, insert a link for users to download your services to their computer or mobile device.

9. In the Online Services Link field, insert a link for users to view your services online.

10. In the Image area, click **Browse** to upload an image to accompany your services.

11. Click **Save**.

12. Add additonal services by completing steps one through eleven.

Edit Settings

To edit the Settings of the Our Services sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Our Services sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Our Services sapplet, you can choose from the following options:

- In the Select Service Label field, customize the label appearing at the top of the sapplet.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Our Services sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Our Services sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PAGE BROWSER SAPPLET

Overview

The Page Browser sapplet displays a list of Facebook Pages. You can choose the Page details you want to display and further customize the experience by adding goals. This enables fans to sort through the displayed Facebook Pages and provides them the option to become a fan of each Page. Users can like, share and invite friends to multiple Facebook Pages from your tab.

Edit Content

To edit the content of the Page Browser sapplet, complete the following steps:

1. On the Layout screen, drag the Page Browser sapplet onto your tab.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Page URL, Name, or ID field, insert one of the 3 options from your Facebook Page and click **Process**. This links the desired Facebook Page to the Page Browser sapplet. When you click Process, the name of the Facebook Page will populate in the Name field below.

<div align="center">

Page URL, Name, or ID *

309907042422164

Process

</div>

Page URL, Name, or ID

5. In the Image field, click **Browse** to select an image from your computer. The Image will display to the left of the Page information on the sapplet. If no image is selected, the image will default to the display image from the Facebook Page (optional).

6. In the Name field, insert a unique name for the Page (optional).

7. In the Description field, insert a description for the Page (optional).

8. In the Link URL field, type a URL to link to the Facebook Page. When a user clicks the display image on the sapplet, they will be redirected to this page (optional).

9. In the Fan Counter Offset field, enter the number from which to begin the Fan Count. This deducts the number typed in the Fan Counter Offset from the current Fan Count reading on the Page. Or, click Update with Fan Count to start the Fan Count from the current Fan Count reading on the Page (optional).

Fan Counter Offset

10. In the Fan Counter Label field, insert a title for the Fan Counter (optional).

11. In the Goal Value field, insert the number that will display as the total number of fans for the Page to reach (optional).

12. In the Goal Label field, type the text that will display before the Goal Value (optional).

13. In the Fan Counter Multiplier field, type the number by which to multiply each Facebook user who likes your page (optional).

14. In the Fan Counter Multiplier Label field, type the text to display before the Fan Counter Multiplier (optional).

Fan Counter Multiplier

15. In the To Go Label field, type the text that will display before the number of fans that are still needed to reach the goal (optional).

To Go Label

16. Click **Save**.

Edit Settings

To edit the settings of the Page Browser sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Page Browser sapplet, you can choose from the following options:

- The Display Page Details drop-down menu enables you choose what will appear in the bar to the left of each Facebook Page in the sapplet. In the Display Page Details drop-down menu, you can select from the following options:

  - **None** - The bar on the left of each Page on the sapplet is blank.

  - **List** - Displays a bullet in the bar on the left of each Page on the sapplet.

  - **Numbered List** - Displays a number in the bar on the left of each Page on the sapplet.
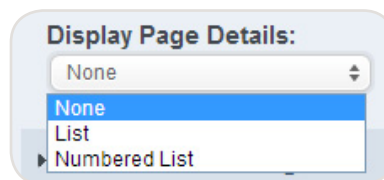
Display Page Details

Grand Total Settings

The Grand Total Settings appear at the bottom of the sapplet. The Grand Total Settings enable you to edit the text associated with the Fan Count of all Pages displayed in the sapplet. To edit the Grand Total Settings of the Page Browser sapplet, you can choose from the following options:

- In the Fan Count Label field, insert the text that will appear above the total number of new fans for all Pages combined in the sapplet.

- In the Goals Label field, type the text that will appear above the total number of new Fans you want to reach for all Pages combined in the sapplet.

- In the Multiplier Result Label field, type the text that will appear above the Multiplier Result. The Multiplier Result is the total number of new Fans multiplied by the Fan Count Multiplier for all Pages combined in the sapplet.

- In the To Go Label field, type the text that will display above the number of Fans that are still needed to reach the goal for all Pages combined in the sapplet.

To Go Label

Sort Settings

To edit the Sort Settings of the Page Browser sapplet, you can choose from the following options:

- In the Sorting drop-down menu, select one of the following options:

  - **None** - Select this option to display Facebook Pages in the order in which they appear in the Edit Content section.

  - **Ascending** - Select this option to display Facebook Pages in an ascending order based on the Sort On option selected.

  - **Descending** - Select this option to display Facebook Pages in a descending order based on the Sort On option selected.

Sorting

- In the Sort On drop-down menu, select one of the following options:

  - **Page Name** - Select this option to sort the Pages by Name.

  - **Multiplier Result** - Select this option to sort the Pages by the Fan Count Multiplier Result for each page on the sapplet.

  - **To Go** - Select this option to sort the Pages by the total number of fans needed to reach the goal.

Sort On

Content Display Settings

To edit the Content Display Settings of the Page Browser sapplet, you can choose from the following options:

- Check **Display Page Image** to display an image for each Page on the sapplet.

- Check **Display Page Name** to display the name of each Page on the sapplet.

- Check **Display Multiplier Result** to display the result of the Fan Count Multiplier for each Page on the sapplet.

- Check **Display Goal** to display the total number of Fans you want to reach for the Page on the sapplet.

- Check **Display Fan Counter** to display the total number of new Fans for each Page on the sapplet.

- Check **Display To Go Value** to display the number of fans that are needed to reach the goal for each Page on the sapplet.

- Check **Show Like Button** to display the Like button for each Page on the sapplet.

- Check **Show Share Button** to display the Facebook Share button for each Page on the sapplet.

- Check **Show Suggest To Friends Button** to display the Suggest to Friends button for each Page on the sapplet.

- Check **Show Who Likes This Button** to display the Show Who Likes This button for each Page on the sapplet.

- Check **Show Description** to display the description for each Page on the sapplet.

- Check **Allow HTML in Description** to allow HTML in the Description field for each Page on the sapplet.

- In the Description Character Limit field, type the limit for the number of characters that display in the Description field for each Page on the sapplet.

- In the 'Show More' Text field, type the text that will display at the end of the description for each page on the sapplet when the description is longer than the Description Character Limit.

- In the 'Show Less' Text field, type the text that will display at the end of the description for each Page on the sapplet when the description is expanded and exceeds the Description Character Limit.
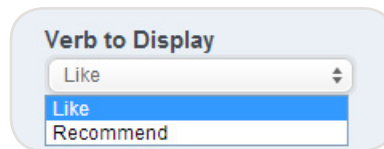

Show More, Show Less Text

Like Button

To edit the Like button of the Page Browser sapplet, you can choose from the following options:

- Check **Use Modal** to display a modal window when a user clicks the Like button on a Page from the sapplet.

- In the Verb to Display drop-down menu, select the verb to display as the Like button.

Verb to Display

- In the Layout Style drop-down menu, choose the format for the Like button:

  - **Button Count** - Select Button Count to display the total number of people who liked your page using the Like button.

  - **Standard** - Select Standard to display a list of the two most recent users who liked your page, plus the total number of additional people who liked your page.

  - **Box Count** - Select Box Count to display a box above the Like button with the total number of people who liked your page.

- In the Width field, type a number to determine the size of the window.

- Select or deselect **Show Faces**. This displays the Profile Pictures of the users who have Liked your page.

- In the Font drop-down menu, select the text style in which to display the Like button text.
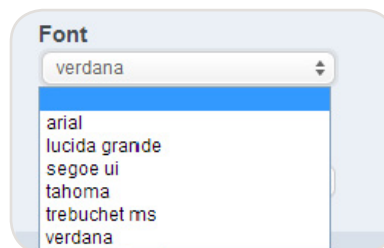
Font

- In the Color Scheme drop-down menu, select the color of the Like button.

Feed Settings

To adjust the Feed Settings on the Page Browser sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.
- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.
- Insert a Description. A Description is text summarizing the story.
- Insert a Link. A Link is the URL to which the post links.
- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Page Browser sapplet.
  - **Instructions** - Enables you to customize the title above the comment box.
  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Page Browser sapplet.
  - **URL to comment on** - News stories on Facebook will link back to this URL.
  - **Comments Theme** - Choose from Light or Dark.
  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.
- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.
- Insert a Sapplet Title.
- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PERSONALITY QUIZ

Overview

Using the Personality Quiz sapplet you can define a set of personalities and create a quiz for users that links each answer with one of the personalities. The users' results are the personalities they matched up with most often. You can utilize this sapplet to tailor your products and services for your users' needs. Use the Personality Quiz sapplet to customize up to five personalities. You can use the Personality Quiz sapplet to:

- **Draw Attention To Content** - Provide an image over the quiz that will draw your fans into the content. Users must click on this image to activate the sapplet, so be sure that your image is appealing to users.

- **Engage with Fans** - Have users answer questions that will best determine their personality based on your products and services.

Edit Content

To edit the content of the Personality Quiz sapplet, complete the following steps:

1. On the Layout screen, drag the Personality Quiz sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

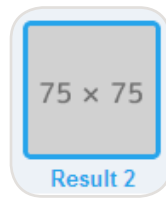4. In the Personality Quiz screen, insert a Quiz Name.

Add Results

Note - The 1st and 2nd Results must be defined before questions can be added.

1. In the Result 1 screen, insert a Name for your result.

2. Insert a Description (optional).

3. Insert a Link URL (optional).

4. Click **Browse** to upload an image (optional).

5. Click **Save**.

6. Click Result 2.

Result 2

7. In the Result 2 screen, insert a Name for your result.

8. Insert a Description (optional).

9. Insert a Link URL (optional).

10. Click **Browse** to upload an image (optional).

11. Click **Save**. Repeat steps above to add additional results if desired in Results 3 thru 8.

Add Questions

Once Result 1 and Result 2 have been configured you can begin to add questions to your Personality Quiz sapplet. To add questions complete the following steps:

1. Below the Results section, click **Add a question**.

2. The Question 1 drop-down displays. Click **Question 1**.
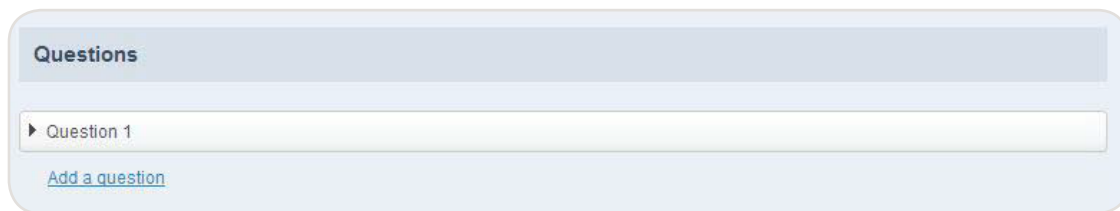
Question 1

3. Insert Question Text.

4. Click **Browse** to insert a Question Image (optional).

5. Insert answer text in Answer 1.

6. Click **Browse** to insert an Image for Answer 1 (optional).

7. From the Choose Result drop-down menu, select the desired result from the options you have configured.

8. Insert answer text in Answer 2.

9. Click **Browse** to insert an Image for Answer 2 (optional).

10. From the Choose Result drop-down menu, select the desired result from the options you have configured.

11. Click **Add a question** to add additional questions to your Personality Quiz sapplet.

Edit Settings

To edit the Settings of the Personality Quiz sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Personality Quiz sapplet, you can choose from the following options:

- Customize the Quiz Headline. This displays on the welcome screen in the Personality Quiz sapplet.

Quiz Headline

- Select or deselect **Start with First Question**. This will display the first question you have entered into the quiz rather than the Start Page Button Text and Start Page Image.

- Click **Browse** to upload a Start Page Image. This image displays on the Start Page of your Personality Quiz Sapplet.

- From the Show Result as drop-down menu, select **Best Match** or **Percentage**.

  - **Best Match** - Displays the Result which best matches the user's submitted answers.

  - **Percentage** - Displays all Results which match the user's answers.

- Select or deselect the **Display Percentage** option. When selected a percentage will display with the user's results indicating how closely their answers corresponded to the Results displayed.

- Insert custom Start Page Button Text. This text will display in the Start Page Button.

- Insert custom Answer Button Text. This text appears on the button the user clicks to submit their answer to the quiz question.

- Insert Top Instructions. The field can contain instructions for the user to complete the quiz.

- Insert Bottom Message text. The Bottom Message appears below the Start Page Button.

- Insert Result Message text. This text appears on the Personality Quiz results screen along with the results.

- Insert custom Take Again Text. This text appears in the button prompting the user to retry the quiz.

Feed Settings

To adjust the Feed Settings on the Personality Quiz sapplet, you can choose from the following options. These options display when a user selects the Facebook share button or Tweet button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

Caption

A subtitle for the post that should describe why the user posted the item or the action the user took.

{*actor*} loves {*fanpage_name*} page

Caption

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Click **Browse** to insert a Picture. The Picture is the image displayed in the post.

- Select or deselect **Include Results in Feed**. This enables you to display the user's results in their feed when they post to their wall.

- Select or deselect the **Display Share Dialog**. This automatically triggers the Share Box when the quiz is completed.

  - Select or deselect **Allow user to disable the triggered share on submit**. This enables the user to choose to share their quiz results or to deselect the option to share prior to finishing the quiz.

  - Select or deselect **Default selected**.

  - Insert custom text in the Triggered-Share Checkbox label. This text will display when the user is given the option to share their results.

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Comment Settings

- Select or deselect **Allow Users to Comment**. This will display a comments box at the bottom of the Start Page and under each question in the Personality Quiz sapplet.

  - **Instructions** - Enables you to customize the comments box with instructions for the user.

  - **Number of Comments to Show** - Enables you to customize the number of comments displayed.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings on the Personality Quiz sapplet, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header.** This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PHOTO GALLERY

Overview

The Photo Gallery sapplet enables users to navigate through images and is a great way to showcase a wide variety of relevant images and messages. Uploaded images can be arranged to display in any order and users can share individual images through Facebook.

You can use the Photo Gallery to:

- **Launch Products** - New products can be promoted to fans and shared with their friends by using engaging photos related to the product.

- **Promote Offers** - New products or services can be promoted by engaging fans with photos that highlight your brand.

In addition, a custom URL can be included with any given asset so that your fans are redirected on the Internet to find additional information about the products and services offered by your brand.

Edit Content

To edit the content of the Photo Gallery sapplet, complete the following steps:

1. On the Layout screen, drag the Photo Gallery sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Add Photo screen, click **Browse** to locate the desired image.

Image

http://www.salesforcemarketingcloud.com/
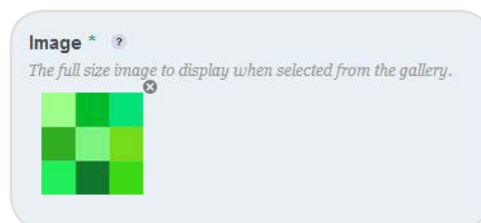
5. Define a custom Image Width in pixels (optional).

6. Click **Browse** to locate a custom Thumbnail Image for the desired photo (optional).

Note - The maximum file size for the Thumbnail Image is 2MB.

7. Insert a Title for your image.

Title

8. Insert a Description for your image (optional).

9. Insert a Category for the image (optional).

Note - Categories act as groups for images.

10. Insert an Image Link.

Note - An Image Link is an external link made available by clicking on the full sized image.

Image Link

11. Click **Save**.

Edit Settings

To edit the Settings of the Photo Gallery sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Photo Gallery sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Photo Gallery sapplet, you can choose from the following options:

- Select from the desired Desktop Layouts.

    - **Classic** - Gives you a standard layout with slideshow navigation arrows displayed on the main image.

    - **Compact** - Gives you a smaller length sapplet, with navigation arrows displayed on the main image.

    - **Stacked Gallery** - Gives you a smaller length sapplet with navigation arrows displayed on the picture icons.

    - **Simple** - Gives you a standard layout with slideshow navigation displayed below the main image on the right.

Desktop Layouts

- Select or deselect **Allow slideshow advancement**. This displays scroll arrows for the carousel on the main image. This setting is not intended for use with the Stacked Gallery layout.

- Select or deselect **Shuffle Products on Load**. Shuffle Products on Load randomizes the order of images in the gallery.

- In the Category Display Type drop-down menu, select the desired display.

    - **Dropdown** - Displays the image categories in a drop-down menu on the upper left hand side of the sapplet.

    - **Unordered List** - Displays the image categories in a list on the upper left hand side of the sapplet.

    - **None** - Removes image categories from view.

- Select or deselect **Show All Category**. You can choose to show or hide the All category label.

- Insert a Category Label. The Category Label is the text displaying before the category Drop-down or Unordered list.

Note - All previously used categories will display in the drop-down. This enables you to easily group images.

- From the Gallery Pagination drop-down, select the desired option. The Gallery Pagination enables you to show image thumbnails, page numbers or to hide these.

  - **Carousel of Thumbnails** - Displays small thumbnails of the pictures included in your gallery.

  - **Page Numbers** - Displays numbers for each picture in your gallery.

  - **None** - Removes thumbnails and numbers from view. Image Titles and Descriptions still display.

- Insert a numeric value in Thumbnail Width. This will be the size of the thumbnail displayed on your Facebook Page. The numeric value is entered in pixels.

- Select **Apply Fluid Width to Thumbnails**. This will set the thumbnail to display no wider than its container or its uploaded width.

  - Select or deselect **Show Image Title in Gallery**. This displays the Title when viewing the thumbnails in the gallery.

- In the Thumbnails per page drop-down menu, select a number. This represents the number of thumbnails which will be displayed. Navigation arrows enable you to scroll through the gallery.

Note - The above three options: Thumbnail Width, Thumbnails per page and Show Image Title in Gallery are only available if Carousel of Thumbnails is selected from the Gallery Pagination drop-down menu.

- Insert Read More Text. Read More Text is text which redirects users to the Image Link.
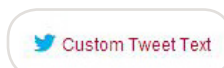
Share Settings

To adjust the Share Settings of the Photo Gallery sapplet, you can choose from the following options:

- Select or deselect the **Show Facebook share button**. This displays the Facebook Share button on the sapplet.

Facebook Share Button

- Select or deselect the **Show Tweet button**. This displays the Tweet button on the sapplet.

  - Insert Tweet Button Text. This enables you to customize the text displayed with the Tweet button.
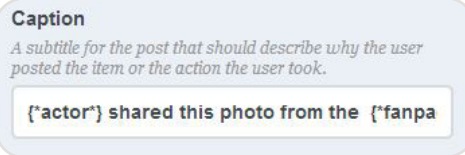

Twitter Share Button

Feed Settings

To adjust the Feed Settings on the Product Gallery sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

Caption

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

Item Comment & Rating Settings

To adjust the Item Comment & Rating Settings, you can choose from the following options:

- Select or deselect **Allow Users to Comment on Individual Photos**. This will display a comments box under each product image in the gallery.
  - **Comments Title** - Enables you to customize the comments box.
  - **Number of Comments to Show** - Enables you to customize the number of comments displayed under each product image in the gallery.
  - **Comments Theme** - Choose from Light or Dark.
  - **Background Color** - Select a color from the color palette displayed.

Note - Comments will not display if you are using the Stacked Gallery layout.

- Select or deselect **Show user ratings**.
  - In the Icon Type drop-down menu, select the rating icon type.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PINTEREST SAPPLET
Overview

You can use the Pinterest sapplet to display Pinterest boards and pins on your canvas. This enables users to re-pin images, and click through to specific Pinterest content.

Edit Content

To edit the content of the Pinterest sapplet, complete the following steps:

1. On the Layout screen, drag the Pinterest sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Content Name, insert the desired name.

5. In the Pinboard Data field, insert the desired RSS feed of the Pinterest user or specific Pinterest pinboard.

   - **Pinterest user** - Pulls in the 25 most recent pins from a Pinterest user. User feed URLs end in **/feed.rss**. (e.g. http://pinterest.com/<user>/feed.rss)

   - **Specific pinboard** - Pulls in the 25 most recent pins from a specific board. Pinboard feed URLs end in the pinboard name followed by **.rss** (e.g. http://pinterest.com/<user>/<pinboard_name>.rss)

Pinboard Data *   ?

Enter a RSS feed URL for a pinboard or user.

http://pinterest.com/jamesmcintyre/thinks.rs

RSS Feed

6. Click **Save**.

Edit Settings

To edit the Settings of the Pinterest sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Pinterest sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All options in Edit Settings are optional.

Static Content

- In the Upper Content Area field, insert desired text. This text displays in the upper left-hand corner of the sapplet.

Layout Options

- In the Layout Options drop-down menu, select from the following options:

  - **Pinboard Overview** - Display 1 or more users or boards. Each board or user appears with a large cover pin and 4 pins below. Within the Pinboard Overview display, users can click on board or user to open the Individual Pinboard view within the window or in a modal window.

  - I**ndividual Pinboard** - Display the 25 most recent pins of a user or a board. Can be displayed within the page or in a modal window. Within the Individual Pinboard view, users can interact with pins in three ways: Re-pin to their personal boards, Like the pin on Facebook, which creates a feed story on their Facebook Timeline or click the pin to open Pinterest in a browser window.

Note - The options below differ based upon the Layout Option selected.

- Select or deselect **Paginate Pinboard Details**. This option displays Prev and Next buttons at the bottom of the sapplet when the number of Pinboard Details exceeds the number set in the Item Per Page field.

- In the Item Per Page field, insert the number of pins you wish to display on each page.

- Select or deselect **Paginate Pinboard Overview**. This option displays Prev and Next buttons at the bottom of the sapplet when the number of Pinboard Overviews exceeds the number set in the Pinboard Per Page field. (Available only with the Layout Option Pinboard Overview.)

- In the Pinboard Per Page field, insert the number of Pinboard Overviews you wish to display on each page. (Available only with the Layout Option Pinboard Overview.)

- Select or deselect **Display as Modal**. This option opens a new window when a user clicks to view the Pinboard Details. (Available only with the Layout Option Pinboard Overview.)

- Select or deselect **Show account follow button**. This displays the selected Pinterest button on the sapplet.

  - In the Pinterest Account to follow field, insert the username of the Pinterest user to which the selected Pinterest button will direct.

  - Select from the Pinterest button options:
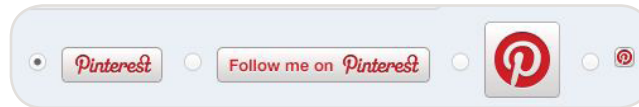
Pinterest Button Options

- Select or deselect **Show this on all pinned items**. This displays the selected Pinterest button on each pin in Pinboard Details.

  - Select from the Pinterest button options:

Pinterest Button Options

- Select or deselect **Show like button**. This displays the Facebook like button on each pin in Pinboard Details.

FB Comments

- Select or deselect **Allow User to Comment on Products**. This will display a comment box at the bottom of the Pinterest sapplet.

  - **Comments Title**- Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Pinterest sapplet.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

Have questions? Contact us:

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T @marketingcloud   **T** 1-888-672-3426

PLEDGE SAPPLET

Overview

The Pledge sapplet enables you to increase brand visibility by enticing users to pledge to take a specific action. You can encourage users to share pledges with their friends by offering deals that are unlocked after the pledge goals are reached. This enables you to identify the actions that most interest users to optimize your social marketing strategy.

Edit Content

To edit the content of the Pledge sapplet, complete the following steps:

1. On the Layout screen, drag the Pledge sapplet onto your tab.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Title field, insert a title for your sapplet. The title displays directly under the image on the sapplet.

5. In the Description field, insert a description for your sapplet. The description text displays under the title on the sapplet.

6. In the Image area, click **Browse** to upload an image from your computer.

7. In the Pledge Button Text area, customize the button text.

8. In the Pledge Button Sub Text area, insert secondary text. This text displays directly under the button text.

9. In the Image on Click area, click **Browse** to upload an image from your computer. This image displays after the user clicks the Pledge button.

10. In the Description On Click field, insert a description for your sapplet. This description displays after the user clicks the Pledge button.

11. In the Outbound URL field, insert a URL. The URL displays after the user clicks the Pledge button.

12. In the URL Text field, insert text to display as your URL.

13. From the Request type drop-down menu, select from the following options:

    - **GET** - Is adequate for most Deal URLs.

    - **POST** - Use if the Deal URL contains query strings that are needed to identify the content for the deal. Using POST will submit data to a new window and display the result of the posted data.

Edit Settings

To edit the Settings of the Pledge sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Pledge sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Note – All options in Edit Settings are optional.

Basic Settings

To edit the Basic Settings of the Pledge sapplet, you can choose from the following options:

- In the Offer Title field, customize the label appearing at the top of the sapplet.

- In the Offer Instructions field, insert instructions for the user. These instructions display directly under the offer title.

- In the Current Pledges Prefix field, insert the word displaying before the number of current pledges.

- In the Current Pledges Suffix field, insert the word displaying after the number of current pledges.

Deal Settings

Adding a deal enables you to make a special promotional offer when your pledge goal is reached. To edit the Deal Settings of the Pledge sapplet, you can choose from the following options:

- Select or deselect **Enable Deal**.
  - Select or deselect **Keep deal locked after goal is reached**. This keeps your deal locked regardless of the number of pledges on the sapplet.
  - In the Required number of pledges to unlock the Deal field, insert a numeric value. The deal will display for your users after the set number of pledges has been reached.
  - In the Deal Image area, click **Browse** to upload an image for your deal. The deal image displays towards the bottom of the sapplet.
  - In the Deal Description field, insert a description for your deal. The text displays directly under the deal image.
  - In the Maximum Redemptions field, insert the number of times the deal may be redeemed. This value displays at the bottom of the sapplet.
  - In the Supporting Text Before Deal is Unlocked field, insert text displaying prior to the deal being unlocked. This text displays below the deal description.

- In the Goal Prefix field, insert the text to display before the number of pledges remaining to unlock the deal.

- In the Goal Suffix field, insert the text to display after the number of pledges remaining to unlock the deal.

- In the Redemptions Prefix field, insert the text to display before the number of redemptions remaining.

- In the Redemptions Suffix field, insert the text to display after the number of redemptions remaining.

- In the Deal URL field, insert the URL to which your users will be directed once the deal has been unlocked.

- In the Deal URL text field, insert text to display on the deal redemption button. When the user clicks on the button they are directed to the set deal URL.

- In the Text Displayed After Limit is Reached field, insert text to display once the deal is no longer available, as the redemption limit has been reached.

Feed Settings

To adjust the Feed Settings on the Pledge sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Select or deselect **Display Share Dialog**. This enables the Facebook Share option.

- Select or deselect the **Allow users to disable the triggered share on submit** box to display a checkbox at the bottom of the sapplet. Users can select or deselect the option to share their results on their Facebook Wall or News Feed before submitting their results.

  - Select or deselect the **Default selected** box to have the share option pre-selected when the sapplet loads.

  - In the Triggered-Share Checkbox label field, customize the text that will display with the Triggered-Share Checkbox.

Allow users to disable the Facebook share option

- In the Picture area, click **Browse** to insert a picture. A picture is the image displayed in the post.

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

Comment Settings

To adjust the Comment Settings, you can choose from the following options:

- Select or deselect **Allow Users to Comment**. This will display a comments box at the bottom of the sapplet.
  - **Comments Title** - Enables you to customize the comments box.
  - **Number of Comments to Show** - Enables you to customize the number of comments displayed.
  - **URL to Comment on** - When a user comments on your sapplet, news feed stories on Facebook will link to this URL.
  - **Comments Theme** - Choose from Light or Dark.
  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.
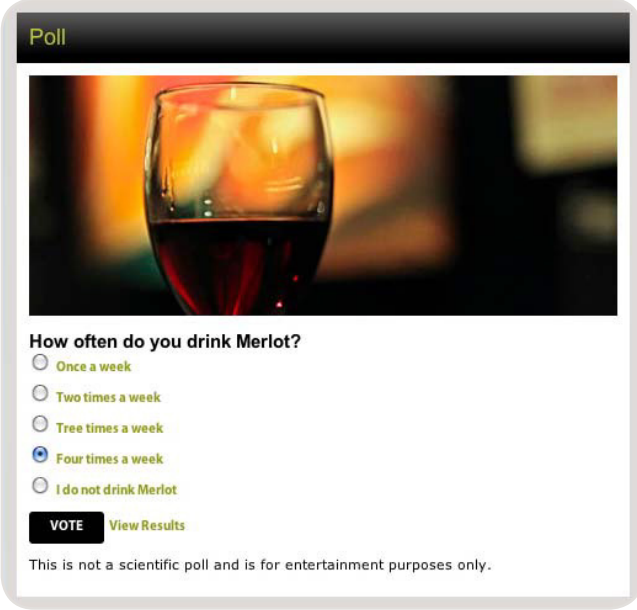
Have questions? Contact us:

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POLL SAPPLET

Overview

The Poll sapplet enables you to survey your users to find out what they think about your services and products. It offers the flexibility to create text or image surveys with up to 20 responses to each Poll question. Users will be prompted to publish their Poll results on their Facebook Wall and/or News Feed upon completion.

- You can update the text within the Poll sapplet frequently to encourage your fans to provide their opinions.

Poll Options

- You can display the Poll results after the user submits their answers. This is a popular way to encourage users to engage with the Poll sapplet, so they can compare their sentiments with fellow fans.

Edit Content

To edit the content of the Poll sapplet, complete the following steps:

1. On the Layout screen, drag the Poll sapplet onto your canvas.

2. Click **Content**.

3. Click **+ Add Item**.

4. In the Poll Question field, type a question for your users.

5. In the Question Image field, click **Browse** to select an image from your computer. This image will display at the top of the sapplet (optional).

6. In the Feed Image field, click **Browse** to select an image from your computer. This image will display when a user shares the sapplet on their Facebook Wall or News Feed (optional).
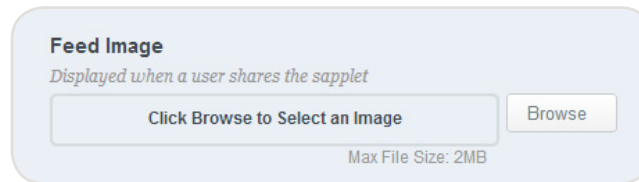
Feed Image

7. In the Answer Choices field, add answer options for your Poll Question.

   - In the Answer 1 field, type an answer for the Poll.

   - In the Answer Image field, click **Browse** to select an image from your computer. This image will display next to the Answer 1 field.

   - In the Answer text links to: drop-down menu, select from one of the following options: URL, FLV or Embed Code. The Answer text links to is the information that displays in a window when a user clicks on answer text in the sapplet.
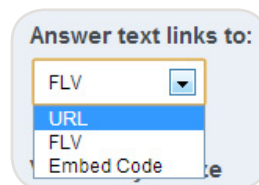
Answer text links to

   - **URL** - This enables you to add a website to which the answer links. In the Enter URL field, insert the URL to which the answer links.

   - **FLV** - This enables you to add a Flash Video to which the answer links. In the Video Player Size drop-down menu, select the size of the video.
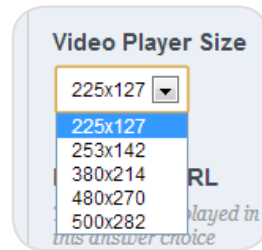
Video Player Size

- In the Enter a FLV URL field, type the FLV URL to which the answer links. This will display in a window when the user clicks the corresponding answer choice.

- **Embed Code** - This enables you to embed HTML code to which the answer links.

- In the Modal Window Width field, type a number to determine the width of the embedded content.

- In the Modal Window Height field, type a number to determine the height of the embedded content.

- In the Enter Embed Code field, insert the code to be displayed in the modal window.

8. Click **Add an answer** at the bottom to add additional Answer Choices.

9. Click **Save**.

Edit Settings

To edit the Settings of the Poll sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Poll sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Poll sapplet, you can choose from the following options:

- In the Display Mode drop-down menu, select how to display the Polls in the sapplet:

  - **Display First Poll Only** - Select this option to display only the first Poll.

  - **Display All Polls in a Series** - Select this option to display the first Poll in a series of Polls. When the user completes the first Poll, the next Poll in the series displays.
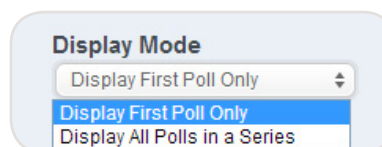
Display Mode

- In the Vote Button Text field, type the text to display for the Vote button.

Vote Button Text

- In the Bottom Poll Content field, insert the text to be displayed at the bottom of the Poll sapplet.
- Check the **Show Poll results on page load** box to display the results of the Poll when a user clicks the Vote Button.
- Check the **Include images on Poll Results box** to display the answer images with the Poll results.
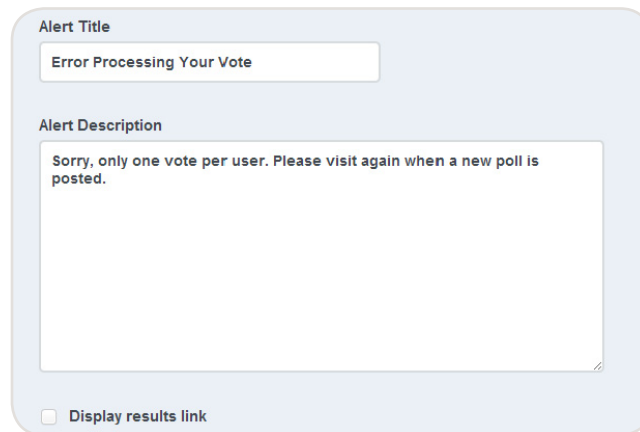
Submission Limitations

To edit the Submission Limitations of the Poll sapplet, you can choose from the following options:

- In the Submission Limit drop-down menu, select from one of the following options. This determines the number of times a user can vote in the Poll:
  - **No Limit** - Select this option and users can vote without limit restrictions.
  - **One submission per user per 24 hours** - Select this option and users can vote once every 24 hours.
  - **One submission per user** - Select this option and users can vote only one time.

Note - Users who clear their browser cookies will be eligible to submit multiple times.

Submission Limit

- In the What should display for return voters? drop-down menu, select from one of the following options. This enables you to choose what will display when a user who has already voted returns to the Poll:

  - **Allow to vote, display alert on submit** - Select this option to display a window alerting the user that they have already voted the maximum number of times.

  - In the Alert Title field, customize the title in the alerting window.

  - In the Alert Descritption field, customize the text that will display in the alerting window.

  - Check the **Display results link** box to display a link to the results for the Poll.

Alert Title

Error Processing Your Vote

Alert Description

Sorry, only one vote per user. Please visit again when a new poll is posted.

☐ **Display results link**

Allow to vote, display alert on submit

- **Display results on page load** - Select this option to display the Poll results when a user navigates to the Poll.

- **Display static content on page load** - Select this option to display content and an image when a user navigates to the Poll.

  - In the Content field, customize the text that will display on the sapplet, replacing the Poll.

  - In the Image field, click **Browse** and select an image from your computer. This displays on the sapplet, replacing the Poll.

  - Check the **Display results link** box to display a link to the results for the Poll.

Feed Settings

To adjust the Feed Settings on the Poll sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Insert a Picture. A Picture is the image displayed in the post.

- Check the **Include Answers in Feed** box to include the Poll anwsers when a user shares the Poll.

- Check the **Display Share Dialog** box to display the Facebook Share window after a user completes the Poll.

- Check the **Allow users to disable the triggered share on submit** box to display a checkbox at the bottom of the sapplet. Users can select or deselect the option to share their results on their Facebook Wall or News Feed before submitting their results.

  - Check the **Default selected** box to have the share option pre-selected when the sapplet loads.

  - In the Triggered-Share Checkbox label field, customize the text that will display with the Triggered-Share Checkbox.

Allow users to disable the Facebook share option

Confirmation Message

To adjust the Confirmation Message settings on the Poll sapplet, you can choose from the following options. The Confirmation Message window populates when a user completes the Poll:

- Check the **Show 'Thank You' Message** box to display a 'Thank You' Message window after the user completes the Poll.

- In the 'Thank You' Description field, customize the text that will display in the 'Thank You' Message window.

- In the 'Thank You' Image field, select **Browse** to upload an image from your computer.

- Check the **Display results link** box to display the results of the Poll.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Poll sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Poll sapplet.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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POST TO YOUR WALL SAPPLET

Overview

The Post to Your Wall sapplet enables users to choose from a list of brand stories that can be posted on their Facebook Walls. You can create brand stories using the Post to Your Wall sapplet; users then select a brand message they want to share on Facebook. Users can add their own content to the brand message as a way to show their affinity for your brand.

Edit Content

To edit the content of the Post to Your Wall sapplet, complete the following steps:

1. On the Layout screen, drag the Post to Your Wall sapplet onto your canvas.
2. Select **Content**.
3. Click **+ Add Item**.
4. In the Image Title field, insert a name for the post.
5. In the Image Description field, insert a description for your post. The description displays below the title on the sapplet. (optional)
6. In the Item Upload field, click **Browse** to upload an image for your post.
7. In the Image Link field, insert the URL to attach to the post. This enables you to determine the website that the post links back to when a user clicks on the post. (optional)
8. In the Category field, insert a category name for the post. This populates in the sapplet drop-down menu. (optional)
9. Click **Save**.

Edit Settings

To edit the Settings of the Post to Your Wall sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Post to Your Wall sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Post to Your Wall sapplet, you can choose from the following options:

- In the Headline field, customize the header appearing at the top of the sapplet.

- In the Instructions field, insert instructions for the user to share the post. This displays directly beneath the headline on the sapplet.

- Select or deselect **Show Advancement Controls**. This displays Prev and Next buttons which enable the user to easily navigate through pages of the sapplet.

- Select or deselect **Show Pagination**. This displays page numbers with the Prev and Next buttons at the bottom of the sapplet.

- In the Pagination Limit drop-down menu, select the number of pages to display.

- In the Items Per Page field, insert the number of posts to display on each page of the sapplet.

Note - This option is only active with the Mutiple Item View.

- In the Post Display Type drop-down menu, select how the posts will display on the sapplet:

  - **Single Item View** - Displays a single post on each page of the sapplet.

  - **Mutiple Item View** - Displays mutiple posts on each page of the sapplet as determined by the setting in the Items Per Page field.

- Select or deselect **Categories**. This displays the categories drop-down menu in the upper left of the sapplet.

- In the Button Text field, insert custom text to display on the button the user clicks to publish their selection.

- Select or deselect **Show the `All` Category**. This displays the All option in the categories drop-down menu.

Feed Settings

To adjust the Feed Settings on the Post to Your Wall sapplet, you can choose from the following options. These options display when a user selects the button to share the post:

- Insert a Story Name. This is the title of the post.

- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area, click **Browse**. This is the image displayed in the post.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PRODUCT GALLERY SAPPLET
Overview

The Product Gallery sapplet enables you to display an unlimited number of products in a gallery or single item view. You can display product names and prices with up to ten images and descriptions per product. This is a great way to introduce your fans to the items your brand has to offer by showing and explaining your featured products. The Product Gallery sapplet also enables you to direct fans to your online retail store and enables users to share product details on their Facebook Walls.

Edit Content

To edit the content of the Product Gallery sapplet, complete the following steps:

1. On the Layout screen, drag the Product Gallery sapplet onto your tab.

2. Click **Content**.

3. Click **+Add Item**.

4. In the Name field, type the product name. The name displays in the gallery and on the Product Detail page.

5. In the Category field, type the category name for the product. Categories act as filters for products (optional).

6. In the Thumbnail Image field, click **Browse** to select an image from your computer. This image displays as the first image when a gallery layout is selected (optional).
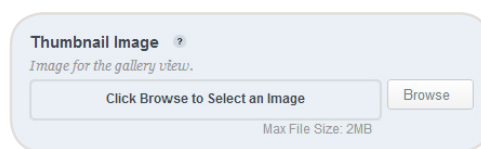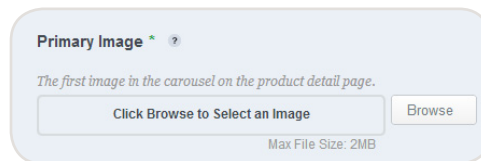

Thumbnail Image

7. In the Gallery Description field, type a description for the product. The description displays below the Thumbnail Image (optional).

8. In the Primary Image field, click **Browse** to select an image from your computer. The Primary Image is the first image in the carousel on the Product Detail page when a user clicks the Thumbnail Image.
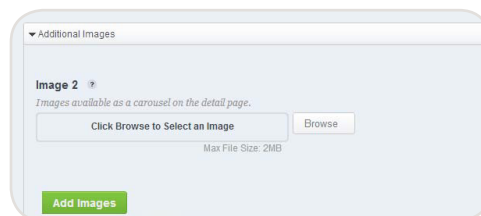
Note - The Primary Image can be re-used as the Thumbnail Image by leaving the Thumbnail Image field blank and defining a thumbnail width in settings.

Primary Image

9. In the Detail Header field, type the header for the product. This is the first header displayed on the Product Detail page (optional).

10. In the Detail Description field, type a description for the product. This is the first description displayed on the Product Detail page (optional).

11. In the Price field, type the price of the product. This will display under the images on the Product Detail page (optional).

12. In the Product URL field, enter an external link. This will display on the product detail page with the product name and submit button. Use this to link to the product on your website or to add the product to your cart (optional).

13. In the Additional Images section,add up to nine additional images. The images will display in a carousel on the Product Detail page (optional).

- Click **Browse** to add an image from your computer. Click **Add Images** to add more than one additional image (optional).

Additional Images

14. In the Product Detail section, add up to ten additional headers and descriptions. When the user clicks on the Thumbnail Image, the headers and descriptions display in a window below the images on the Product Detail page.

- In the Detail Header field, type a title for a tab containing a description about the product (optional).

- In the Detail Description field, type a description about the product (optional).

- Click **Add Details** to add more than one additional header and description (optional).

Product Details

15. Click **Save**.

Edit Settings

To edit the Settings of the Product Gallery sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.

2. Edit desired settings.

3. Click **Save** when complete.

Layout & Content Settings

To edit the Layout & Content Settings of the Product Gallery sapplet, you can choose from the following options:

- **Unstyled Gallery** - This view gives you a standard layout with Thumbnail Images displayed in a list. Users click the Thumbnail Image to display the Product Detail page.

- **Horizontal Gallery** - This view displays the Thumbnail Images in a horizontal list. Users click the Thumbnail Image to display the Product Detail page.

- **Vertical Gallery** - This view displays the Thumbnail Images in a Vertical list. Users click the Thumbnail Image to display the Product Detail page.

- **Single Product** - This view displays one image and one detail header and description at a time. If more than one product is included in the sapplet, the lower navigation arrows displayed to the right and left of the image enable users to navigate to the next product. The top navigation arrows displayed to the right and left of the image enable users to navigate through the Additional Images for the product. The Detail Header and Description are displayed below the images.

Note - The options below differ based on the Desktop Layout selection.
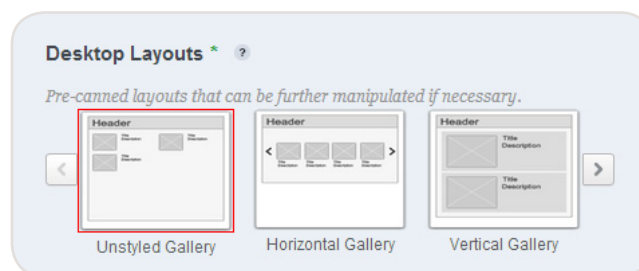

Desktop Layouts

- Check **Show Title in Gallery** to display the product name in the sapplet. (Only available with Unstyled Gallery, Horizontal Gallery and Vertical Gallery.)

- Check **Show Tab Detail Headers** to display the Tab Detail Headers in the sapplet.

- Check **Shuffle Products on Load** to rearrange the products each time the sapplet loads.

- In the Category Display drop-down menu, select the format of how to display the products.

  - **Dropdown** - Displays the image categories in a drop-down menu on the upper left hand side of the sapplet.

  - **Unordered list** - Displays the image categories in a list in the upper left hand corner of the sapplet.

  - **None** - Removes the image categories from view.
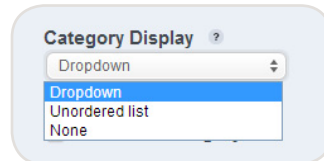
Category Display

- Check **Show All Category** to display the All option in the Product Category drop-down menu or list.

- In the Category Label field, type the text to display before the Category Dropdown or Unordered list.

- In the Thumbnail Size field, insert the desired size in pixels. (Only available with Unstyled Gallery, Horizontal Gallery and Vertical Gallery.)

- Select **Apply Fluid Width to Thumbnails**. This will set the thumbnail to display no wider than its container or its uploaded width. (Only available with Horizontal Gallery.)

- In the Thumbnails per page drop-down menu, select the desired number. (Only available with Unstyled Gallery, Horizontal Gallery and Vertical Gallery.)

- In the Product Images Width field, insert the desired size in pixels.

- In the Modal Window Width, insert the desired width.

- In the Instructions field, type the text that will display above the Thumbnail Image.

- In the Submit Button Text field, customize the text that displays on a button on the Product Detail page that redirects the user to the Product URL.
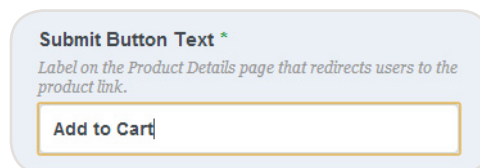
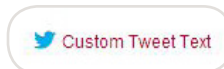*Submit Button Text*

Share Settings

To adjust the Share Settings of the Product Gallery sapplet, you can choose from the following options:

- Select or deselect the **Show Facebook share button**. This displays the Facebook Share button on the sapplet.

Facebook Share Button

- Select or deselect the **Show Tweet button**. This displays the Tweet button on the sapplet.
  - Insert Tweet Button Text. This enables you to customize the text displayed with the Tweet button.

Twitter Share Button

Feed Settings

To adjust the Feed Settings on the Product Gallery sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.
- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.
- Insert a Description. A Description is text summarizing the story.
- Insert a Link. A Link is the URL to which the post links.
- Insert a Picture. A Picture is the image displayed in the post.

Item Comment & Rating Settings

To adjust the Item Comment & Rating Settings, you can choose from the following options:

- Select or deselect **Allow Users to Comment on Products**. This will display a comments box under each product image in the gallery.

  - **Comments Title** - Enables you to customize the comments box.

  - **Number of Comments to Show** - Enables you to customize the number of comments displayed under each product image in the gallery.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

- Select or deselect **Show user ratings on Products**. This enables users to rate products.

  - In the Rating Prefix field, insert the text that will display before the user ratings on products.

  - In the Icon Type drop-down menu, select the rating icon type.
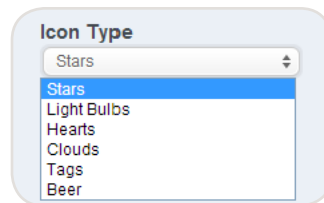
Icon Type

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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PUZZLE SAPPLET

Overview

The Puzzle sapplet is a fun and creative way to engage users with your brand by solving a puzzle. Upload an image and then you can define how many rows and columns the puzzle will contain and choose either a jigsaw or a slide puzzle. Once the user has solved the puzzle, reward them with a custom message such as new product details, promotions or exclusive offers. You can create multiple puzzles in the sapplet so that users can complete one and continue playing.

Edit Content

To edit the content of the Puzzle sapplet, complete the following steps:

1. On the Layout screen, drag the Puzzle sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Puzzle Name field, add a title. The title will appear at the top of the sapplet.

5. In the Puzzle Description field, add a description for the puzzle.

6. In the Solved Heading field, add a title that will appear at the top of a modal window once the puzzle is solved.

7. In the Solved Message field, add a message that will appear in a modal window once the puzzle is solved. In the Puzzle Type drop-down menu, select a puzzle type from two available options:

    - **Slide** - The Slide puzzle is shuffled into pieces determined by the number of rows and columns selected. The Slide puzzle displays with one empty title. The user will click on adjoining puzzle pieces to solve the puzzle.

    - **Jigsaw** - The Jigsaw puzzle is shuffled into pieces determined by the number of rows and columns selected. A puzzle piece can be selected and then dragged and dropped into the location of another piece, swapping the two pieces.
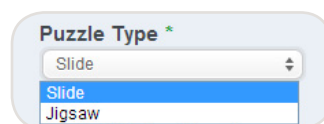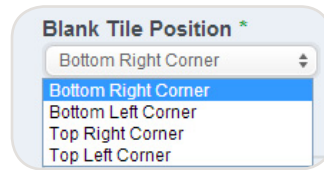

Puzzle Type

8. When Slide Puzzle Type is selcted, the Blank Tile Position drop-down menu populates. In the Blank Tile Position drop-down menu, choose the location of the blank tile on the puzzle:

- Bottom Right Corner

- Bottom Left Corner

- Top Right Corner

- Top Left Corner

Blank Tile Position

9. In the Puzzle Upload field, click **Browse** to add an image.

10. In the Rows drop-down menu, select the number of rows for the puzzle. Choose from 1-15.

11. In the Columns drop-down menu, select the number of columns for the puzzle. Choose from 1-15.

Note - Increasing the number of Rows and Columns increases the difficulty of the puzzle. For example: A puzzle with 5 Rows and 5 Columns will have 25 pieces.

12. Click **Save**.

Edit Settings

To edit the Settings of the Puzzle sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Puzzle sapplet.

2. Edit desired settings.

3. Click **Save**.

Basic Settings

To edit the Basic Settings of the Puzzle sapplet, you can choose from the following options:

- In the Display Mode drop-down menu, select one of the following options:

  - **Display First Puzzle Only** - Select this option to display only the first puzzle.

  - **Display All Puzzles in a Series** - Select this option to display the first in a series of puzzles. When the user completes the first puzzle, the next in the series displays.

  - In the Shuffle Button Text field, type the text to display as the Shuffle Button. The default is Shuffle.

  - In the Share Button Text field, type the text to display as the Share Button. The default is Share.

Feed Settings

To adjust the Feed Settings on the Puzzle sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Feed Story Name. A Story Name is the title of the post.

- Insert a Feed Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Feed Description. A Description is text summarizing the story.

- Insert a Feed Link. A Link is the URL to which the post links.

- Insert a Feed Image. An Image is the image displayed in the post.

Comment Settings

- Select or deselect to **Allow User to Comment**. This will display a comment box on the Puzzle sapplet:

  - **Instructions** - Enables you to customize the title above the Comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display on the Puzzle sapplet.

  - **URL to comment on** - Enables you to determine the website that the comment links back to. The website will display below the comment in the user's timeline.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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QUESTIONS & ANSWERS SAPPLET

Overview

The Questions & Answers sapplet enables you to display an unlimited number of questions and have users respond to each with a comment. These comments can then be published to the user`s Facebook Timeline/News Feed.

Edit Content

To edit the content of the Questions & Answers sapplet, complete the following steps:

1. On the Layout screen, drag the Questions & Answers sapplet onto your canvas.
2. Select **Content**.
3. Click **+ Add Item**.
4. In the Question field, insert your question.
5. In the Question Image Upload area, click **Browse** to upload an image to accompany your question.
6. Click **Save**.

Edit Settings

To edit the Settings of the Questions & Answers sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Questions & Answers sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Questions & Answers sapplet, you can choose from the following options:

*   In the Opening Message field, insert a message for your users. This displays at the top of the sapplet.
*   In the Instructions Text field, insert custom instructions for the user. The instructions display when a user selects View Other Questions.

Feed Settings

To adjust the Feed Settings on the Questions & Answers sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button:

- Insert a Story Name. This is the title of the post.

- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area, click **Browse**. This is the image displayed in the post.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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QUIZ SAPPLET

Overview

The Quiz sapplet enables you to test your fans' interests and knowledge about your products and services using a multiple-choice question and answer template. A custom starter image can be added to prompt fans to engage with your content.

You can use the Quiz sapplet to:

- **Draw Attention To Content** - Post an engaging starter image to encourage your fans to take your branded quiz. Users must click on this asset to activate the content.

- **Users Take The Quiz** - Have users answer questions with either text or image answers to determine their knowledge of your products and services. Provide up to five answers for each question.

- **Ask Users To Share With Friends** - Upon completion, users are automatically prompted to share their results and can add a message of their own.

- **Show Users' Results** - Once users complete the quiz, reveal the results along with the correct answers to further educate users about your brand.

Edit Content

To edit the content of the Quiz sapplet, complete the following steps:

1. On the Layout screen, drag the Quiz sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. Insert a Question. This is the question the user will answer in your Quiz sapplet.

5. Click **Browse** to upload an image for the question (optional).

6. In the Answer 1 field, insert an Answer for your Question.

Note - Answer 1 is a mandatory field.

7. Click **Browse** to upload an image for Answer 1.

8. Select the **Correct Answer** radio button.

Note - There must only be one correct answer for each question in your Quiz sapplet.

9. Repeat steps 4-8 as needed to add further answers.

Edit Settings

To edit the Settings of the Quiz sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Quiz sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Quiz sapplet, you can choose from the following options:

- Insert a Quiz Headline. The Quiz Headline can include up to 100 characters.

- Insert Top Instructions. Top Instructions are the text the user sees directly under the Quiz Headline. The field can contain instructions for the user to complete the quiz.

- Select or deselect **Start with First Question**. Start with First Question will display the first question you have entered into the quiz rather than the Quiz Headline, Top Instruction and Start Quiz Button.

- Click **Browse** to insert a Start Page Image. The Start Page Image will display over the Start Quiz Button.

- Insert custom Start Quiz Button Text. This text will display in the Start Quiz Button.

- Insert Bottom Message text. The Bottom Message appears below the Start Quiz Button.

- Insert custom Answer Button Text. This text appears on the button the user clicks to submit their answer to the quiz question.

- Insert Result Message text. This text appears on the quiz results screen along with the quiz score.

- Insert custom Take Again Text. This text appears in the button prompting the user to retry the quiz.

Feed Settings

To adjust the Feed Settings on the Quiz sapplet, you can choose from the following options. These options display when a user selects the Facebook share button or Tweet button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

Caption

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Click **Browse** to insert a Picture. The Picture is the image displayed in the post.

- Select or deselect **Show Share Button**. The Share Button appears under the Bottom Message on the Start Page.

- Select or deselect **Allow user to suppress share dialog**. This enables the user to choose to share their quiz results or to deselect the option to share prior to finishing the quiz.

    - Select or deselect **Default selected**.

    - Insert custom text in the Triggered-Share Checkbox label. This text will display when the user is given the option to share their results.

Triggered-Share Checkbox Label

Comment Settings

- Select or deselect **Allow Users to Comment**. This will display a comments box at the bottom of the Start Page and under each question in the Quiz sapplet.

    - **Instructions** - Enables you to customize the comments box with instructions for the user.

    - **Number of Comments to Show** - Enables you to customize the number of comments displayed.

    - **URL to comment on** - . News feed stories on Facebook will link to this URL.

    - **Comments Theme** - Choose from Light or Dark.

    - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings on the Quiz sapplet, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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RSS SAPPLET

Overview

The RSS sapplet enables you to share detailed information or a list of related headlines. You can implement the RSS sapplet by inserting a valid RSS URL into the Buddy Media Platform. The sapplet's settings enable you to display both text and images. Users can select their favorite headlines to share and customize a message in the sapplet's window.

Note - RSS is a family of web feed formats used to publish frequently updated works such as: blog entries, news headlines, audio, and video in a standardized format.

Edit Content

To edit the content of the RSS sapplet, complete the following steps:

1. On the Layout screen, drag the RSS sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Add a Feed screen, insert the URL of the RSS feed. This can be captured from a blog, news site or Facebook Page.

5. Insert a Name of the Feed.

6. Insert the Category of the RSS feed. This category name will display in the Category drop-down menu on the top left of the sapplet.

7. Click **Save**.

Edit Settings

To edit the Settings of the RSS sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the RSS sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the RSS sapplet, you can choose from the following options:

- Insert a custom Item Count. The Item Count determines the number of items displayed on the RSS sapplet.

Item Count

- Choose from the Category Display Type drop-down menu.
    - **Dropdown** - Displays the category names inserted in the Category of the RSS feed field in a drop-down menu.
    - **Unordered list** - Displays the category names inserted in the Category of the RSS feed field as hypertext.
- Insert Call to Action Text. This text displays at the bottom of the sapplet. It enables you to add a personalized message to the sapplet.
- Insert a Call to Action Link. This link changes the Call to Action Text into a hyperlink to the site of your choice.
- Customize the Character Limit. The Character Limit enables you to set the amount of text which appears with each item in the RSS sapplet.
- Customize the Read More Link Text. This text appears at the end of the item text indicating more content is available to view.

Read More Link Text

- Select or deselect **Show Title**. This option displays the title of each item in the RSS sapplet.

- Select or deselect **Show Description**. This option displays the abbreviated text describing the item in the RSS sapplet.

- Select or deselect **Show Share**. This option displays the Facebook Share and Twitter Tweet This buttons.

- Select or deselect **Show Post Info**. This option displays the content creator and the date the item was created.

- Select or deselect **Show Category**. This option displays the category Dropdown menu or Unordered list.

- Select or deselect **Show Thumbnail**. This option will display the author's user image or thumbnail image.

- Select or deselect **Strip Html**. This option will remove the HTML code from the RSS feed. Stripping the HTML removes the HTML formatting that is pulled in through the RSS feed. This enables you to customize how data is displayed in the sapplet.

Feed Settings

To adjust the Feed Settings on the RSS sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button or Tweet button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post links.

- Click **Browse** to insert a Picture. The Picture is the image displayed in the post.

Comment Settings

To adjust the Comment Settings, you can choose from the following options:

- Select or deselect **Allow Users to Comment**. This will display a comments box below the items in the sapplet.

  - **Comments Title** - Enables you to customize the comments box.

  - **Number of Comments to Show** - Enables you to customize the number of comments displayed below the items in the sapplet.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

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Global Settings

To adjust the Global Settings on the RSS sapplet, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header.** This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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RATINGS SAPPLET

Overview

The Ratings sapplet enables users to rate your Page. This sapplet does not require any specific sapplet content. Users are prompted to post their ratings to their own Walls. This gives your fans the opportunity to share their sentiments about your products and services. The Ratings sapplet is usually paired with other sapplets such as the Photo Gallery and Product Gallery. Your ratings options can be displayed as stars, circles, thumbs or custom designs and the rating scales from one to five. The Ratings sapplet will also average the overall rating and display it for your users.

Content

- On the Layout screen, drag the Ratings sapplet onto your canvas. No futher content is required for this sapplet.

Edit Settings

To edit the Settings of the Ratings sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Ratings sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Ratings sapplet, you can choose from the following options:

- In the Top Instructions field, customize the header appearing at the top of the sapplet.
- From the Icon Type drop-down menu, select the desired icon.

Feed Settings

To adjust the Feed Settings on the Ratings sapplet, you can choose from the following options. These options display when a user selects the button to share the post:

- Insert a Story Name. This is the title of the post.
- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.
- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area, click **Browse**. This is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Ratings sapplet.

    - **Instructions** - Enables you to customize the title above the comment box.

    - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Ratings sapplet.

    - **URL to comment on** - News stories on Facebook will link back to this URL.

    - **Comments Theme** - Choose from Light or Dark.

    - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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SEND TO A FRIEND SAPPLET

Overview

The Send to a Friend sapplet can incent users to invite friends to your Facebook Page. You can add a promotional code to this sapplet to reward users for spreading the word about your Page.

Edit Content

To edit the content of the Send to a Friend sapplet, complete the following steps:

1. On the Layout screen, drag the Send to a Friend sapplet onto your canvas.
2. Select **Content**.
3. In the Incentive Text field, insert text to display above the Send button.
4. In the Incentive Image area, click **Browse** to upload an image from your computer.
5. In the Thank you message field, insert a message to display once the user has shared your page.
6. Click **Save**.

Edit Settings

To edit the Settings of the Send to a Friend sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Send to a Friend sapplet.
2. Edit desired settings.
3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Send to a Friend sapplet, you can choose from the following option:

- In the Send Button Text, customize text to display on the button.

Feed Settings

To adjust the Feed Settings on the Send to a Friend sapplet, you can choose from the following options:

- Insert a Story Name. This is the title of the post.
- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.
- Insert a Description. This is text summarizing the story.
- Insert a Link. This is the URL to which the post links.
- In the Picture area, click **Browse** to upload an image from your computer.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Send to a Friend sapplet.
  - **Instructions** - Enables you to customize the title above the comment box.
  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Send to a Friend sapplet.
  - **URL to comment on** - News stories on Facebook will link back to this URL.
  - **Comments Theme** - Choose from Light or Dark.
  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.
- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.
- Insert a Sapplet Title.
- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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SHARE BUTTON SAPPLET

Overview

The Share Button sapplet enables you to add a Facebook Share button as an individual sapplet. This gives you the flexibilty of placing the sapplet anywhere on your tab.

Edit Content

To edit the content of the Share Button sapplet, complete the following steps:

1. On the Layout screen, drag the Share Button sapplet onto your canvas.
2. Select **Content**.
3. In the Share Description field, insert a description for your users.
4. Click **Save**.

Edit Settings

To edit the settings of the Share Button sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.
2. Edit desired settings.
3. Click **Save** when complete.

Feed Settings

To adjust the Feed Settings on the Share Button sapplet, you can choose from the following options:

- Insert a Story Name. This is the title of the post.
- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.
- Insert a Description. This is text summarizing the story.
- Insert a Link. This is the URL to which the post links.
- In the Picture area, click **Browse**. This is the image displayed in the post.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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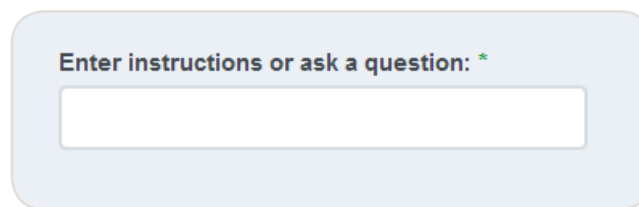
TESTIMONIALS SAPPLET

Overview

The Testimonials sapplet provides users with a mini Facebook Wall to share their thoughts and opinions about a question or statement posted by your brand. This sapplet can function on its own, but it also works nicely when paired with other sapplets, as it can act as a platform for your fans to share their thoughts on your content. For example, you can build a Video sapplet, and then you can build a Testimonials sapplet to ask users a question about the video.

Edit Content

To edit the content of the Testimonials sapplet, complete the following steps:

1. On the Layout screen, drag the Testimonials sapplet onto your canvas.

2. Select **Content**.

3. In the Enter instructions or ask a question field, type a question or statement to which your Facebook fans will respond.

Enter instructions or ask a question

4. Click **Save**.

Edit Settings

To edit the Settings of the Testimonials sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Testimonials sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Testimonials sapplet, you can choose from the following options:

- In the Number of Posts to Show field, enter the number of posts to display on the sapplet.

- **URL to comment on** - News stories on Facebook will link back to this URL.

- **Comments Theme** - Choose from Light or Dark.

- **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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TWITTER SAPPLET

Overview

Using the Twitter sapplet you can add a dynamic Twitter stream to your canvas. You can use Twitter search to generate multiple RSS feeds based on user handles, brand mentions, words, phrases, hashtags, places, sentiment and questions. In addition, you can incorporate a Facebook Share button to encourage users to post individual tweets to their Facebook News Feeds.

Edit Content

To edit the content of the Twitter sapplet, complete the following steps:

1. On the Layout screen, drag the Twitter sapplet onto your tab.

2. Select **Content**.

3. Click **+ Add Item**.

4. Below the Feed URL field, click **Search for Feed URL**.

5. In the Account Name field, enter a Twitter Handle if you would like to see all tweets from a particular user and click **Submit**. Or, click **Advanced Search**. In the Advanced Search Window, choose from the following options:

Words

- To search Twitter for tweets that contain a specific word, type the word in the All of these words field.

- To search Twitter for tweets that contain a specific phrase, type the phrase in the This exact phrase field.

- To search Twitter for tweets that contain any one of multiple words, type the words in the Any of these words field.

- To exclude tweets that contain specific words from Twitter search results, type the words in the None of these words field.

- To search Twitter for tweets that contain specific hashtags, type the hashtags in the These hashtags field.

- To search Twitter for Tweets written in a specific language, in the Written in drop-down menu, select the desired language.

Words

People

- To search Twitter for tweets from specific Twitter Handles, type the Twitter Handles in the From these accounts field.

- To search Twitter for tweets to specific Twitter Handles, type the Twitter Handles in the To these accounts field.

- To search Twitter for tweets that mention a specific Twitter Handle, type the Twitter Handle in the Mentioning these accounts field.

People

Places

- To search Twitter for tweets near a specific location, type the location in the Near this place field.

  - When you type a location in the Near this place field, a Within this distance drop-down menu populates. In the drop-down menu, select the distance from the location. Choose from 1-1000.

  - Use the radio button to select miles or kilometers.

Places

Other

- To search Twitter for tweets with a certain sentinment, question or retweets, check the appropriate box.

Other

6. Click **Submit**.

7. In the Feed Name field, type a title for the Feed URL. The title will appear at the top of that particular feed.

8. In the Feed Category field, type a category name for the Feed URL. The Feed Category allows users to filter the Twitter sapplet to view a specific category of tweets.

9. In the Profile Image field, click **Browse** to select an image from your computer. This image will display above each Tweet that matches the search criteria, replacing the original Twitter display image.
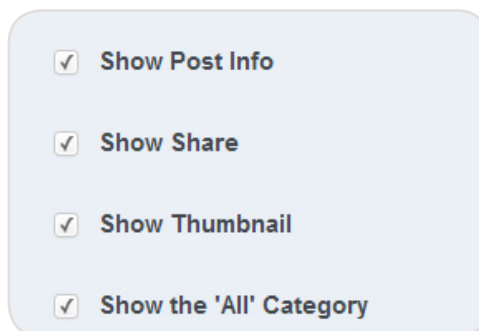
10. Click **Save**.

Edit Settings

To edit the Settings of the Twitter sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Twitter sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Twitter sapplet, you can choose from the following options:

- In the Item Count field, type the number of Tweets to display on the Twitter sapplet.

- In the Category Display Type drop-down menu, select the style to display. Choose from Dropdown or Unordered List.

- In the Call to Action Text field, type the text to encourage the reader to engage with the sapplet.

- In the Call to Action Link field, type the link that will open when the user clicks the Call to Action Text.

- Select or deselect **Show Post Info** to display the Twitter handle and username of the person who posted the tweet, plus the date of the tweet.

- Select or deselect **Show Share** to display the Facebook Share and Twitter Share buttons below each tweet.

- Select or deselect **Show Thumbnail** to display a thumbnail image above each Tweet.

- Select or deselect **Show the 'All' Category** to display the All option in the Category drop-down menu.

Basic Settings

Feed Settings

To adjust the Feed Settings on the Twitter sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Feed Story Name. A Story Name is the title of the post.

- Insert a Feed Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Feed Description. A Description is text summarizing the story.

- Insert a Feed Link. A Link is the URL to which the post links.

- Insert a Feed Image. An Image is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of each event on the Twitter sapplet:

  - **Instructions** - Enables you to customize the title above the Comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Twitter sapplet.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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VIDEO SAPPLET

Overview

The Video sapplet enables you to display video assets on your canvas and encourages users to share individual videos out to their Facebook Timeline or News Feed. This can help you share your great video content with your fans and their friends. The Video sapplet is designed for non-YouTube videos. If you want to display your YouTube assets use the YouTube sapplet.

Edit Content

To edit the content of the Video sapplet, complete the following steps:

1. On the Layout screen, drag the Video sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Video Title field, insert a title for your video.

5. In the Video Thumbnail area, click **Browse** to upload an image from your computer for your video. Users will click the image to play your video. (optional)

6. In the Video Description field, insert text describing your video. (optional)

7. In the Video Source URL field, insert the URL for the video to which you wish to link.

8. Click **Save**.

9. Click **+ Add Item** to add additional videos.

Edit Settings

To edit the Settings of the Video sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Video sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

- From the Video Player Size drop-down menu, select the desired video player size.

- In the Video Player Placeholder Image area, click **Browse** to upload an image. This image displays over the video player; the user clicks the image to begin playing the videos.

- In the On Complete drop-down menu, select from the following options:

  - **Play the next video** - This automatically plays the next video in the sapplet.

  - **Stop** - This stops the video player once the selected video is complete.

  - **Show the video gallery** - This displays the list of available videos from which the user can choose.

- In the Video List drop-down menu, select from the following options:

  - **Don`t show video list** - Does not display the list of available videos.

  - **Video list on the right** - Displays the list of available videos on the right of the sapplet.

  - **Video list on the bottom** - Displays the list of available videos at the bottom of the sapplet.

- Select or deselect **Display player menu**. This displays a menu of other available videos on the video player.

- Select or deselect **Show Share Buttons**. This displays a Facebook share button in the upper left-hand corner of the sapplet.

- In the Instructions field, insert instructions for the user. These instructions display at the bottom of the sapplet, regardless of the video being played.

Feed Settings

To adjust the Feed Settings on the Video sapplet, you can choose from the following options. These options display when a user selects the Facebook Share button:

- Insert a Story Name. This is the title of the post.

- Insert a Caption. This is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. This is text summarizing the story.

- Insert a Link. This is the URL to which the post links.

- In the Picture area, click **Browse**. This is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Video sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Video sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

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VOTE UP/DOWN SAPPLET

Overview

Using the Vote Up/Down sapplet you can have users vote for or against branded assets to create a dynamic leaderboard. You can include text and images to clearly show fans what they are voting for. Users are able to indicate an affinity for your products and services directly on your canvas. In addition, your users can share your content with their friends once they have voted for their favorites.

You can use the Vote Up/Down sapplet to create:

- **Text and Image Assets** - Provide your fans with text and images of your content. Add a thumbnail image that users can see immediately, and add a larger image for each item to display more detail that users can show or hide.
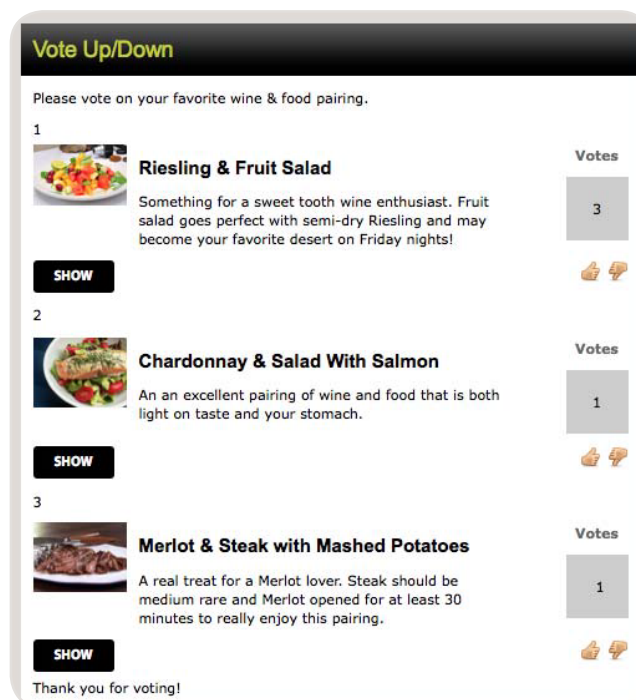

Text and Image Assets

- **Text-Only Assets** - Users can vote in favor of or against descriptions of your products and services. This may be a viable option if you are limited on image assets.

Edit Content

To edit the content of the Vote Up/Down sapplet, complete the following steps:

1. On the Layout screen, drag the Vote Up/Down sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Image Title field, add a title. The title will appear to the right of the Thumbnail Image.

5. In the Image Thumbnail field, click **Browse** to add an image.

6. In the Image field, click **Browse** to add an image (optional). When you add an Image in this field, a user can click **Show** to display the selected image.
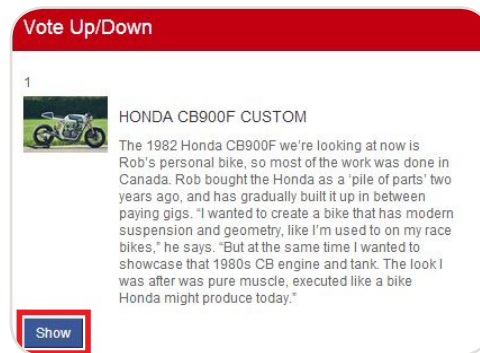
Show Button

7. In the Image Description field, enter a description for the image. (optional)

8. In the Image Link field, insert an Image Link. An Image Link is an external link made available by clicking on the full sized image. (optional)

9. Click **Save**.

Edit Settings

To edit the Settings of the Vote Up/Down sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Vote Up/Down sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Vote Up/Down sapplet, you can choose from the following options:

- In the Top Instructions field, enter text that will display at the top of the Vote Up/Down sapplet.

- In the Bottom Instructions field, enter text that will display at the bottom of the Vote Up/Down sapplet.

- Check **Show Item Image** to display the image. This option displays the Image Thumbnail on the sapplet. Uncheck this box if you want to create a Text-Only Asset.

- Check **Show Item Name** to display the name. This option displays the Image Title on the sapplet.

- Check **Show Item Description** to display the description. This option displays the Image Description on the sapplet.

- Check **Enable Show/Hide of Images** to display a Show Image button. This enables the user to choose to view the large image.

- From the Vote Button Style drop-down menu, choose how to display the vote button.
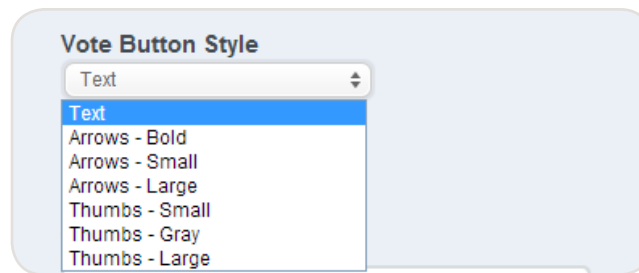
Vote Button Style

- Check **Enable Vote Down** to display the vote down button. This option enables the user to vote down on the sapplet and for the vote count to decline.

- In the **Vote Up Button Text** field, type the text to display for the vote up button.

- Check the **Show Share Button** to display the Facebook Share button after a user votes.

- In the Share Button Text field, type the text to display for the Facebook Share Button.

Repeat Submission Restrictions

To adjust the Repeat Submission Restrictions on the Vote Up/Down sapplet, you can choose from the following options. These options determine whether a user can vote one or more times:

- From the Submission Limit drop-down menu, you can choose from one of the following options:

  - **No Limit** - A user can vote as many times as they desire.

  - **One submission per user per day** - A user can only vote one time per day. In the Text Displayed after Limit is Reached field, enter the text that will display when a user has voted that day.

  - **One submission per user** - A user can only vote one time. In the Text Displayed after Limit is Reached field, enter the text that will display when a user has voted once.
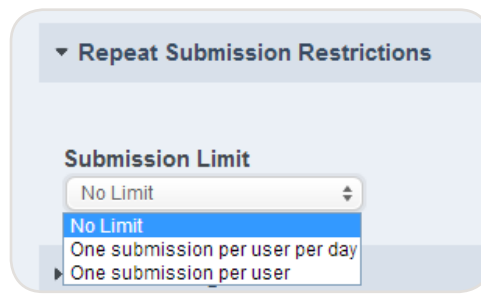
Submission Limit

Feed Settings

To adjust the Feed Settings on the Vote Up/Down sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Insert a Story Name. A Story Name is the title of the post.

- Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Link. A Link is the URL to which the post directs.

- Insert a Picture. A Picture is the image displayed in the post.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Vote Up/Down sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Vote Up/Down sapplet.

  - **URL to comment on** - News feed stories on Facebook will link to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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WEBSITE LOCATOR SAPPLET

Overview

The Website Locator sapplet enables you to direct users to custom websites based on location. This enables you to serve custom regional content to users on your web properties.

Edit Content

To edit the content of the Website Locator sapplet, complete the following steps:

1. On the Layout screen, drag the Website Locator sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. In the Instructional Text field, customize the instructional text for your users displaying at the top of the sapplet. (optional)

5. In the List Label field, insert a name for your list of zip codes. This name displays if multiple lists are added to the sapplet.

6. In the Location Search Field Text field, customize the text displaying directly above the zip code search field on the sapplet. (optional)

7. In the CSV field, insert the desired list of zip codes and website URLs seperated by commas. It is recommended to save your file as .csv file, then open it in a text file and paste it into the CSV field. The file should include zip code locations and redirect URLs, separated by commas. Be sure to exclude all headers.

8. In the Character Limit field, insert a numeric value limiting the number of characters a user may insert in the search field. (optional)

Note - The Character Limit is not suggested if using auto-complete search results; see Basic Settings.

9. In the Error Title field, customize the text that displays when the user searches for a zip code that is not included.

10. In the Error Message field, customize the message text that displays when the user searches for a zip code that is not included.

Edit Settings

To edit the Settings of the Website Locator sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Website Locator sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Basic Settings

To edit the Basic Settings of the Website Locator sapplet, you can choose from the following options:

- Select or deselect **Display auto-complete search results**. This auto-displays the list of locations you have defined in the CSV field.

- In the Search Button Text field, customize the button text displaying on the sapplet.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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WIDGET SAPPLET

Overview

The Widget sapplet enables you to display snippets of the Internet on your canvas. You can leverage pre-existing assets which have valid embed codes.

Edit Content

To edit the content of the Widget sapplet, complete the following steps:

1. On the Layout screen, drag the Widget sapplet onto your canvas.

2. Click **Content**.

3. In the Placeholder Image field, click **Browse** to add an image. A user must click on the Placeholder Image to navigate to the embedded content on the sapplet.

4. In the Widget Embed Code field, insert the embed code for the content you want to link to the sapplet.

5. In the Content Width field, type a number to determine the width of the embedded content.

6. In the Content Height field, type a number to determine the height of the embedded content.

7. Click **Save**.

Edit Settings

To edit the Settings of the Widget sapplet, complete the following steps:

1. On the Layout screen, click **Settings** on the Widget sapplet.

2. Edit desired settings.

3. Click **Save** when complete.

Feed Settings

To adjust the Feed Settings on the Widget sapplet, you can choose from the following options. These options will display when a user selects the Facebook Share button:

- Select or deselect **Allow Users to Share the Widget**.
  - Insert a Story Name. A Story Name is the title of the post.
  - Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

- Insert a Description. A Description is text summarizing the story.

- Insert a Picture. A Picture is the image displayed in the post.

- Insert a Link. A Link is the URL to which the post links.

Comment Settings

- Select or deselect **Allow User to Comment**. This will display a comment box at the bottom of the Widget sapplet.

  - **Instructions** - Enables you to customize the title above the comment box.

  - **Number of Comments to Show** - Enables you to customize the number of comments to display at the bottom of the Widget sapplet.

  - **URL to comment on** - News stories on Facebook will link back to this URL.

  - **Comments Theme** - Choose from Light or Dark.

  - **Background Color** - Select a color from the color palette displayed.

Global Settings

To adjust the Global Settings, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header**. This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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YOUTUBE SAPPLET

Overview

The YouTube sapplet is an excellent feature to leverage any pre-existing video assets directly on your canvas. You can post a single video using an embed code or display an entire playlist. Within the sapplet window, you can provide details to tell your fans what they will be watching, and even give them instructions to share their favorite videos. Videos play seamlessly on your canvas through a YouTube RSS feed.

Edit Content

To edit the content of the YouTube sapplet, complete the following steps:

1. On the Layout screen, drag the YouTube sapplet onto your canvas.

2. Select **Content**.

3. Click **+ Add Item**.

4. Click **Choose Videos**.

5. In the Playlist/Video URL or ID field, insert the desired playlist's URL or the video's URL or ID.

6. Click the green (**+**) icon. Your video is added below.
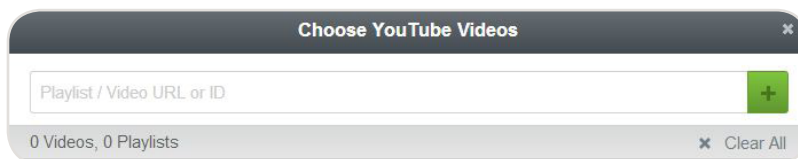
Choose YouTube Videos

7. Once you have added all required videos, click **Confirm Selection**.

8. In the Group Name field, insert the name for your group of videos.

9. In the Group Image field, click **Browse** to insert an image for your group.

10. Click **Save**.

Edit Settings

To edit the Settings of the YouTube sapplet, complete the following steps:

1. On the Layout screen, click **Settings**.

2. Edit desired settings.

3. Click **Save** when complete.

Player Settings

To edit the Player Settings of the YouTube sapplet, you can choose from the following options:

- From the Player Type drop-down menu, select the desired option:

    - **Standard YouTube** - Looks like the video player on YouTube.com.

    - **Branded YouTube** - Enables you to fully customize the player controls.

- From the Player Aspect Ratio drop-down menu, select the desired display ratio of the video player.

- In the Player Width field, insert the desired width in pixels or as a percentage.

Layout

Note - The Layout Preview will display how your YouTube sapplet will look based on your selections.

- From the Video Group Menu Placement drop-down menu, select the desired placement.

- From the Video Group Menu Display drop-down menu, select the desired option:

    - **Unordered List** - Displays the video group names in a list on the upper left hand side of the sapplet.

    - **Dropdown** - Displays the video group names in a drop-down menu on the upper left hand side of the sapplet.

    - **None** - Removes video group names from view.

- Select or deselect the Show 'all' option. This will display or remove All in the Video Group Menu Display.

- From the Tumbnails Placement drop-down menu, select the location in the sapplet to display the thumbnails of other videos.

- Select or deselect **Place thumbnails inside frame**. Displays six staggered video thumbnails for each video group. Users can click in an individual video to see a more standard player configuration.

- In the Thumbnails Width field, insert the desired width of individual thumbnails.

- Select or deselect **Display video titles on thumbnails**. This will display the orginal title of the video beneath each thumbnail.

- Select or deselect **Display video duration on thumbnails**. This will display the lenght of each video on each thumbnail in the sapplet.

Video Behavior

- Select or deselect **Autoplay videos that have been selected to watch**. This will automatically play the selected video without having to click play on the video.

- Select or deselect **Autoplay videos when a user lands on a page**. This will automatically play the first video when a user views your tab.

- Select or deselect **Show video title and description under the player**. This will display the video title and description.

- Select or deselect **Loop**. This will automatically play the next video in the video group.

- Select or deselect **Autohide controls**. This will hide the YouTube player controls when the user is not hovering over the player.

- Select or deselect **Show video count**. This displays the number of views in the lower left-hand side of the sapplet.

Share Settings

- Select or deselect **Show Share Button**.

  - Insert a Story Name. A Story Name is the title of the post.

  - Insert a Caption. A Caption is a subtitle for the post describing why the user posted the item or the action the user took.

  - Insert a Description. A Description is text summarizing the story.

  - Insert a Link. A Link is the URL to which the post links.

  - Click **Browse** to insert a Picture. The Picture is the image displayed in the post.

- Select or deselect **Show Tweet Button**.

  - In the Description field, insert the text to display. This text will appear in the tweet when the user clicks the Tweet button.

  - In the Link field, insert the desired link. This link will appear in the tweet when the user chooses to share.

- Select or deselect **Show +1 Button**. This will enable the user to share in Google+.

Global Settings

To adjust the Global Settings on the YouTube sapplet, you can choose from the following options:

- View the Sapplet Version.

- Select or deselect **Hide Sapplet Header.** This will remove the header and title from the sapplet.

- Insert a Sapplet Title.

- Modify the CSS ID. The CSS ID is an alphanumeric string preferred with no spaces or special characters.

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