

QUICK START GUIDE



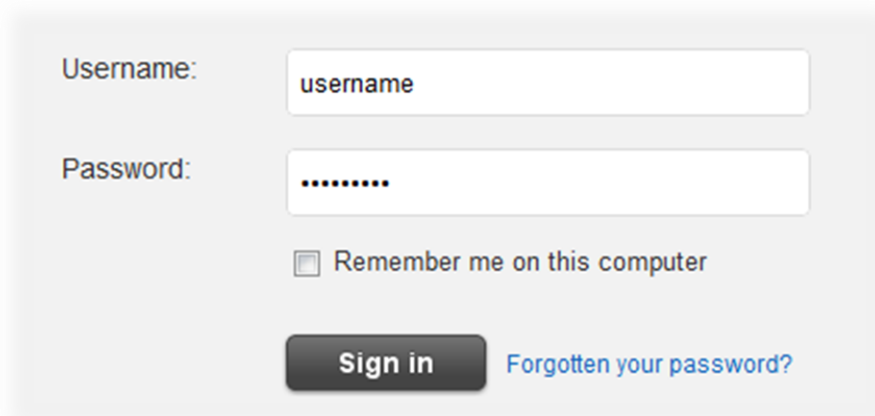
Quick Start Guide

GETTING STARTED WITH YOUR SOCIAL MEDIA MANAGEMENT

Welcome to Sendible's dashboard, this guide will help you get started with using our platform.

Signing in

After signing up for one of our Paid Plans or for our Free Trial, you will be able to sign in. Select Sign In and add your username and password.



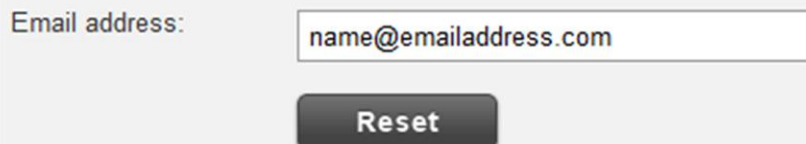
A sign-in form with a light gray background. It contains two input fields: 'Username:' with the text 'username' and 'Password:' with a masked password '.....'. Below the password field is a checkbox labeled 'Remember me on this computer'. At the bottom, there is a dark gray 'Sign in' button and a blue link 'Forgotten your password?'.

By checking Remember me on this computer, you will make signing in easier in the future as you will not have to sign in every time you use Sendible from the same computer. Please be aware that if you ever select Sign Out, you will then be forced to sign in again.

If you have forgotten your password, you can select Forgotten your password, add your email address and we will reset your password for you. You can always change this to a more memorable one at a later stage.

Unable to access your account?

Have you forgotten your password? Enter your login email below and we'll send you an email with a link to reset your password.



A form for resetting a password. It has a label 'Email address:' followed by an input field containing 'name@emailaddress.com'. Below the input field is a dark gray 'Reset' button.

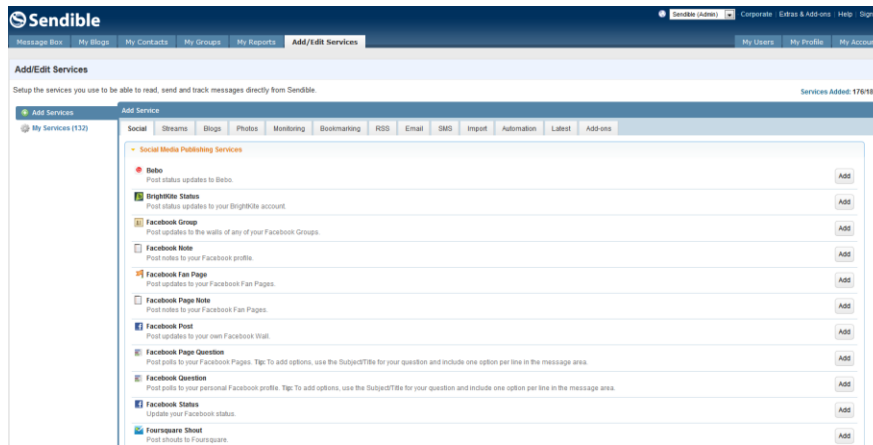
Engage

Setting up services

Sendible allows you to integrate your account with various social media services.

By clicking on the Add/Edit Services tab, you can setup the services you would like to integrate your Sendible account with.

You can add each service multiple times and for different accounts by clicking the Add button next to each service. You'll then be able to utilize them using your Sendible account.

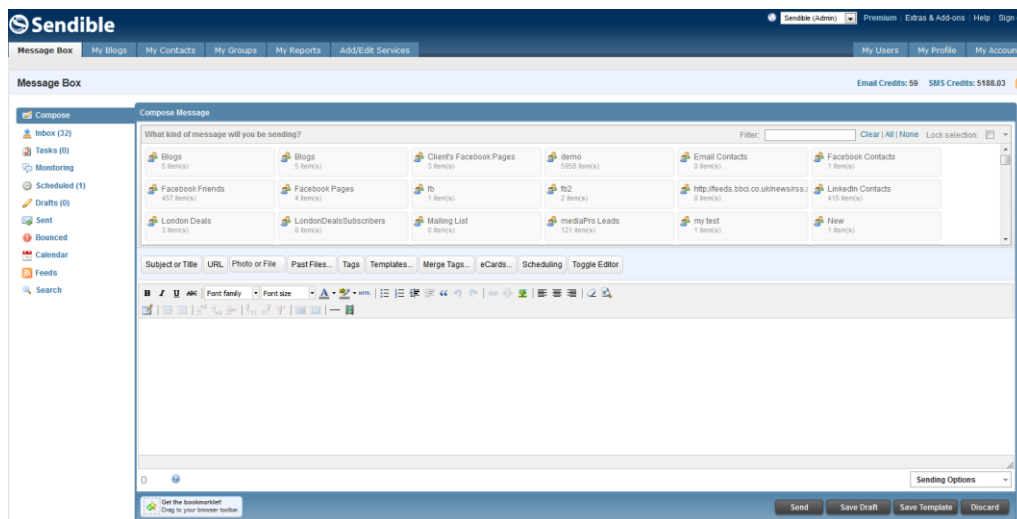


Sendible will also load Profile Reports for each social media service that you have added.

Composing a message

Compose allows you to create a message by selecting one or more services you wish to utilize.

Your message can be posted to multiple services simultaneously by selecting recipients from the services list.

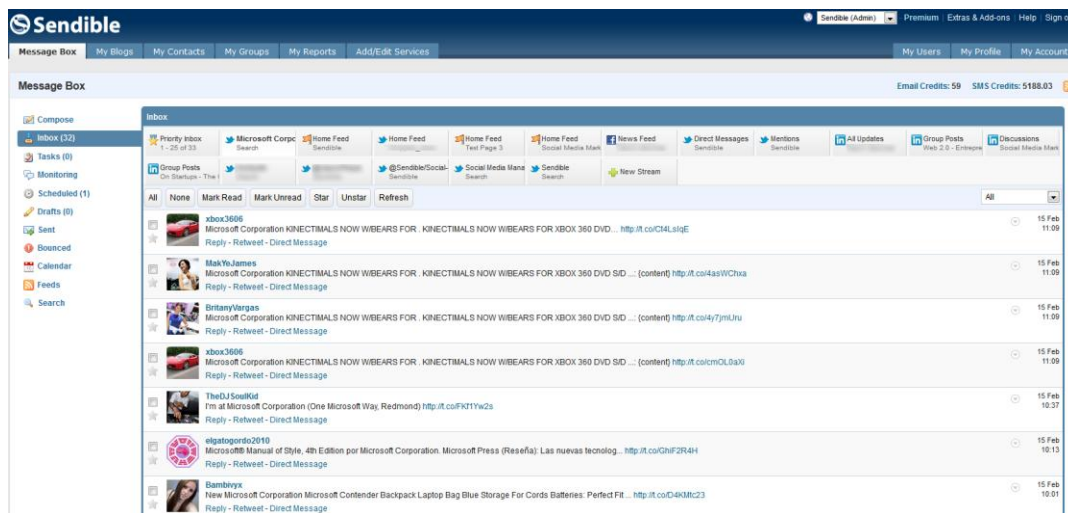


Managing your inbox

Sendible allows you to manage multiple streams from your social inbox. The Priority Inbox highlights the messages you should be responding to.

The Priority Inbox displays responses to messages that you have posted from Sendible, for example Facebook comments, Twitter mentions and retweets, SMS replies etc.

You have the option to search through your Priority Inbox by typing keywords into the search box and clicking Search.



Assigning a message

To assign a message from your Inbox:

1. Click on the small Option Menu icon .
2. Click Assign.
3. Select team member you want to assign message.
4. Click Assign to send your message.

Assign this to a team member ✕

Assign to:

Demo ▼

Enter a description for this task:

Hi,

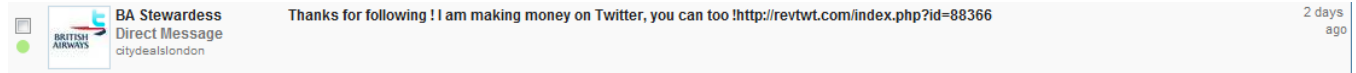
This message should be responded ASAP

Assign
Cancel

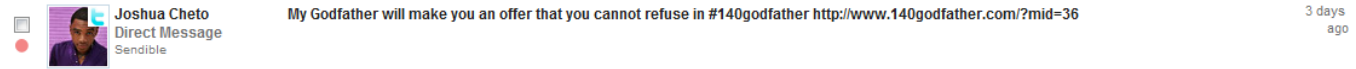
Determining priority of inbox messages

Sendible will indicate to you whether a post that appears in your Inbox is a positive or negative sentiment.

A positive sentiment is indicated by a green dot.



A negative sentiment is indicated by a red dot.

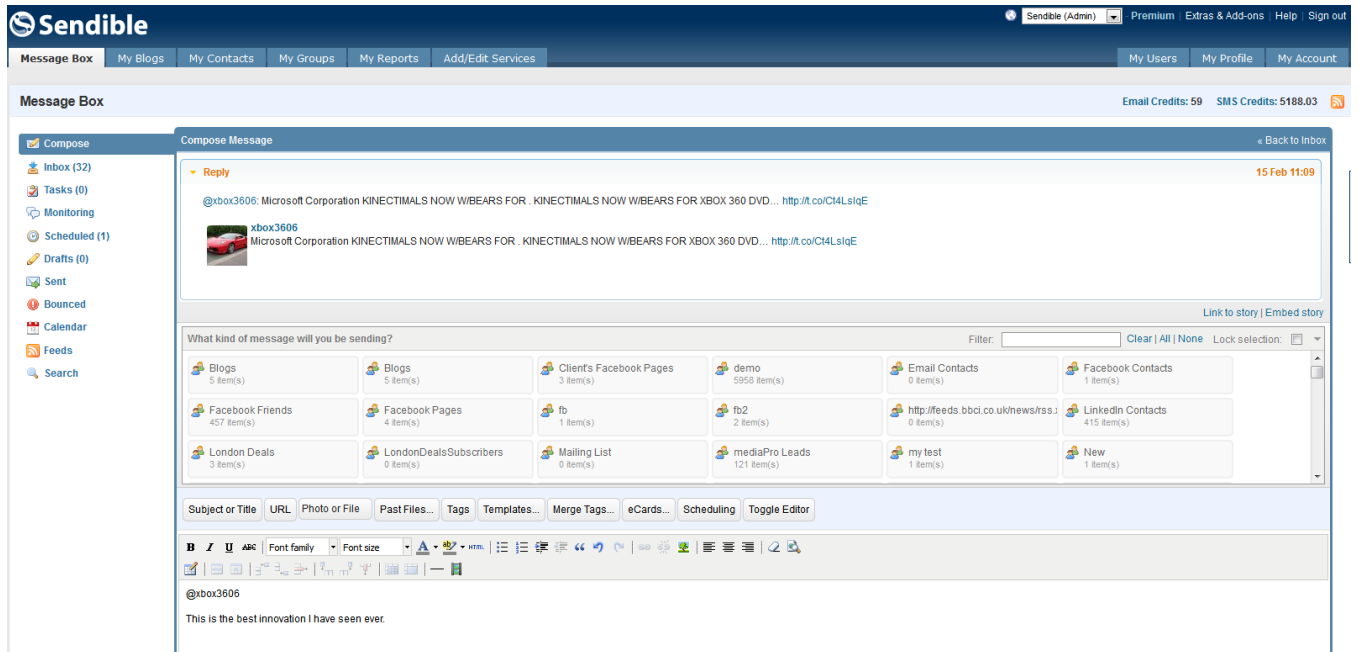


A neutral sentiment is indicated by a grey dot.

Responding to a message

To reply to a message from your Inbox:

1. Select the message you wish to reply to.
2. Type your message in the message entry field.
3. Click Reply to send your message.



Monitor

Sendible's monitoring features allow you to read and respond to what's been said about your brand or various keywords on the social web.

You can set up Sendible to monitor mentions of keywords across the social web by clicking the Brand and Keyword. You will then be taken to the brand monitoring settings page, where you will be able to add a description and a brand name or term.

Adding a new keyword

In Add/Edit Services click Monitoring and Brand and Keyword

- Description - Add a description for your own reference.
- Brand Name or Term - Add the brand name/term you wish to monitor.
- Related Terms - Add any terms related to the main keyword - this is optional.
- Exclusion filter - Exclude terms that contain a specific keyword - this is optional.

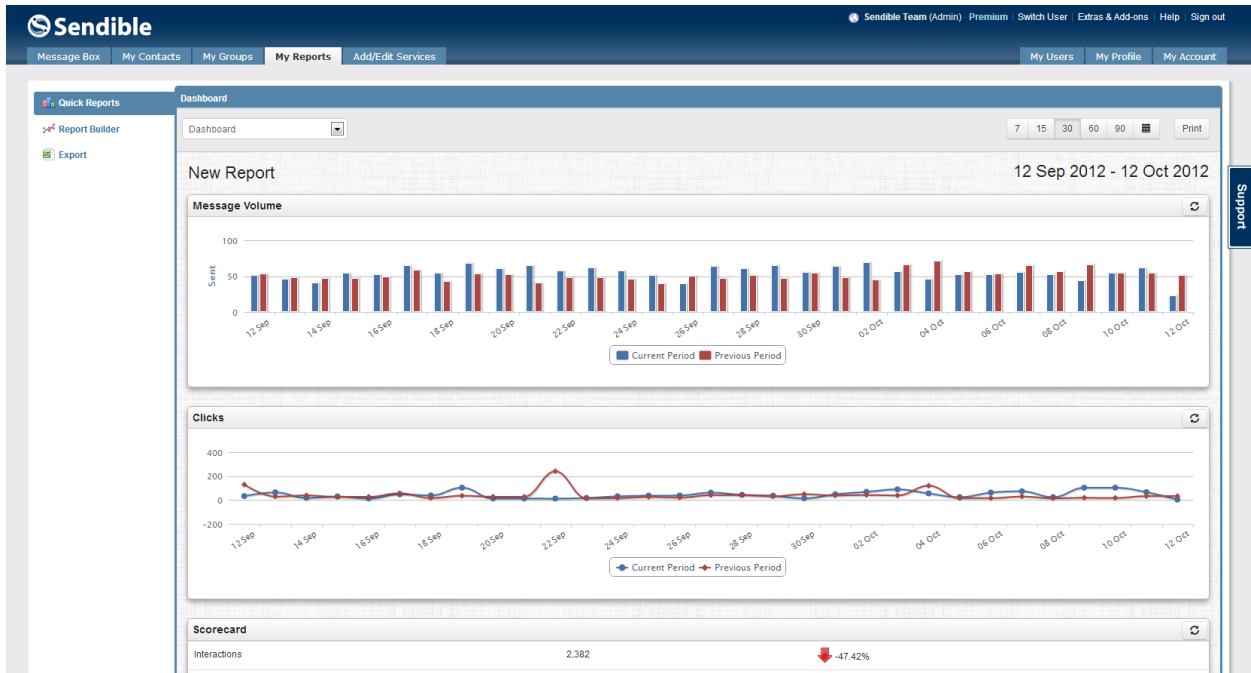
- Country - Choose whether to only show mentions from a specific country.
- Location - Choose whether to only show mentions from a specific location.
- Latitude and Longitude - Choose whether to only show mentions from an exact location.
- Email notifications - Select how often you wish to be notified about mentions.
- Email address - Select which email address you want to use to receive your mentions.

Save Settings

Measure

Generating quick reports

The Quick reports Dashboard. The dashboard is a snapshot of what happening in your Sendible account. On the top right hand corner you can choose the date range you want to view. Just like everywhere else on the reporting you can drop and drag any of the graphs and charts to your preferred layout, you can also change the titles and click print for the printer friendly view.



Building custom reports

The screenshot shows the Sendible interface for building a custom report. A modal window titled "Add Modules" is open, displaying a list of available modules with "Add" buttons for each. The background shows a report for "10/10/2012" with a line chart for mentions and a scorecard table.

Module	Description	Action
Scorecard	Summary of interactions, audience, influence and clicks.	Add
Message Volume	Track message volume over time.	Add
Clicks	Track clicks over time.	Add
Top Links	Lists the top links shared.	Add
Referring Sites	Pie chart showing referring sites from your shared links.	Add
Engagement	Levels of engagement across all posts.	Add
Top Posts	Lists the top posts shared.	Add

Build and customize your own reports.

1. Click new report
2. Pick a layout
3. Add a Logo, name, title and default date range.
4. Add modules – there are over 100 modules pulling in various data
5. Email directly to clients to team members and click Print for a printable version

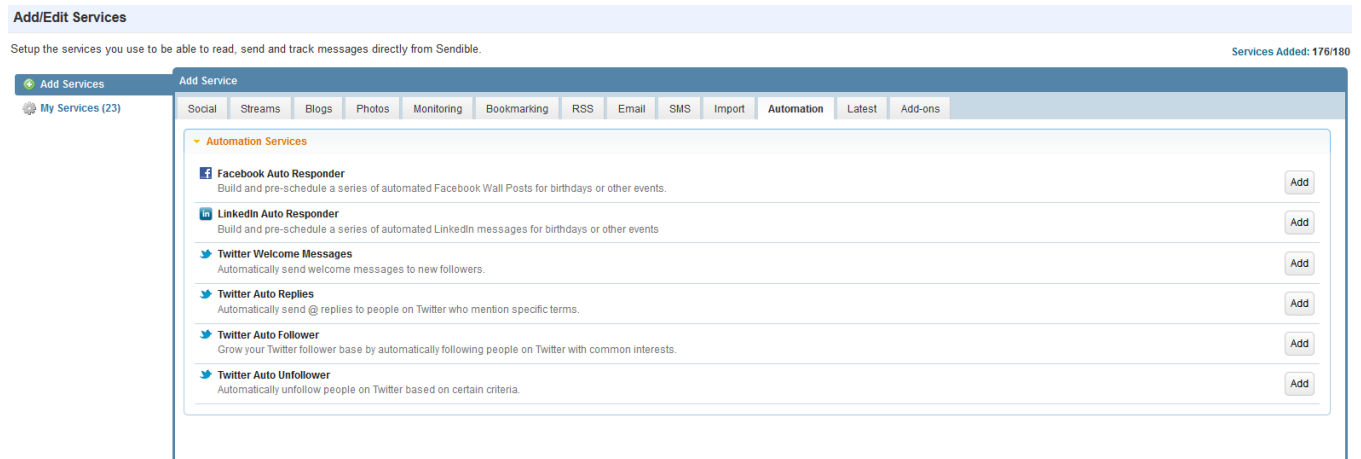
Grow

Automating social media processes

Sendible's automation tools allow you to pre-schedule automated messages for services such as Facebook, Twitter and LinkedIn.

Twitter Auto Follower allows you to automatically follow people on Twitter.

To configure your Automation services, click Add next to your chosen service, you can add multiple accounts for each service by clicking the Add button and filling in the details for each one.



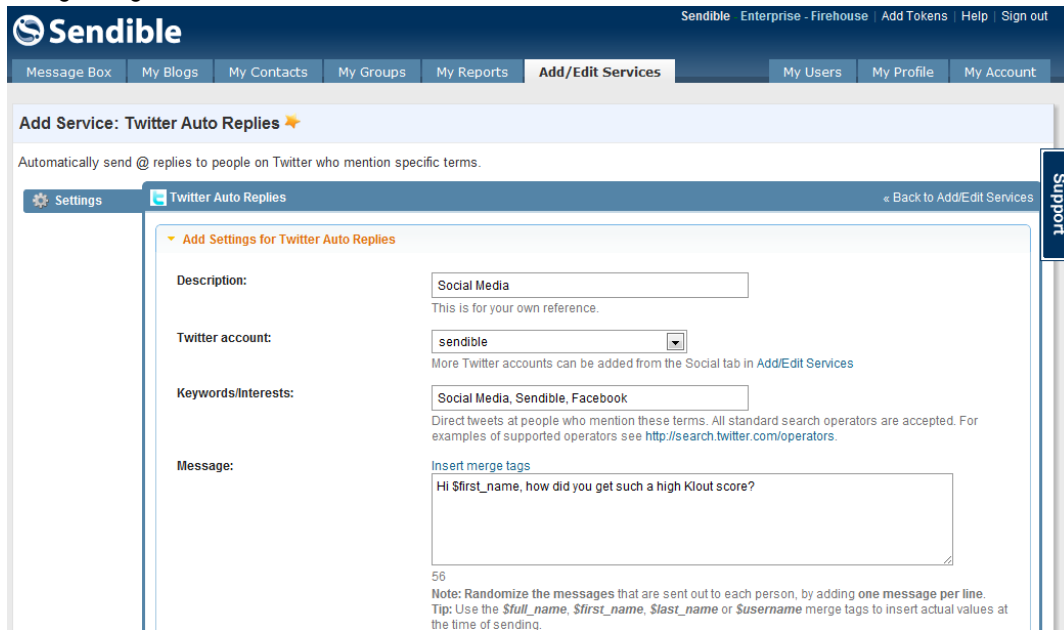
Generating leads on Twitter with automation

Using Twitter Auto Replies, you can automatically send @ replies to Twitter users who mention specific terms.

To set up a Twitter Auto Replies:

Go to Automation and click Add on the right of Twitter Auto Replies.

1. Description - Add a description for your own reference.
2. Twitter Account - Select a Twitter account you wish to utilize.
3. Keywords - Select keywords of interest to you.
4. Message - Type your welcome message to your followers.
5. Message Type - Select whether you want this to be sent as a direct message or as a tweet. See Merge Tags for information on how to utilize this feature.
- 6.



Sendible Enterprise - Firehouse | Add Tokens | Help | Sign out

Message Box | My Blogs | My Contacts | My Groups | My Reports | **Add/Edit Services** | My Users | My Profile | My Account

Add Service: Twitter Auto Replies ★

Automatically send @ replies to people on Twitter who mention specific terms.

Settings | **Twitter Auto Replies** | Back to Add/Edit Services | Support

Add Settings for Twitter Auto Replies

Description: Social Media
This is for your own reference.

Twitter account: sendible
More Twitter accounts can be added from the Social tab in Add/Edit Services

Keywords/Interests: Social Media, Sendible, Facebook
Direct tweets at people who mention these terms. All standard search operators are accepted. For examples of supported operators see <http://search.twitter.com/operators>.

Message: Insert merge tags
Hi \$first_name, how did you get such a high Klout score?

56
Note: Randomize the messages that are sent out to each person, by adding one message per line.
Tip: Use the \$full_name, \$first_name, \$last_name or \$username merge tags to insert actual values at the time of sending.

7. Tweet Frequency - Select how often you want to check for new Twitter followers.
8. No. of tweets to send each time - Select the number of tweets to send.
9. Sentiment - Select whether you wish to reply to tweets if they are positive/negative.
10. Minimum Klout score - Select the minimum Klout score of users you wish to follow.
11. Language - Select the language of the users you wish to follow.
12. Country - Select a country of Twitter users you wish to follow.
13. Location - Select a location of Twitter users you wish to follow.
14. Latitude and Longitude - You can choose a specific location of Twitter users you wish to follow.
15. Auto Follow - Select whether you want to automatically follow users you @ reply.
16. Email Notifications - Select whether you want an email when your post is sent.
17. Save Settings

Distributing content to social media networks via RSS

Step 1: Add your social media accounts

The first thing you'll want to do is add your social media accounts. You can do this by going to Add/Edit Services where you'll be able to add your Facebook, Twitter and LinkedIn accounts as well as many others.

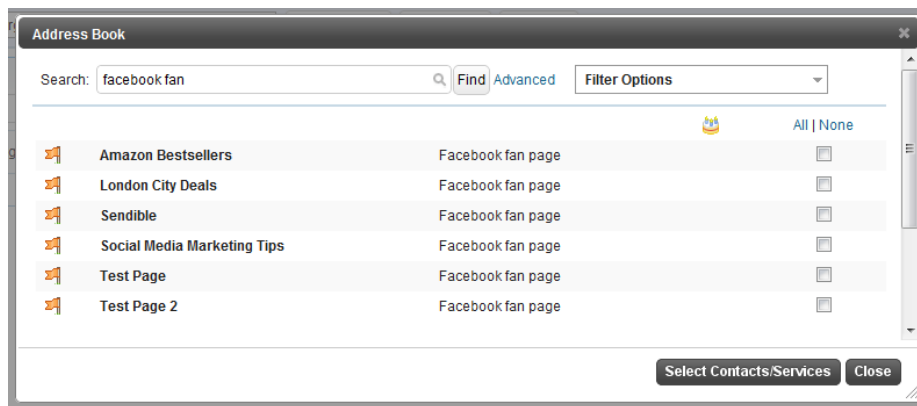
Step 2: Create a group

After linking up your accounts to Sendible, go to My Groups and click New Group.

Give your group a name and click Create.

Once your group has been created, click "Add Contacts/Services..."

Select the services you wish to add to the group and click "Select Contacts/Services". These are the services that will receive the RSS posts. You can select as many services as you like.



Step 3: Add the RSS autoposter

Now that you've added your social media accounts and created a group of services that will receive RSS posts, you can configure the RSS autoposter.

Go to Add/Edit Services and select the RSS tab.

Click "Add" next to the RSS Auto Poster service.

You will then be taken to the page that allows you to configure your RSS autoposter.

Complete all the settings, by adding your RSS feed and making sure you select the group you created in Step 2 where it says "Post to the following group".

Click Save Settings for your changes to take effect and Sendible will start distributing your RSS feed.

IF YOU HAVE ANY QUESTIONS EMAIL INFO@SENDIBLE.COM OR CALL US ON UK (+44) 208 123 1526, US (+1) 315623 4480