QUICK START GUIDE

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Getting Started with Zapp! Digital Media Management Dashboard
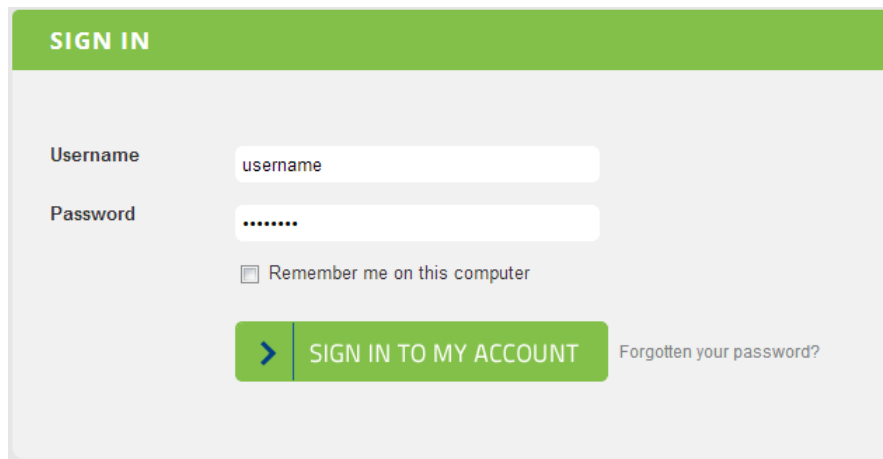
Zapp!

MEDIA GROUP

Quick Start Guide

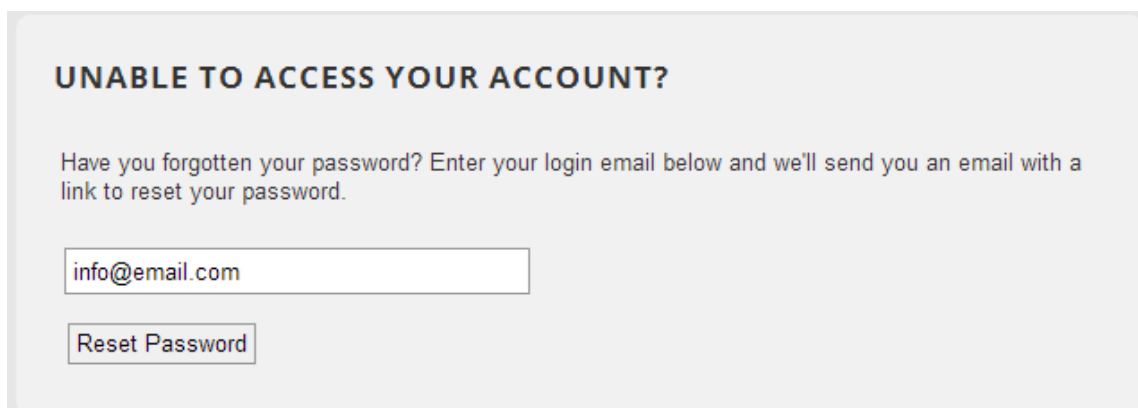**WELCOME TO THE ZAPP! DASHBOARD, THIS GUIDE WILL HELP YOU GET STARTED WITH USING OUR PLATFORM.**

Signing in

After signing up for one of our Paid Plans, you will be able to sign in. Select **Sign In** and add your username and 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 Zapp! 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.

Engage

Setting up services

Zapp! 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 Zapp! 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 Zapp! account.
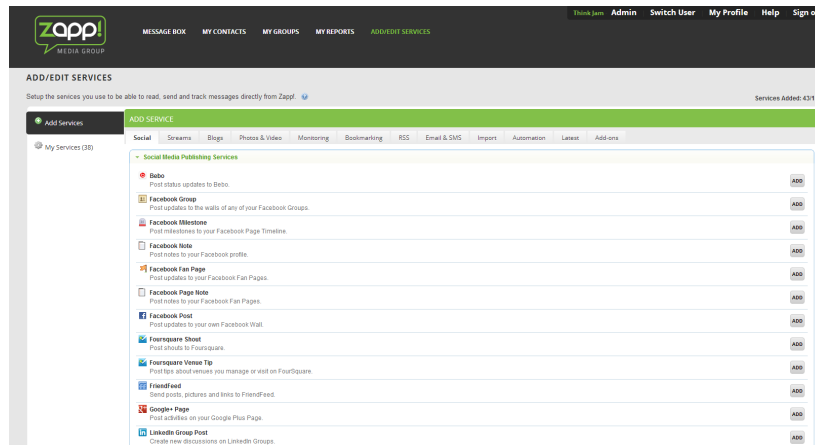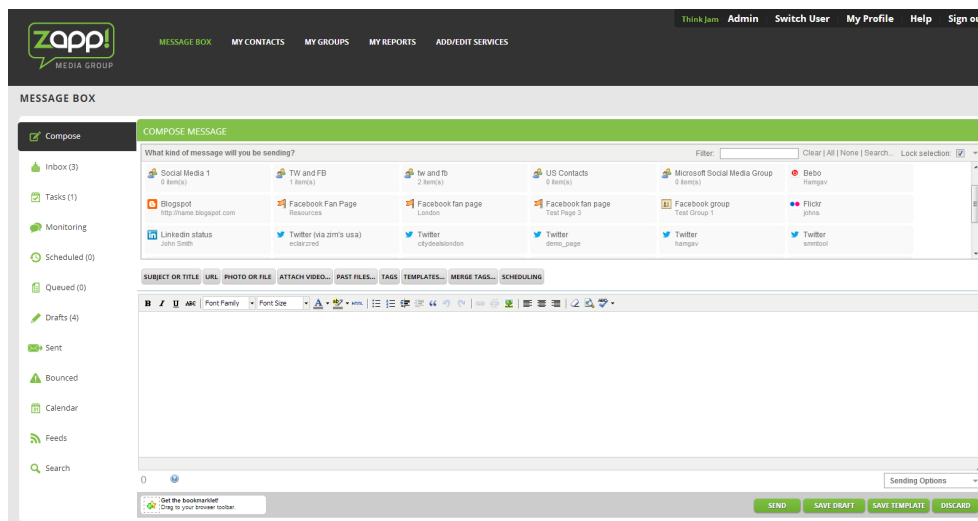

Zapp! will also load Profile Reports for each social media service that you have added.

Composing a message

Composeallows 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

Zapp! 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 Zapp!, 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**.
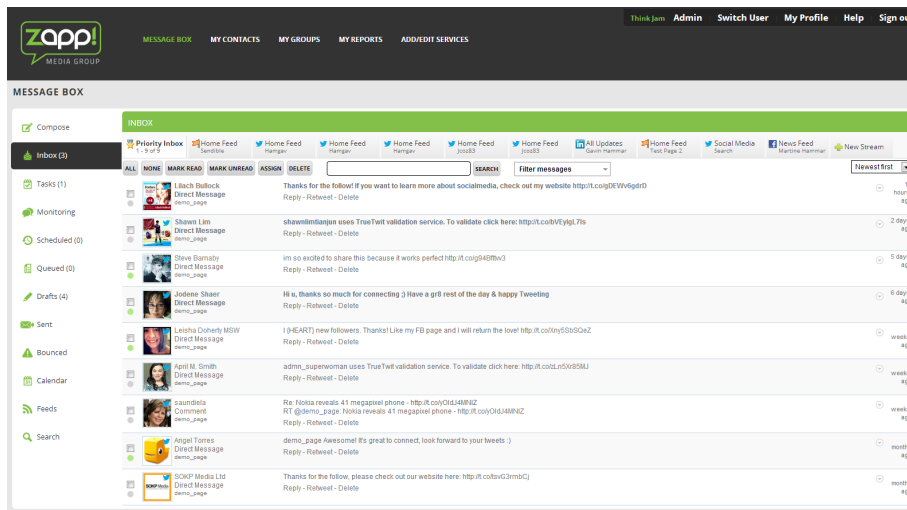
Assigning a message

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.

Determining priority of inbox messages

Zapp! 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.
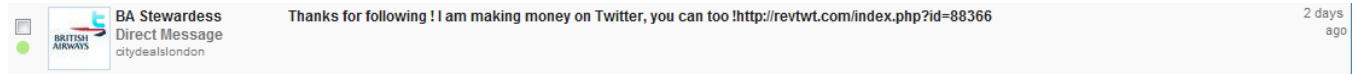
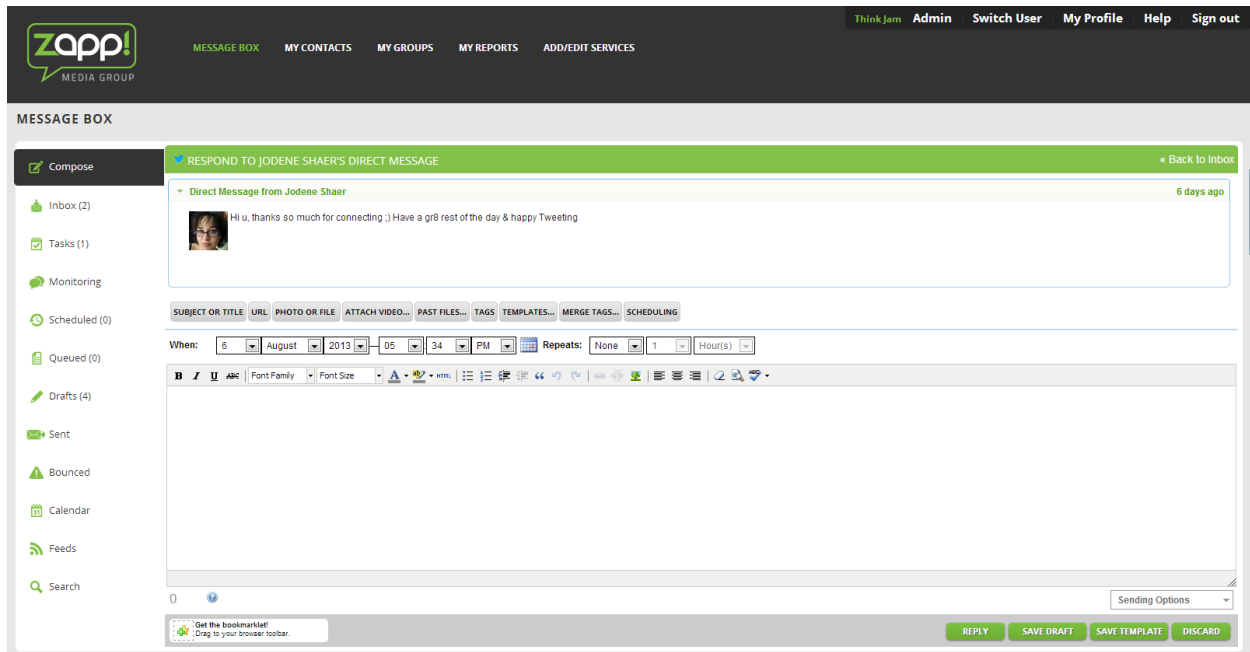A negative sentiment is indicated by a red dot.

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

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

You can set up [Your Company name] to monitor mentions of keywords across the social web by clicking the Brand and Keyword. You will then be taken to the **Brand and Keyword 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.
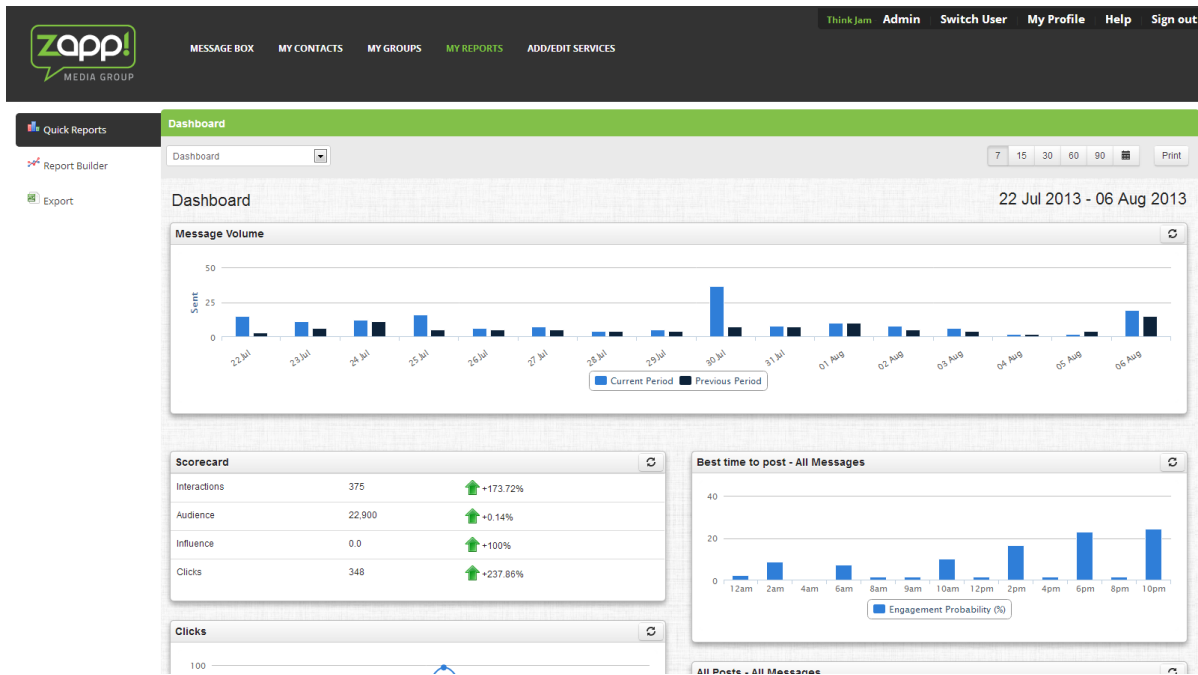- Exclusion filter - Exclude terms that contain a specific keyword - this is optional.

- 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 is happening in your Zapp! 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

Build and customize your own reports. In **My Reports** click **Report Builder**.

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 or to team members, and click **Print** for a printable version.

Grow

Automating social media processes

Zapp!'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.
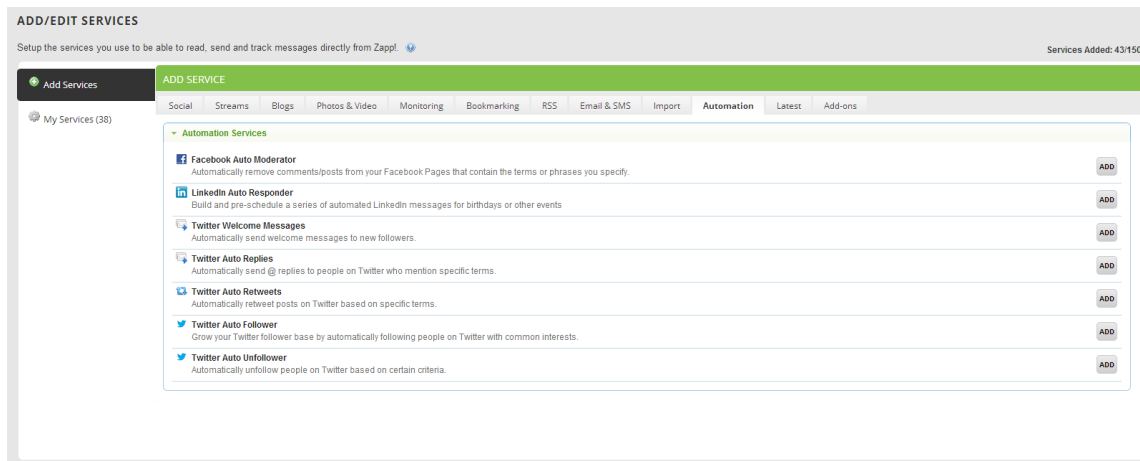
Generating leads on Twitter with automation

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

To set up **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 the 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
6. Merge Tags for information on how to utilize this feature.

7. Tweet Frequency - Select how often you want to check for new Twitter followers.
8. Number. 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 Zapp!, 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.
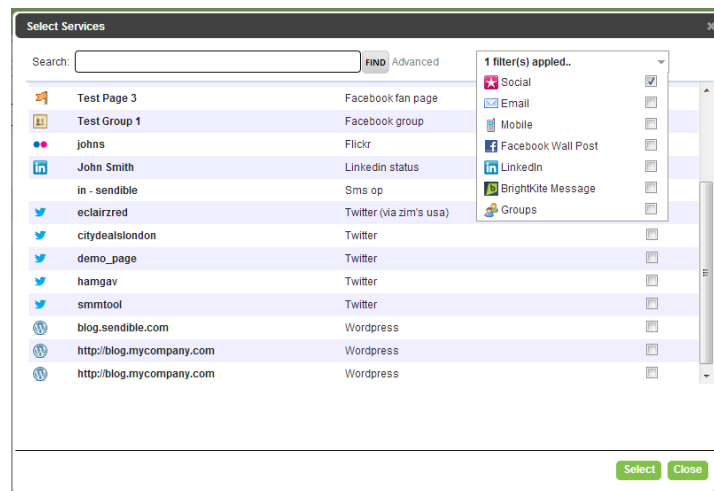
Step 3: Add the RSS Auto Poster

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 Auto Poster**.

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 Auto Poster**.

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 Zapp! will start distributing your RSS feed.

IF YOU HAVE ANY QUESTIONS EMAIL **HELLO@ZAPPMEDIAGROUP.COM**