

Social House Promotions User Guide

Last Updated: 16/08/12

Created by: Abs Elmaz

Email: info@socialhousemedia.com

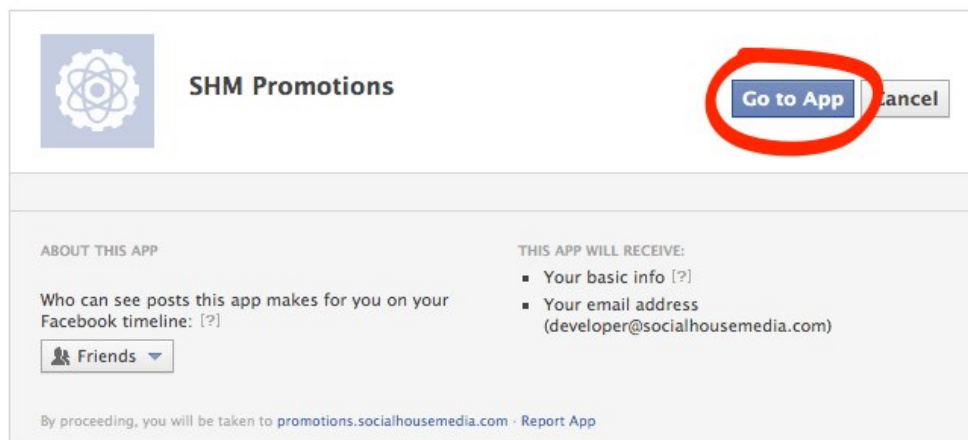
Version 1.0a

Welcome

This guide will help you create powerful and effective promotions for your Facebook page with a few simple clicks. At any time if you happened to get confused or just have a question you would like to ask, send an email to info@socialhousemedia.com and we will get back to you as soon as possible. If you are located in Australia feel free to call us on 03 9642 4243 during business hours to speak to one of our friendly staff.

Getting Started - Creating your free account

1. Go to www.socialhousepromotions.com and click Sign Up at the top right of the page
2. If you are not already logged into Facebook it will ask you to login. Once you are logged into Facebook a permission box will popup like the image below, simply click “Go to App”



3. On the next screen it will come up with ‘Social House Promotions would like permission to manage your pages’. This basically means you will be able to create promotions for all of the Facebook pages that you manage or are an admin of. Click “Allow” and then your done! You have successfully created your free Social House Promotions account! Continue with the guide below to get step by step help on building your promotion.

Step 1 - Basic Information

1. If you aren't already logged in go to: <http://www.socialhousepromotions.com> and click "Log in" at the top right of your screen.
2. Click on "Add Promotion" to get started.



3. Enter the name of your Promotion. (This is for your reference only)
4. Select the Start and End Date of your promotion.
5. If your promotion is scheduled to start in the future you can upload a "Coming Soon" image that users will see before the promotions commences.
6. For the Terms and Conditions of your competition please either enter a website link that the T&Cs are located or simply copy/paste all your Terms and Conditions in the text box below that.
7. If you would like to install the application on your Facebook page but would like to play around with the look and feel before it goes live then leave Preview Mode enabled, otherwise un tick it so that your fans can enter your promotion once you make it live.

Once you have entered all the required information click Continue

Step 2 - Design Layout

1. In this step you will be required to upload 4 bits of artwork. Click [here](#) to download the Artwork Template Guide so you can get started designing your Facebook Promotion.

These are the 4 images you need to design:

1. **Non-Fan:** This is what users who are not a fan of your Facebook page will see first off. It usually contains a simple message telling the user to LIKE the page before they can enter the competition.
2. **Fan:** This is what users who have just became a fan of your page or existing fans of your page will see. It usually contains information about the promotion and prize information. It also needs to contain an “Enter Now” button
3. **Entry Form:** This is the background image used behind the entry form that users will fill out to enter your competition. Most times we have information at the top of the page just saying something like “Please fill out the form below for your chance to win”
4. **Thank You:** This is the 4th and final image that you will need to upload. This simply contains any message you would like to show you users. It could be something as simple as “Thanks for entering and good luck!”

Once you have uploaded all the images click Continue

IMPORTANT

Artwork Dimensions

All the images above have the same artwork size:

810px wide

800px high

To download the Artwork Template PSD file [click here](#).

Extras

If you would like to see artwork examples from previous Facebook Promotions our clients have ran, click here

If your still unsure about what needs to be done on this step send us an email: info@socialhousemedia.com

Step 3 - Entry Form

1. Here you can quite simply select the fields you would like to include in your entry form. By default Name and Email address have already been selected. If you would like to add any other fields simply select what kind of field you would like from the menu on the left, there is no limit as to how many fields you can have but we highly recommend using as less as possible because statistics show that entries tend to drop off after 4-5 fields, its best if you only ask for the things you need. Ie, Don't ask for state or mobile number if you don't need it or wont use it.
2. You can edit the requirements for each field by hovering over the filed and click the little pencil icon on the right. From this menu you can edit the title of the field and if it is a required field or not.
3. In the settings menu on the left of the form you can customize the look and feel of the form. You do not have to customize the form if you don't want to, this is simply for Advanced users who would like to make the form look nicer and more in theme with their Promotion.

You can change:

- The form background colour
- The form radius (this is if you want the fields to have rounded off edges or just normal corner edges)
- Form position, You can select exactly where you would like the form to be located on your screen.
- Button colour
- Button position
- Button text colour

Once you have modified the entry form for your promotion click Continue

Step 4 - Shared Details + Facebook Permissions

With our promotions you have the option of posting a message to the users wall as soon as they have entered your competition, don't worry the Facebook Promotion will ask the user for permission to post to their wall once they enter the promotion.

We give you the option to get the users name and email address from their Facebook page and pre-fill the name and email address form fields. From this we can also capture the users Gender and DOB aswell (This is not shown on the entry form but is stored directly to the entry database list.

By default the users name and email address will pre-fill the entry form but if you don't want this to happen then simply uncheck the boxes at the top for what you don't want to populate in the form. We recommend leaving this as is.

This step is where you get to customize what the shared message to the users wall will say.

1. Enter the Shared Post Title. This can contain a message like *"I just entered the [Brand] competition to win [Prize], click here for your chance to win!"* But it can say what ever you like.
2. Enter the Shared Post Description. This is what is shown in the greyed out section as subtext, just a brief sentence or two about what the promotion is.
3. Upload an image that will be used in the shared post, make sure this is easy to see and read as it will be shown smaller on users news feeds.
4. Shared Post Action. By default this will be "Enter Now" but you can change it to something else if you like. This is what will be shown at the bottom of the shared post where the user has he option to Like, Comment or "Enter" the competition.

Once you have entered the information above click Continue and your almost done!

Step 5 - Payment

This is where you pay for your promotion before making it live. You can pay via PayPal, Credit card or Coupon. (If you want to grab a coupon visit our Facebook page frequently as we are always giving away 50% and 100% coupons at random times. Like us on Facebook www.facebook.com/shm.online

Once you have made your payment its time to install the promotion!

Installing the App

When your ready to install the app onto your Facebook page all you have to do is follow these basic steps:

1. Click "My Promotions" on the top left of the page.
2. Search for the Promotion you just created and click on the text where it says "Install Facebook Tab"
3. It will come up with a section saying "Tab Name" simply just type the name you want to call your Facebook Promotion Tab. Most common name is just something simple like "Promotion", "Giveaway" or "Competition"
4. Once you have a name entered just click "Install Tab" and your done!
5. A link will appear on the next page that will take you directly to your Promotion! Good Luck!