

Today's goals:

- Become familiar with Thrillshare
- If you haven't already, download and use the Google Chrome browser
- Set up your Thrillshare Account and Profile
- Explore dynamic sections (Live Feed, News, Events, etc...)
- Master the Settings menu
- Learn the difference between Static and Dynamic sections
- Know how to access the Knowledge Base and support window
- Begin building a communications strategy for your organization
- Start communicating!

Getting into Thrillshare for the first time:

- Accept your Thrillshare invitation.
- Create your Password
- Set up your Profile
- Establish profile settings



For in-depth articles on setting up your account and profile (as well as information on what the profile can do for you), visit our Knowledge Base section on [getting started here](#). If the Knowledge Base is new for you, don't worry, we'll cover the Knowledge Base in detail later on in the presentation.

What your profile can do for you

- Allows your staff to connect to the community through the Live Feed
- Gives the potential for each user to speak through multiple voices
- Select default channels for your Live Feed posts†
- Choose to receive email notifications for moderated posts and form submissions.

Prior to a user's default profile being created, posts sent using the Live Feed will fail to send. Make it a point to encourage new users in Thrillshare to setup their profile before posting. And since each user will be responsible for setting up their own profile (or profiles), have a gameplan in place for the voice you want speaking to your district.

† If the majority of your posts are going to Live Feed and your social media accounts anyway, turn your preferences to save you a few clicks when creating your posts.



Dynamic vs. Static Sections

Dynamic Sections

- Managed entirely on Thrillshare
- Will push your content to both the app & website
- Should be updated on a frequent basis
- Content can be added by as many users as you allow in Thrillshare
- Includes your Live Feed, News section, Events and Sports Calendars & more

Static Sections

- Content will be published on the website only.
- Menu items, pages and links are created and managed in the CMS.
- Typically contains content that won't change frequently (i.e., Board of Education).
- Because of the flexibility of your dynamic sections in Thrillshare, static content shouldn't include items that will require regular updates.



While the individual dynamic sections will be explained in detail in the upcoming slides, check out our Knowledge Base section for information on using them [here](#).

Getting started with the live feed:

- Will be used for posting to social media (Facebook & Twitter)
- Push short stories and messages to the Live Feed section in both the app and website simultaneously
- Send notifications to app users using push notifications
- Send out emergency text, text-to-speech, or recorded audio messages



Heads up, while the rest of Thrillshare is also way cool, you'll likely spend most of your time in Thrillshare inside the Live Feed. Spend some time with your team to find and implement a communications strategy to find the best way to engage your community. If you have questions, we're here to help.

Just a few helpful tips for using the live feed:

- Notice the character counter in the bottom of the text field. It won't stop you from posting long messages, but try to keep your posts under 200 characters to grab and maintain the attention of your readers.
- While sharing photos is a great way to engage users, the Live Feed is limited to four photos per post. If you have a gallery to share, upload it to Facebook first (or any other media hosting site) and link to the Live Feed.
- Keep the push notifications to less than four per week. Your app users are more likely to keep them turned on that way!
- The Live Feed can be contributed to by as many users as are in Thrillshare. Since you can create users that require a moderator to approve the post before it goes live, make sure your communications strategy involves as many storytellers as possible.†



† Check out our Knowledge Base article on user roles [here](#). The Student role isn't just for your students, you can use this role to add as many users as possible and still control the content that goes out to your audience!

Using the news section:

- Used to publish articles
- In addition to text, News articles can hold media such as images or embedded video
- Don't worry about character limits – News articles posted to Twitter or Facebook will direct social media users back to your website



Much like the Live Feed, Student users in the News section will require a moderator to approve the post before going live on your platforms.

Best practice tips for the news section

- In addition to contributions from staff members, take it a step further by including a few, select students. Say, from your journalism or communication classes.
- Since News articles don't go away unless you delete them, your archive will stay populated. Use this to your advantage by creating filters to keep your collection sorted.†
- Don't be scared to get creative with the content of your stories. You can use the News section to post yearly scholarship opportunities, embeddable podcast or video libraries, and so much more.



† We'll cover filters in detail a little further along in the presentation. In the meantime, check out our article on creating filters [here](#).

Differences between the events calendar and athletic schedules

- In addition to the event itself, athletic schedules can be used to keep track of scores and results
- The Athletics section is comprised entirely of filters.†
- Both will allow for single-click access to turn-by-turn directions for all app users.
- After the game, try having a student update the final score in Thrillshare. If you have a team manager on the sideline, give them a student role with the only permission of being able to access the Athletic schedule.†
- Be sure to include the address whenever possible. For app users, this makes turning on turn-by-turn directions to your events as easy as the push of a button.



† Creating your athletic filters is going to be the first step in setting up your Athletic schedules. For more information on setting those up, check out our Knowledge Base article [here](#).

† Take it a step further by giving your team manager permission to access and post to the Live Feed section. You (or another moderator) will still be able to approve the post before it's sent, and now you'll have the play-by-play displayed for your community to see right in your Live Feed.

Organizing your documents

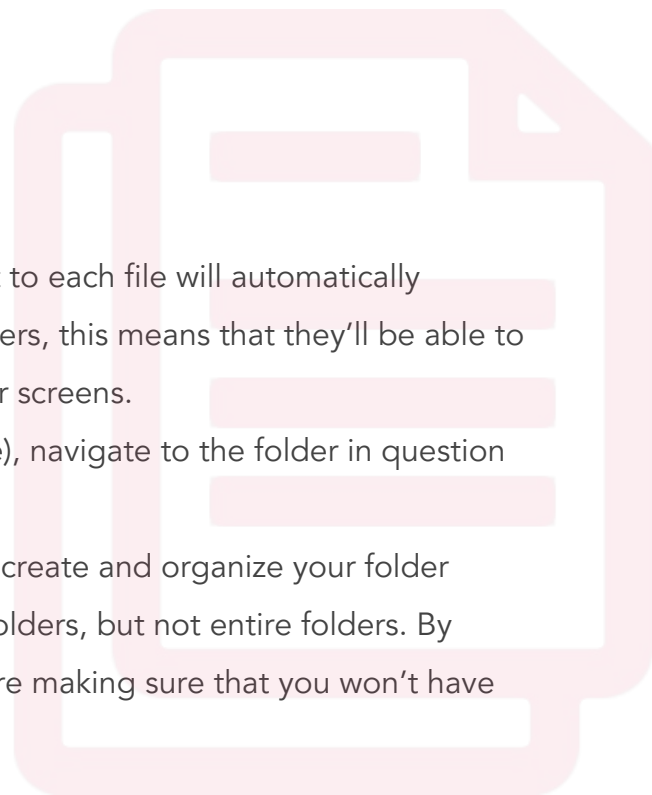
- One central location per school for all documents
- Allows for easy organization with folders and subfolders
- Accepts most major file types, including: .pdf, .doc, .csv, .xlsx, .ppt, jpg, .mp4 & .mov (up to 500mb).



Chances are high that moving documents into Thrillshare is going to be one of the biggest chores during your content migration. Save time and energy by clicking and dragging your files directly from your documents or finder window into the documents section, all at once.

Managing your documents

- To make life even easier for your users, the shortened link next to each file will automatically download the file to the device of the user. For your mobile users, this means that they'll be able to view and edit those documents on an app designed for smaller screens.
- To get the link for an entire folder (Board Minutes, for example), navigate to the folder in question on your website and copy the link in the address bar.
- Before uploading your documents to Thrillshare, make sure to create and organize your folder structure beforehand. You can move individual files between folders, but not entire folders. By creating your folder structure before uploading your files, you're making sure that you won't have to do anything twice.



Find a comprehensive guide on uploading and editing your documents [here](#).

Using your staff directory to connect with your community

- “Call” and “Send Email” buttons allow app users to call or email you directly from the app.†
- Click-and-drag organization allows you to structure your staff members exactly the way you want.
- Use the class link field to link directly to external teacher pages.
- Remember that Thrillshare is optimized for Google Chrome. Before uploading/updating staff images, make sure you’re in Chrome.



† In case you don't want your office phone number or direct email address shared with all app and website users, consider using the main building line instead.

Utilizing dining in your schools

- Most visited page on app and website.
- Use comma separated values (example: eggs, oatmeal, orange juice).
- For school menus with multiple lines (example: Breakfast Options), press “enter” to create a new line.
- For multiple schools with the same menu, use the clone option to duplicate menus to avoid double entry.†



† While dining cloning will be discussed in detail later on in the presentation, remember that there won't be a need to enter your content twice for organizations with multiple schools sharing the same menu.

Getting creative with your gallery and bulletin board

- For optimal resolution, size your images at a 2.3:1 ratio for gallery photos. Depending on your website design, **1600px width x 700px height** or **1125px width x 500px height** typically yield the best results.
- To enhance speed and user experience, keep gallery limited to 3-5 images and update as much as possible.†
- You can't go wrong with a welcome message in the bulletin area, but consider using it to feature news stories, calendar events, and even weather updates. Additionally, the Bulletin Board text formatter means you can hyperlink text on the home page.



† You'll notice in Thrillshare that the gallery has a limit of 10GB – which could mean thousands of photos. Try to resist adding more than a handful of photos at a time, since additional photos could slow your website's load time (and not many people are going to stick around for a thousand-photo slideshow). For more help on managing your gallery, click [here](#).

Connecting to your community through the forms inbox

- Receive form submissions in an action-focused inbox
- Handle form submissions like a support platform with assigned moderators and status marking.
- In addition to assigned moderators†, users can re-assign form submissions between Thrillshare users. This way, the most capable person can be notified for each response.



† Assigning moderators to specific forms can be taken care of in the Settings menu, and will be reviewed later on in the presentation. For details on managing your forms, visit our Knowledge Base [here](#).

Creating, managing and maintaining your alert lists.

- Upload contact lists for your students, parents and faculty.†
- Create and manage recurring alerts for functions such as tardy alerts or lunch balance notifications.
- Review sent alerts using the analytics section to ensure your audience received the message.



† Is your student information system (SIS) connected to Thrillshare yet? While uploading individual contact lists are still easy to manage, connecting Thrillshare to your SIS means less manual work and more informed data. If it hasn't come up already, ask us how to get started with that connection.

Make sure your audience gets the message

- There won't be many alert messages sent that don't absolutely need to reach their designated audience. If you notice that a large number of recipients aren't receiving notifications, it may be time to update contact information in your SIS.
- Make sure to utilize filters as much as possible when uploading contact sheets. Try uploading one master list containing as many variables as you have data for (i.e., Age, Grade, Building Code, etc...) and creating sublists from that data.†
- If you're having trouble uploading your spreadsheet, double check the file format (.xlsx or .csv) and make sure all headers in the spreadsheet are being matched up exactly as they appear.
- Additionally, fields can be left blank, but a single space (" ") character will cause the upload to fail. Make sure all empty fields are clear of spaces.

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More on the alerts section

- Need to send out an email newsletter? Selecting the box to the left of your alert list will give you the ability to send emails to an entire list.†
- Make sure your spreadsheet contains the four following columns at the minimum: First Name, Last Name, Phone & Email. If you don't have the data for one or more of those, don't sweat it, just leave the fields under your header blank.
- Don't re-send an alert if it takes more than a few minutes to reach your phone. For large lists, alerts can take a little longer to get to you. Wait at least fifteen minutes to make sure it isn't still being processed through the system.



† Creating sublists and filterable fields will be incredibly useful tools for you. For more detailed instructions on how to do so, follow [this link](#) to our Knowledge Base.

† Before you send out an email newsletter, make sure you've set up your outgoing email. This can be done in the settings menu.

Filters, filters & more filters

- Your content sections may not be full now, but wait until you and your team have been creating posts for a year or two. Creating and using filters from the beginning will keep your content relevant and searchable.
- Filters are ordered the same way on the apps and website as they are in Thrillshare, and the filter at the top of the list will be the first filter viewed by default. Make sure that your filters are ordered with a sense of relevance in mind.



While the majority of the content sections using filters will display the “All” filter at the top of the list, Athletics is the exception. Since Athletic filters will be used for a wide variety of sports, viewing multiple box scores in the same list will become convoluted quickly – just imagine viewing basketball and football scores in the same list as your track & field or wrestling results.

Adding your storytellers

- Five levels of users: Super Admin, Admin, User Manager, User & Student
- Student users require a moderator to approve all posts made to the Live Feed and News section



Each student user will have a moderator assigned at their creation. While the assigned moderator will be the only user to receive an email notification when the student user attempts to post to Live Feed or News, all Super Admins are able to approve or deny posts in the "Waiting for Approval" tab.

Tips on managing your users

- Remember that creating new users requires two steps: Assigning permissions, and sending the invitation email.
- Adding permissions for all of your users can be tedious, especially for districts with multiple schools or organizations. While individually selecting permissions for each user can take time, take time to be mindful of the permissions you give.



If a new user declines to accept their invitation to Thrillshare for over seven days, the invitation link to Thrillshare will expire. Don't worry about re-creating the user, just go to the "Invitations" tab in the Thrillshare User settings and hover over the user's name to select "Resend."

Using forms to engage

- Build forms to offer a channel for your community to ask questions, give feedback, and report incidents.
- Use the *Form Manager* to designate a moderator for each form – meaning that they'll receive an email notification for each new response.
- Vary the response type for each form by building custom forms with unique response structures.



In addition to building forms for members of the community to provide feedback or report incidents, try using your forms to celebrate positive events or recognize the amazing stories happening in your district.



Connecting your social media

- Connect your Facebook and Twitter accounts to your Live Feed and News sections.
- If you have an established social media presence, create Facebook and Twitter widgets for your mobile application.†
- If your organization has an individual site for each campus, make sure to connect the individual social media accounts to each.



† Creating the widgets for your Facebook and Twitter pages is easy, and both platforms provide the Snippet of Code necessary to do so. Follow our guide on setting those up [here](#).

Create static content in your app using Pages

- Since the app is almost exclusively comprised of dynamic content, pages containing static text won't be a major feature. Still, use the Pages tool to create and house information on the app. Examples of such pages include: *About Us*, *Board of Education*, or your school Mission Statement.
- New pages in your app will first need to be added to the Thrillshare platform by a member of the Apptegy team. If you're interested in creating a new page for your app, contact your project lead or administrator in charge of the website and app to make that change.
- Avoid using links pointing to external pages or sites. Any link that opens a new platform or web page runs the risk of raising the app rating to restrict a younger audience, causing the app to be non-accessible for your young users.†



† Because the app store rating is contingent on content inside the app, adding links to outside pages adds uncertain content. To compensate for this, the app store will raise the appropriate age range for all users of the app.

Save time and energy by duplicating dining menus across your schools

- Instead of inputting the same menu entries for multiple schools that share the same menu, set up cloned menus to save yourself a step.†
- Remember that your menus won't clone retroactively. Before entering your menu for the first time, make sure to set up the cloning rules.



† Follow our guide on setting up your cloned menus [here](#).

Importing your Google Calendar to Thrillshare

- If your calendar is already managed by Google Calendar, avoid double entry by setting up a synced calendar.†
- Remember that only one calendar can be synced per secondary organization (campus site). If you use multiple calendars, consider merging them into the same calendar and applying filters in the Events section to sort them.†



† A guide on setting up your synced calendar can be found [here](#).

† For more information on using filters, refer to the previous slide on the Filters section. To find a walkthrough on setting up your filters, find our Knowledge Base article on the subject [here](#).

Sending email newsletters in Thrillshare

- In addition to sending alert calls and SMS text messages, send email newsletters through the Alerts section in Thrillshare.†
- Manage the email address and name of the sender through the Email settings.
- Remember that the email address added in the Email field will appear as the sender. Unless you already have an email address specifically for email newsletters, add a “no-reply” (Example: “*no-reply@yourschool.org*”) Email field to keep your inbox from being flooded by replies.



† Find a full guide on sending your email newsletters and notifications here. Additionally, for help setting up your newsletter Name and Email, visit our Knowledge Base here.

Use the CMS to make finding your content as simple as possible

- Finding website content should be easy: create pages and menu items in the CMS with simplicity in mind.
- Much of your existing web content can be re-thought by utilizing filters in your dynamic sections – especially the News section. Use filters to create full archives of Superintendent/Principal/Teacher Bulletins, Scholarship opportunities, podcast or vlog postings, and so much more.
- With the Documents section acting as a repository inside Thrillshare, you won't have to upload your documents and forms to individual pages. Upload them once inside the Documents section and reference the same file every time.

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CMS continued: there's more

- Need to add a splash of color to your pages? Try clicking the ¶ icon in the text editor toolbar to apply formatting. Because the font type and colors are specifically designed and branded for your site, you won't have to worry about inconsistencies across your pages – even if you aren't the one building them.
- Creating a page with a **ton** of content in the same page? Use different HTML blocks and content sections for each sub-section. It makes editing or rearranging your pages a cinch, and you won't have to worry about accidentally deleting the rest of the page content.
- Speaking of deleting: be careful when deleting pages or headers in the CMS Menu, as content or subpages underneath a header will be deleted along with it.



If you have questions, we want to hear them.

- While in Thrillshare, message our team in real time by clicking the **Message Button** in the bottom right corner.
- Call our support line at **(501) 613-0370** anytime between 8am-5pm CST.
- For informative guides and walkthroughs, visit our **Knowledge Base** by clicking the “?” icon in the top right corner of your Thrillshare platform.