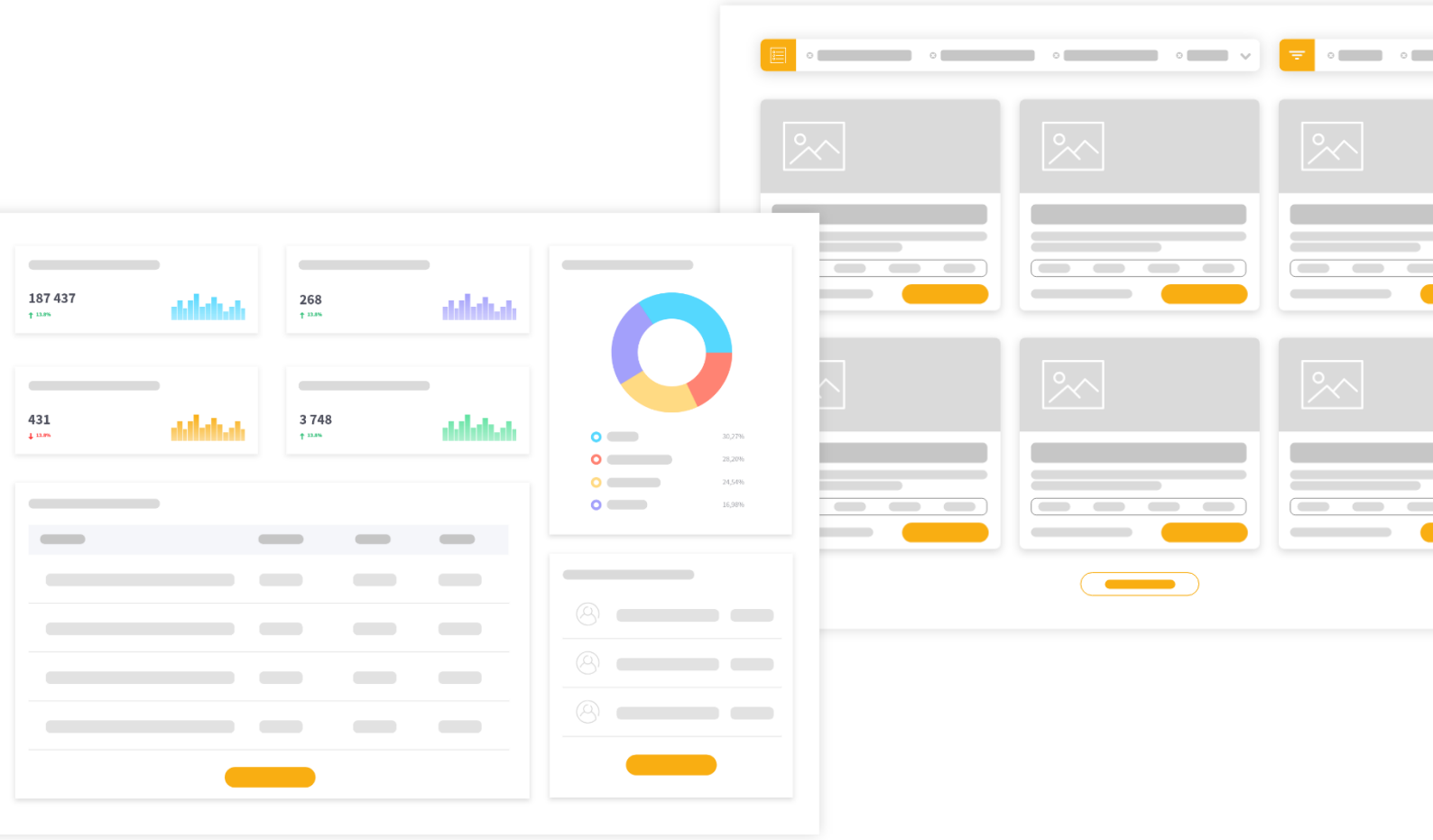
sharebee

Platform User Manual

FOR THE END USER



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Sharebee platform user guide - for the end user

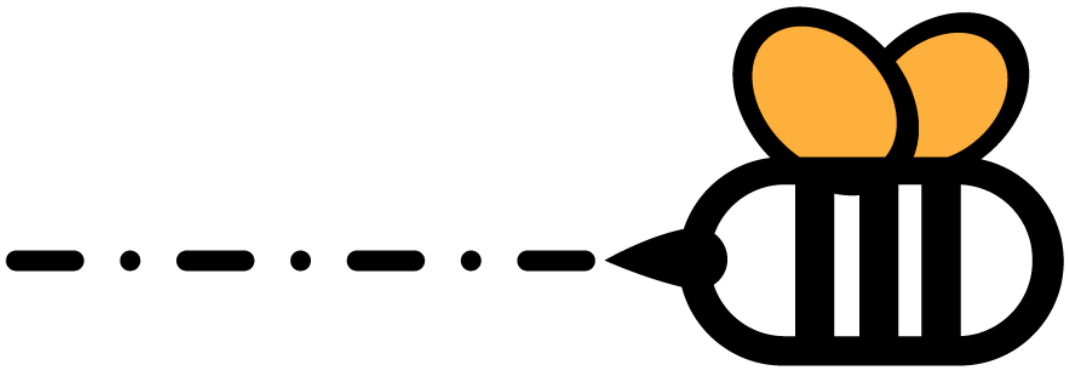
Introduction

Sharebee is the first platform in Poland for companies to support Social Selling and Employee Advocacy programs in organizations.

What is Social Selling and Employee Advocacy? Simply put, they are a fundamental shift in how brands communicate with their customers. What is it, and why is it so important? Because we are all changing. As a consumers we trust brands less and less; we are much more comfortable talking to real people, and we want to do business with them. Social Selling and Employee Advocacy are the answer to this. The programs that we implement in companies change the approach to communication and make it more social.

Direct selling has always been based on relationships. It is not the product or the company that we trust but the person we are dealing with. We are not changing that; Social Selling does not change that either - on the contrary, we are teaching a new approach to building relationships - through Social Media.

Please visit our website for more details and tips on how to communicate through Social Media to sell even more.



What is the Sharebee app all about?

In Social Media, building awareness among your contacts is very important. To do so, you should take care of your brand and the image of an expert in the field you are dealing with.

How to do this? Best through the content you share with others. What is important here is the regularity of publications and well-chosen topics.

At Sharebee we realize that everyone today has a lot of work and is not able to prepare valuable content on their own at a frequency that will help build the image.

Sharebee brings marketing and sales departments together. By implementing the Social Selling program, marketing, in collaboration with sales develops expert content that all company employees can share on their social media profiles.

As a user, log in to the application, then from the previously prepared content, select the ones you would like to share with your contacts, and in just a few clicks, share them on your profiles. We'll give you some statistics and advice on what, how and when to publish.

How does Sharebee work?

1. The organization's Social Selling program manager invites all involved employees to Sharebee
2. Sharebee platform administrator adds content to the platform (e.g. industry content, promotional content, sales content)
3. Employees involved in the program log in to the platform, authorize their private profiles to Social Media (LinkedIn and/or Facebook)
4. Users of the platform choose the content available on the platform that is suitable for them and their networks and make it available on their profiles
5. Administrator of the Sharebee platform receives a report on the activity and results of employees' actions

1. Initial contant - onboarding

1.1. Invitation to the platform

The platform administrator invites employees to participate in the organization's Social Selling program. Each invitee receives an email at their address with the invitation and a unique hyperlink leading to the anchor activation:

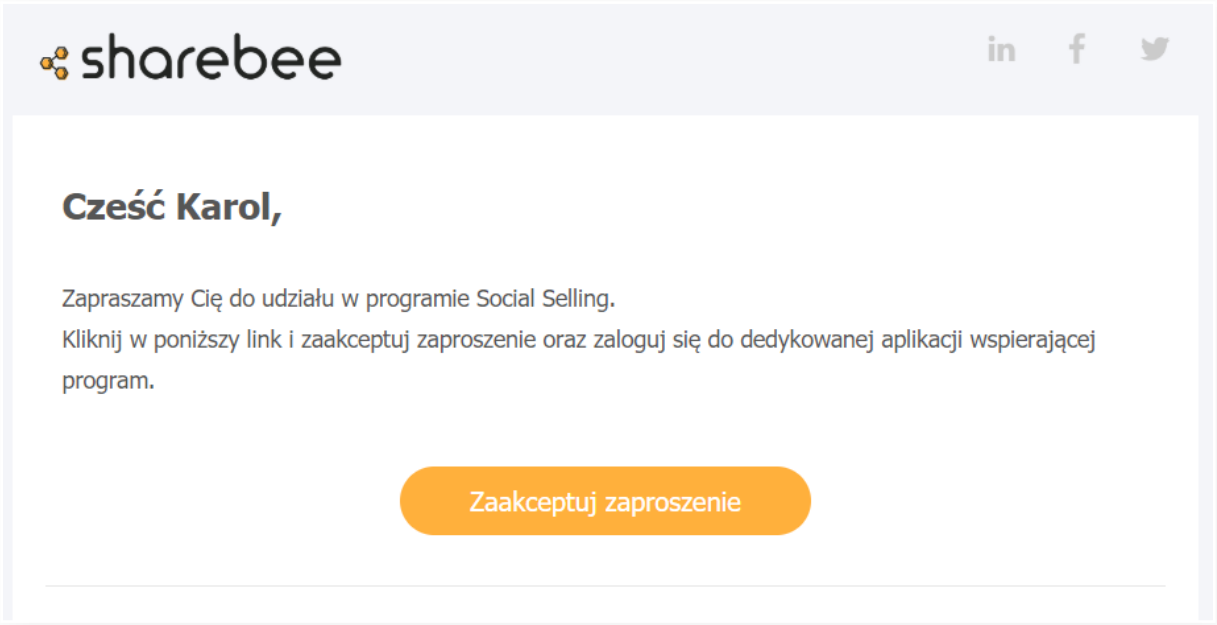


Figure 1. An e-mail message inviting the user to join the program

To accept the invitation click on the Accept Invitation button - you will proceed to the Onboarding process in the platform.

1.2. Registration to the platform without invitation

Want to join an existing Social Selling program in your organization? You can apply for participation by registering in the Sharebee application - the program administrator will be notified and - if they accept your registration - you will have access to the Sharebee platform.

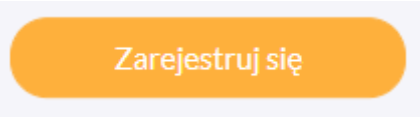
To register, go to your organization's Social Selling home page. On the login screen, select the Register button. You will go to the registration screen:

Fill in all fields with:

- Name
- Surname
- Business e-mail adress
- Password and repeat password

Note: For security purposes, your password should be at least 8 characters long and contain a lowercase letter, an uppercase letter and a number.

Finally, accept the terms and conditions of the Social Selling program and the Sharebee platform and click on the Sign up button.



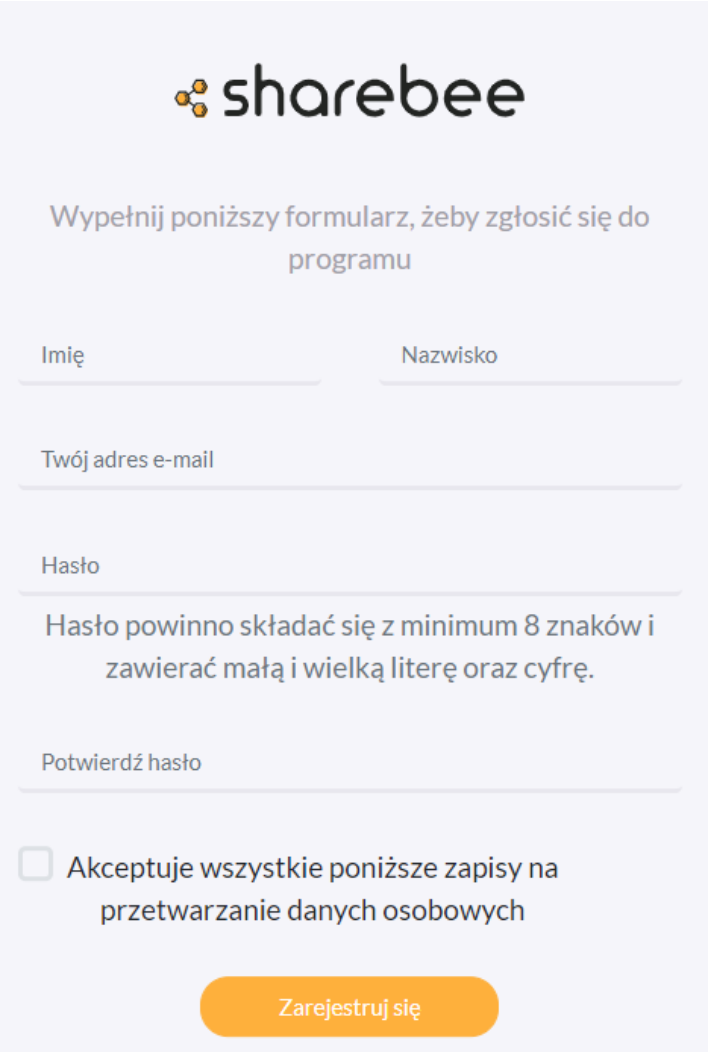


Figure 2. Registration screen

After successful registration, your submission will go to your organization's Social Selling Program Administrator for approval.

Once approved, you will receive a message allowing you to log in to the Sharebee platform.

When you log in for the first time, you will go through the Onboarding process in the platform.

1.3. Complete your information

You are already a user of the Sharebee platform. It's time to fill in your details and set your password for access.

During your first visit to Sharebee, you will be asked to fill in your details (name and surname) and set a secure password for access.

Figure 3. The first step of Onboarding

The first step you'll see is a user greeting - if you're ready at this point for the onboarding process, click on the Let's Get Started button.

1.3.1. Introduce yourself and set a secure password

In the second step, you will be asked to fill in your details and set your secure password. Remember also to accept the regulations of the Social Selling program and the Sharebee platform.

To do so, complete your infromation by providing:

- First Name
- Surname

and set your safe password.

Note: For security purposes, your password should consist of at least 8 characters and include lowercase and uppercase letters as well as a number.

Finally, accept the terms and conditions of the Social Selling program and the Sharebee platform and click on the Next button.

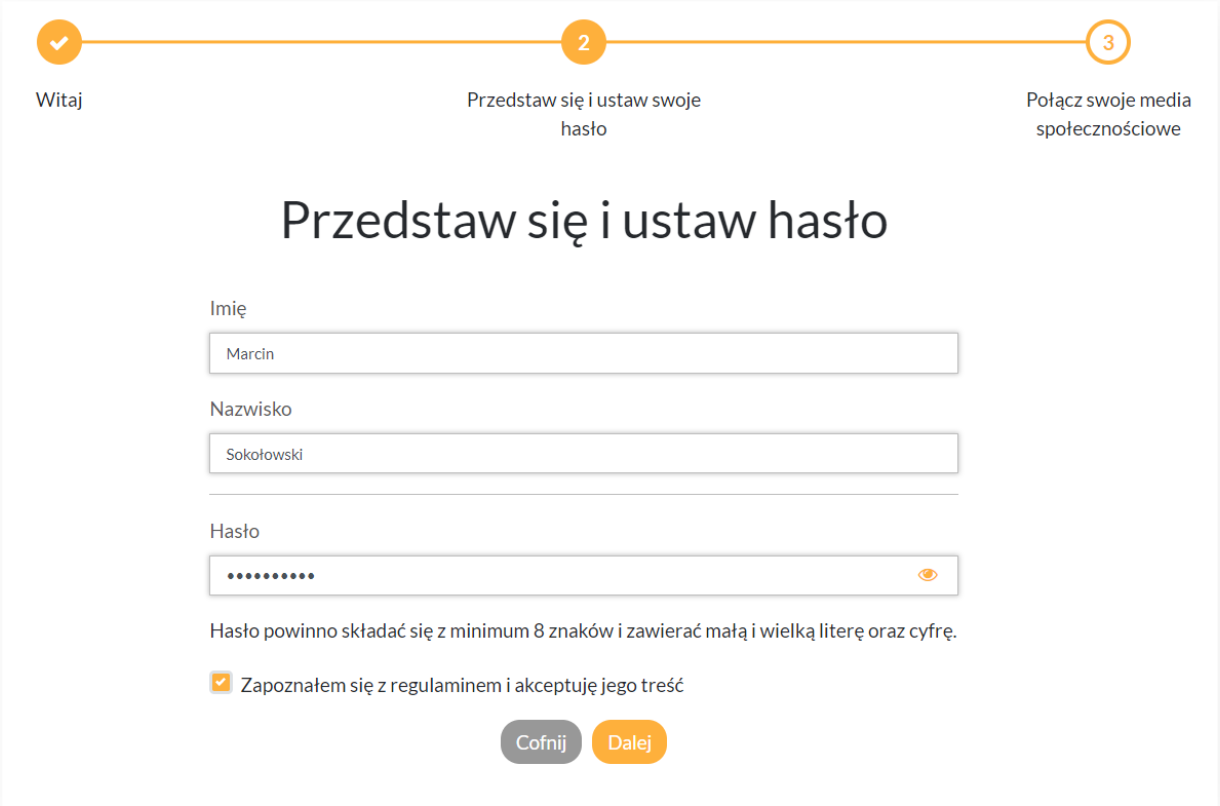


Figure 4. Second step of Onboarding

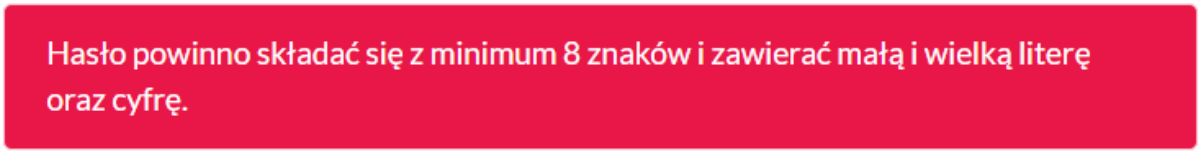


Figure 5. Incorrect password

Remember that your password must be secure. It should be at least 8 characters long and include upper and lower case letters as well as a number.

Note: You can preview the characters of the password you entered by clicking on the eye icon at the end of the password entry field.

1.3.2. Authorization of Social Media Profiles

In the Social Selling program, we use Users' private profiles on Social Media. We help them publish content there and build a personal brand for each of the Program Participants.

To do this - in step 3 of onboarding - you need to authorize the Sharebee application in Social Media by permitting it to, among other things, publish content on your behalf and process statistics.

At Sharebee you can authorize:

- Facebook
- LinkedIn
- ~~Twitter~~

Bezpieczeństwo

Bez obaw. Autoryzacja platformy Sharebee w Mediach Społecznościowych jest całkowicie bezpieczna – nie udostępniasz nam żadnych haseł, ani poufnych danych. Korzystamy jedynie z uprawnień, które nam dajesz.

W każdej chwili możesz odłączyć konto.

Figure 6. Third step of Onboarding – Social Media

1.3.2.1. Facebook

To authorize Sharebee on Facebook:

1. Click on the Facebook logo on the authorization screen
2. The application will open a new Facebook window - log in there:
3. Agree to the permissions necessary for Sharebee to work properly.
4. The browser will return to the Sharebee application.

1.3.2.2. LinkedIn

To authorize Sharebee on LinkedIn:

1. Click on the LinkedIn logo on the authorization screen
2. The application will open a new LinkedIn window - log in there:
3. Agree to the permissions necessary for Sharebee to work properly.
4. The browser will return to the Sharebee application.

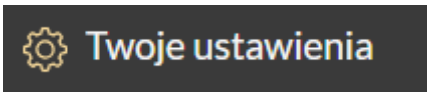
1.3.2.3. You are now ready to publish

Once you have authorized at least one of the Social Media, you will be able to move on - to do so, click on the You are ready to publish button.

Note: that you can skip the authorization process in Social Media and do it later. To do this, click on the Connect Later button..

1.3.2.4. Managing authorisations in Social Media

Remember, it is not possible to publish content without authorizing at least one of the Social Media - you can always go back to managing authorizations by clicking on Your Settings in the User side menu:



2. Logging into the aplication

To log back into the Sharebee app, go to your organization's Social Selling homepage. E.g. https://twojaorganizacja.sharebee.pl

Log in with:

- Your work e-mail adress
- Your previously established password

Clock on the Login button.

2.1. Recovering your password

Did you forget your previously established Sharebee app password? On the login screen, click Forgot your password? Below is the login form.

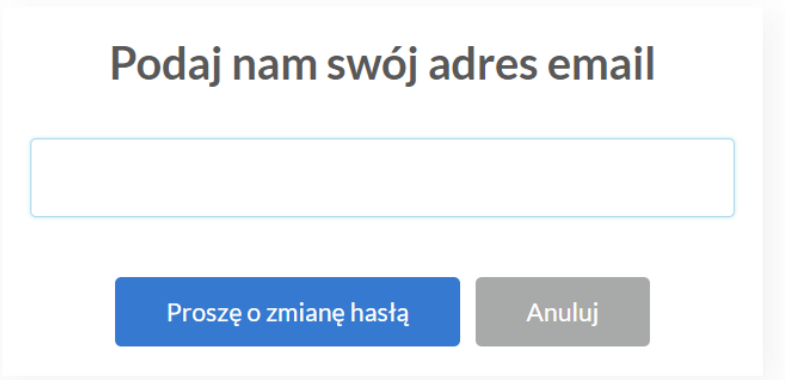


Figure 1. Password recovery screen

In the window that opens, enter your work e-mail address and click on the Forgot your password password button. If the e-mail address exists in the database of application users, we will send you a unique link authorizing you to change the password. In the message, click on the Change Password button.

On the screen in the window, enter a new, secure password for the application.

Please note that the link to change your password will only work for 48 hours from the time, you send the request to change your password. After this time, send a new request.

3. Content for publication

The basis of activity in Social Media is content sharing. Sharebee is used to provide employees with content about your organization's offerings and environment. The content you find on Sharbee is designed specifically for your network - providing value to your readers and promoting your organization's resources.

In Sharebee, we reward all activity - each user receives a set amount of points for publishing content and related actions (e.g. referrals or comments). On their basis we create rankings of activity. More in Gamification.

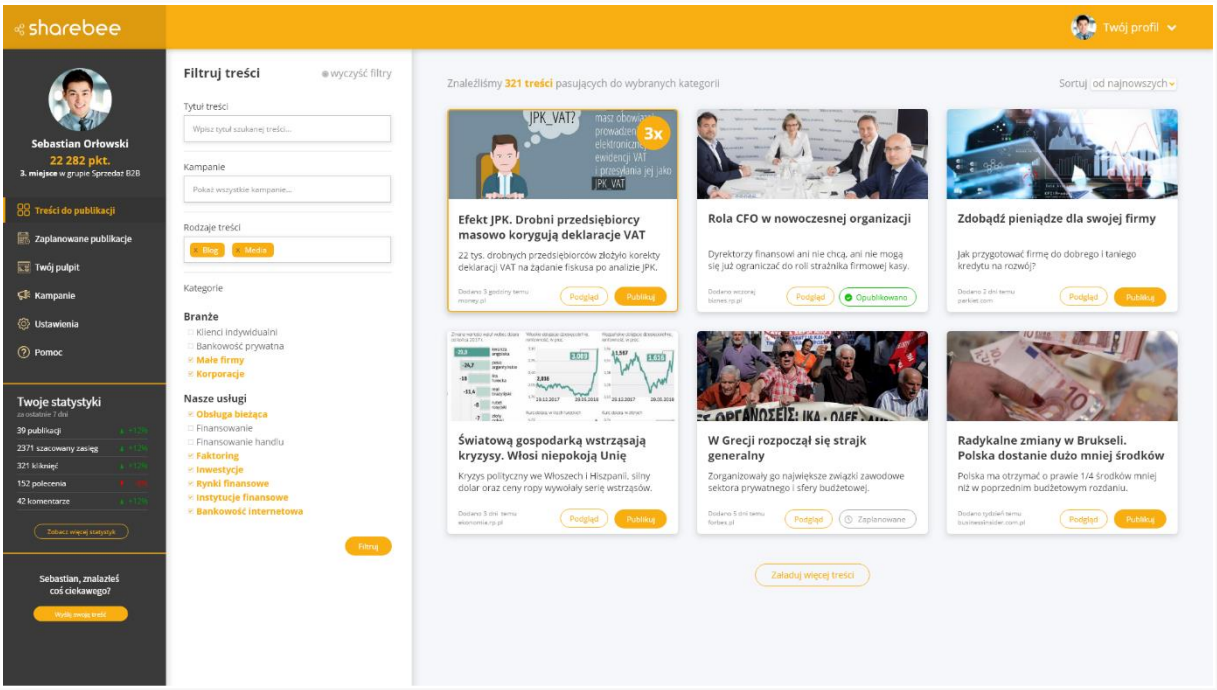


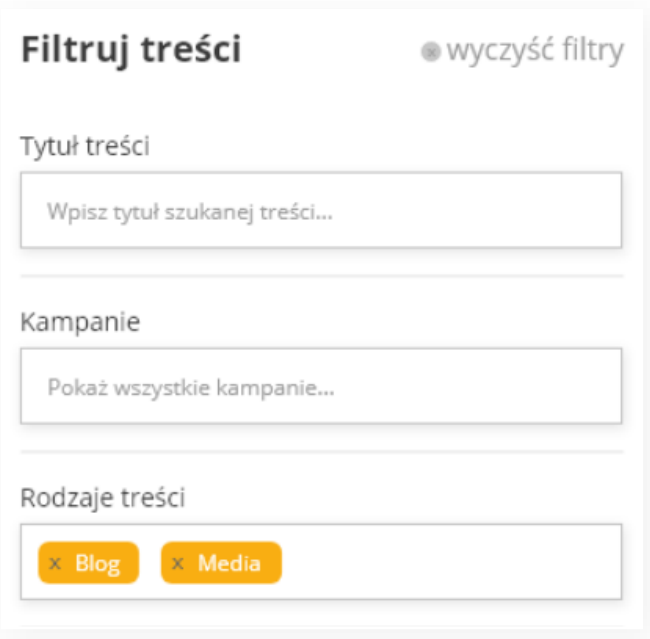
Figure 2. Content for publication screen

3.1. How content filters work

On the Content to Publish screen, you'll find content relevant to your network and target audience. To make it easier for you to find content related to a specific topic or industry, we've prepared a set of filters.

Use the filters to find relevant content:

- Content Title – start typing the title of a specific content to find it (e.g. product name)
- Campaigns – some content is grouped into dedicated campaigns - read more about campaigns
- Content Types – Are you looking for a company blog post or a newspaper article? A case study or a webinar? Choose the type of content you're looking for.



3.2. How content categories work

Your organization, like any other, has different products, different target audiences, and different ways to reach them.

In the same way, we group content into categories, assigning them in a way that facilitates your engagement.

In turn, we group categories into Category Sets, between which there are relationships in content search.

For example, Category Sets can be Industries and Our Services. We add specific categories to each set.

When searching for content within a set, use the "OR" operator. For example, when selecting the Small Business and Corporate categories in the Industry Category Set, you are searching for content that matches at least one of the categories.

While selecting categories from different Category Sets, we use the "AND" operator. For example, if you select the Small Businesses category from the Industries Category Set and the Ongoing Service from the Our Services Category Set, the algorithm will search for content that fits both categories simultaneously.

The number, both categories and category sets, depends on your organization's Social Selling program administrator.

3.3. Content Sorting

For ease of use, you can sort the content you find in different ways.

To do so, in the upper right corner of the Publishable Content screen, click on the drop-down box and select how you want to sort your content:

- Latest - Recently added content at the top
- Most Popular - The most popular content published by Users at the top
- Content with the most reach - The most performing content at the top.

3.4. What content looks like in Sharebee

On the Content to Publish screen, each piece of content includes:

- Preview thumbnail
- Title
- Description (visible only to the employees)
- Date added
- Source
- Preview button
- Publish button

3.4.1. Content Status

Content, depending on user activity, is marked with one of 3 statuses:

- To publish - default status of each content - content ready to publish
- Scheduled - status of content scheduled for publication
- Posted – status of content published by the user.

3.4.2. Previewing published content

If you want to check the content that social media users will eventually see on your profile, click on the Preview button on the content tile - you will be redirected to the targeted content.

3.4.3. Gamification points for publishing content

In Sharebee we reward every activity - for publishing content and actions connected with it (e.g. referrals or comments) each user receives a set amount of points. On their basis, we create activity rankings. Read more in Gamification.

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Content selected by the Program Administrator - especially that relevant to the organization - is given extra points. A special multiplier of points is used for this. For all activities related to the selected content, you will receive correspondingly more points.

On the highlighted content, you will find an indication of the selected point multiplier:

Content may have multipliers:

- 1x – default multiplier
- 2x – all points are multiplied by 2
- 3x – all points are multiplied by 3

3.5. How do I publish content through Sharebee?

Let's assume that you have already selected the right content to share with your network of contacts on Social Media, thanks to Filters and Categories.

To do this, on the tile of the selected content, click on the Publish button.

See the new window with detailed information and publication settings.

On the publication settings screen you will find:

1. Content thumbnail
2. Content title
3. Content description (visible only to the employees)
4. Date of upload and source
5. Target content preview button
6. Publication statistics of selected content by other users in the organization
7. Recommended content of comments on each of the Social Media
8. Schedule publication button
9. Publish content immediately button

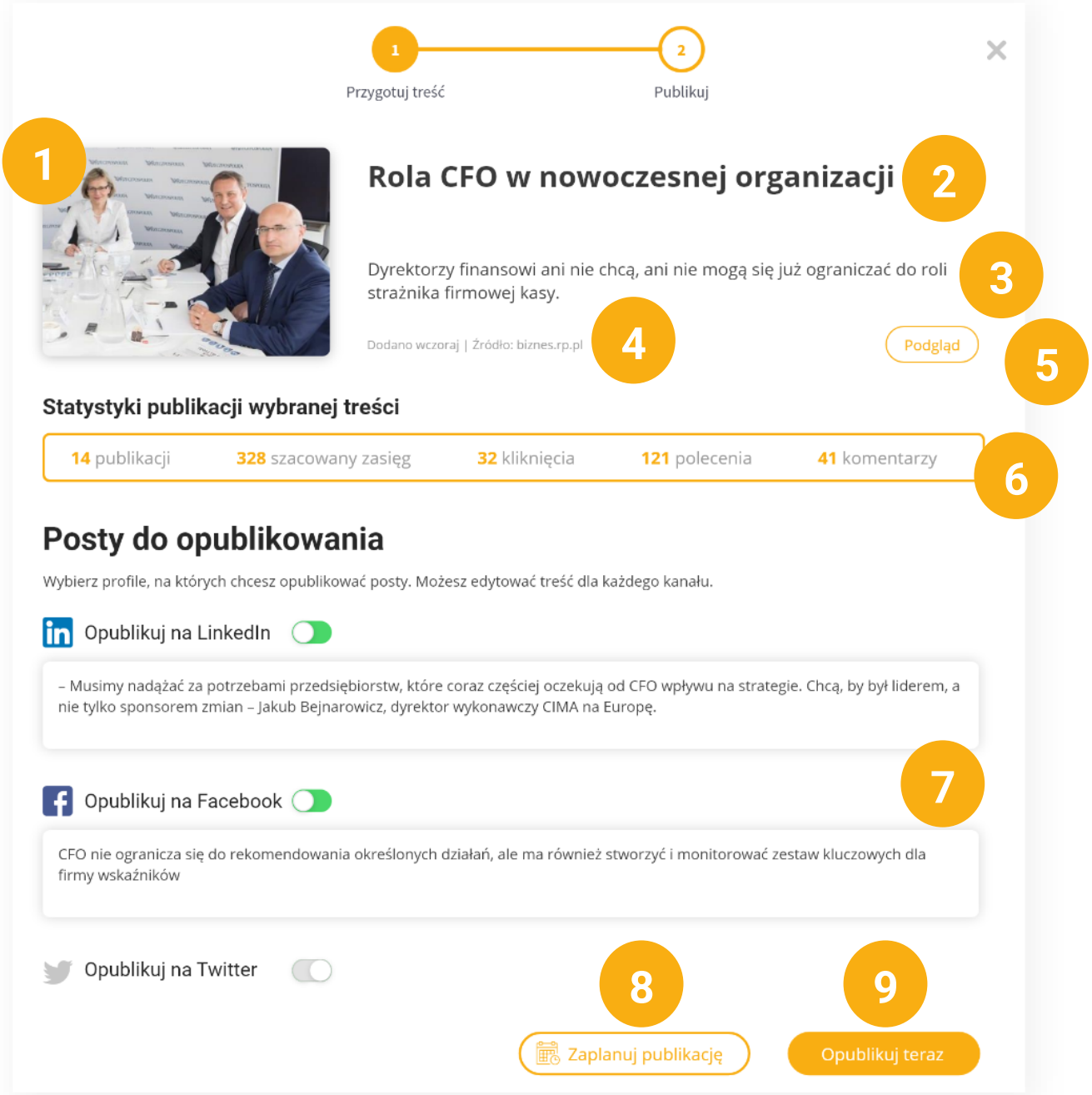


Figure 3. Publication settings screen

3.5.1. Publication of content – step by step

While on the publication settings screen:

1. Select the Social Media profiles on which you want to publish the selected content - check the box next to each profile.
2. Modify the content of your own comment or use the recommended content by the Administrator.

3. It's almost over, there's one last step left. Select:
    a. Publish now - when clicked, the content will be published on selected profiles
    b. Schedule publication - when clicked, you will see a calendar with a choice of date and time. After clicking on the Schedule Publication button, the content will be queued and published at the indicated time.

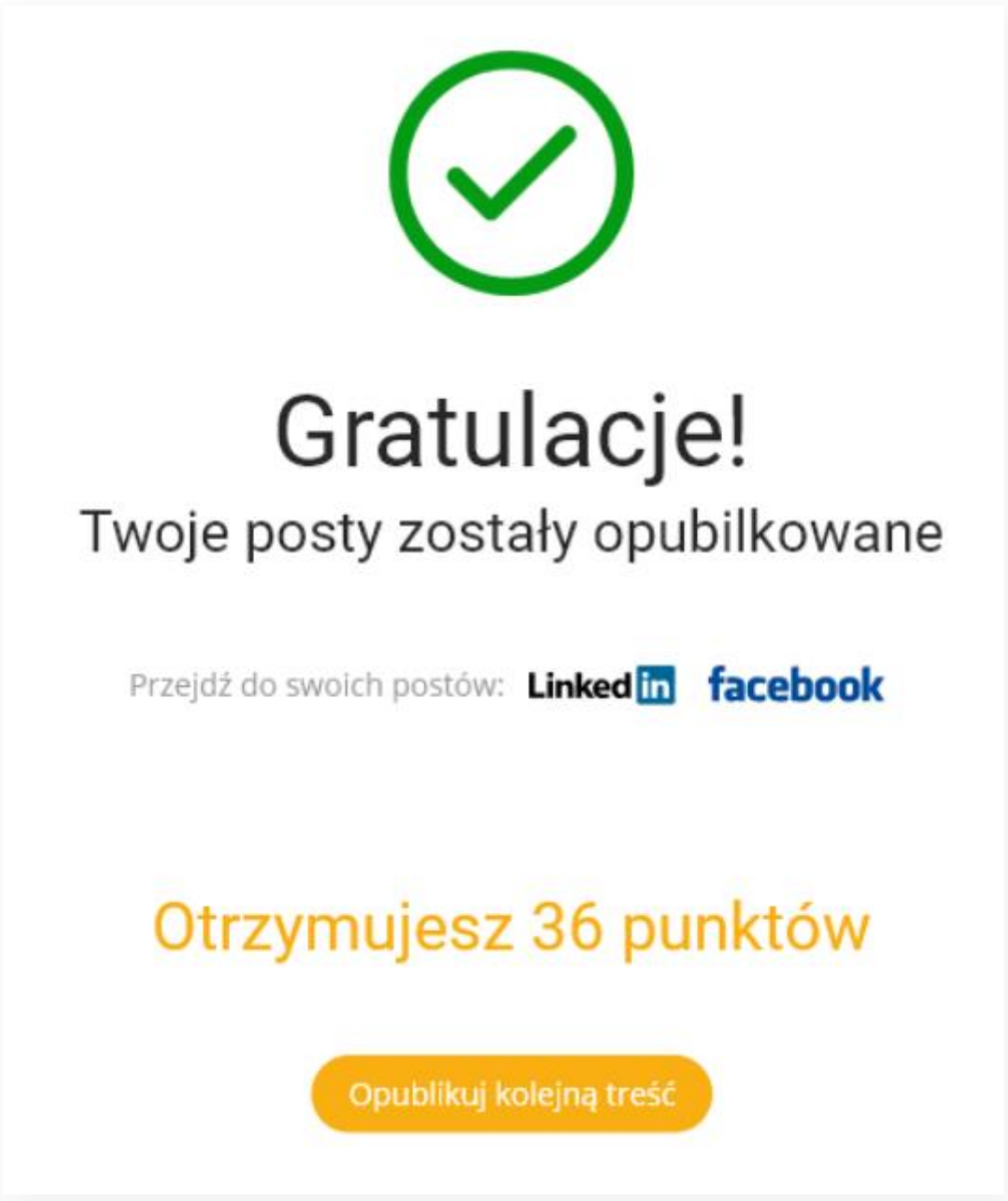


Figure 4. Publication confirmation

3.6. Gamification

In Sharebee we reward every activity - for publishing content and actions connected with it (e.g. referrals or comments) each user receives a set amount of points. On their basis, we create activity rankings.

Your organization's Social Selling Program Administrator defines the number of points awarded for various Social Media activities.\.

An administrator may reward points for:

- Publication of content (default 30 pts)
- Recommendation content (LinkedIn: recommend; Facebook: like) (default 1 pt)
- Comment on content (default 5 pts)
- Each 1,000 of estimated reach reached (default 30 pts)

For example: For publishing content on LinkedIn that reached 34 referrals and 12 comments + was viewed an estimated 2483 times you will receive: 30 (publication) + 34 (commands) + 60 (comments) + 60 (reach) points = 184 points.

The administrator can highlight selected content with a special multiplier of points.

Available multipliers:

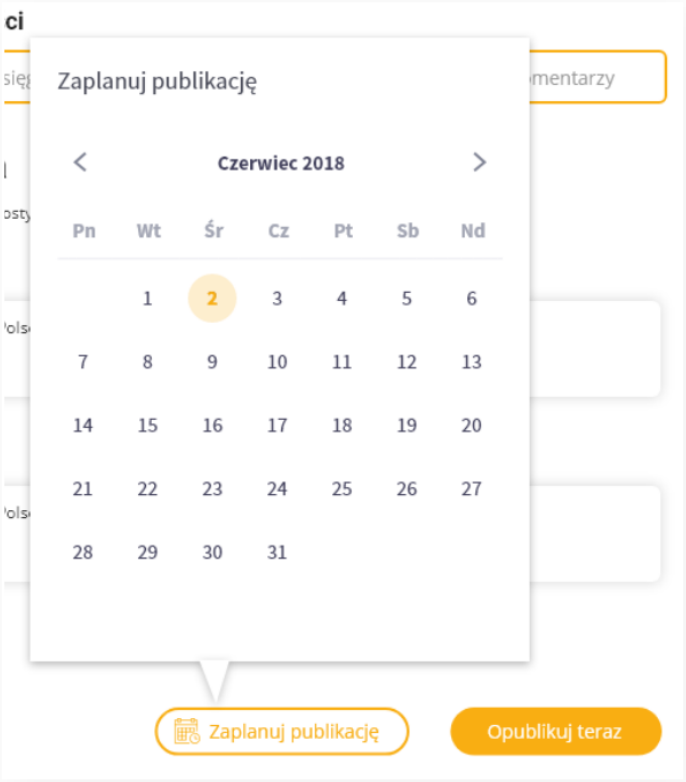
- 1x – default multiplier for each content
- 2x – all points are multiplied by two
- 3x – all points are multiplied by three

For example: Assuming the content from the previous example is highlighted with a 2x multiplier you get: 60 (publication) + 68 (referrals) + 120 (comments) + 120 (reach) = 368 points. For a multiplier of 3x = 552 points.

4. Scheduled publications

Sales people, marketers, business people - we all have a lot of work to do, and time is often a scarce commodity. Nevertheless, regularity of social media publications is a key element of success. Bearing in mind both phenomena we have prepared a function to schedule publications.

In short, it consists of the following, when publishing the selected material, instead of appearing immediately, it is put into a queue and published at any time you choose..

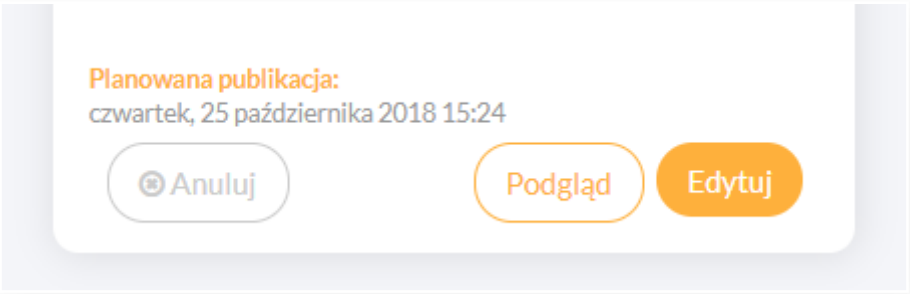


It's incredibly easy to do. In the dialogue box of the selected content to publish, use the "Schedule publication" button instead of "Publish now". You will see a calendar with a choice of publication date and time.

Once you have selected a date and time, press the "Schedule" button. Your content has been routed to the queue.

4.1. Change of publication date

You have scheduled content for publication but would like to change the date? Just go to the "Scheduled publications" tab - there, you will find all the content you planned but have not yet published.



On the tab of the selected content, click on the "Edit" button and in the dialogue box, set the correct date and time. After all, save the changes by clicking on "Save.

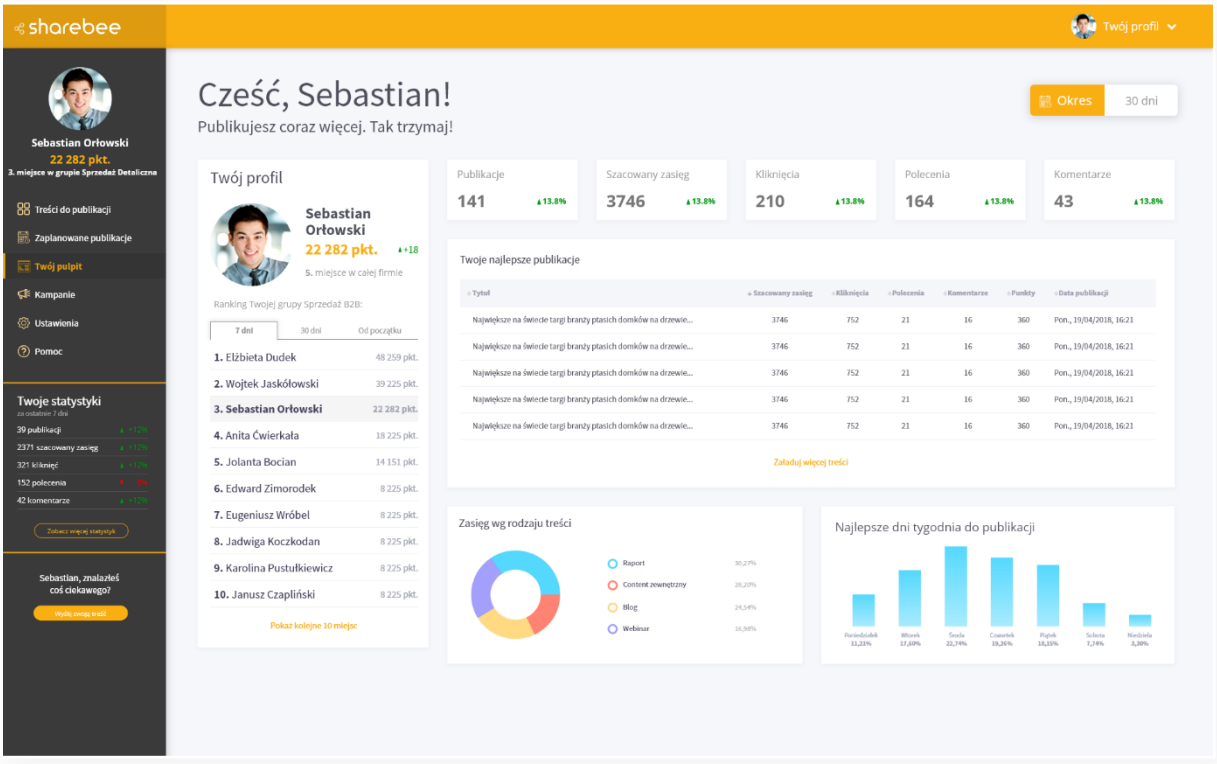
4.2. Publication cancellation

If, for some reason, you want to cancel a previously scheduled content publication, simply go to the "Scheduled Publications" tab.

On the content tab you wish to cancel, click on the "Cancel" button. If you are sure you want to cancel the publication, confirm your action by clicking on the "YES" button.

5. Your dashboard

The "Your Dashboard" tab is the place where you can check how well your publications are doing and what effects they have. You will also find out how many points you have received for your activity and where you rank in your group thanks to them.



You can view all the statistics that relate to your activity. You can also check how they changed depending on the selected time range. To do this, in the top right corner you will find a button to filter the time range:

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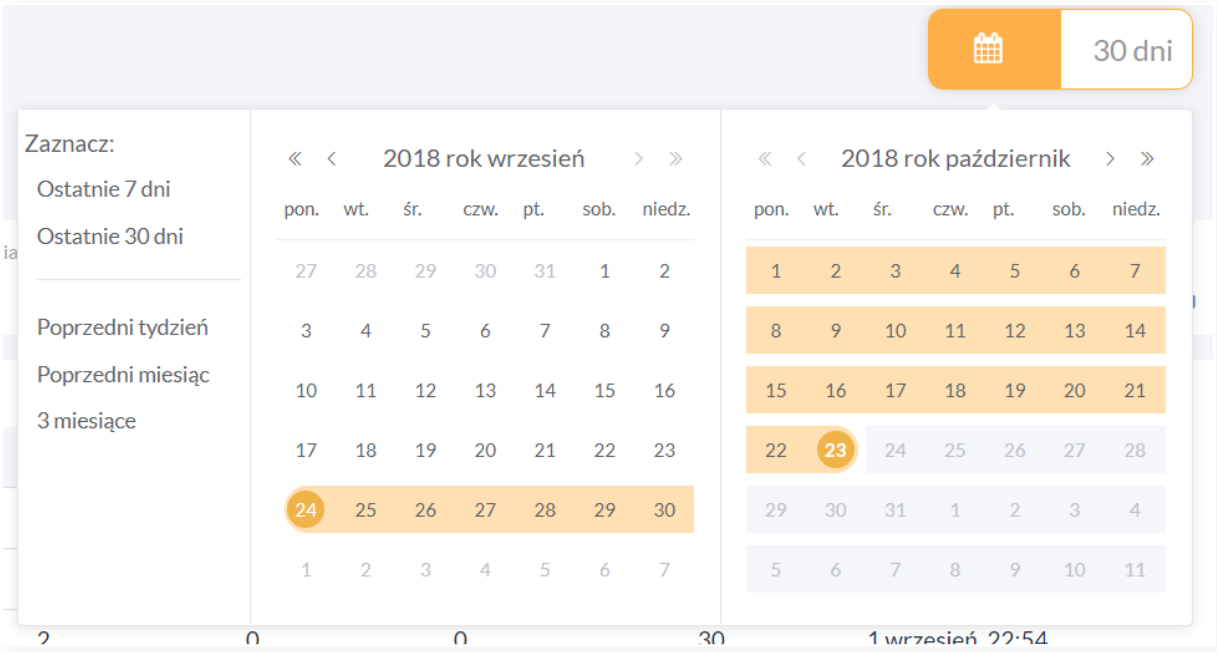


You can select any period or choose from 5 predefined ranges:

- Last 7 days - last 7 calendar days from today.
- Last 30 days - the last 30 calendar days from today.
- Previous week - the previous week, from Monday to Sunday.
- Previous month - the previous month, from the 1st day to the last day.
- 3 months - the previous 3 full calendar months.

The "Your Dashboard" tab screen consists of modules:

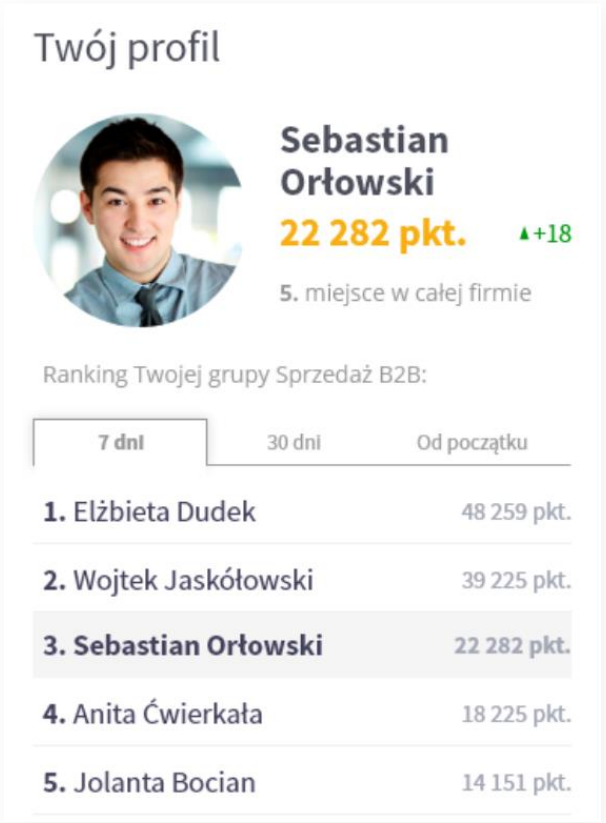
1. Your profile
2. Statistics
3. Your best publications
4. Outreach by content type
5. Best day to publish content

5.1. Your profile and ranking

In the Your Profile module, you can see how you compare to your group and the company as a whole.

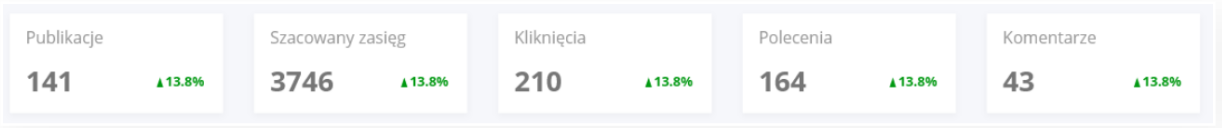
n addition to your photo, name and surname you will find out:

- How many activity points you have received since joining Sharebee.
- Achieved company-wide ranking.
- Your group ranking broken down into:
    - Ranking for the last 7 days
    - Ranking for the last 30 days
    - Ranking since you started your group on Sharebee.



5.2. Statistics

Check the effects of your activity on Social Media. For this purpose, we provide you with a set of statistics thanks to which you can evaluate.



You will find information such as:

- Number of publications
- Estimated outreach
- Click
- Recommendations
- Comments

5.2.1. Publications

The Publications box presents the number of publications generated in the selected period by the user. Additionally, we compare this number to a similar period back. For example, if in a given week you publish twice as much as in the previous week, you will see a green number 100%.

5.2.2. Estimated outreach

The Estimated Outreach box shows our algorithm's estimate of the number of people who may have seen your publications.

Why don't we provide an exact number? Because Social Media does not share this information. However, thanks to our experience and a lot of research, we have created an algorithm that estimates this number with an accuracy of 98.5%.

5.2.3. Clicks

The Clicks box shows the number of clicks on your publications. We only count unique clicks from your audience on Social Media.

5.2.4. Recommendations

The Recommendations box shows the number of referrals on LinkedIn (and Facebook reactions) that your publications have received.

5.2.5. Comments

The Comments box shows the number of comments written on your Social Media posts.

5.3. Your best publications

Want to find out which of your publications produced the best results? It's easy - in the "Your Dashboard" tab, find the module Your best publications. On it you will find the top 10 publications for the selected period.

You can sort the table by each column. This way, you can see which content had the most referrals, comments, estimated reach or clicks. You will also see how many points you received for each publication.

Twoje najlepsze publikacje

Tytuł	Szacowany zasięg	Kliknięcia	Polecenia	Komentarze	Punkty	Data publikacji
Największe na świecie targi branży ptasich domków na drzewie...	3746	752	21	16	360	Pon., 19/04/2018, 16:21
Największe na świecie targi branży ptasich domków na drzewie...	3746	752	21	16	360	Pon., 19/04/2018, 16:21
Największe na świecie targi branży ptasich domków na drzewie...	3746	752	21	16	360	Pon., 19/04/2018, 16:21
Największe na świecie targi branży ptasich domków na drzewie...	3746	752	21	16	360	Pon., 19/04/2018, 16:21
Największe na świecie targi branży ptasich domków na drzewie...	3746	752	21	16	360	Pon., 19/04/2018, 16:21

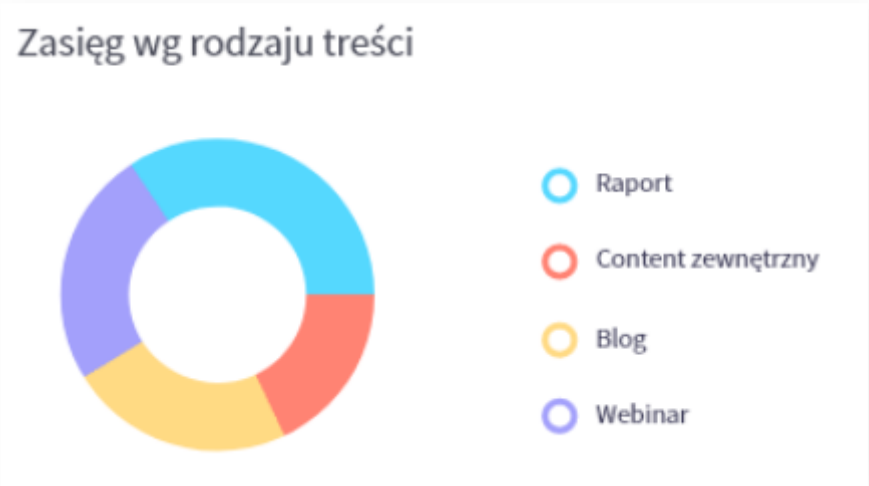
Załaduj więcej treści

5.4. Outreach by content type

We also categorize the content in Sharebee available for publication based on its type. Each company can declare the types of content it uses. In this way, we check the effectiveness of a given type to provide even better and more engaging content in the future.

The most common types include:

- Video
- Blog
- Infographic
- PR / Media
- Industry media
- Webinar
- Case Study



5.5. The best days to publish

There are legends about the best day and time to publish content on Social Media. However, we don't use a glass ball but check the effectiveness of the content and publishing time based on data analysis. Your data, so you know what day is best for you and your audience.

Find out what days are best to publish on to reach the most of your audience.

6. Campaigns

Sharebee allows you to combine content into campaigns, then promote and animate them to employees, and analyze what results they've achieved on social media.

Sharebee administrators in your organization can group content about a single topic into dedicated campaigns. This option will give you access to select content in one place. All that's left to do is publish :-)

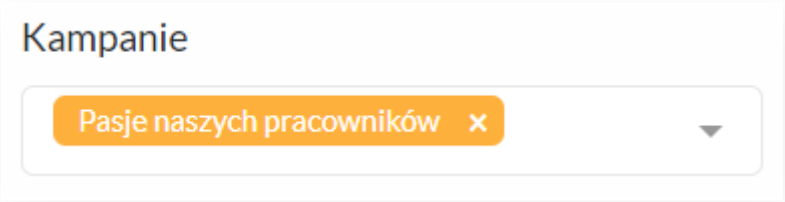
6.1. How to use the campaign?

If you want to see the campaigns that your organization's Sharebee admin has created, go to the Campaigns tab.

If you want to see more details and a description of what, the campaign is about, click on the More Information button.

If you want to see the content created by the selected campaign click on the View Content button - you will be redirected to the Content to Publish tab with the "campaigns" filter applied.

You can also use the Campaigns filter directly from the Content to Publish screen.



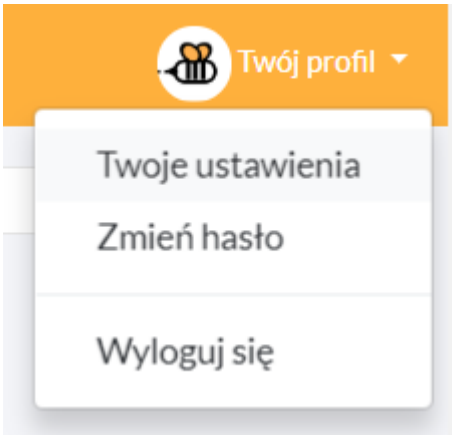
7. Settings

As a Sharebee app user, you can manage your settings.

To do so, go to your Settings tab or use the menu in the upper right corner under the name "Your Profile".

Available Settings:

- Authorized Social Media Profiles
- Profile picture
- Change your personal details
- Change password



7.1. Managing Social Media Authorizations

In the Social Selling program, we use your private social media profiles. We help to publish content there and to build a personal brand for each of the program participants.

During the Onboarding process, you were asked to authorize your social media profiles. If you have not done so, then you can do so in Your settings.

Bezpieczeństwo

Bez obaw. Autoryzacja platformy Sharebee w Mediach Społecznościowych jest całkowicie bezpieczna – nie udostępniasz nam żadnych haseł, ani poufnych danych. Korzystamy jedynie z uprawnień, które nam dajesz.

W każdej chwili możesz odłączyć konto.

7.1.1. Facebook

To authorize Sharebee on Facebook:

5. Click on the Facebook logo on the authorization screen.

6. The application will open a new Facebook window - log in:
7. Agree to the permissions necessary for Sharebee to work properly.
8. The browser will return to the Sharebee application.

7.1.2. LinkedIn

To authorize Sharebee on LinkedIn:

5. Click on the LinkedIn logo on the authorization screen.
6. The application will open a new Linkedin window - log in:
7. Agree to the permissions necessary for Sharebee to work properly.
8. The browser will return to the Sharebee application.

7.1.3. Deauthorization

If you want to remove authorization for any of your social media profiles, click on the X next to the social media platform logo.

If you are sure you want to remove the authorization, confirm your action by clicking Yes, disconnect my account. At this point, Sharebee no longer has access to your profile. You can authorize more profiles.

7.2. Change profile picture

At Sharebee, we use profile pictures from your social media. In the Your Settings tab, you can choose which profile picture you want to display on Sharebee. You can also remove it from the platform.

If you would like to use a different profile picture, you can upload one from your computer. To do this, use the "select a photo from your computer" option.

To save your changes, click on the "Save profile picture" button.

7.3. Change of personal data

If you want to change your personal data in Sharebee, go to Your settings. In the Your Data module, enter your new First and/or Last name. In order to save changes, click on the "Save changes" button.

7.4. Change password

If you want to change your password in Sharebee, go to Your settings. In the Set Your Password module, enter your new password and its confirmation. In order to save changes click on "Save password" button.

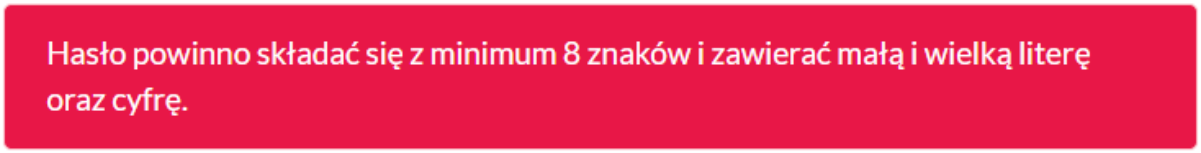


Figure 5. Incorrect password

Remember that your password must be secure. It should be at least 8 characters long and include upper and lower case letters and a number.

Note! You can preview the characters of the password you are entering by clicking on the eye icon at the end of the password entry field:

8. Contact

If you have any questions about how the platform works, please consider contacting the Sharebee platform administrator or your organization's Social Selling program coordinator.

You may also contact Sharebee directly for technical issues - to do so, please send an email to hello@sharebee.pl

Thank you for using the Sharebee platform!