

The logo for Fotobabble, featuring the word "fotobabble" in a white, lowercase, sans-serif font inside a red speech bubble shape with a tail pointing downwards.

fotobabble

Fotobabble for Facebook Timeline

Admin Guide

April 2012

Table of Contents

<u>Installing the App</u>	Page 4
<u>Upgrade from Free Version</u>	Page 5
<u>Configuring the App Tab</u>	Page 6
<u>Configure and Customize the App</u>	Page 7
<u>Design Templates</u>	Page 8
<u>General Options</u>	Page 9-10
<u>Landing and Like Gating Page</u>	Page 11-12
<u>Gallery Page</u>	Page 13
<u>Slideshows</u>	Page 14
<u>View Fotobabble Page</u>	Page 15-17
<u>Voting Features</u>	Page 18
<u>User Generated Content</u>	Page 19

Table of Contents Cont'd

Create Fotobabble Page	Page 20
Email Opt In	Page 21
Mobile Uploads	Page 22
Edit Fotobabble Page	Page 23
Advanced - CSS Hackers Only!	Page 24
Admin and Moderation	Page 25
Managing Content	Page 26
Dashboard	Page 27
Tips for HTML Fields	Page 28
Other Tips	Page 29

Installing the App

The screenshot shows the Fotobabble website header with navigation links: About, Products, Support, and Contact. The main heading is "Fotobabble Facebook Fan Page App". Below the heading is a paragraph describing the app's benefits. A red "Install now" button is visible. The instructions are numbered 1 through 3. A sidebar on the right contains a "More" section with links to About, Product, Support, Contact, Customer, Press, and Blog, and a "Contact" section with form fields for First Name, Last Name, Email, and Phone.

fotobabble About Products Support Contact

Fotobabble Facebook Fan Page App

With Fotobabble's Facebook Fan Page App you can quickly and easily attract and engage with customers and fans through the power of photos and voice. To try our Free Version please follow the instructions below. To learn more please visit our [Products](#) page or email us at sales@fotobabble.com.

1. Install the App on Your Facebook Page
Click on the Install Now button, then select a Page, and click on the Add to Page button

2. Complete the Registration and Installation
Go to the Facebook Page you installed on, click on the Fotobabble tab on the left column and submit the form to complete the installation

3. Customize and Use the App
Now you're ready to customize and use the app. For more information please read our [Installation and Admin Guide](#).

The free version of Fotobabble's Facebook App is limited to eight Talking Photos and has a small Fotobabble branded banner across the top. If you want to upgrade to the full version, please contact us at sales@fotobabble.com.

More
[About](#)
[Product](#)
[Support](#)
[Contact](#)
[Customer](#)
[Press](#)
[Blog](#)

Contact
For a
First Name
Last Name
Email
Phone

Visit our website to install the App:

<http://www.fotobabble.com/s/facebookinstall>

1. Click the **Install Now** button
2. Select the fan page you would like to install it on.
3. Go to your Timeline. Click on **Fotobabble** in your list of apps.
4. The first time you access it, fill in the sign up form:
 - a. **Your Full Name**
 - b. **Your Email Address**
 - c. **Fan Page Name:** will be filled in
 - d. Click **Submit** to sign up, and your page will be ready!

Upgrade from the Free Version

Fotobabble provides a limited free version of Fotobabble Timeline App, which allows you to try out all of the great features of the app, but restricts you to 8 Fotobabbles.

Click Customize in the Admin menu for more information on how to upgrade to our full version or contact us at sales@fotobabble.com.

Upgrade your Fotobabble Timeline App

You are currently using the Limited Free Version of the Fotobabble Timeline App. This version allows for a maximum of 8 Fotobabbles and includes the Fotobabble banner across the top.

Please visit our [website](#) or contact us at sales@fotobabble.com to learn more about upgrading.

Customize your Fotobabble Timeline App

Configuring the App Tab



1. Go to your Fan Page
2. Drag the Fotobabble tab and drag and drop it to re-order the tabs, You may need to click the arrow on the right to see all the tabs
3. To rename the tab, and change the thumbnail used click the Edit button located at the top right of the Fotobabble tab.

Configure and Customize Your Application

1. Click on the **Fotobabble** App tab at the top of your Timeline
2. To customize, click the **Customize** link in the footer (this link shows only if you are an Admin of the page).
3. To see the number of Views and Votes on the Fotobabbles click **Manage Content**. You can also sort by Most Viewed, Most Votes, and Show Blocked Fotobabbles
4. To create a Fotobabble as the Admin, click **Add A Fotobabble**
5. Click **Dashboard** to see how many Fotobabbles were created, the total number of Views and the total Votes

 Powered by Fotobabble. [Learn More.](#)

Admin: [Customize](#)² [Manage Content](#)³ [Add a Fotobabble](#)⁴ [Dashboard](#)⁵

Limited Free Version – Please visit [our website](#) or contact us at sales@fotobabble.com to learn more about upgrading.

Design Templates

Design Templates

Select One of Our Out-Of-The-Box Design Templates.

You can customize further after applying a template. Applying a template will replace some of your existing customizations with those from the template.

Select A Template... ▾

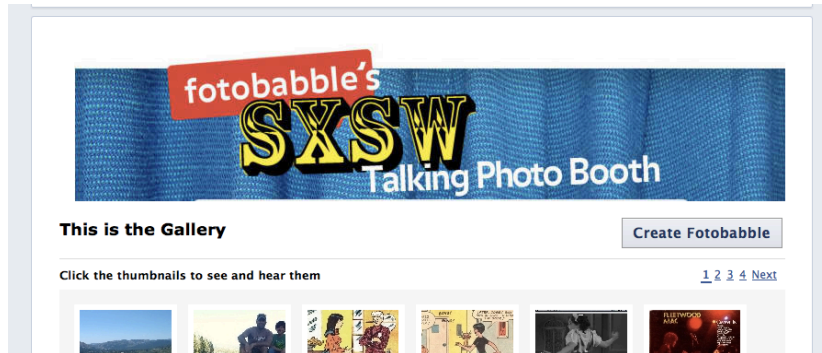
Apply Template

Note: Clicking "Apply Template" will replace some of your existing customizations with those from the template.

Select a Template - Select one of the design templates from the list and click Apply Template. This will style your App with the field values from the template. This will **overwrite any changes** you have already made. You can further customize it after applying the template.

if you are creating a custom design we recommend that you start with the "Default" template which will put you at a good base starting point.

General Options



General Options

App Width

Specify the width of the app in pixels. Enter a value between 520 and 810.

Fan Page Tab Base URL

Ensure this points correctly to the Fotobabble tab on your fan page.

Fan Page App Banner

Specify HTML for the banner, like an image tag for a banner graphic.

Facebook Share Text

Facebook Share Description

Email Header

Specify the HTML header for the emails user send to share content

1. **Fan Page App Banner** - the HTML content to customize the main banner (this space is 520px by 80px) This banner will appear at the top of each page for your app.
2. **App Width** - set this to 810 for Timeline width or 520 for the older Fan Page App width
3. **Facebook Share Text** - text used when sharing a Fotobabble on Facebook. Helps describe the Fotobabble under the user's title to fit your needs.
4. **Facebook Share Description** - description text used when sharing a Fotobabble on Facebook. This text will go under the Share Text.

General Options

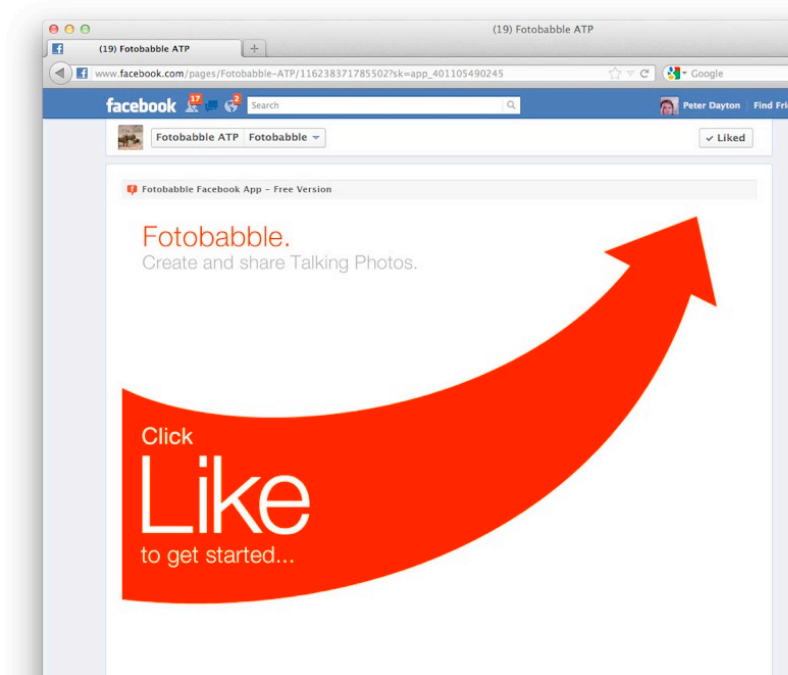
When your user chooses to email their Fotobabble, the HTML header will be included at the top of the email.

Email Header

Specify the HTML header for the emails user send to share content

```
<img src='http://www.fotobabble.net/facebook/fb-app/fb-banner.jpg' alt="" />
```

Like Gating Page



Enable Like-Gating Page - Displays a Like Gating page and users will need to **Like** the Fan Page to enter the app:

Like-Gating Page Body - You can customize the content of the Like-Gating page. Input HTML content to customize the main body of Gating page (Images must be maximum 810px wide)

Landing Page

Fotobabble Holiday Blues · Fotobabble

Community

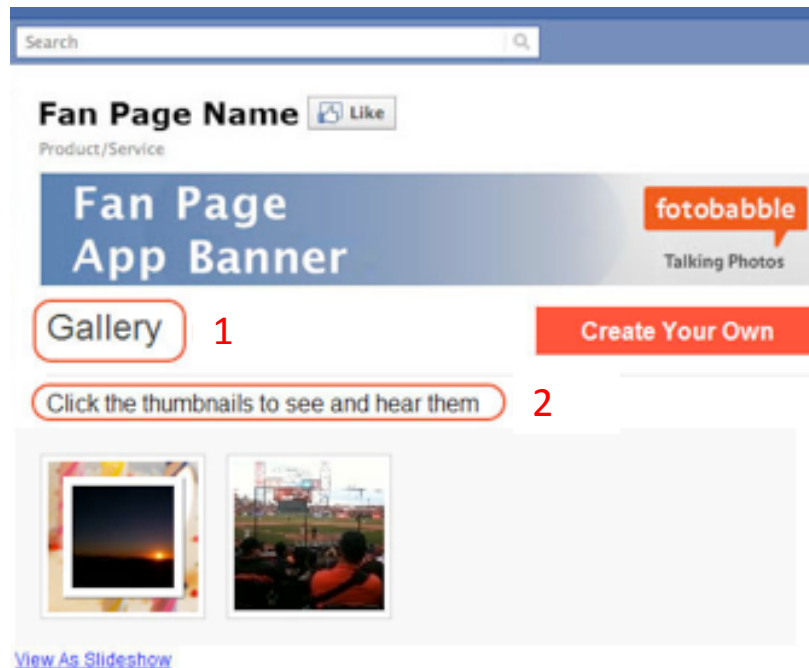


Click to
get started

Enable Landing Page - Displays a Landing page that users will see when they land on the App

Landing Page Body - You can customize the content of the Landing Page. Input HTML content to customize the main body of Landing page (Images must be maximum 810px wide)

Gallery Page



- 1. Gallery Header Text** - You can modify the text below the Fan Page App Banner. Maximum 24 characters.
- 2. Gallery Sub Header Text** - You can modify the text for the sub header of the Gallery Page. This text will appear below the Gallery Header Text
- 3. Number of Fotobabbles on Gallery page** - Change the number of Fotobabbles to show per page on the Gallery

Slideshows

Fotobabble Slideshow

[Gallery](#)



My Fotobabble



Share

[More Share Options](#)

Make Slideshow the Default View - Check the box to make slideshows the default view for Fotobabble. All Fotobabbles created will view as a slideshow.

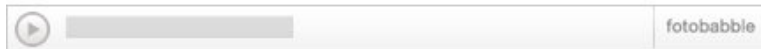
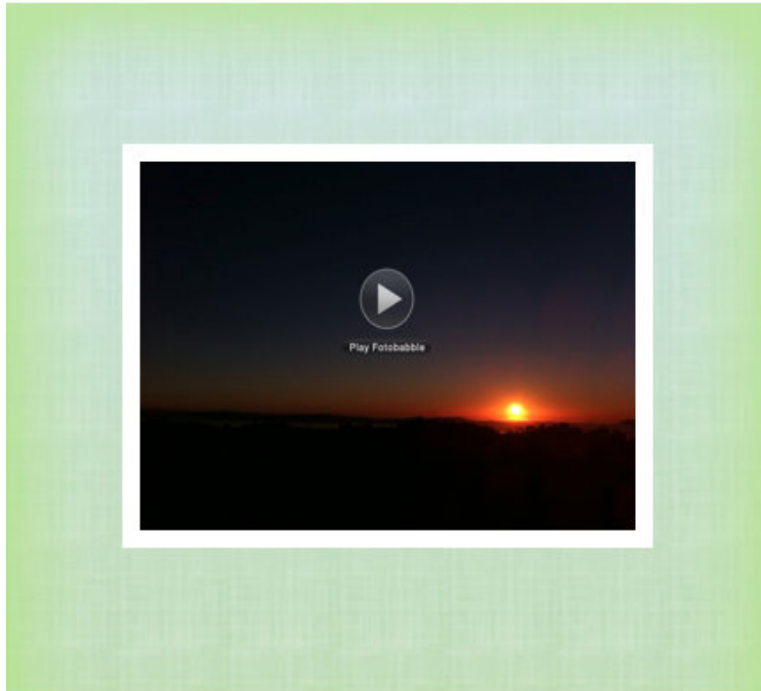
View Fotobabble Page

Play this Fotobabble ¹

Create Your Own

[Back to Gallery](#)

[Previous](#) [Next](#)



My Fotobabble

1. **View Page Header Text** – When you click on a Fotobabble to view it, you can modify the text below the Fan page app banner at the top of the View page
2. **Enable Facebook Comments** - Check to display Facebook comments widget under the Fotobabble so that your fans can comment

View Fotobabble Page

Play this Fotobabble

Create Fotobabble

[Back to Gallery](#)



My Fotobabble



fotobabble

Voted Content (test)

1 Votes

Donate

1

Kamal Shah, 18 Views

Share

[Admin and moderation](#)

1. **Default Button Text** allows you to customize the text displayed on the button below the Fotobabble that will link back to a specified URL
 2. **Default Button URL** is the URL that you would like the Default Button to link back to
- * You can customize the button text and the URL for each Fotobabble by clicking on **Admin and moderation** below the Fotobabble

View Fotobabble Page



Theme
Background
Color

Theme Background Color - Specify the color of the background for your Fotobabbles (You can do this best with Hexidecimal codes for specific colors, as with websites)

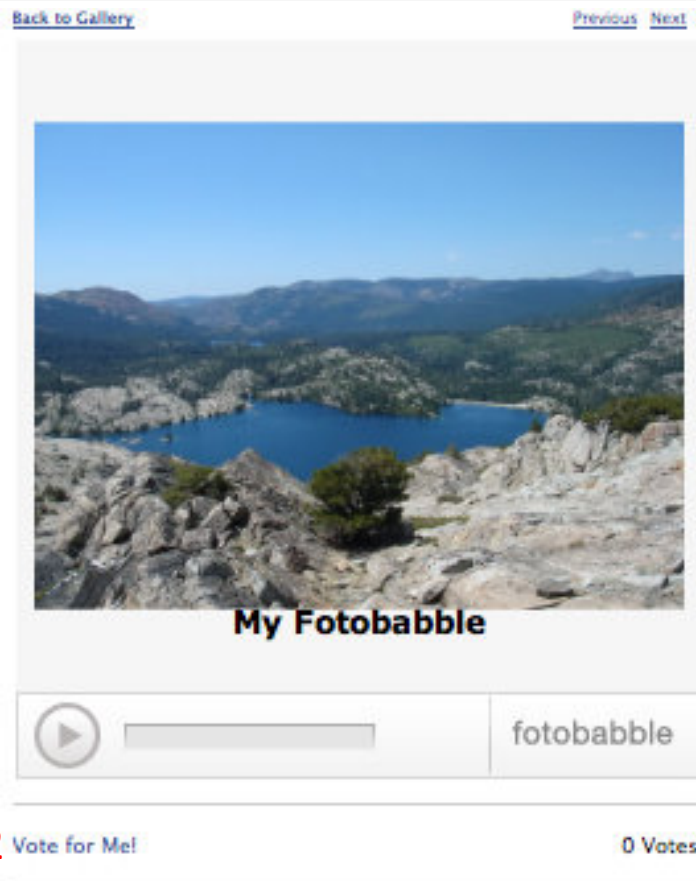
Theme Background Image URL - Specify the image URL to use for the background of your Fotobabbles. The image should be 810x810. (Image must be hosted with a publicly accessible URL).

Thumbnail Background URL - Specify the image to use as the back of the thumbnails displayed in the gallery The image should be 100x100. (Image must be hosted with a publicly accessible URL)

Photo Has Border - When checked the photos will have a white border on them

Max Photo Size - The size of the photo in percent of the size of the app. If you would like the background to appear, then reduce the size of your photos

Voting Features



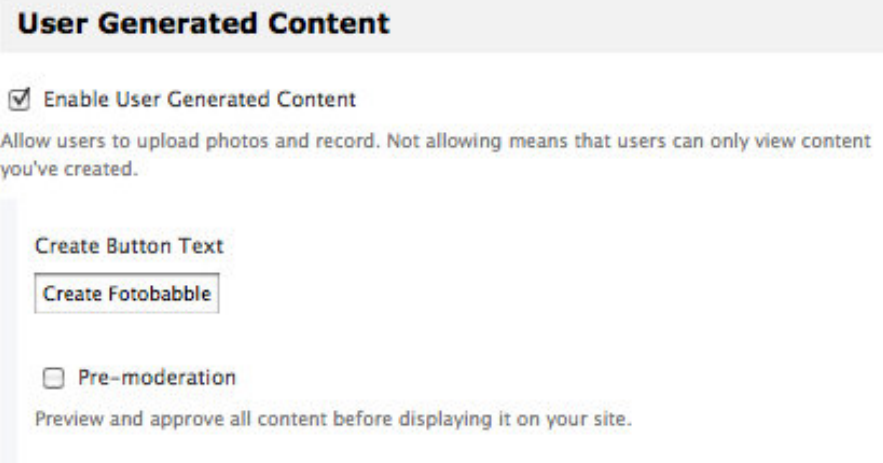
1. **Enable User Voting** - Allow visitors to vote on the content. The number of votes for each Fotobabble will also be displayed
2. **'Vote for This' Button Content** - The content to display in the button the user clicks to vote. This can contain text and/or an `` tag
3. **Voted Content** - The content to display if the user has already voted for this
4. **Facebook Voted Share Text** - The text to display when the user shares the content on Facebook

User Generated Content

Enable User Generated Content: This box should be checked if you would like users to upload photos and create their own Fotobabbles. This box should be unchecked if only the Admins of the Fan Page can create Fotobabbles.

If the box is checked, then you can customize the **Create Button Text** that encourages them to create their own Fotobabble.

Pre-Moderation should be checked if you would like to view the Fotobabbles before they are posted to the Gallery.



The screenshot shows a settings panel titled "User Generated Content". It contains three main sections: 1) A checked checkbox for "Enable User Generated Content" with a sub-note: "Allow users to upload photos and record. Not allowing means that users can only view content you've created." 2) A "Create Button Text" section with a text input field containing the text "Create Fotobabble". 3) An unchecked checkbox for "Pre-moderation" with a sub-note: "Preview and approve all content before displaying it on your site."

Create Fotobabble Page

Fan Page Name

Product/Service

Fan Page App Banner

fotobabble
Talking Photos

[Back to Gallery](#)

Get Started.
Choose your photo!

Select from your [Facebook](#) photos.

OR

Select from your computer:

Create Page Instructions- Customize the content of this area of the page. Enter the HTML content for the top of the Create page.

This is a great place to describe your campaign and encourage users to participate.

If you are running a contest you can also add a link to the contest rules here.

Create Fotobabble Page

[Back to Gallery](#)

Get Started.
Choose your photo!

You've selected:



[Choose a different photo](#)

2

Share your email address with us to receive newsletters

Continue

1. Enable Email Lead Generation - Give your fans the opportunity to opt into your distribution list.

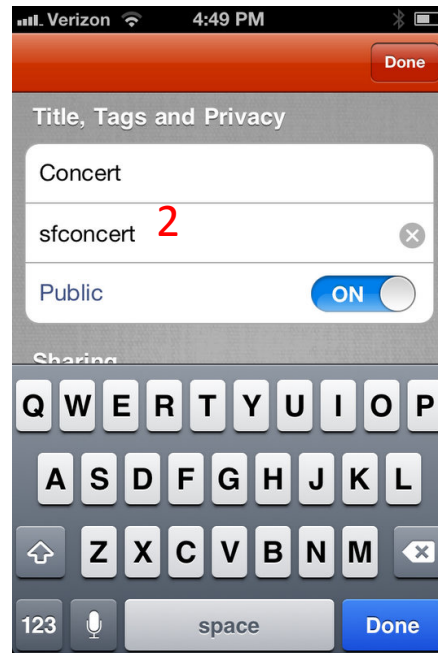
2. Email Opt In Label – Provide a label for allowing your fans to Opt In, so they know that when they check the box to opt in to your distribution list, they know what they are opting in to. The email opt in check box appears on the Create page selecting the photo.

Create Fotobabble Page

1 Enable Mobile Uploads

* Mobile App Tag

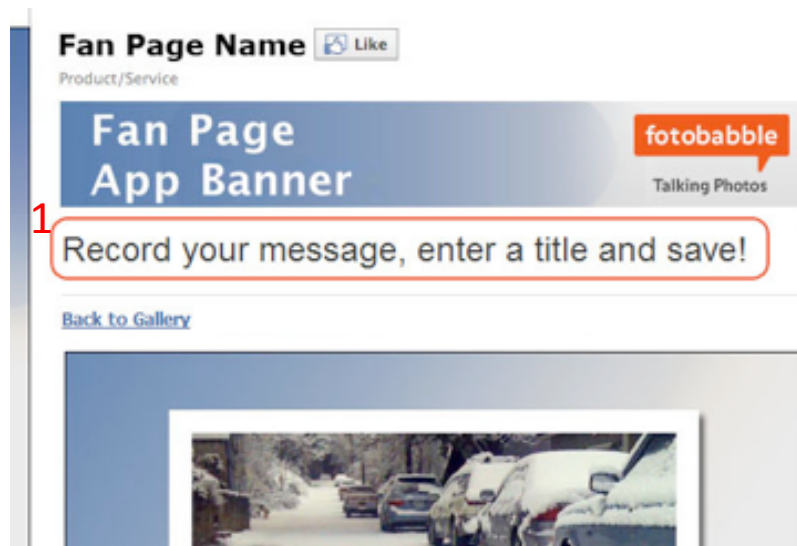
sfconcert



1. **Enable Mobile Uploads** - Check if users can submit Fotobabbles to your Fan Page app from the Fotobabble iPhone App by specifying a special tag that is in the **Mobile App Tag**

2. **Mobile App Tag** - Select a unique name for your tag. Fotobabble iPhone App users specify this tag when posting content from iPhone to this Fan Page app

Edit Fotobabble Page



2 Enable Audio (recording and playback)

1. **Edit Page Header Text** – On the Edit/Record page, you can modify the text at the top of the page
2. **Enable Audio Recording**- Allow users to record audio from their computer that is played with their photos. This is enabled by default
3. **Default Audio URL** - Specify a URL to the MP3 file to be used as the default audio on each Fotobabble

Advanced – CSS Hackers Only

These features are new beta features, and require a little extra support from us. If you'd like to use them contact us at support@fotobabble.com and we'd be glad to help out.

Custom Font Class - We support a few different fonts from [TypeKit](#). Contact support@fotobabble.com for more info or to request a specific font.

Edit the CSS - For advanced CSS hackers we expose some of the CSS used to style the app. This can be used to do fine-grained customizations if you understand CSS.

Admin and Moderation

[Admin and moderation](#)

Moderate the Fotobabble ¹

- Blocked (removes this Fotobabble from the gallery)
- Featured (featured Fotobabbles appear first in the gallery)

Add a button under this Fotobabble ²

Button text:

Button URL (specify full url including http:// or https://):

Add external audio (Beta feature) ³

Specify an mp3 URL:

Upload a mp3 File :

no file selected

- [See All Blocked Fotobabbles](#)

- 1. Moderate the Fotobabble** - When viewing the Fotobabble, click Admin and Moderation and you can select whether you would like to Block the Fotobabble or Feature it, by checking the appropriate box.
- 2. Button Text/URL** - if you choose not to have a Default button underneath every Fotobabble, you can specify which Fotobabble you would like to have a button on
- 3. Add External Audio** - this allows you to add MP3 files to a Fotobabble either from a URL or you can upload the file

Managing Content

Fotobabble is on Facebook! 1

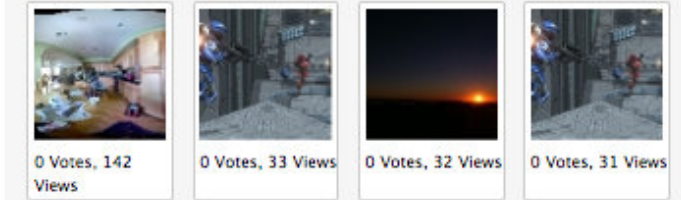
Look for us on Fan Pages, Walls and Newsfeeds everywhere. BETA

[Back to Main Gallery](#)

Fotobabbles Sorted by Most Views

[Sort By Most Viewed](#) [Sort By Most Votes](#) [Show Blocked](#)

[1](#) [2](#) [Next](#)



1. **Manage Content** allows you to organize the Fotobabbles by Most Views or Most Votes. You can also view the Blocked Fotobabbles
2. Click **Add a Fotobabble** to create a Fotobabble as the Admin
 - a. If **Enable User Generated Content** is not checked, this is how Admins can create content

Dashboard

Dashboard

Total Fotobabbles:	80
iPhone Created Fotobabbles:	24
Facebook Created Fotobabbles:	56
Total Views:	65
Email Based Views:	0
User Facebook Post Views:	1
Page Facebook Post Views:	0
Other Views:	64
Total Shares:	3
Email Shares:	3
User Facebook Posts:	0
Page Facebook Posts:	0
Total Votes:	11
Export users that have opted-in to receive emails:	Export Users
Export Metrics:	Export Metrics

- 1. Dashboard** gives you a summary of how many Fotobabbles have been created, how many Views, how many Shares and how many Votes there are.
- 2. Export Metrics** button exports the metrics for each individual Fotobabble in your gallery. User, view, share and votes data for each Fotobabble
- 3. Exporting user data** – this appears in the Dashboard of the Admin menu. You can export all opted in users contact information into a .csv file

Tips for HTML Fields

1. To specify images, use the HTML `` tag, and replace the URL in `src`:
 - a. ``
2. Use images with a URL location accessible on the web - your web site, Flickr, or another image sharing site.
3. Remember to work within the dimensional limits listed for fields.
4. Incorporate text and effects with conventional HTML tags.
5. Consider cohesiveness with theme colors and backgrounds from Facebook.
6. Have fun with the easy, customizable app

Other Tips

1. If you are doing a custom design, start with the Default template.
2. If you are using a background image URL, you will need a crossdomain.xml file at your web root directory that contains the following content:

```
<?xml version="1.0"?><!DOCTYPE cross-domain-policy SYSTEM "http://  
www.macromedia.com/xml/dtds/cross-domain-policy.dtd"><cross-domain-policy>  
<site-control permitted-cross-domain-policies="master-only" /> <allow-access-  
from domain="*" /> <allow-http-request-headers-from domain="*" headers="*" /  
></cross-domain-policy>
```