

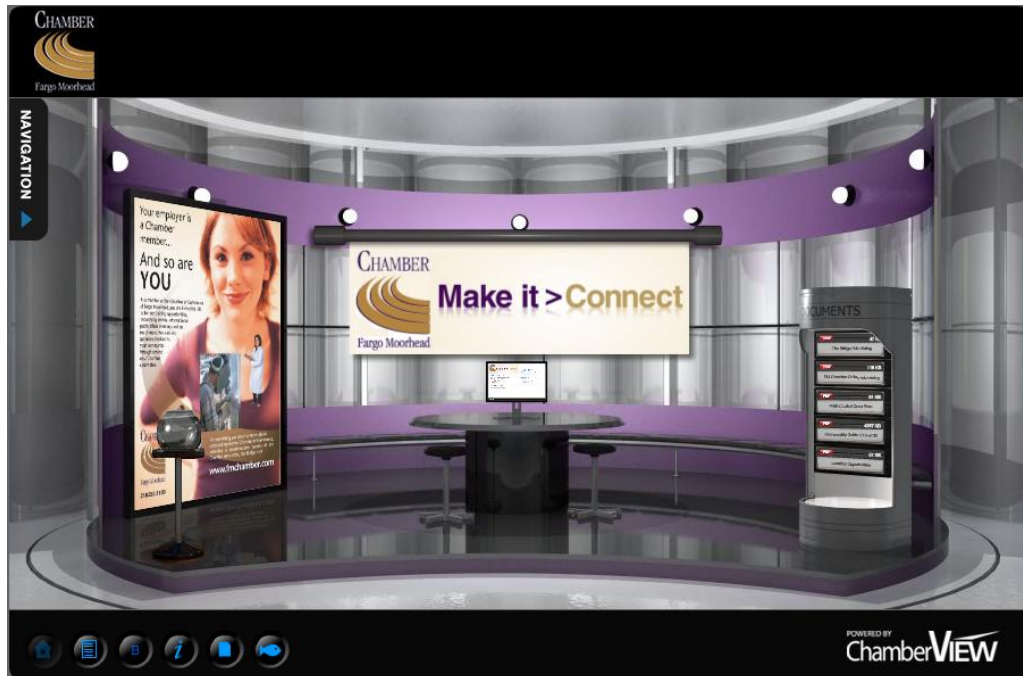
ChamberView Content Manager Guide

January 2010

We're excited to share this Content Manager guide as a step-by-step guide to assist you in gathering content to populate your booth in the Fargo Moorhead ChamberView virtual directory.

Preview ChamberView at <http://fm.chamberview.com/preview.php>

Sample Chamber Booth



You have the option to choose your own booth design and add or remove booth elements you wish to use, including

- *Company Information, Logo, Overview and Google Maps*
- *Downloadable PDF documents*
- *Promotional Banner / Video*
- *Contact Information, Social networking links and more*

Getting Started:

- Obtain your ChamberView login credentials from the Fargo Moorhead Chamber by e-mail: chamberview@fmchamber.com or by phone: 218-233-1100
- Enter the ChamberView Content Manager at <http://fm.chamberview.com/admin> using your password.
- You will be asked to verify a login e-mail for future access to the ChamberView Content Manager.

Make a note of your login e-mail and password so you can log into the ChamberView Content Manager tool anywhere you have internet access to upload or change your booth as often as you like, in real time.

Using the ChamberView Content Manager

Content Manager Tabs

- Welcome
- Company Info
- Booth Info
- Categories
- Media Uploads
- Media Links
- Logo
- Banner
- Booth Selection
- Status

Information

Company Name: <input type="text" value="Chamber Marketing Opportunities"/>	Country: <input type="text" value="United States"/>
Contact E-mail: <input type="text" value="adrienne@fmchamber.com"/>	State: <input type="text" value="Alabama"/>
Address 1: <input type="text" value="202 First Avenue North"/>	Postal Code: <input type="text" value="56580"/>
Address 2: <input type="text"/>	Phone: <input type="text" value="218.233.1100"/>
City: <input type="text" value="Moorhead"/>	URL: <input type="text" value="www.fmchamber.com"/>

Overview

character limit: 622 of 800

The Chamber of Commerce of Fargo Moorhead is a regional federation of 1,800 private, public and non-profit member firms that collectively employ more than 85,000 people. We have members in twenty Minnesota communities, twenty North Dakota communities, South Dakota, Manitoba and beyond. Our mission is unifying and advancing business and community interests in our region.

Chamber marketing allows members to strategically promote their organizations to regional business leaders, decision-makers and members who believe in supporting one another. Reach the business community through a customized Chamber marketing plan.

Enable Search Engine Indexing for this form

Detailed information about what you'll see on each tab in the ChamberView Content Manager is organized by tab below

Welcome Tab

- Check the Welcome tab often for update messages from the Chamber of Commerce of Fargo Moorhead.
- Additional Help documentation is also available within the ChamberView Content Manager where you can log in to upload, change or update booth content anywhere you have internet access.

Company Info Tab

- **INFORMATION** – the **COMPANY NAME** field has a limit of 40 characters; all remaining fields in the information section have a limit of 45 characters
- **COMPANY OVERVIEW** – We suggest using 700 characters or less so your message displays within the viewable area provided as part of your booth. The entry field counter allows up to 800 characters maximum, with scrollbar
- Selecting the **ENABLE SEARCH ENGINE INDEXING** checkbox will allow search engines to crawl information in the Company Info tab

- [SAVE COMPANY INFO](#) – select the [SAVE COMPANY INFO](#) button in the lower right corner of the screen to save edits

Booth Info Tab

- [BOOTH STAFF](#) – List up to two (2) company contacts. Each field has a maximum of 45 characters. Select the [ADD STAFF](#) button to enter staff contact information. Select the [ADD STAFF](#) or [CANCEL](#) buttons. Use the [ADD STAFF](#), [REMOVE STAFF](#) and [UPDATE STAFF](#) buttons to update contact information
- [PRODUCTS/SERVICES](#) – List up to four (4) products/services you want to promote. Enter a product/service item and select the [ADD PRODUCT](#) button to save. Enter up to 4 (four) product/service items and select the [ADD PRODUCT](#), [REMOVE PRODUCT](#) or [UPDATE PRODUCT](#) buttons to edit product/services information. Each field has a limit of 45 characters
- [FISHBOWL](#) – Used for booth visitors to leave contact information or respond to offers. Enter the contact e-mail address you wish responses to be sent to. The [FISHBOWL MESSAGE](#) field allows 600 characters
- Selecting the [ENABLE SEARCH ENGINE INDEXING](#) checkbox will allow search engines to crawl information in the Booth info tab
- [SAVE FISHBOWL](#) – select the [SAVE FISHBOWL](#) button in the lower right corner of the screen to save

Categories Tab

- Select a [NAVIGATION](#) item to view [CATEGORIES](#) available for a particular navigation item. Use the [ADD](#) and [REMOVE](#) buttons to add or update the category listings under which your booth will appear in the ChamberView navigation
- For information about purchasing additional categories, contact the Fargo Moorhead Chamber by email: chamberview@fmchamber.com or phone: 218-233-1100.
- Selecting the [ENABLE SEARCH ENGINE INDEXING](#) checkbox will allow search engines to crawl information in the Categories tab

Media Uploads Tab

- [MEDIA UPLOADS](#) – upload up to six (6) PDF files for inclusion in your booth
 - File format: PDF
 - Maximum file size of 5MB per file
 - Display Title will default to the name of the uploaded file; or edit the display title as you wish, 30 character limit
 - Hover Caption provides a longer description of the document, 60 character limit

- Select the [ADD](#) button to upload a PDF document and enter [DISPLAY TITLE](#) and [HOVER CAPTION](#). Select the Save Changes button to save the PDF
- [DELETE](#), [DISABLE](#) (hide) and [SAVE CHANGES](#) buttons to upload or edit document content
- Selecting the [ENABLE SEARCH ENGINE INDEXING](#) checkbox will allow search engines to crawl information in the Media Uploads tab

Media Links Tab

- [SOCIAL NETWORKS](#) – Select the [AVAILABLE SELECTIONS](#) button to expand a drop down menu to view a list of social network icons. Select a social network icon to enter or edit information for a particular social network
 - [HOVER CAPTION](#) – add a desired social network profile name or desired text, 40 character limit
 - [URL](#) – enter the direct link to your social network profile
 - Select the [ADD NETWORK](#) button to save changes to your social network profile
- To add a new network, select the [AVAILABLE NETWORKS](#) button for a drop down menu
- To update an existing social network icon, select the [ADD NETWORK](#), [DISABLE](#), [SAVE CHANGES](#) or [REMOVE NETWORK](#) buttons
- Select [THE CURRENT SELECTIONS](#) button to expand a drop down menu to view a list of social networks currently displayed on your Company Info screen. (Existing social network account required.) When saved, the social network icon, hover text and active link are visible in the Expo in the lower left of the Company Information screen. Selecting a social network icon in the expo booth will open the online profile of the selected social network in a new browser window
- Select a social network icon from the [CURRENT SELECTIONS](#) drop-down menu to and select the [DISABLE](#), [SAVE CHANGES](#) or [REMOVE NETWORK](#) buttons to edit social network items as you wish
- [GOOGLE MAPS](#) – Enter or paste in a link to your Google Map location in the Google Maps [URL](#) field. Select the [SAVE](#) or [REMOVE](#) buttons to add or remove a “View Map” link below your address information in the Expo Booth Company Information screen
- Visitors selecting the View Map link within an Expo Booth will display the associated Google Map location in a new browser window
- [YOUTUBE](#) – Display up to 10 YouTube videos in your Expo Booth by entering or pasting the **Video ID** portion of a YouTube video URL in the [VIDEO ID](#) field. Select the [ADD NEW](#) button to add a YouTube video, or select the [VIDEO SELECTION](#) button to display a list of YouTube videos currently displayed in your Expo Booth. Select a YouTube video from the [VIDEO SELECTION](#) drop-down menu to enter optional text in the [TITLE](#) and [DESCRIPTION](#) fields or select the [REMOVE](#) or [SAVE](#) buttons to edit YouTube video as you wish
- *NOTE: Use of YouTube video overrides the Promo Banner display if Video is enabled*

Logo Tab

- Select the [UPLOAD LOGO 1](#) button to upload your logo
- Once your logo is uploaded it will be displayed in the ChamberView Content Manager in the actual size it will appear within your booth so you can immediately preview how your logo and determine if another logo file/size should be used
- Select the [TOGGLE GUIDE](#) button to view help text and recommended logo dimensions
 - file formats: JPG, PNG
 - Maximum file size: 2MB
 - Recommended Logo size: fit within a 600 x 200 pixel area, up to 600 x 300 pixel allowed
 - 72 dpi (minimum)
- Select the [DUPLICATE BANNER LOGO](#) button to display the same imaged used for Banner Logo in the Company Info screen; or select the [UPLOAD LOGO 2](#) button to add or edit an alternate logo to display in the Company Info screen
- If a template would be helpful, select the [DOWNLOAD LOGO BANNER](#) or [COMPANY INFO BANNER TEMPLATE](#) button for a printable version of Logo Banner dimension specifications

Promo Banner Tab

- Promotional Banner image space conforms to the dimensions of US Letter size (8.5 x 11 inches) scaled down to fit in the viewable area in your booth.
- *NOTE: Use of the promotional banner overrides video display if video is enabled*
- Select the [UPLOAD IMAGE](#) button to upload or change a promotional banner image
 - file formats: JPG, PNG
 - Maximum file size: 2MB
 - Recommended image size: fit within a 325 x 420 pixel area, (4.5 x 5.8 inches)
 - Recommended resolution: 72 dpi for web
- Select the [DOWNLOAD PROMO BANNER TEMPLATE](#) to download a printable version of promotional banner dimension specifications
- Select the [DISABLE BANNER](#) checkbox to hide the promotional banner image

Booth Selection Tab

- Select the [VIEW BOOTHS](#) button to view a library of booth designs to choose from. Click a booth design for a zoom view of a booth. In the Booth Zoom window, select the [LAUNCH DEMO](#) button to preview your Expo Booth content as it will appear in the ChamberView online directory. Select the [VIEW BOOTHS](#) button to return to the booth design library or [SELECT THIS BOOTH](#) to confirm your booth choice

Status Tab

- **HYPERLINK** – The unique URL assigned to your Virtual Directory Expo Booth. Use this unique URL in marketing and promotional materials to direct visitors directly to your booth. Select the **VISIT** button to view your live ChamberView booth
- **REQUIRED CONTENT** – Booth Content status indicators are green when required content has been uploaded; red if content is still needed. All green status indicators means your Virtual Directory Expo Booth and unique URL will be actively displayed within the ChamberView directory. Required content includes **Company Name, Company Description, Banner Logo/Info Logo and Booth Selection**
- **LOGIN INFORMATION** – Use the **LOGIN EMAIL** and **PASSWORD** fields to change your login credentials as you wish. **Record your credential information in a secure location, as the Email and Password fields will be cleared upon leaving the Status tab for security purposes**
- Select the **CHANGE LOGIN INFORMATION** button to submit Login Email and/or Password changes and initiate an automated email message sent to the login e-mail address on file
- Login credentials require a validated e-mail address; and a password containing 6 or more characters

Need Help?

Contact the Fargo Moorhead Chamber of Commerce with any questions related to your ChamberView Online Directory Expo Booth by e-mail: chamberview@fmchamber.com or phone: 218-233-1100