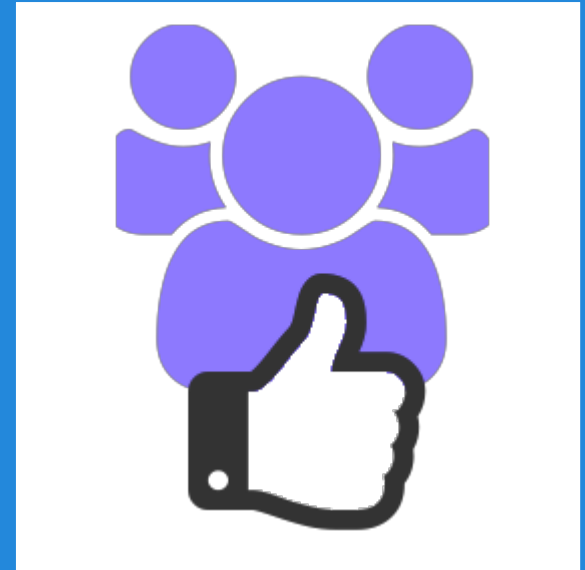# Joocial

Recipes

K2 social content management

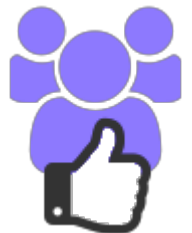# Joocial - K2 social content management

Joocial is a powerful social content platform to manage multiple social networks for Joomla. It provides Auto-Posting, a Cronjob Scheduler, Front-End Social Management, a Virtual Manager, and Publishing Tools.

In this presentation, we are going to show how you can use Joocial with K2, the powerful content extension for Joomla!.

Product Page: http://www.extly.com/autotweet-ng-pro.html
Support: http://support.extly.com
Community Forum Support: http://www.extly.com/forum/index.html

Joocial - K2 social content management Prerequisites

- ○ AutoTweetNG Joocial v7.1, or superior

- ○ K2 v2.6, or superior

- ○ System requirements:

  - Joomla 2.5 / Joomla 3
  - PHP 5.3, or superior
  - MySQL 5.5, or superior (recommended)

Recommended tutorials:

- ○ Joocial - Full Social Content Management in Joomla
- ○ How to AutoTweet from Joomla in 5 minutes
- ○ How to AutoTweet from Your Own Facebook App
- ○ Improve your social streams with RSS Feeds
- ○ Publishing to Google+ Profiles and Pages
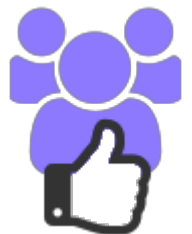
Joocial - K2 social content management What's new
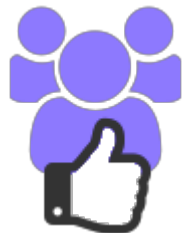
- ## Social Publishing Management

  New tools to create, edit, schedule, and repeat posts.

- ## Virtual Social Media Manager

  High-level virtual assistant to manage when Posts are published, and evergreen posts support (re-publishing).
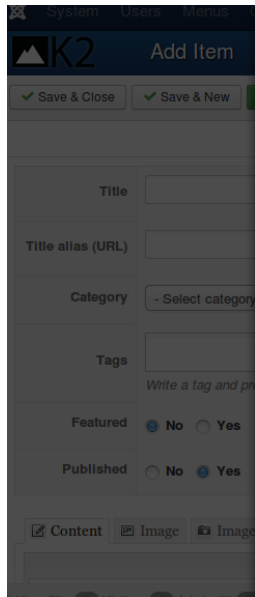
- ## Jootool - Front-end Social Management Team

  Front-end team tool to configure channels, browse, manage content requests and posts.

Joocial - K2 social content management
Social Publishing Management

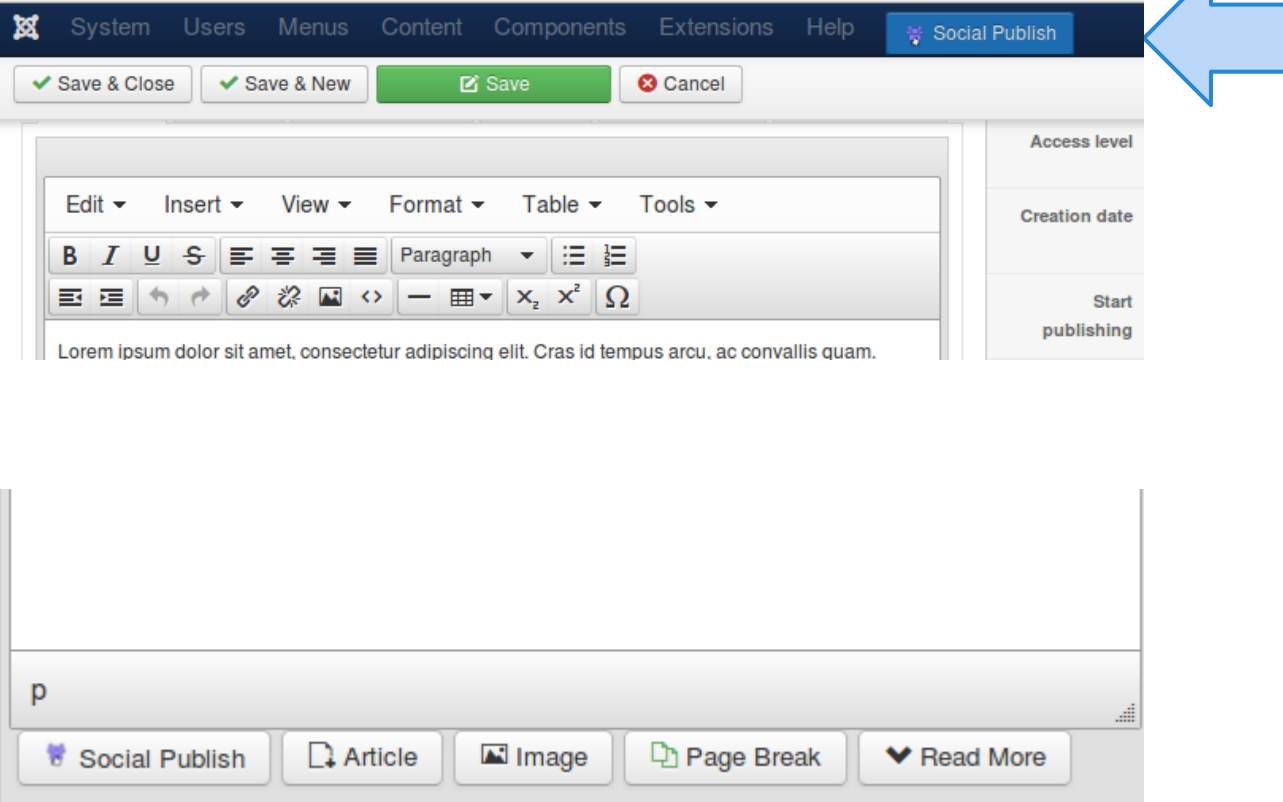**Social Publishing Management**: beyond auto-posting content, Joocial introduces tools at component item level to define specific properties.

Joocial - K2 social content management Social Publishing Management

Post Management is available in the integrated components

Integrated with Joomla Articles, EasyBlog, FlexiContent, JoomShopping, K2, SobiPro, Zoo, and more.

Joocial - K2 social content management
Social Publishing Management

Post This: Allows to force publishing this post (when it's generally excluded), or do not post it (when it's generally included)
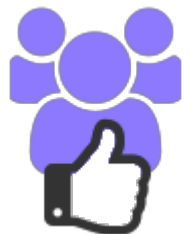
Evergreen Post: Check it to mark the post as evergreen (virtual management can re-publish it)

Post Management

| ⊙ Publishing | 📅 Posting Date | ♻ Repeat | 🖼 Image Chooser |

Post this   ◯ Default | ✔ Yes | ✖ No

Evergreen Post   ✔ Yes | ✖ No

Joocial - K2 social content management Social Publishing Management

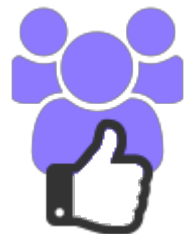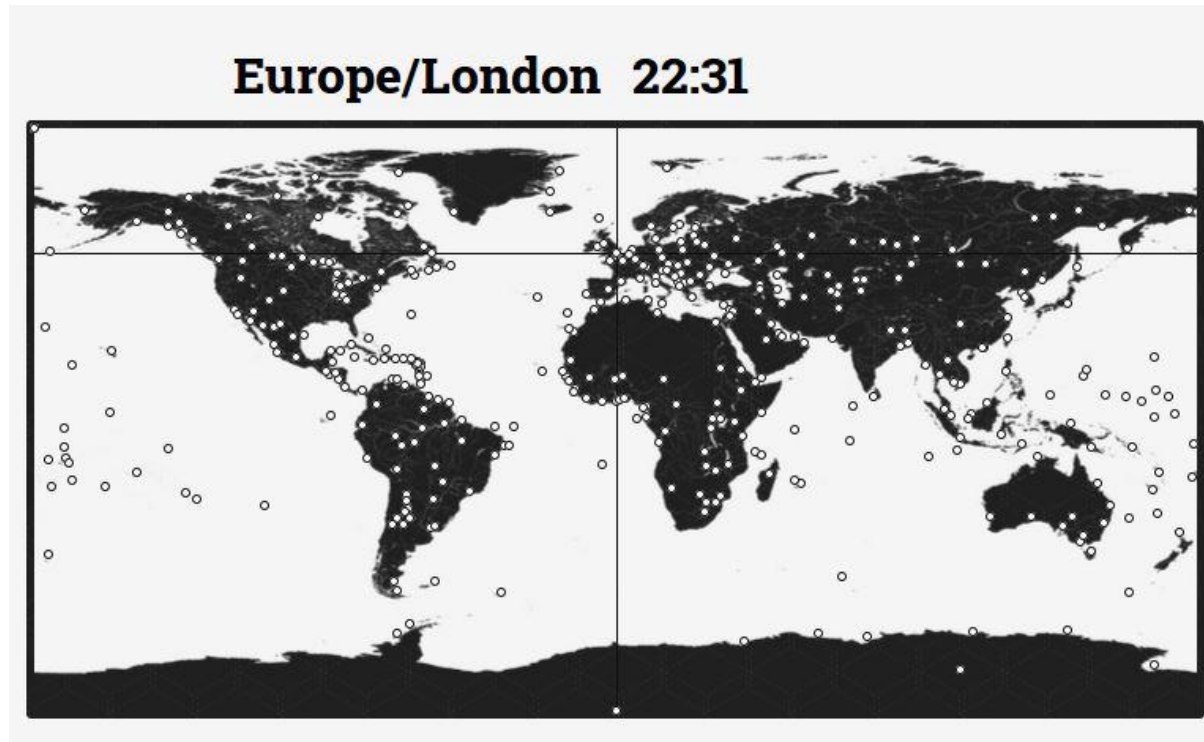**Posting Date:** Schedule when the Post must be published, and a sequence of re-publications.
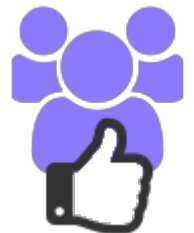
Joocial - K2 social content management Social Publishing Management

About World Clock & Time Zone Map: all times are related to the server time zone. Please, remember to adjust it according to your audience.

Joocial - K2 social content management Social Publishing Management

Repeat: Define a frequency of repetitions for this post.
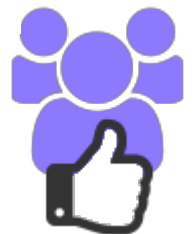
It can start right away, or you can define a first posting date. To stop it, you must cancel the content request.

Joocial - K2 social content management
Social Publishing Management

Image Chooser: Select which article image must be included in Post.

Post Management
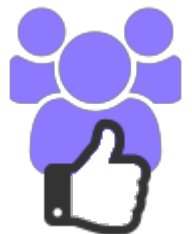
Publishing | Posting Date | Repeat | Image Chooser

Available images

images/sampledata/fruitshop/apple.jpg

If no image is chosen, Post is created with the first available image.

Joocial - K2 social content management Virtual Social Media Manager

Virtual Media Manager: Provides a virtual assistant to support high level operations:

- Only publish in "working hours"
- If there's nothing new to publish from site or RSS Feeds, re-publish "evergreen" content
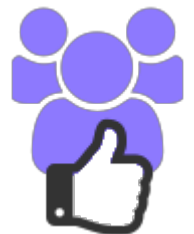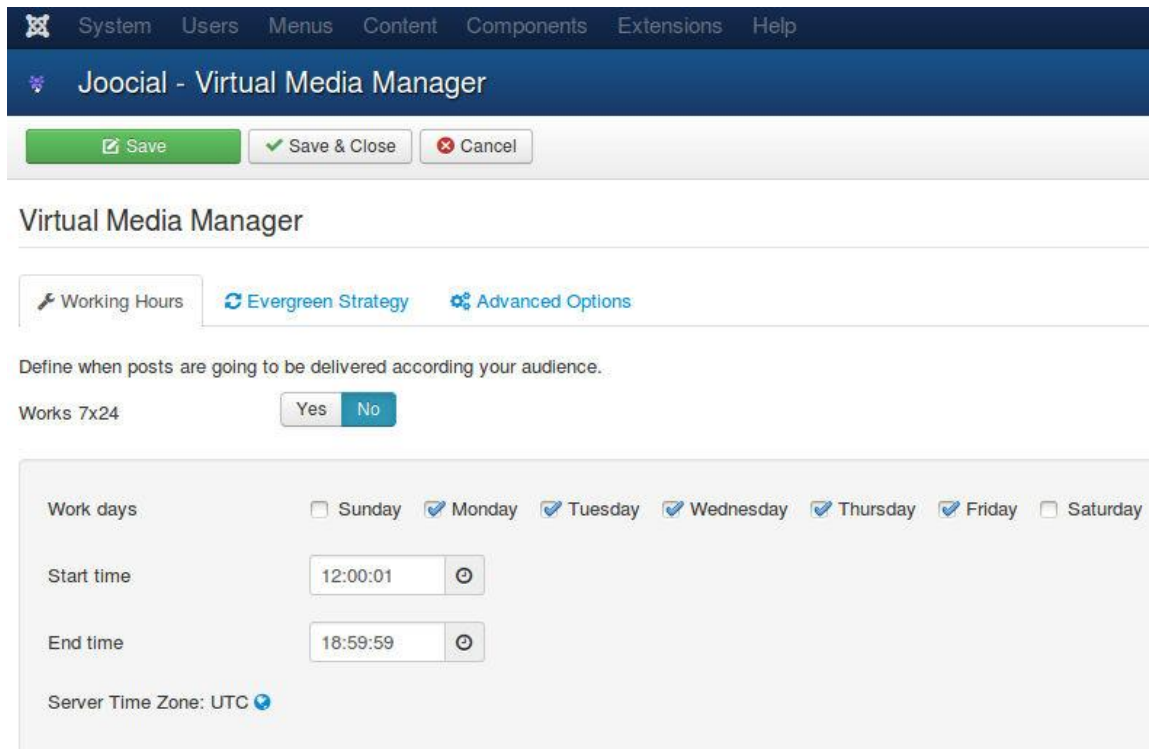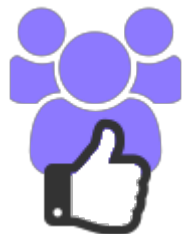
Joocial - K2 social content management Virtual Social Media Manager

Working Hours: Define to allow Post publication at any time, or focused in a period of time.

E.g. You can receive new articles with RSS Feeds, and filter them according your audience. But if your users are more active at some hours, you can define the "working hours" to your Virtual manager.

Joocial - K2 social content management Virtual Social Media Manager

Evergreen Posts: Posts selected as evergreen can be posted if there's no content available. In this form, you can define frequency of evergreen posts.

Strategy: It can be random or in sequence. In both cases, a great number of evergreen posts is recommended to avoid channel saturation.

Reference: Should bloggers and businesses share old content?

Joocial - K2 social content management Virtual Social Media Manager

Evergreen Posts: Posts selected as evergreen can be posted if there's no content available. In this form, you can define frequency of evergreen posts.

Strategy: It can be random or in sequence. In both cases, a great number of evergreen posts is recommended to avoid channel saturation.

Reference: Should bloggers and businesses share old content?
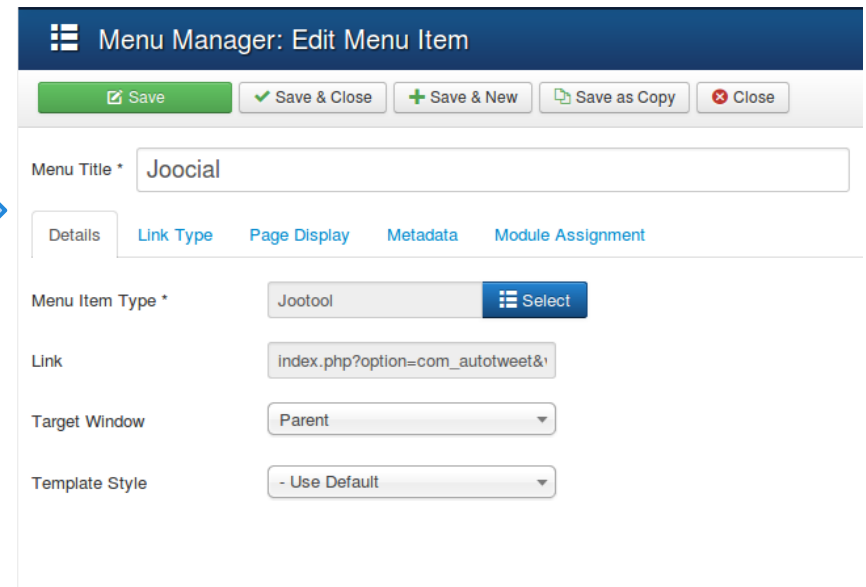
Joocial - K2 social content management Front-end Social Management Team

Jootool: It's a new front-end solution for your social management team.

- To start, please create a new **Menu Item** for **Joocial**

Joocial - K2 social content management Front-end Social Management Team

Jootool: It's a new front-end solution for your social management team.

Joocial - K2 social content management Front-end Social Management Team

In Joomla!, you can have several User Groups (*).
By default, **Jootool** allows these operations:

User	Create	Edit Own	Edit	Edit State	Delete	Access Backend	Configuration
Author	ok	ok					
Editor	ok	ok	ok				
Publisher	ok	ok	ok	ok			
Manager	ok	ok	ok	ok	ok		
Administrator	ok	ok	ok	ok	ok	ok	
Super User	ok	ok	ok	ok	ok	ok	ok

In K2, Administrator has to allow users to submit content:
[Allowing users to submit content](#)

(*) For further information: http://docs.joomla.org/ACL
Permissions can be customized by Administrator in Global Configuration
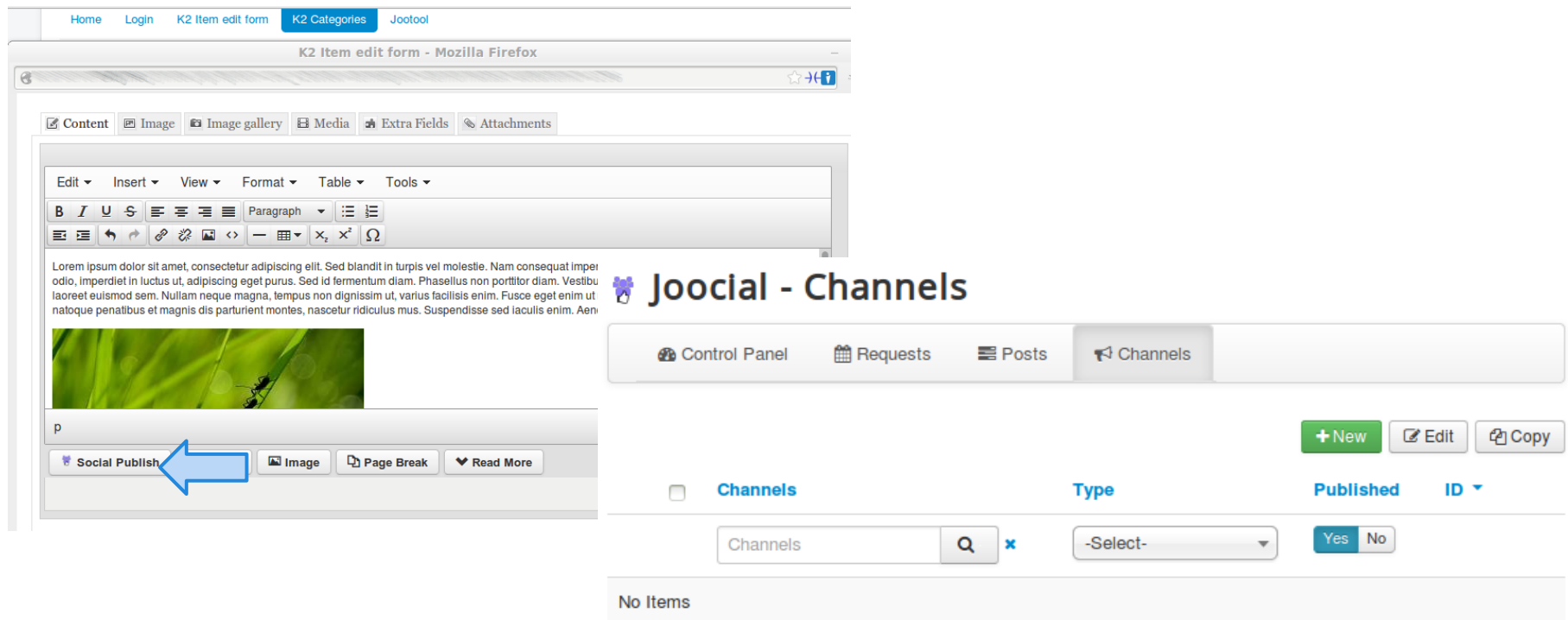
Joocial - K2 social content management Front-end Social Management Team

Author:
- Create content and Edit Own "Social Publishing" Options
- Create and Edit own channels.

Joocial - K2 social content management Front-end Social Management Team

Editor:
- Create and Edit content, Edit "Social Publishing" Options
- Create and Edit channels.
- Requests and Posts: Check Status

Joocial - K2 social content management Front-end Social Management Team

Editor:

Joocial - K2 social content management Front-end Social Management Team

Publishers:

- Create, Edit and Edit State content, Edit "Social Publishing" Options
- Create, Edit and Publish channels.
- Requests and Posts: Check Status, Process and Publish

Joocial - K2 social content management
Front-end Social Management Team

Publishers:

Joocial - K2 social content management Front-end Social Management Team

Managers:
- Create, Edit and Edit State content, Edit "Social Publishing" Options
- Create, Edit, Publish and Delete channels.
- Requests and Posts: Check Status, Process, Publish and Delete

Joocial - K2 social content management
Front-end Social Management Team

Managers:

Joocial - K2 social content management Front-end Social Management Team

Administrators and Super Users:

- Create, Edit and Edit State content, Edit "Social Publishing" Options
- Create, Edit, Publish and Delete channels.
- Requests and Posts: Check Status, Process, Publish and Delete
- Access Administration Interface, Feeds and Virtual Media Manager

Joocial - K2 social content management Conclusion

In this presentation, we have shown the new features available in Joomla for <u>full social content management</u>:

- **Social Publishing Management**: New tools to create, edit, schedule, and repeat posts.
- **Virtual Social Media Manager**: High-level virtual assistant to manage when Posts are published, and evergreen posts support (re-publishing).
- **Jootool - Front-end Social Management Team**: Front-end team tool to configure channels, browse, manage content requests and posts.

One last word

We love your feedback, it's our way to improve.

This presentation was created with your help.

Please post a rating and a review at the #JED It really helps ;-)

Support: http://support.extly.com
Community Forum Support: http://www.extly.com/forum/index.html

Twitter @extly
Facebook facebook.com/extly