



Nouncy User Manual

Setting up and planning your first campaign

What is Nouncy?

Nouncy is a tool to let people speak out for you on social media. People in and around your organization can contribute social media posts for YOU to publish to THEIR timelines at a later point in time.

This is how Nouncy works:

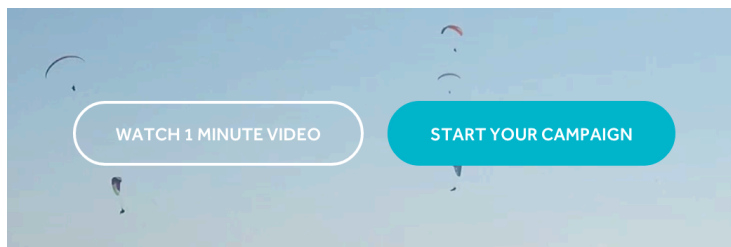
1. In a Nouncy campaign you choose a link that you want to spread on social media, for example a link to an announcement on your blog, a link to your Facebook page or a link to an event page.
2. On your campaign page everyone can contribute social media posts. People write the message themselves, but link is automatically inserted into all messages.
3. You, as the campaign manager, decide when to publish the messages to the timelines of your supporters. You can publish them individually, in groups or all at once.

Check out some examples of real campaigns here: featured.nouncy.com.

Setting up your campaign

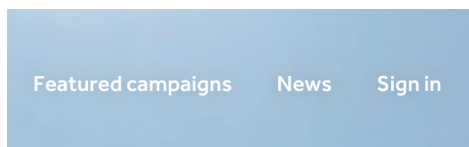
Creating a free account

Go to Nouncy.com and hit the 'Start your campaign' -button, and follow the instructions.



Signing in to your Nouncy account

Go to Nouncy.com and hit 'Sign in' at the top right.



Deciding what you want people to share.

The first question to answer when you're starting your first campaign is 'What link do you want people to share in your campaign?'

What do you want people to share?

redbull.com/seabase1910

Okay, next step

Choose a link that you want people to spread on social media. Some examples:

EXAMPLE

Examples of links to announce with a Nuncy campaign:




- a link to an announcement on your website;
- a link to your Facebook page;
- a link to the sign up page of your event;
- a link to your new album in the iTunes store;
- a link to the download page of the game you made;
- a link to a job opening at your company's website.

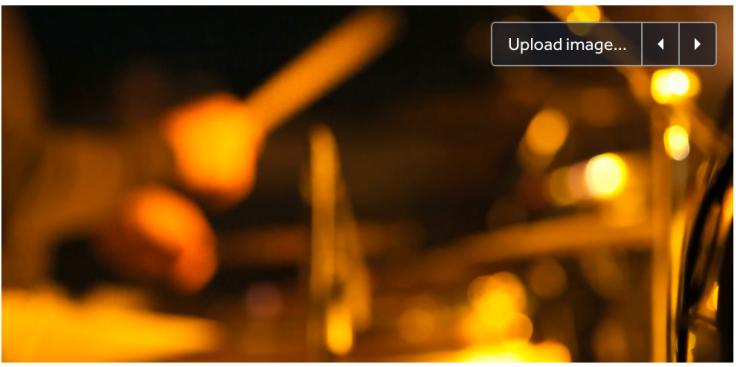
After typing or pasting the link hit the green 'Okay, next step' button.



Fine-tune how your link will be shown in social media posts

When you post a link to a social network like Facebook or LinkedIn a 'social snippet' will be created, to represent your link. Nouncy allows you to fine-tune how Facebook and LinkedIn will show your link in the posts of your supporters, by telling the social networks exactly what information to use to represent your link. On Twitter only the image will be shown with your post.

What do you want people to share?


How your link should be represented on Twitter (image only), Facebook and LinkedIn. [Learn more](#)   



Upload image...  

Download our new album on itunes

Our new album is out today. We've been working on this new release for more than a year and it paid off. Get it while it's hot!

Hashtag(s) that should be included in each tweet (optional) 

[Next, set up a campaign page](#)

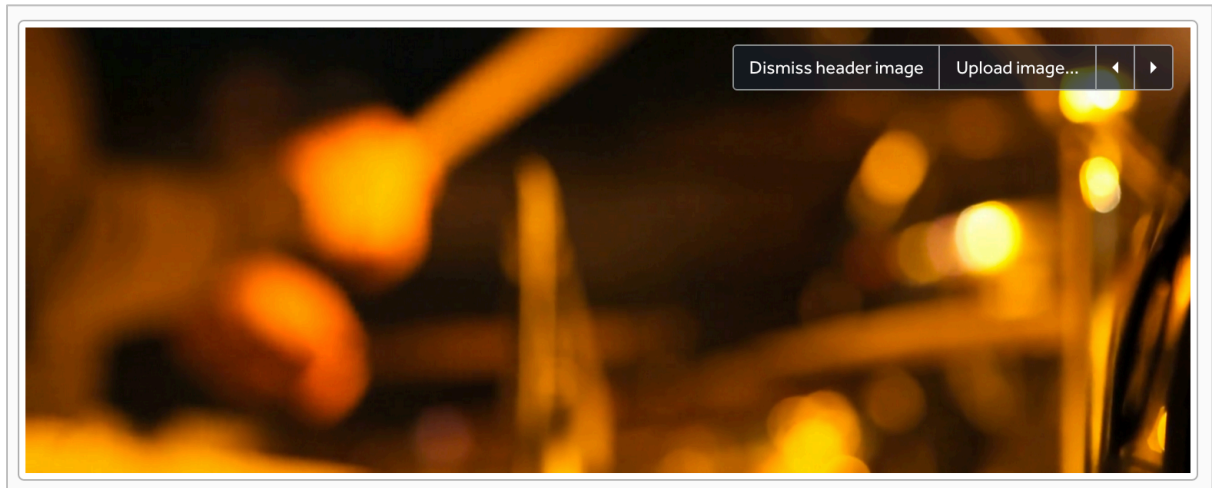
To learn more about how your link will be represented on Facebook: <http://help.nouncy.com/how-will-the-posts-of-my-ambassadors-look-on-facebook/>.

Setting up your campaign page

A Nouncy campaign is a public landing page where people can contribute one-off social media post for you to publish to their timelines at a later point in time. On your campaign page you explain what you would like people to post about and why you need their help.

Setting a header image

Setting a header image is optional, but we strongly recommend to do so. Good visuals can help you a great deal in getting your story across. The size of the header varies on different devices and screen sizes. There is no ideal size for your image. As long as it is at least 1500px wide and 500px high you're quite safe. Make sure the thing you want to show is in the middle of the image to prevent it from being cut off on smaller screens.



Tell people why your supporters should help you: Campaign title and description


Every campaign page has a title, a description and a call to action text. The goal of the page is to convince people to help you out by contributing social media posts. So the title and the description should tell a good story about why they should help. But don't forget to tell people how they can help!

Call to action

We've created an extra text field to highlight the call to action and get people to hit the buttons.

What do you expect people to do for you and why? Will be displayed right above the call to action buttons.	Hit the buttons below to schedule a post for us lat
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It will look like this on your campaign page.



Hit the buttons below to schedule a post for us to send later

Support with Twitter

Support with Facebook

Support with LinkedIn

[What is this?](#) [About your privacy](#)

Making your campaign 'public'

At the last stage of setting up a new campaign, Nouncy will ask you if you want the campaign to be public or not.

☒ This campaign is public. [Learn more](#)

Making your campaign public means making it visible and indexable for search engines. If you decide to leave this box checked, chances are that your campaign page gets picked up by Google. Read more about making your campaign public: "<http://help.nouncy.com/what-does-the-this-campaign-is-public-checkbox-do/>"

Ask Team Nouncy for help

When you have questions or want some feedback on your campaign, drop us a line. We're here to help. Find details below.

Promoting the campaign

Don't let people arrive at an empty campaign page

A campaign page that does not have any posts scheduled on it looks a bit sad. So, before you start inviting people to your campaign, make sure you already scheduled some posts on the campaign page. There are always people around you that you can ask directly, i.e. colleagues, friends, your boss. Make sure to have around 10 posts ready before you start inviting people who do not know what Nouncy is.

Send clear instructions

To get people to actually support your campaign be sure to include clear instructions for people on how they can help. Here are some example instructions:

EXAMPLE: CLEAR INSTRUCTIONS

How you can help:

1. Go to my campaign page: [your url here]
2. Hit one of the green support buttons: 'Support with Twitter', 'Support with Facebook' or 'Support with LinkedIn'.
3. Write your post.
4. Give us permission on your social account to post the message to your timeline at a later post in time. The permission you give us is for posting the EXACT message you wrote to your timeline ONLY ONCE.

Invite the right people (who can reach your target audience)

A Nouncy campaign should not be about building the *biggest* social reach, but about building the *most relevant* social reach. That is, the people who schedule posts for you should have followers that are relevant to you. If you let a teenager post on Facebook about an anti aging cream, just because this person has a large number of followers you might want to rethink your strategy.

One tweet with a relevant following can have an immense impact, regardless of the amount of followers the person has.

Approach people personally

Asking people to help your campaign works best if you do it personally. Sure, it takes some extra time and effort, but it generally pays off big time.

Choose the right moment to start chasing the big fish

Do not let the big fish (i.e. the people with impressive and relevant networks) arrive at an empty campaign page. Wait until your campaign has gained some traction, before pulling them into your campaign. If they see that a bunch of other people have already helped out, the social proof might give them just the nudge they need to contribute.

Deploy your marketing channels when your campaign is warmed up

Once you have assembled a good first group of supporters, start targeting other groups: include a link to your campaign in your newsletter, or publish a link to your campaign on your Twitter and Facebook accounts.

Show your progress

Once your campaign takes off, publish updates on the progress of your campaign on your social media channels. Telling people how many supporters and social reach you've already gathered works wonders. So don't forget to post screenshots of your social reach along with the link to your campaign to your social accounts.

Ask Team Nouncy for help

When you have questions or want some feedback on your campaign, drop us a line. We're here to help. Find details below.

Planning your campaign

Every campaign is different and requires a different timeline. Some Nouncy users start a campaign in the morning, have a social reach of 100,000+ by the afternoon and announce their campaign at night. Other campaigns keep going strong for months.

Our advice

We usually tell people to have the campaign page up and running, including 10 posts by your own team and colleagues and the company Facebook and Twitter account, 10 days before you announce your news.

The planning can differ greatly for different types and sizes of campaigns. If you're not sure what to do, or if you just want some feedback on your strategy or content, do not hesitate to ask Stef Gallé, founder of Nouncy for advice. You can click the question mark icon at the bottom of the tool when you're logged in. Or you can drop him a line at any time at stef@nouncy.com.

EXAMPLE: PLANNING A CAMPAIGN

In this example we'll use by Red Bull:

http://redbullsui.nouncy.com/seabase-to-take-on-the-most-treacherous-stage-of-1910_#/

4 weeks before the event

The team discussed the campaign planning an strategy with Stef Gallé, founder of Nouncy. They created a Nouncy campaign and started collecting the content for their campaign page: a header image, a profile image and some good copy. They went back and forth between the team and Stef a couple of times to fine tune the copy and content.

3 weeks before the event

The campaign page was up and running and they the team started to schedule the first posts from their own accounts: their personal Facebook and Twitter accounts and the national Red Bull Facebook page.

2 weeks before the event

Ten posts were scheduled in the campaign and the campaign page looked alive and kicking. Now they were ready to invite the first batch of supporters: Colleagues, Red Bull teams from other countries and the athlete himself Patrick Seabase.

1 week before the event

27 posts were scheduled on the campaign page. In the last week they invited the last batch of supporters: friends of the athlete with big social media following (mainly other Red Bull sponsored athletes) and bloggers with relevant followings and cycling communities. They also sent friendly personal reminders on Whatsapp to people who didn't respond to their first request.

The launch

In the morning of the event 80 people had scheduled social media post with a combined social reach of 500,000+ followers. When they hit the announce button they unleashed a wave of activity on social media.

Warning: scheduled posts might expire!

One thing to keep in mind when you're planning your campaign is that some posts might expire. If people schedule posts for you using their personal Facebook profiles, these posts might expire after 60 days. You will get a notification before posts expire.

Generally, it is not a good idea to start collecting post from supporters more than 45 days before you will publish them.

We're here to help!

Team Nouncy is always willing to help you to make your campaign a success. By looking at the campaigns happening on our platform, we have gained a lot of knowledge on how to create the perfect Nouncy campaign.

We are always willing to help you decide on your campaign strategy or planning, give feedback on your copy and photo's used or just have a chat about improvements we could make.

If you find errors, typos or weird stuff in this user manual, please let us know.

Holler at us



Shoot us an email: hello@nouncy.com.



Or you can log in to the app and chat with us directly by clicking the icon in the right bottom corner of your screen.