

GATORSOCIAL

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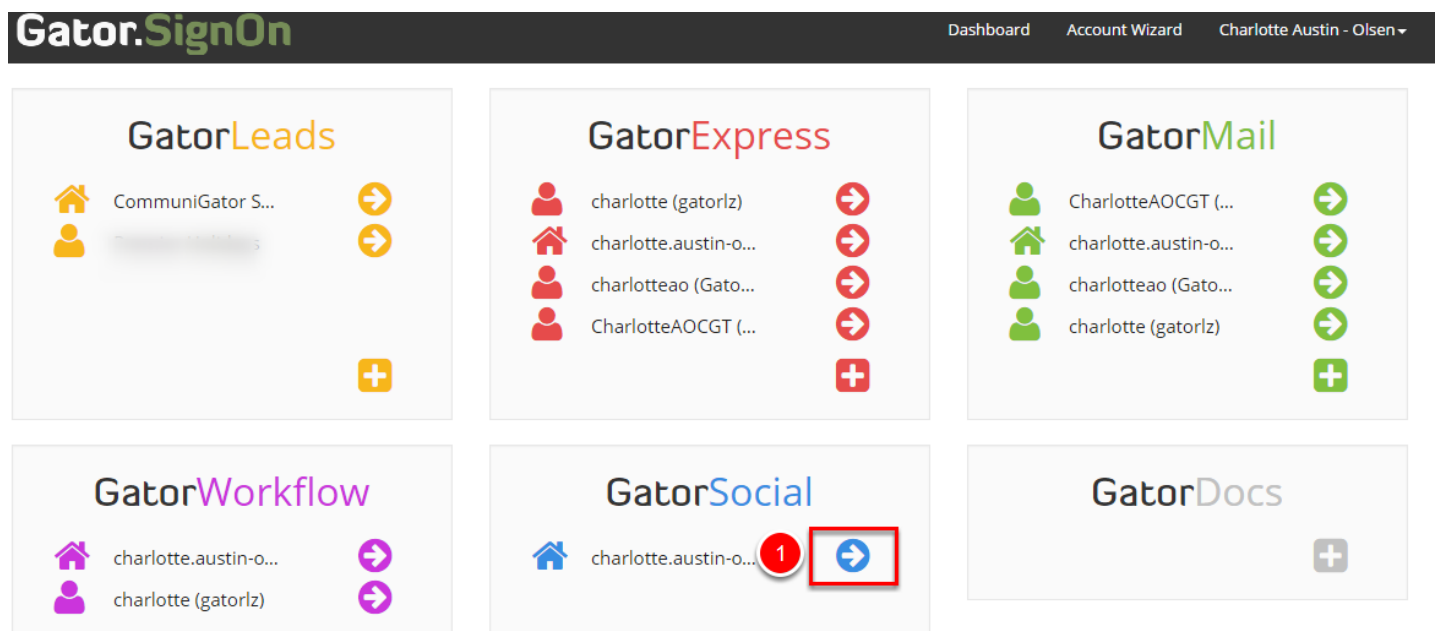
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# Setup

# Connect your accounts in GatorSocial

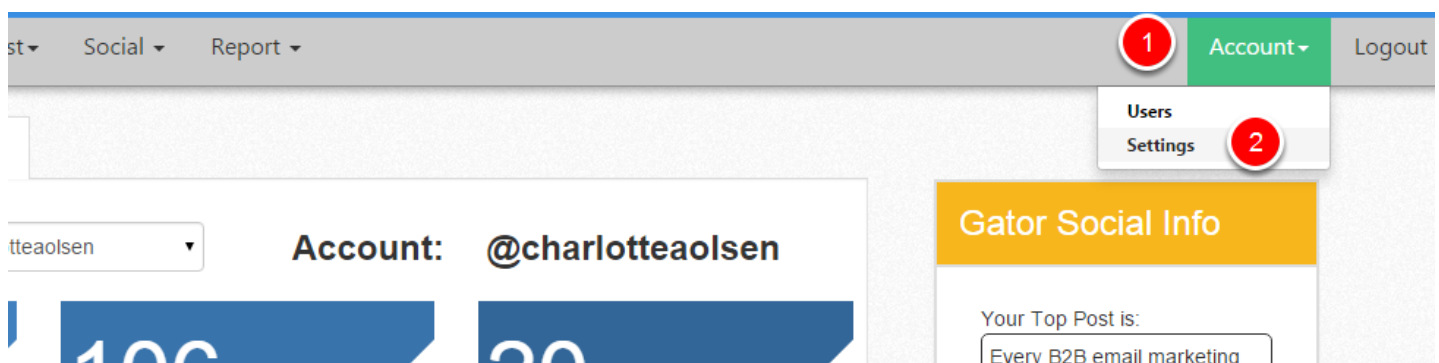
This help article will provide you with a step by step on how to associate your Facebook, LinkedIn and Twitter accounts in GatorSocial. This will allow you to schedule posts and look at what your competitors are doing.

## Log into Social



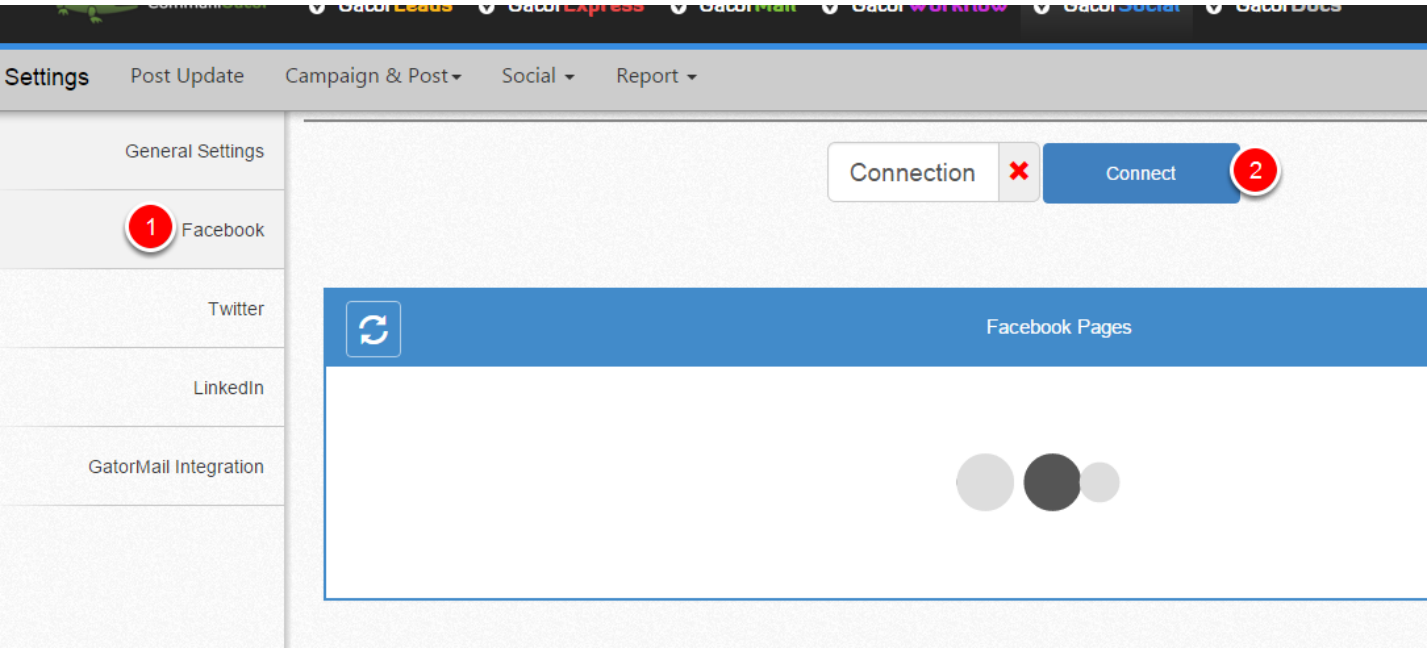
1. Log into your social via Single Sign On

## Settings



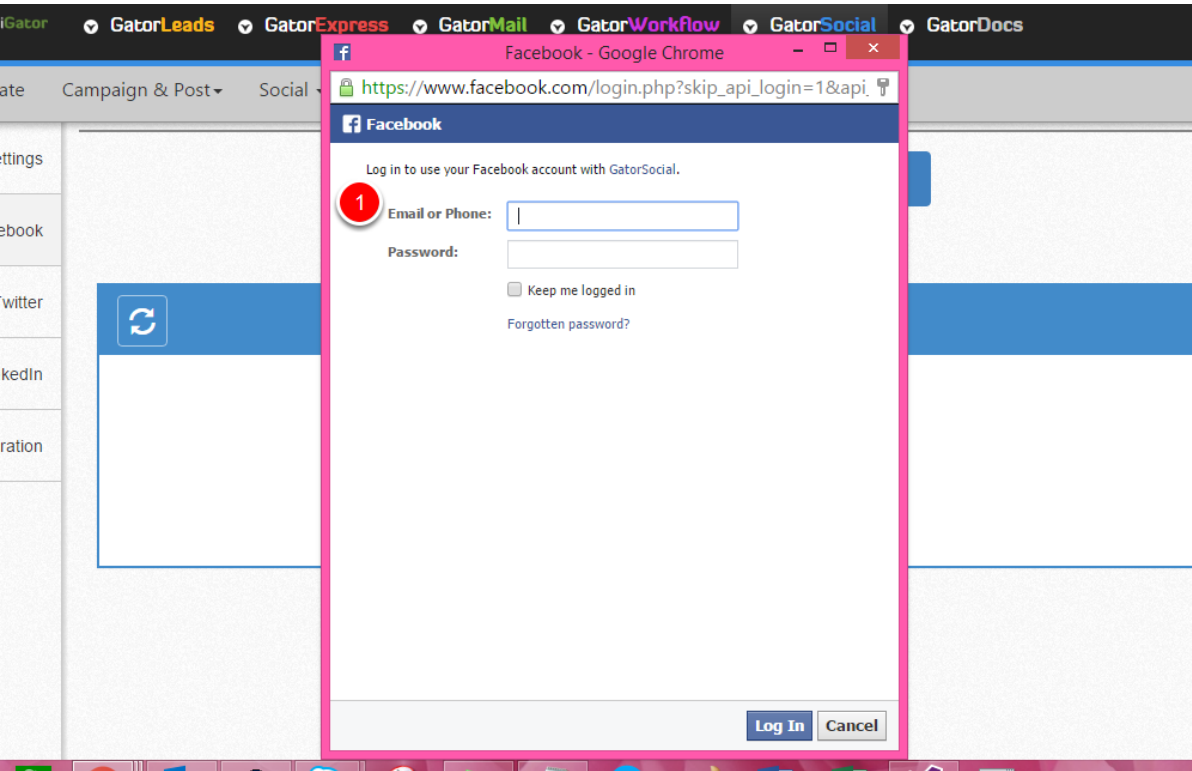
1. Click onto the Account Tab
2. Click Settings

# Facebook



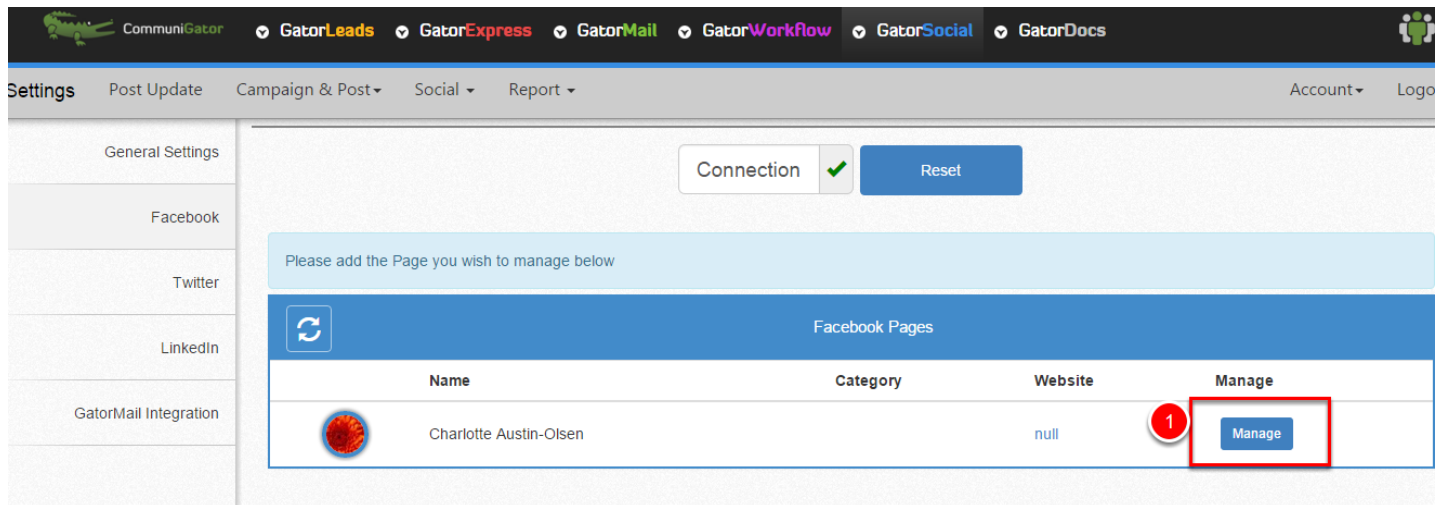
- 1. Click on the facebook tab in your settings
- 2. Click connect

# Facebook



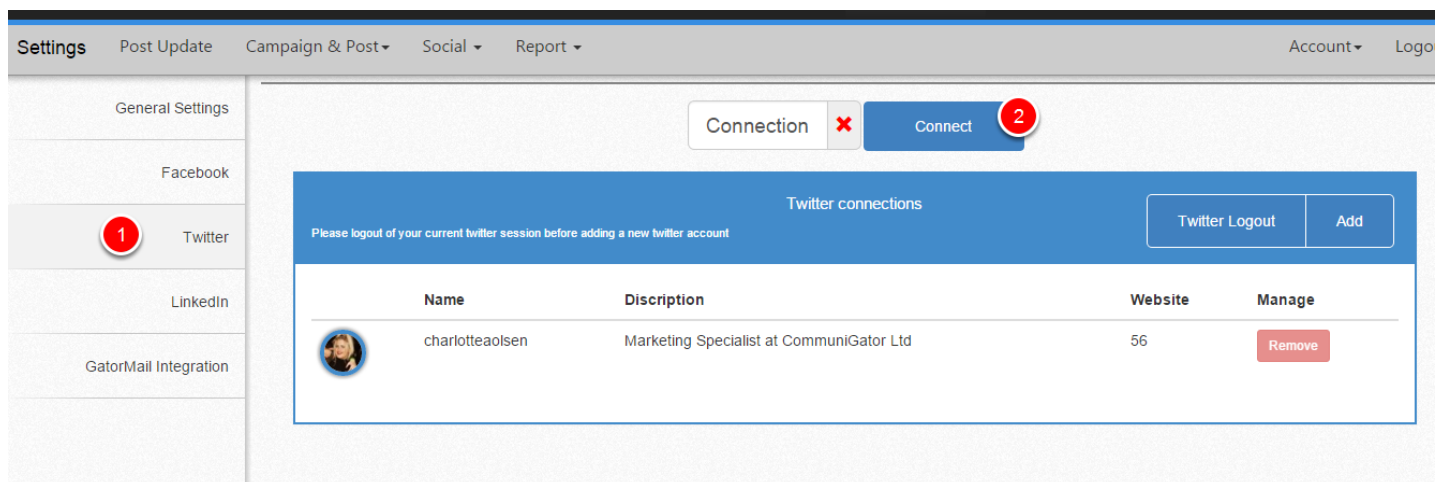
1. Enter your details and click log in

## Facebook



1. Select manage on the page you wish to manage

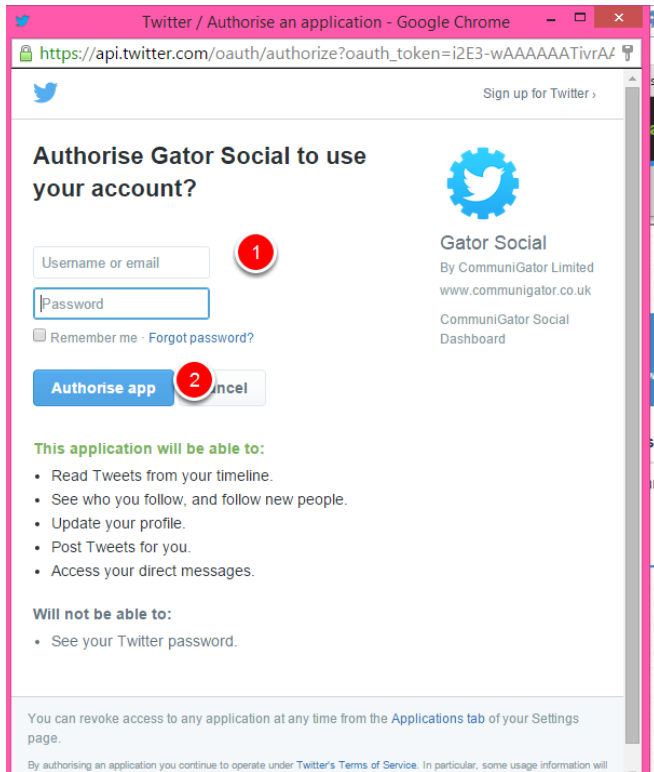
## Twitter



1. Click on the Twitter tab in your settings
2. Click connect

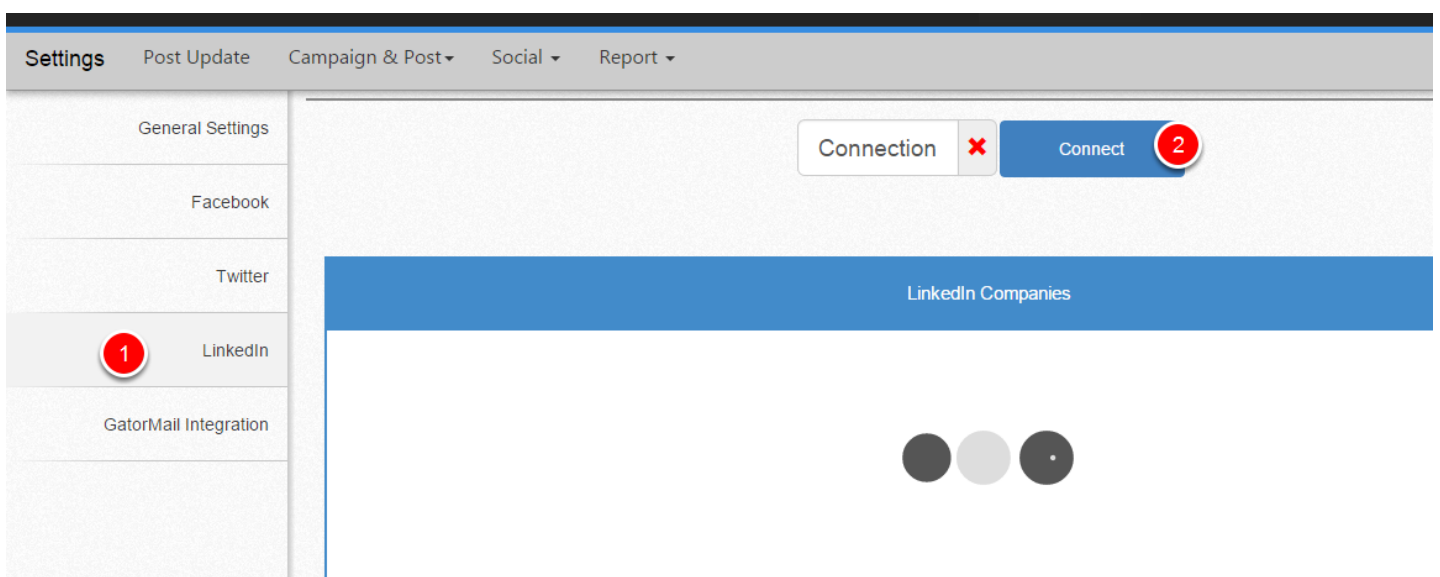
NOTE: you have the ability to add more than one twitter account to your GatorSocial

# Twitter



1. Enter your details
2. authorize App

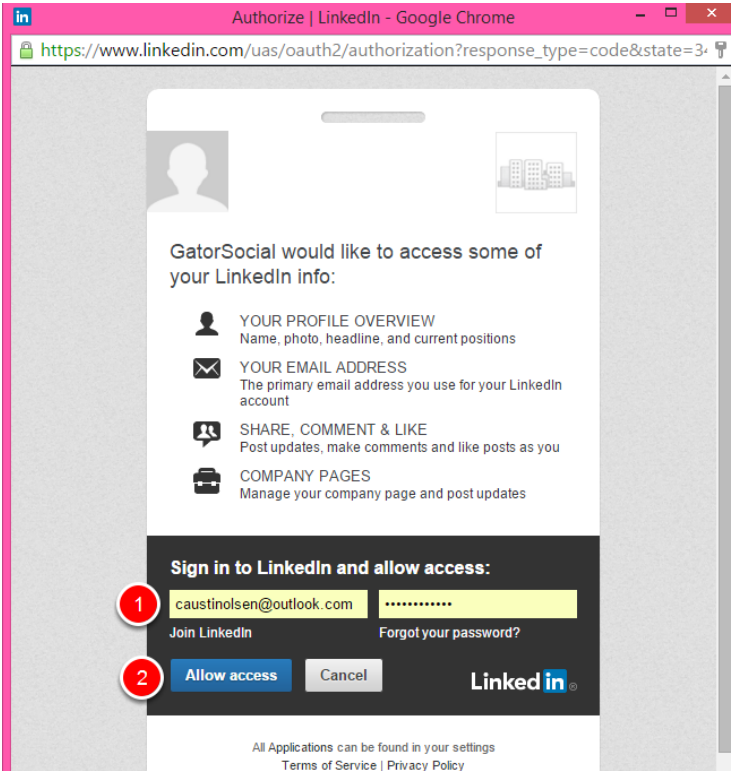
# LinkedIn



1. Click on the LinkedIn tab on your settings page

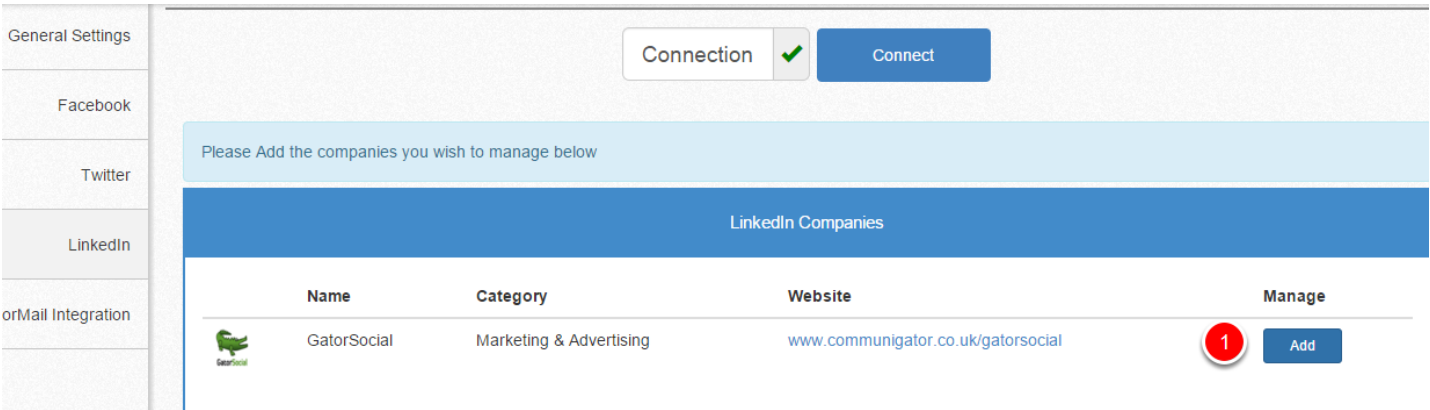
2. Click connect

## LinkedIn



1. Enter your details
2. Click allow access

## LinkedIn



1. Click add on the LinkedIn pages you would like to manage



# GatorMail Integration

1. Click on the GatorMail Integration tab on your settings page
2. Enter your GatorMail login details
3. Click connect

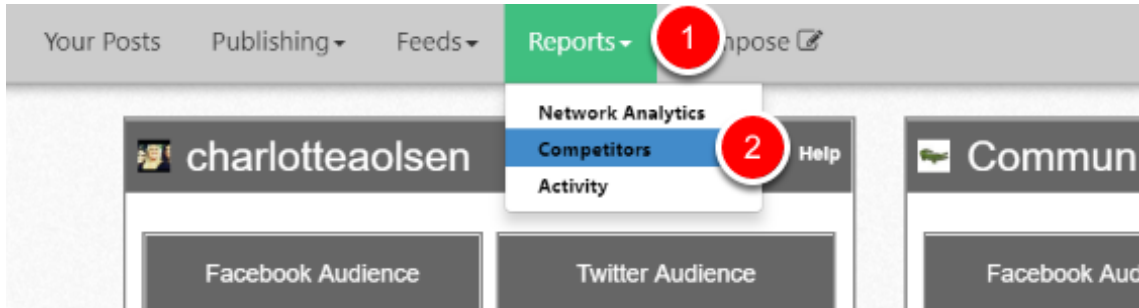
## GatorMail Integration

You will have the ability to choose which folders you'd like the images of the gator scoop articles to be stored.

# Competitors

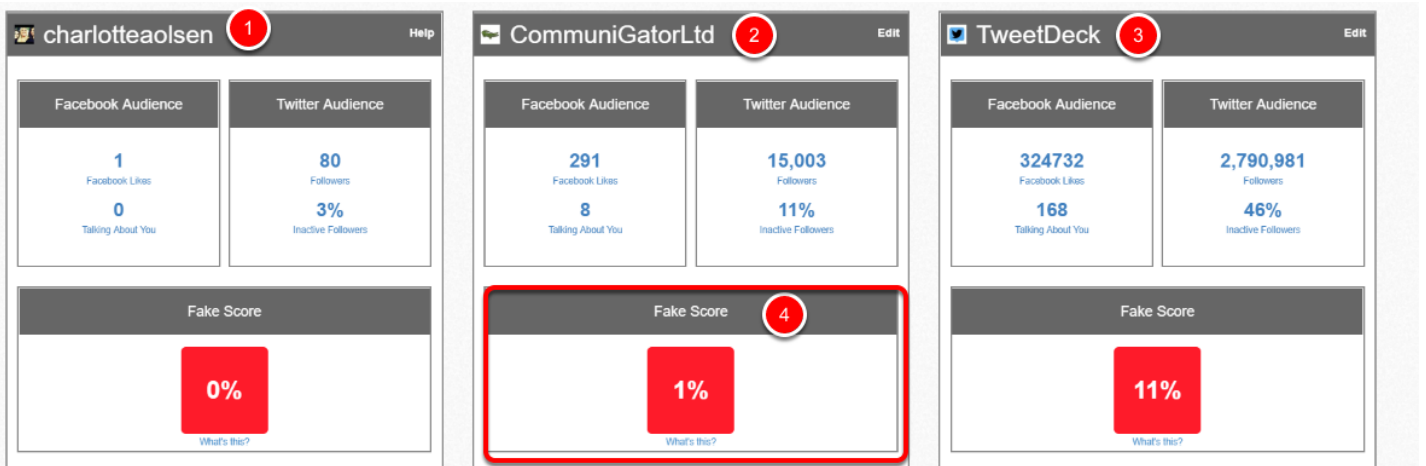
This section will cover the Competitors Tab on the GatorSocial Dashboard.

## Competitors Tab



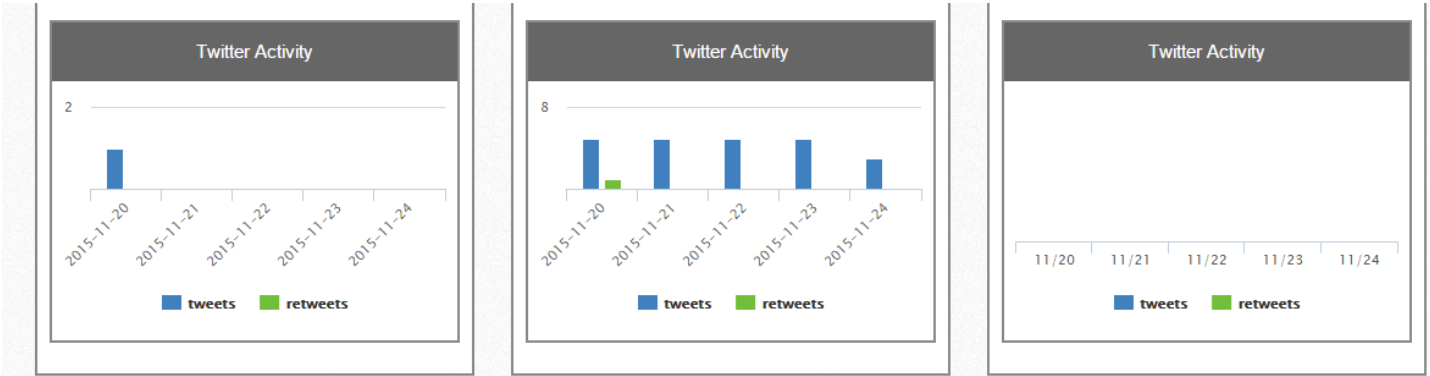
1. Click onto the Report Tab
2. Click Competitors

## Sections



1. This is your account
2. One of your competitors accounts
3. Another one of your competitors accounts
4. Fake Score - This is the percentage of 'fake' accounts, accounts created by bots etc, that are following your competitor/yourself.

# Twitter Activity



You also have the ability to see yours and your competitors twitter activity over the previous 5 days

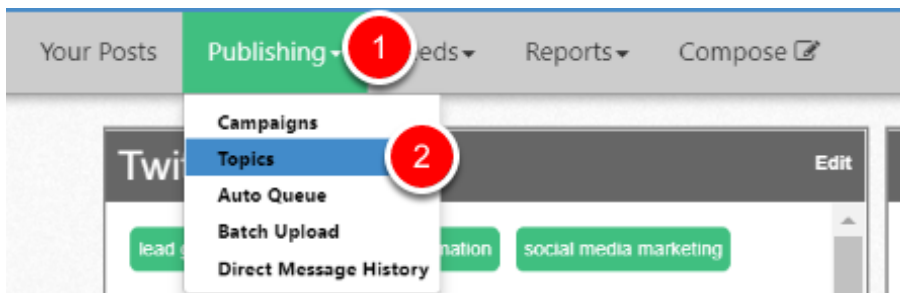
# Topics Tab

The Topics tab is where you can add key search terms to search through twitter feeds. You are able to view any tweets with these key words in, you are then able to re-tweet or reply to these followers.

The Blog section gives you the ability to add up to 3 RSS feeds, this pulls through articles which you are able to share to your social networks.

The 'Topics' Tab can be found under the 'Publishing' Tab in GatorSocial

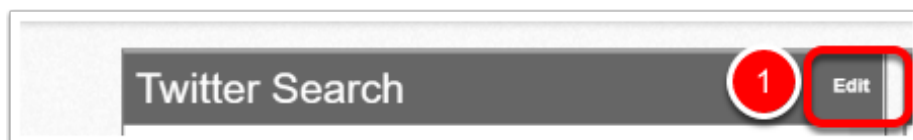
## Topics Tab



1. Click on the publishing tab
2. Click on topics

## Adding in your search terms

## Keyword Search on Twitter



Close

Search Term 1

x lead generation

Search Term 2

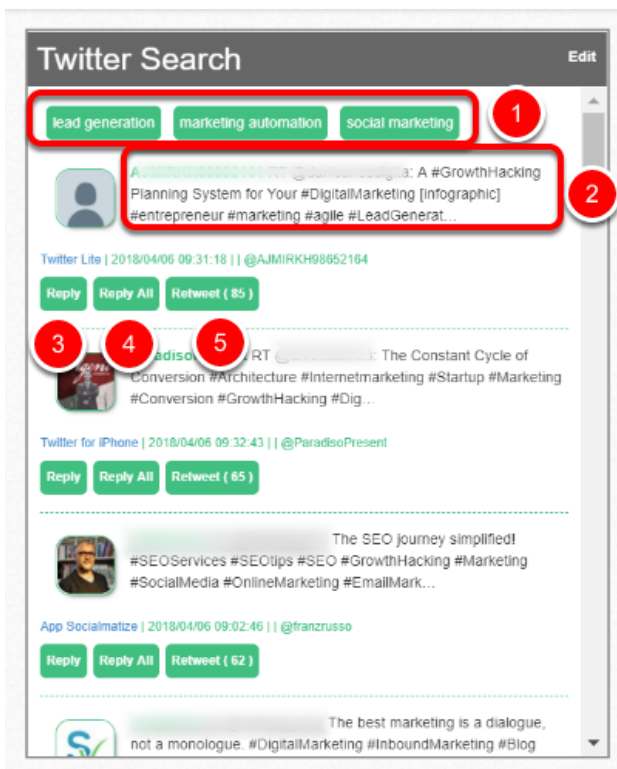
x marketing automation

Search Term 3

2

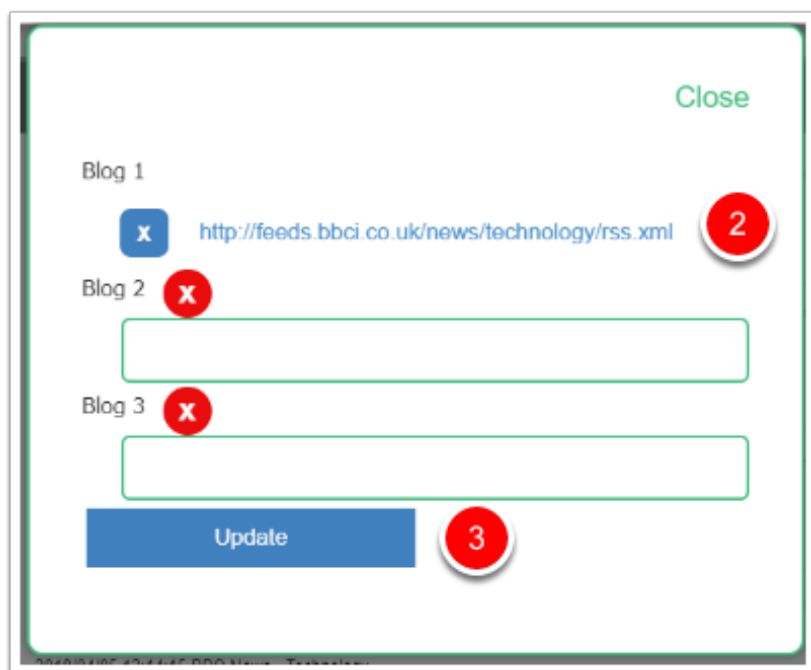
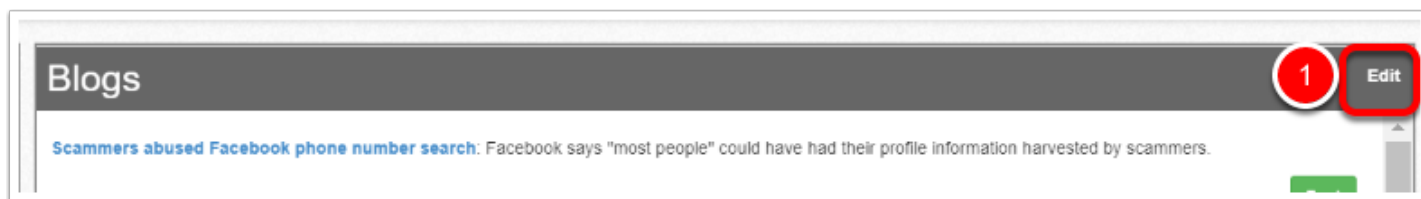
Update 3

1. Click on the Edit button on the top of the Twitter Search Bar
2. Add in your Key Words
3. Update



1. Your Key Words
2. Twitter posts relating to your Key Words
3. Reply to user
4. Reply to user and all users tagged in post
5. Retweet post

## RSS Feed



1. Click on Edit on top of Blogs bar
2. Add in your RSS feed link
3. Update

# Blogs

**Blogs** Edit

**Scammers abused Facebook phone number search:** Facebook says "most people" could have had their profile information harvested by scammers. 1 Post

2018/04/05 13:54:18 BBC News - Technology

---

**Superfast 5G mobiles are a step closer:** EE, Vodafone, O2 and Three win frequencies for the next generation of mobile phone networks. Post

2018/04/05 12:24:57 BBC News - Technology

---

**Superfast 5G mobiles move a step closer:** EE, Vodafone, O2 and Three win frequencies for the next generation of mobile phone networks. Post

2018/04/05 12:24:57 BBC News - Technology

f Charlotte Austin-Olsen

EE, Vodafone, O2 and Three win frequencies for the next generation of mobile phone networks.  
<http://www.bbc.co.uk/news/business-43653418>

5000 ☐ advanced

RSS Blog 2 SEND

The Blogs, show live RSS feeds from the blogs that you have selected.

1. Click to post the article
2. Schedule post to go out or post straight away

# How to compose a message

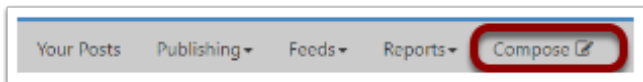


# Composing a new message in GatorSocial

The posting messages option is the functionality enabling you to post messages to your connected social channels. If you've only connected your Twitter account this will default to messages posted to your Twitter account. If you've connected a Facebook page or LinkedIn profile you'll be able to select which networks to post to.

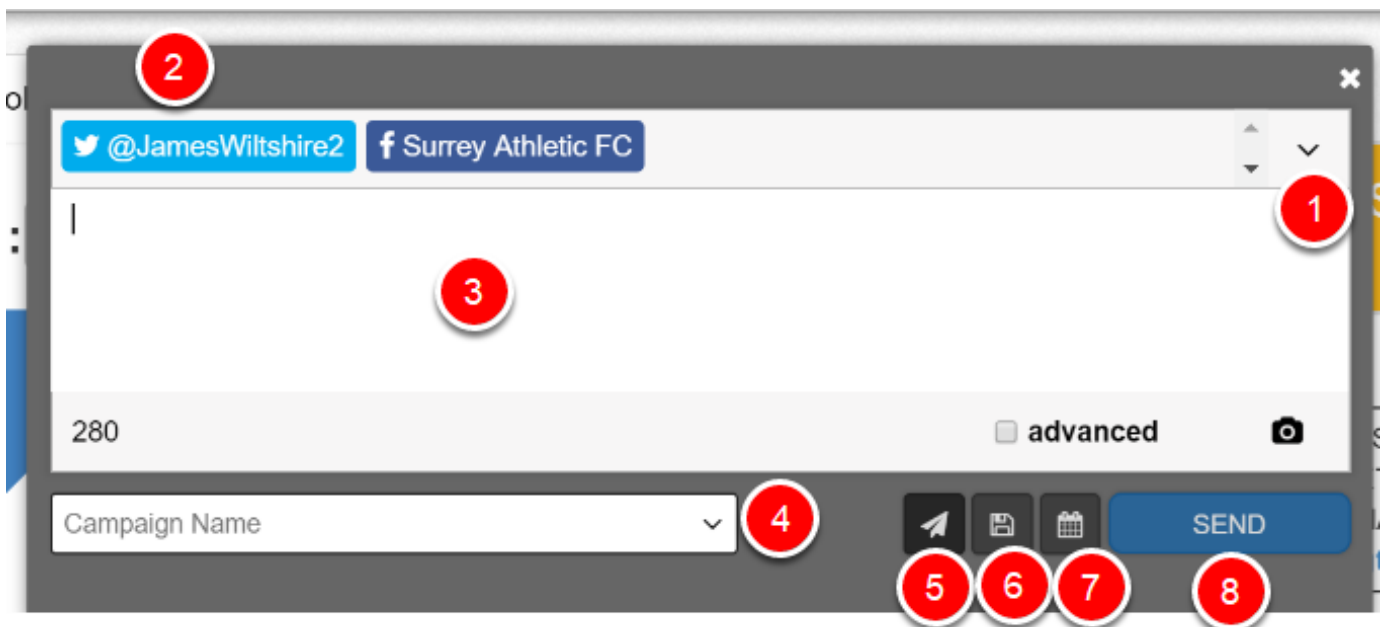
## Post Update

1. To post to your networks click on the compose tab



1. b

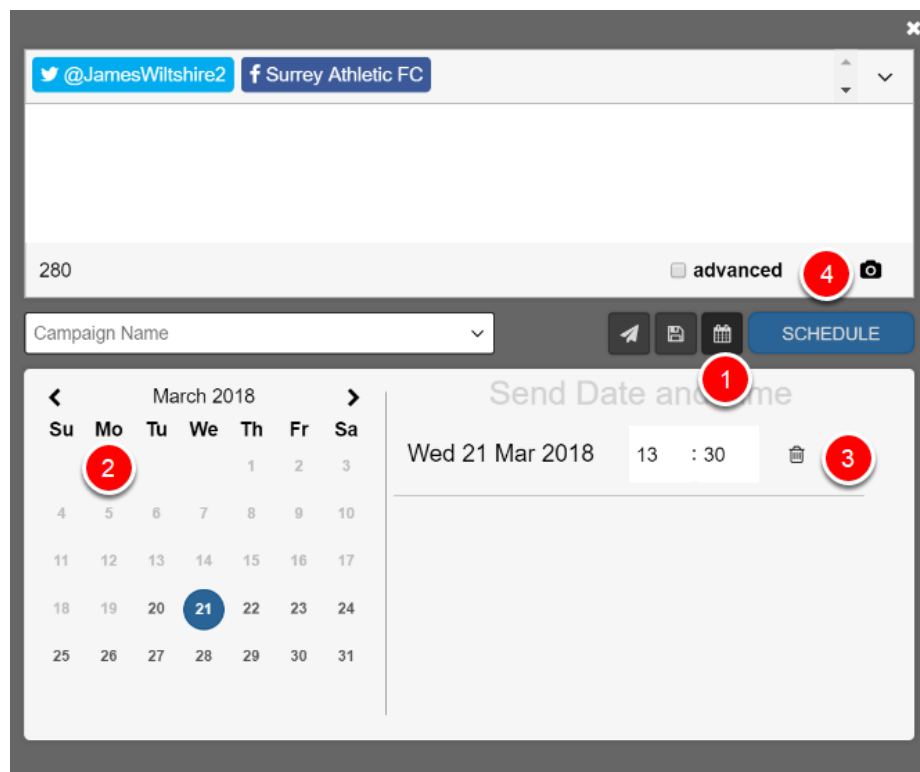
## Composing a post



1. Click on the drop down to select which Network you would like to post to
2. You can view the social channels the post is going to
3. Add in your content for the social media post

4. Click on the drop down to select an existing campaign, alternatively if you would like to create a new campaign enter in your campaign name (the campaign is used to build your UTM values)
5. This will send the post immediately to the social media channels
6. Save the post to the library which can be found under the Publishing tab and selecting the option Auto Queue
7. Clicking on the calendar will allow you to schedule your social media post
8. Will either send the post out immediately or schedule the post send based on the time and date you've set

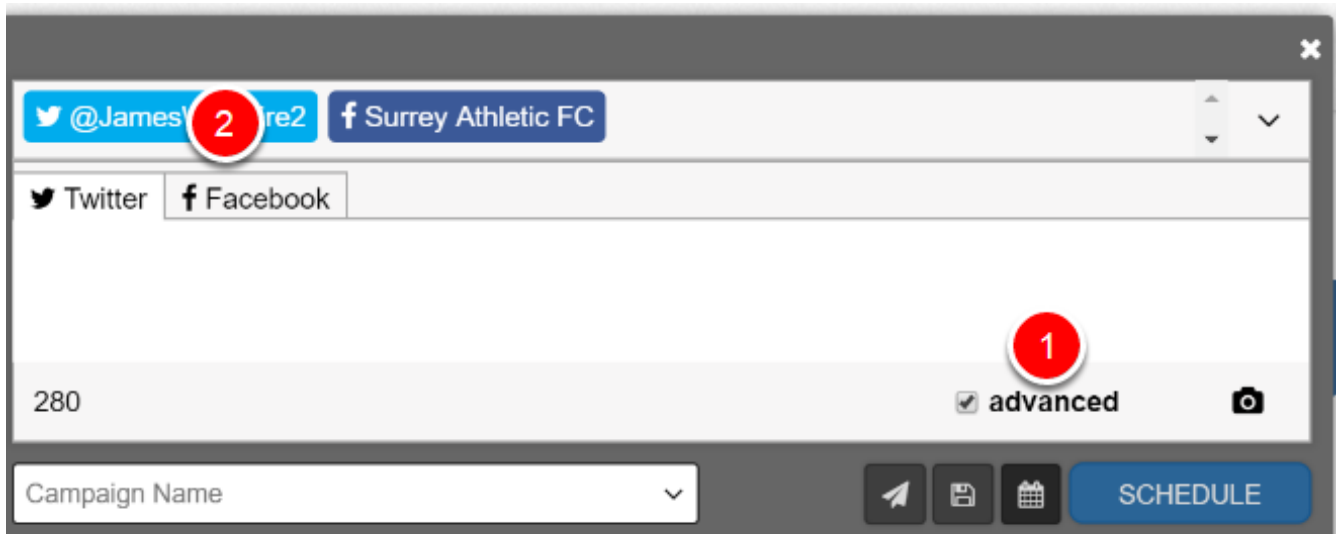
## Schedule Post



If you wish to schedule the post instead of post straight away

1. Click the calendar icon
2. Select the date you would like the post to send out
3. Select the time you would like the post to send out
4. Click on the schedule button to schedule the post

## Advanced Post



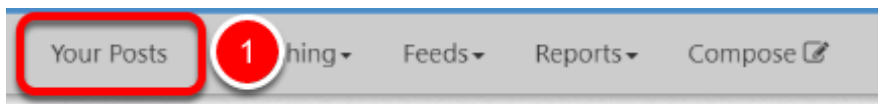
If you want to post to all networks but change the content for each network

1. Select Advanced Post
2. Select the social media channel using the tabs to insert your message per social media channel

# Dispatched and Scheduled Posts

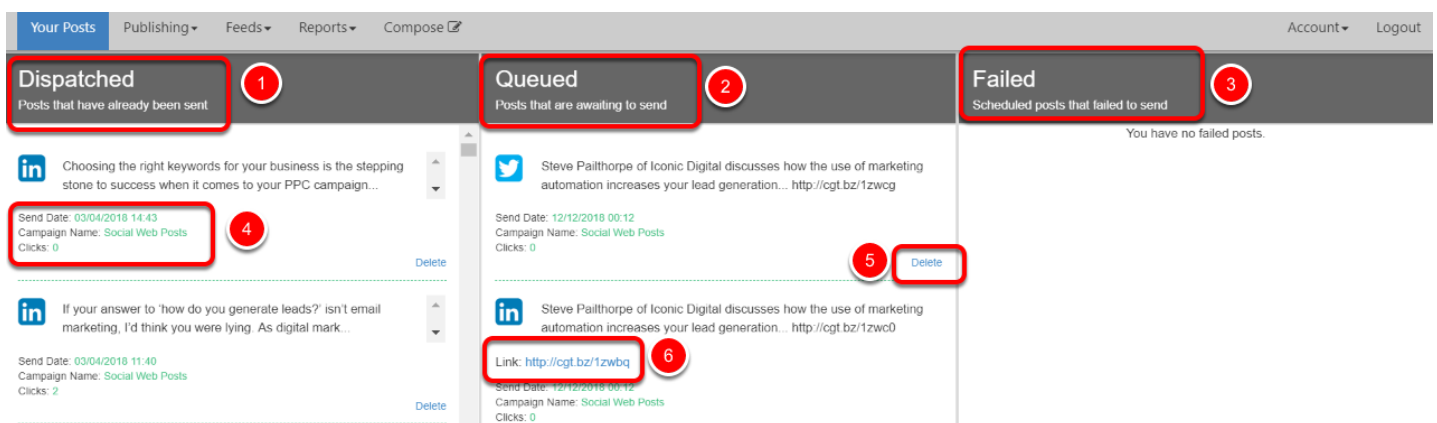
When you post to your networks or schedule posts to go out, you are able to see exactly what has been dispatched and what is in the queue or what has failed to send.

## Accessing Your Posts



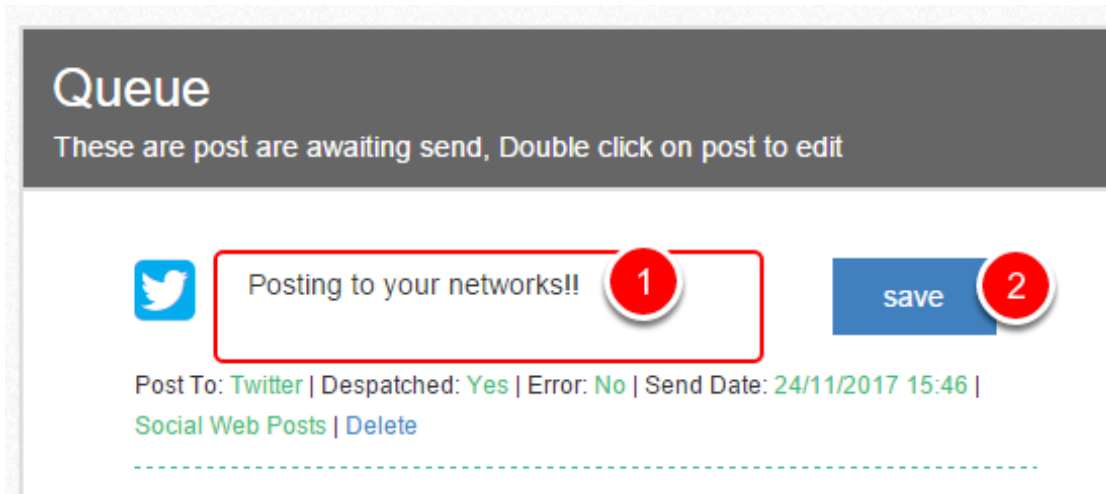
1. Click onto your posts

## Dispatched/Queue/Failed



1. The posts that have been sent out to your networks
2. The posts that are schedule and awaiting sends
3. Any posts that have failed to send - contact [support@communigator.co.uk](mailto:support@communigator.co.uk) if your posts fail.
4. Send Date, Campaign and Click information
5. Option to Delete post. NOTE: if you delete a post in the dispatched list this DOES NOT remove it from your social networks just from your dispatched list
6. You are able to click on the URL in your posts to check all working

## Editing Scheduled Posts



You are able to edit your scheduled posts from the schedule

1. Double click into the post and edit the content
2. Save

# Auto Queue: Schedule Articles and RSS for Facebook, LinkedIn and Twitter

Within GatorSocial you are able to save posts and RSS feeds, we now have a feature that when you are ready to start sending these out you can automate the posts to send out depending on key words and the feeds to send out, whether it is daily, weekly or monthly.

NOTE: The Auto Scheduler will only send out ONE saved post/rss post a day. It can not send more than one a day.

## Saved Posts:

With the saved posts when creating an auto scheduler you are able type in key words, so then when you have created your auto scheduler with your key words, it will search through all your saved posts and send out the post that match that criteria at random.

## RSS feed:

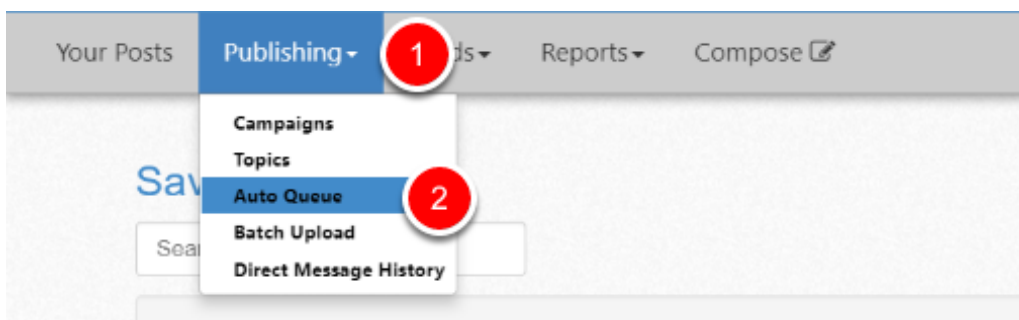
You select the RSS feed that you would like to post from and the auto scheduler will randomly select posts to send out from the selected RSS feed.

## Both:

You are also able to have both in one scheduler, what happens here is the auto scheduler will select at random whether to send out a key word saved post or an rss feed.

The following article is going to show you exactly how to send these automated posts out.

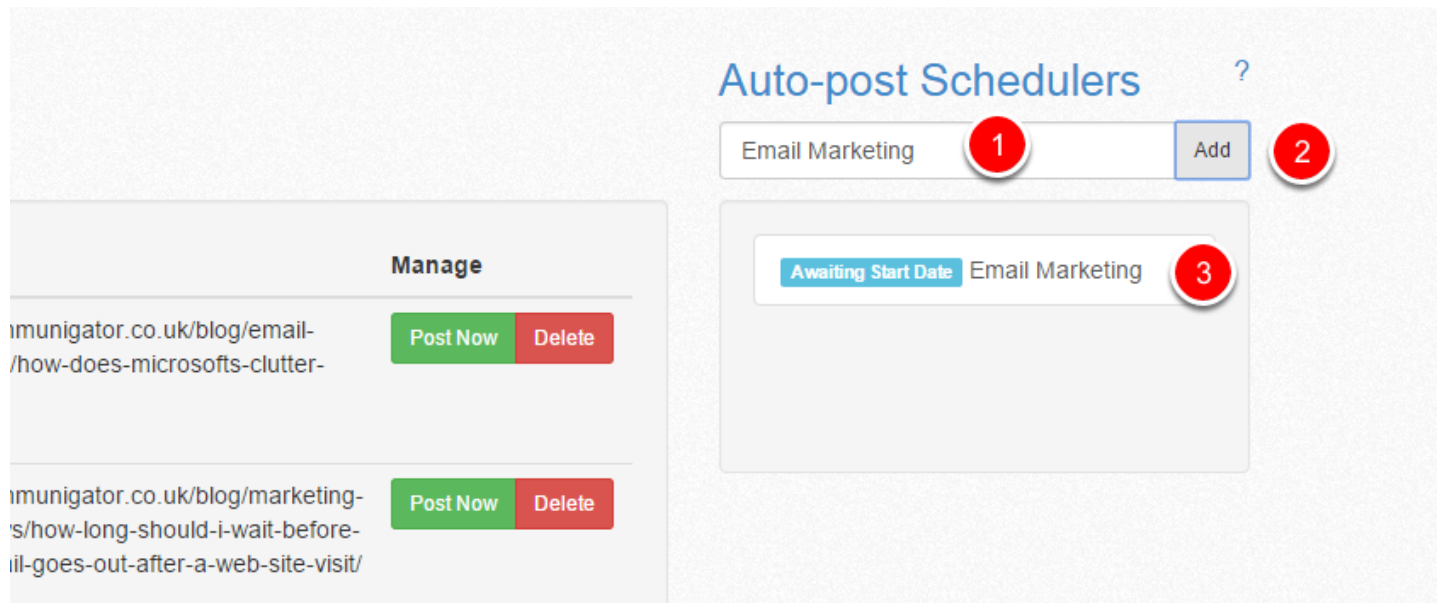
## Accessing Auto Queue



1. Click on the Publishing Tab

2. Select Auto Queue

## Creating a new Auto Scheduler



1. Once on the saved post page, type a name for your Auto Scheduler
2. Click Add
3. Select to start managing

# Auto Scheduler for saved posts

The screenshot shows the 'Auto Scheduler for saved posts' interface. It includes the following elements with numbered callouts:

- 1:** 'Auto Post Name' text input field containing 'Email Marketing'.
- 2:** 'Networks' section with icons for Facebook, Twitter, and LinkedIn. Below them are 'User Profile' and 'GatorSocial' options.
- 3:** 'Campaign' dropdown menu showing 'CharlotteSocial'.
- 4:** 'Post With tages...' section, 'Email' text input field.
- 5:** 'Add' button next to the 'Email' field.
- 6:** 'Post Rss Feed' section, 'Start Date' text input field showing '17/11/2015 18:05'.
- 7:** 'Repeat' section, 'Yes' radio button.
- 8:** 'Repeat Cycle' section, 'Number of' text input field showing '1'.
- 9:** 'End Date' text input field showing '17/11/2015 18:05'.
- 10:** 'Never End' section, 'No' radio button.

At the bottom right are 'Delete' and 'Save' buttons.

1. This is the name of your AutoScheduler
2. This is where you select which Networks to post to
3. This is the Campaign you want the posts to be associated with
4. This is the key word you would like the scheduler to listen to
5. Add the key word, will turn into a hashtag
6. The start date of your auto scheduler
7. If you would like the auto scheduler to be repeated, turn this function on
8. You are able to select the schedule to go out daily, weekly or monthly
9. The end date of your scheduler, or if you would like the scheduler to never end, turn this function on
10. Save.



# Auto Scheduler for RSS feed

The screenshot shows the 'Auto Scheduler for RSS feed' interface. It includes the following elements with numbered callouts:

- 1:** 'Auto Post Name' text input field containing 'Email Marketing'.
- 2:** 'Networks' section with Facebook, Twitter, and LinkedIn icons.
- 3:** 'Campaign' dropdown menu showing 'CharlotteSocial'.
- 4:** 'Post With tags...' section with a text input field containing 'tags' and an 'Add' button.
- 5:** 'Post Rss Feed' section with a 'Yes' toggle switch and a dropdown menu showing 'BBC News - Technology'.
- 6:** 'Start Date' date input field showing '17/11/2015 18:05'.
- 7:** 'Repeat' section with a 'Yes' toggle switch.
- 8:** 'Repeat Cycle' section with 'Days', 'Weeks', and 'Months' radio buttons, and a 'Number of' input field set to '1'.
- 9:** 'End Date' date input field showing '17/11/2015 18:05'.
- 10:** 'Never End' section with a 'No' toggle switch.

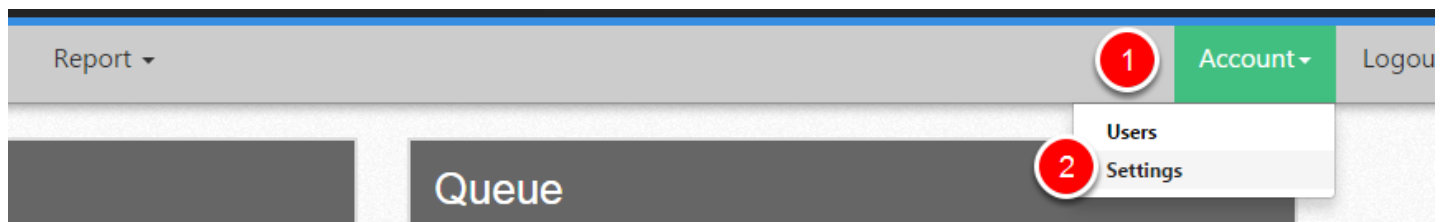
At the bottom right, there are 'Delete' and 'Save' buttons.

1. This is the name of your AutoScheduler
2. This is where you select which Networks to post to
3. This is the Campaign you want the posts to be associated with
4. Turning on the RSS Feed function
5. Selecting the RSS feed you wish to post
6. The start date of your auto scheduler
7. If you would like the auto scheduler to be repeated, turn this function on
8. You are able to select the schedule to go out daily, weekly or monthly
9. The end date of your scheduler, or if you would like the scheduler to never end, turn this function on
10. Save.

# Post Web Pages From Anywhere using the GatorScoop Bookmark

Post Web Pages From Anywhere using the GatorScoop Bookmarklet. This allows you to post content straight from the page you are on.

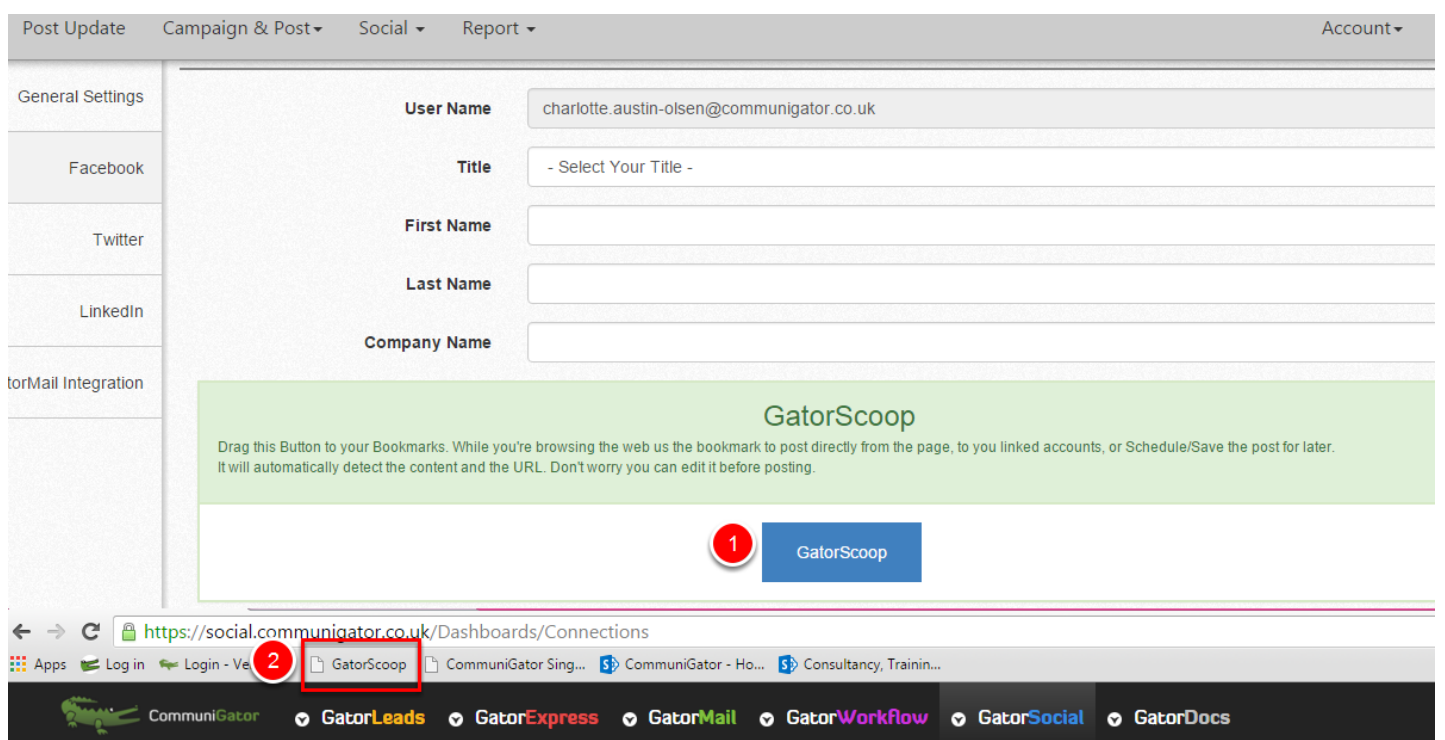
## GatorScoop



To access the GatorScoop Tool

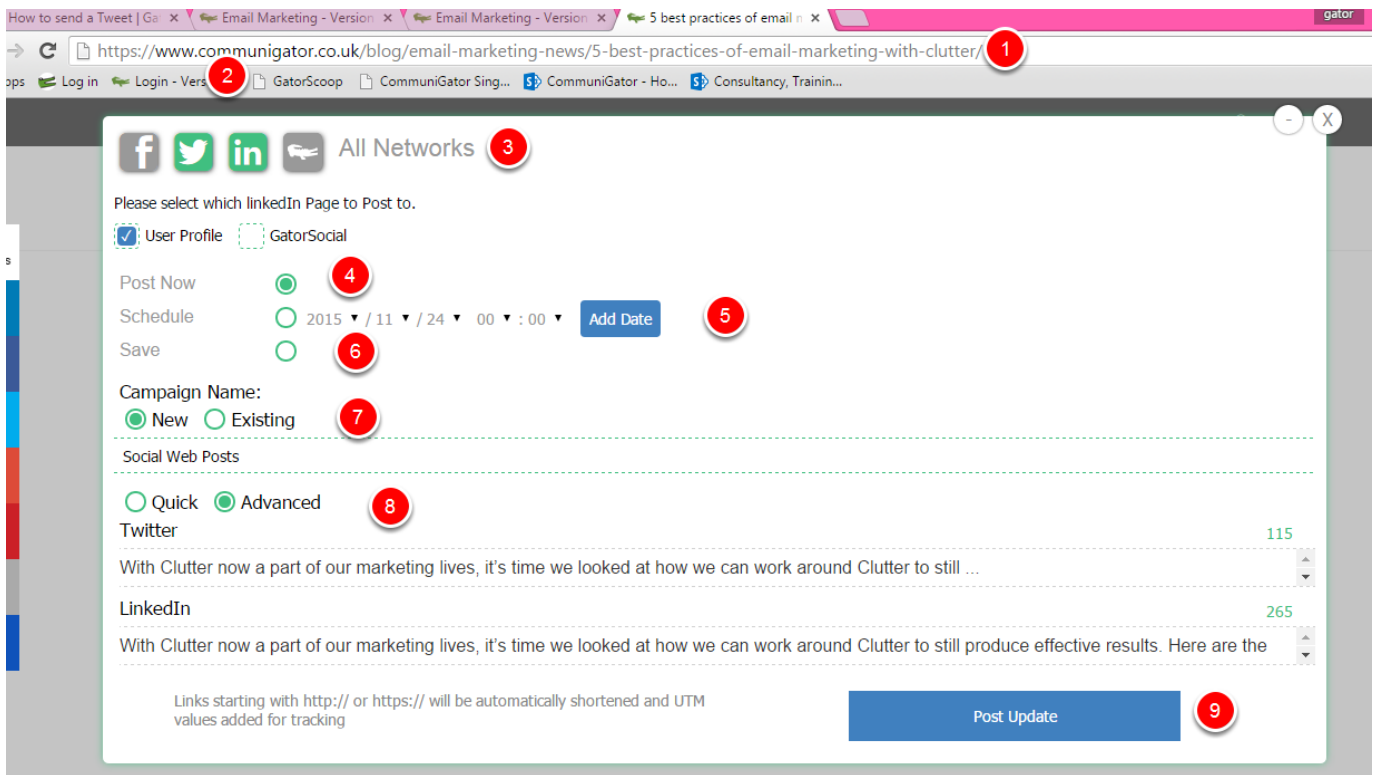
1. Click Account
2. Settings

## GatorScoop



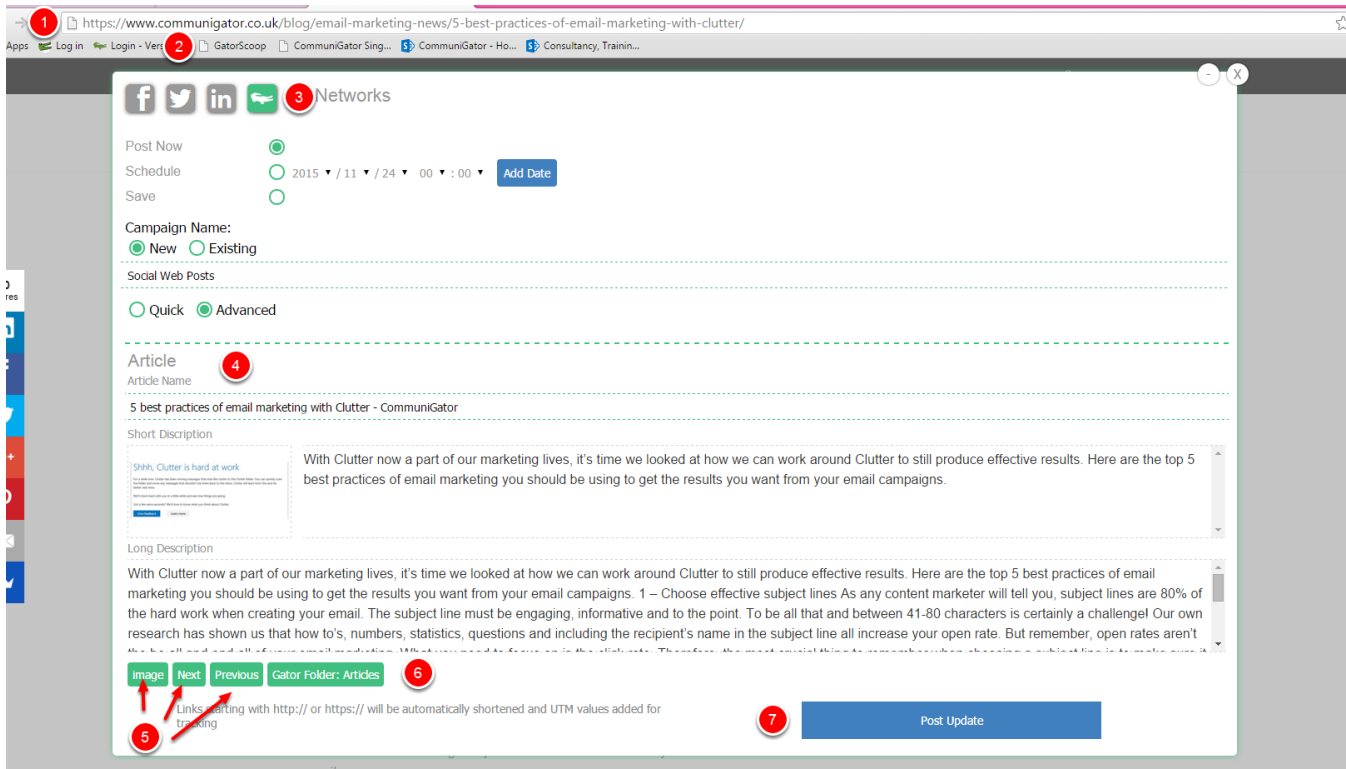
1. Click and drag the GatorScoop button onto your bookmark bar
2. This creates a bookmark on your browser

## Post Anywhere



1. Go to the page/blog you would like to post
2. Click on the GatorScoop bookmark a pop up screen will appear so you can post to your networks
3. Select the networks you want to post to
4. Post now
5. Or schedule a post
6. If you do not wish to quick post or schedule this blog, you can save it in your GatorSocial
7. Select/Create campaign
8. Quick post/Advanced options to edit content of post
9. Post update

# GatorMail Integration



GatorMail Integration allows you to use the GatorScoop tool to pull through information from the page/blog into CommuniGator to create an article for you to use in an email.

1. Go to the page/blog you would like to create into an article
2. Click on the GatorScoop bookmark tool
3. Select the Gator icon for the GatorMail integration
4. The information from the select page/blog will be created into an article, with an image, short description and long description
5. When image is displayed click next or previous so change the image of the article. To change the text click on the image button and the word text will display, using the next and previous button will change the short description. NOTE\*\* if you double click into the short and long description text box you are able to manually change the content.
6. Choose which folder in GatorMail you would like the article stored in
7. Post update.

# Post to Single or Multiple LinkedIn Company Pages with GatorSocial

Learn how to post to LinkedIn Company Pages using the GatorSocial tool.

## Setup - Link Company Pages

Post UpdateCampaign▼Social▼Report▼AccountLogout

Select LinkedIn Page to Manage

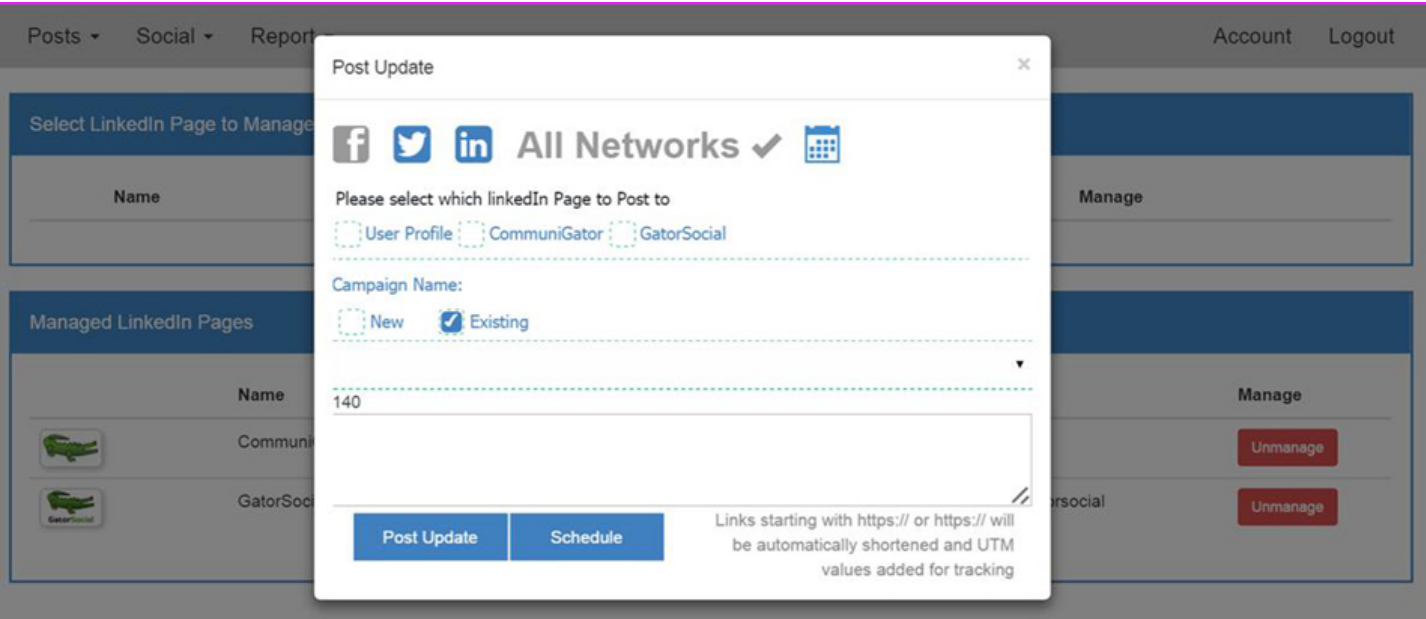
|                                                                                   | Name        | industries              | Website                            | Manage            |
|-----------------------------------------------------------------------------------|-------------|-------------------------|------------------------------------|-------------------|
|  | GatorSocial | Marketing & Advertising | www.communicator.co.uk/gatorsocial | <div>Manage</div> |

Managed LinkedIn Pages

|                                                                                     | Name         | industries                        | Website                | Manage              |
|-------------------------------------------------------------------------------------|--------------|-----------------------------------|------------------------|---------------------|
|  | CommuniGator | Information Technology & Services | www.communicator.co.uk | <div>Unmanage</div> |

Simply add under the Account section the company pages you are an Admin of.

# Post

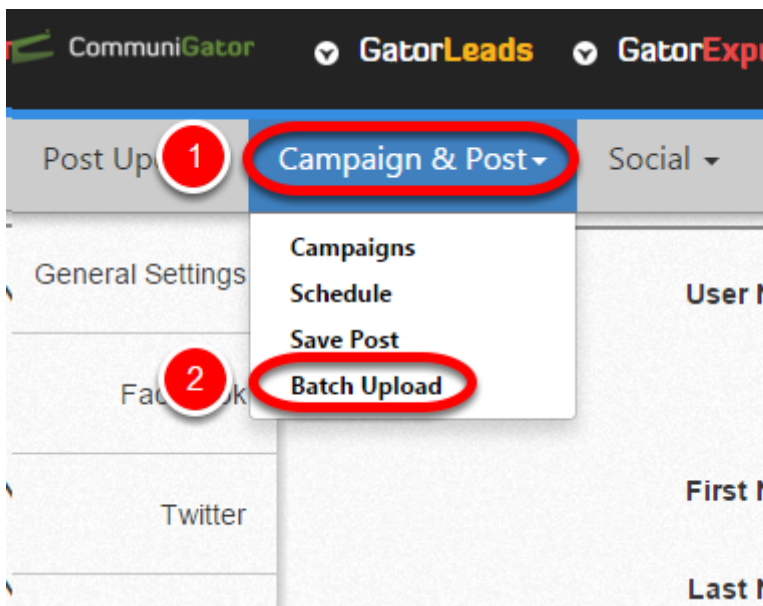


When posting you get the choice of which pages you wish to post to.

# GatorSocial - Schedule multiple posts using Batch Upload

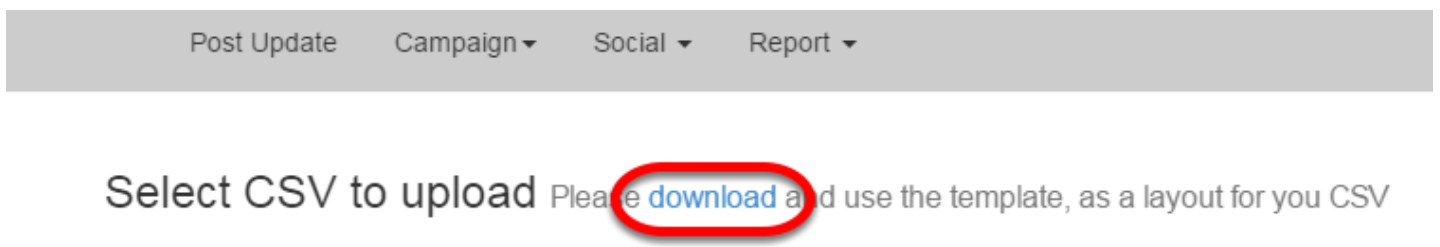
GatorSocial allows you to upload a batch of messages to be posted and scheduled on your pages.

## Batch Upload



1. Once in the correct Dashboard click on 'Campaign'
2. Click on 'Batch Upload'

## CSV



Once in batch upload, click 'download' to download a template of the correct CSV layout to use. (Your CSV will need to have a particular layout in order to work when uploaded).

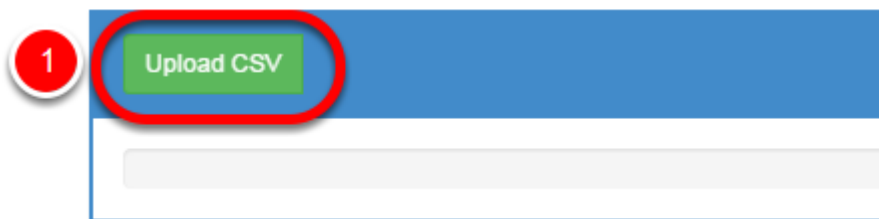
## The Correct Layout

|   | A                | B                | C                             | D                     | E          |
|---|------------------|------------------|-------------------------------|-----------------------|------------|
| 1 | SendDate         | Network          | Message                       | Link                  | Campaign   |
| 2 | 24/03/2014 00:00 | Twitter;facebook | This is a CSV Uploade Message | http://www.google.com | gatoritest |
| 3 |                  |                  |                               |                       |            |
| 4 |                  |                  |                               |                       |            |
| 5 |                  |                  |                               |                       |            |

Above is how your CSV should look in order to upload to GatorSocial

## Uploading

Select CSV to upload Please [download](#) and u



1. Click 'Upload CSV' and select the CSV you wish to upload

## Uploading

Messages:

Message

Send Date:

SendData

Link:

Link

Campaign:

Campaign

Network:

Network

1

Network

2

Next



1. Map the columns of your CSV by clicking the drop-down menus
2. Click 'Next'

## Uploading

The screenshot shows the 'Mass Update' step of the upload process. At the top, there are buttons for 'Upload' (with a red circle 4), 'Mass Update' (with a red circle 1 and a green arrow), and 'Process' (with a green arrow). Below these is a table with four columns: 'Network', 'Message', 'Link', and 'Campaign', followed by a 'Send Data' column. The first row is highlighted with a red circle 1 around the 'Network' column's dropdown menu (showing Facebook and Twitter icons). The second row has a red circle 2 around the 'Campaign' column's dropdown menu. The third row has a red circle 3 around the 'Send Data' column, which shows a date/time picker set to '24/03/2014 00:00'. The table contains four rows of data, all with the message 'testing for GatorSocial' and the link 'http://www.google.com'. The first row has a red circle 1 around the 'Network' column's dropdown menu.

| Network                                                                           | Message                 | Link                  | Campaign | Send Data        |
|-----------------------------------------------------------------------------------|-------------------------|-----------------------|----------|------------------|
|  | testing for GatorSocial | http://www.google.com |          | 24/03/2014 00:00 |
|  | testing for GatorSocial | http://www.google.com |          |                  |
|  | testing for GatorSocial | http://www.google.com |          |                  |
|  | testing for GatorSocial | http://www.google.com |          |                  |

You will taken to this screen to edit the upload before processing

1. Use these boxes to mass-update your messages
2. Here you can select the campaign that you would like the message to be associated with
3. Here is where you schedule the post date
4. Mass Update - See below

# Mass Update

Mass Update

Posts to update

☒ All Post

☐ selected

☐ Unselected

Network

Campaign

☒

Gator Social New

Send Date

☒

21/05/2015 16:07

The Mass Update button is where you select more than one message and set them to the same campaign and send date, and set them all to go out at the same time.

## Process

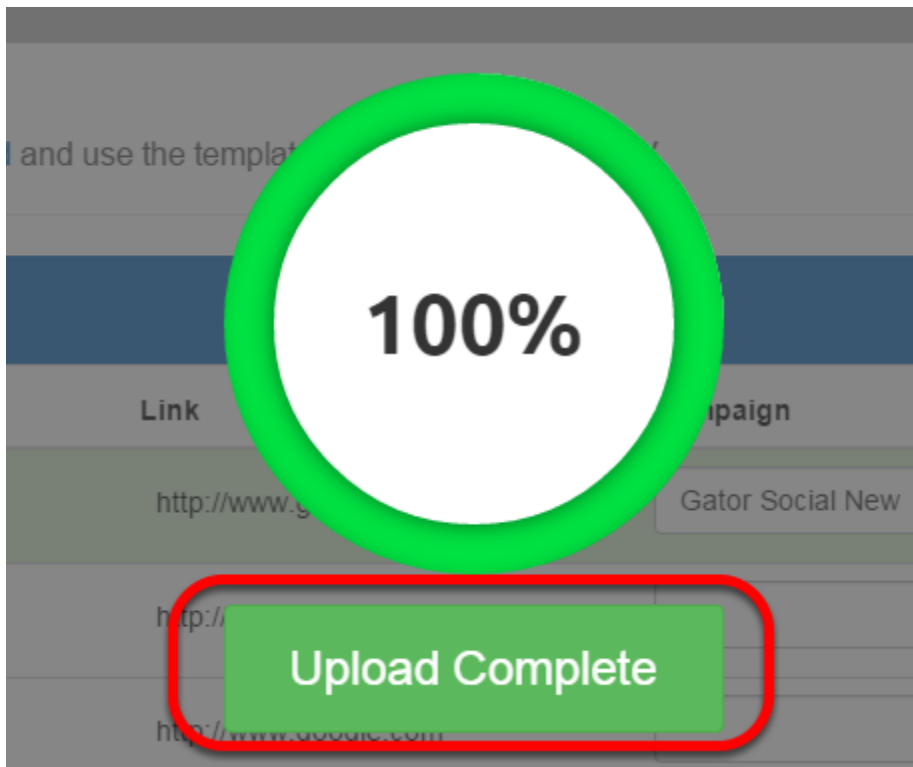
1

Process

| Campaign                    | Send Data                   |
|-----------------------------|-----------------------------|
| <div>Gator Social New</div> | <div>24/03/2014 00:00</div> |
| <div></div>                 | <div></div>                 |
| <div></div>                 | <div></div>                 |

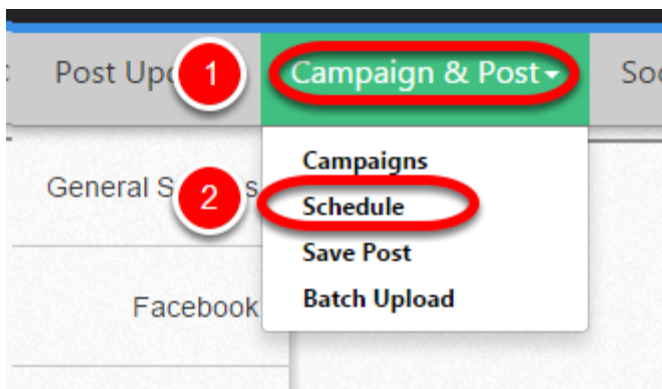
1. Once every message has the right setting click 'Process'

## Upload Complete



Click on the 'Upload Complete' button when the upload is finished to return to GatorSocial

## Schedules



1. Click on Campaigns
2. Click Schedule and you will be able to view the uploads - See Below

## Schedules

---

### Queue

These are post are awaiting send, Double click on post to edit



This is the new Gator Social. Enjoy!

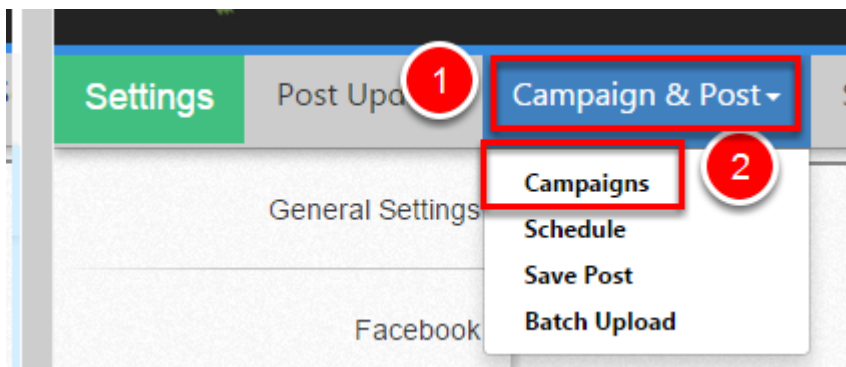
Post To: [Twitter](#) | Despatched: [Yes](#) | Error: [No](#) | Send Date: [30/05/2015 10:13](#) | [Gator Social New](#) | [Delete](#)

# Settings and Tools

# Campaigns

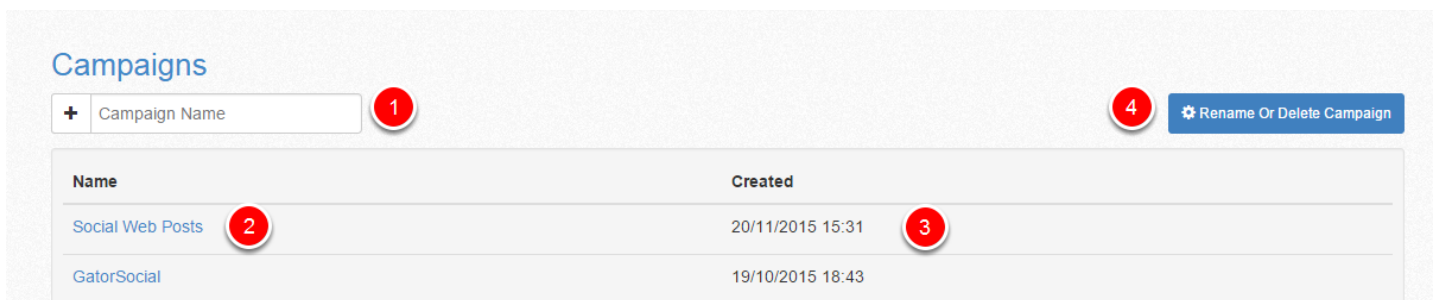
The campaign section allows you to delete and view all the different campaigns that you have set up. These campaign names will be added to the UTM values when a follower clicks on your link.

## Where to find it



1. Campaigns & Post tab
2. Campaigns

## Campaigns



1. Create a new campaign
2. Clicking into the campaign will show you all the posts/updates attached to that campaign
3. Date the campaign was created
4. Enables you to rename or delete campaigns

# Social dashboard

# GatorSocial Dashboard for Twitter, Facebook and LinkedIn

The dashboard within GatorSocial allows you to see exactly what your followers are engaging in, what interests them the most and what posts/updates of yours are getting the most interaction.

- Twitter Dashboard
- LinkedIn Dashboard
- Facebook Dashboard

This article explains what you can do and why and how this benefits your social media marketing strategy

## Twitter

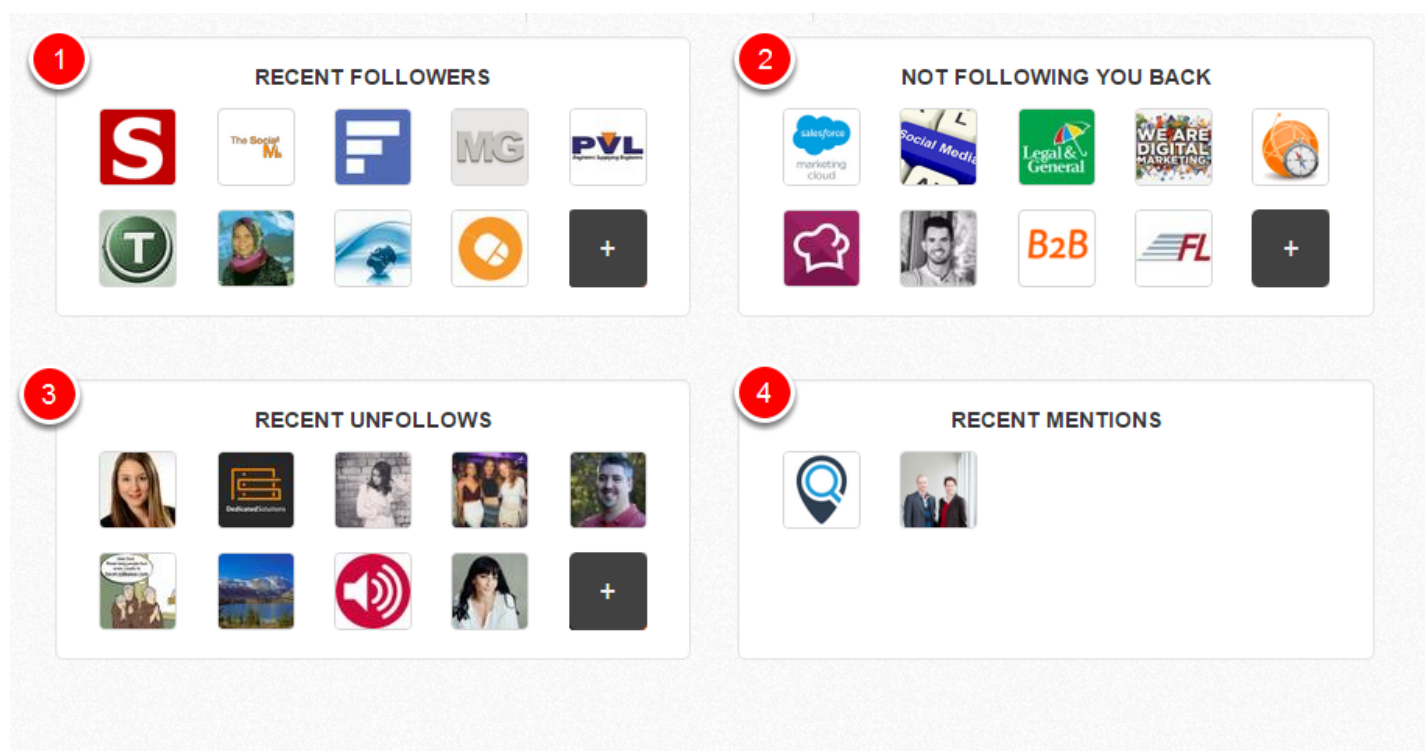


1. Within GatorSocial you are able to have multiple twitter accounts - here you are able decide which account you can view.
2. This is your number of followers. This is where you are able to see how many followers you have, you are also able to see how many followers you have gained or lost.



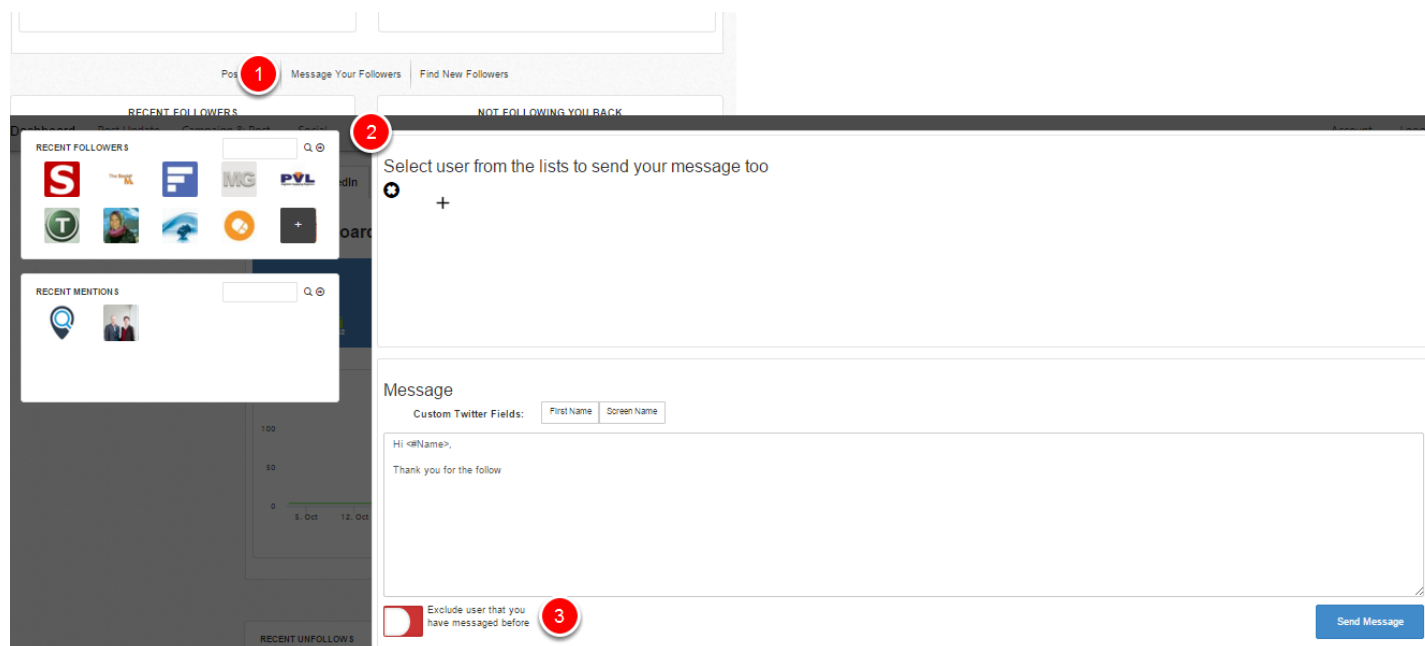
- If you are gaining followers you know the content you are posting/updating is working for the audience that you are trying to reach
  - If you are losing followers you know that you need to consider changing what your posting/updating and what is causing you to lose followers attention.
3. This is who you are following, you are shown how many you have followed and unfollowed.
  4. This is the total of tweets made on your account.
  5. Within this dashboard you are shown your most popular post/update, how many followers are engaging with this post/update by showing you the clicks. This is good as you can see what your audience is engaging with, and what you should post more about.

## Twitter



1. Here you are able to see your recent followers
2. You are able to see who's not following you back
3. You can see who has recently followed you
4. You can also see who has recently mentioned you.

# Twitter



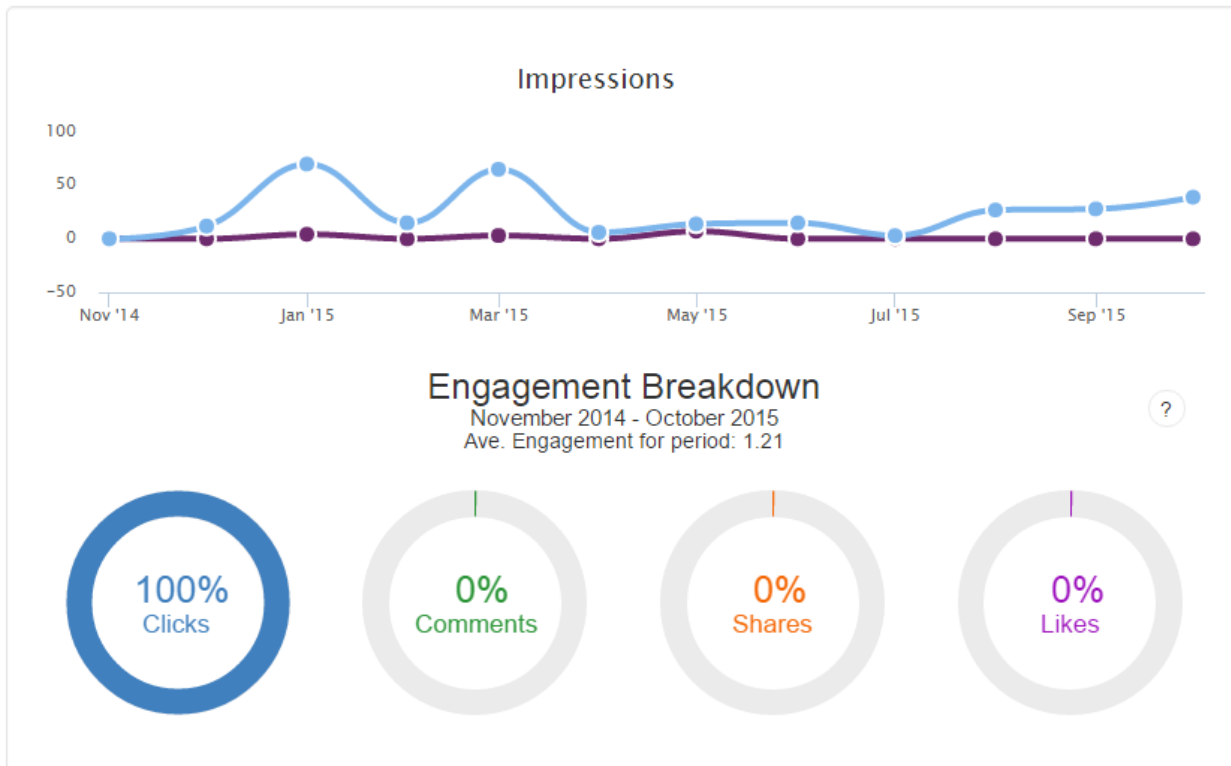
1. You are able to make things more personal by messaging your followers.
2. You are able to mass message your follows, such as if you would like to thank them for following you. Not to worry the mass message only send out 20 messages at a time, so you will not look like spam to twitter.
  - you can use personalization within these messages, first name or screen name.
  - by messaging your follower it lets them know that you are wanting to reach out to them and you are grateful for their interaction with your page. This would take a long time if you are direct messaging individually, by using our mass messenger you are able to save time.
  - this gives you the opportunity to engage in conversation with your followers and let them know that they are your 1st priority.
3. So that you do not mass message the same followers twice, and to ensure that you are not seen as spam you are able to exclude users that you have messaged before.

# LinkedIn



1. You are able to manage more than one LinkedIn page within GatorSocial, here you are able to select which LinkedIn page results you would like to review.
2. You are able to see how many followers your LinkedIn page has and a chart of new followers gained.
3. You can see your average impressions on your LinkedIn updates, this is who has viewed your update, so you can determine if your audience are interested in your updates.
4. Likewise you are able to see your average engagement this is who has clicked on your updates and you can see if your updates are making your followers engage with your page.
5. You are also able to see your most popular updates and what your followers have engaged with the most.

# LinkedIn

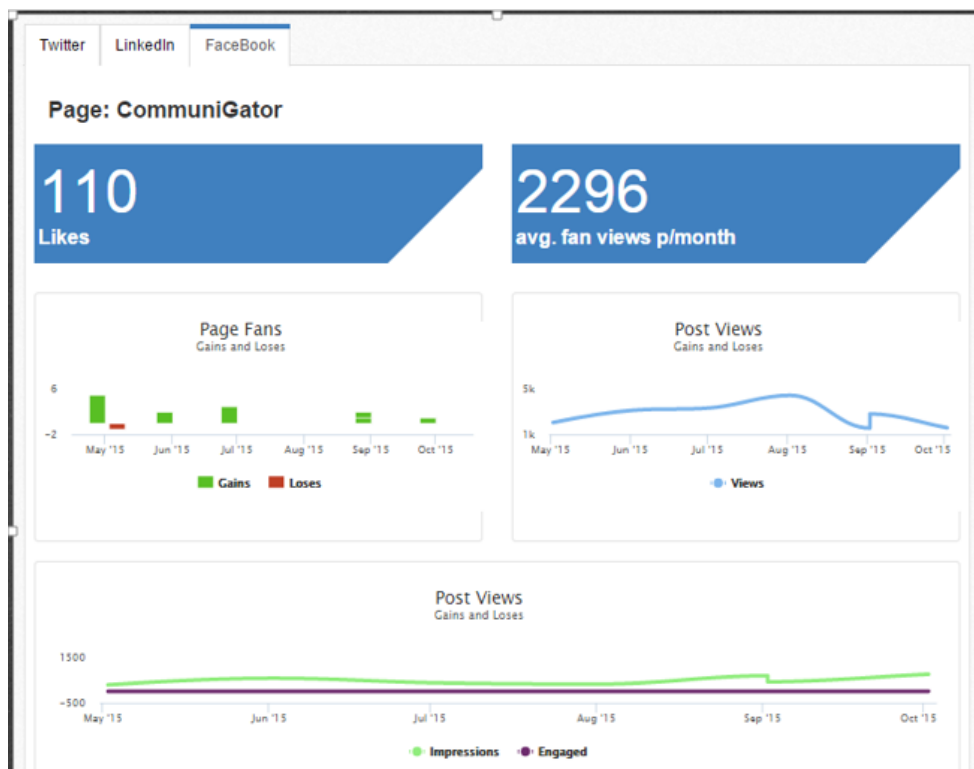


In the LinkedIn section of the dashboard, it analyzes your profile.

- Clicks
- Comments
- Shares
- Likes

This helps you evaluate what you are posting and if you need to change your social media marketing strategy or if you are getting the engagement you are happy with then keep posting the way you are.

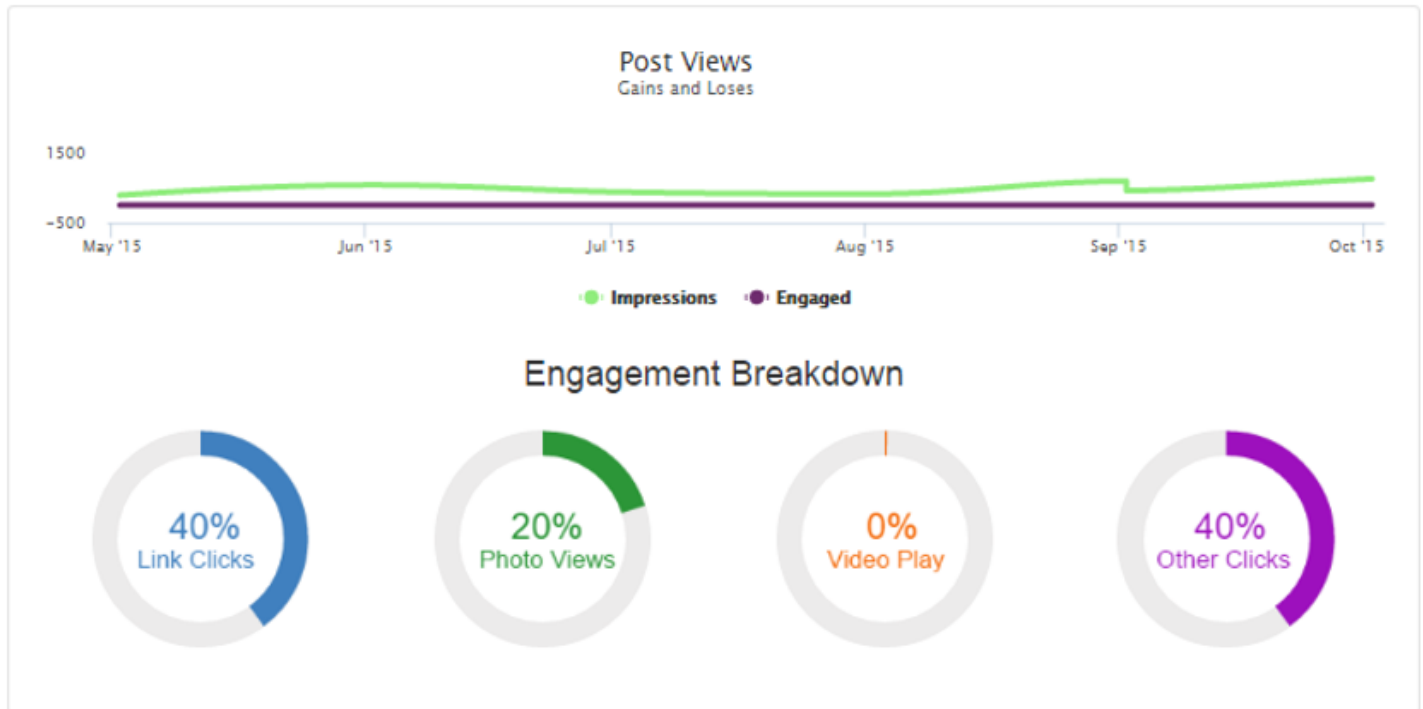
# Facebook



Here you are able see likes you have on your page and your page views.

You are able to see your post views, this enables you to see if your followers are engaging with your posts alot or a little bit, which will help you analyze if you need to change what and how you are posting or if your posts are getting the right engagement and you can continue posting on facebook as normal.

# Facebook



With the facebook part of the dashboard you are able to view the breakdowns of you page.

- Link Clicks
- Photo Views
- Video Play
- Other Clicks

This is good cause you can see what is attracting your followers the most, are they more interested in links, pictures or images? You are able to evaluate what you should be posting to get the most engagement you possibly can from your followers.

# What's New & Release Notes

# GatorSocial - v2.0 - February 2015

## Integration to LinkedIn Company Pages

- Single and scheduled posts to multiple LinkedIn Company pages. Simply add under the Account section the company pages you are an Admin of. When posting you get the choice of which pages you wish to post to.

## Post From Anywhere Bookmarklet

- Install the 'Post From Anywhere' button from the Account section by dragging the button on to your browser bookmark section. Then go to any website, find a blog entry or new item and click the button and GatorSocial will gather info and create a link for you to post or schedule out to your social channels.

## Design & Layout enhancements

- New Menus made up of:

Post - all campaigns and posts  
Social - hubs for twitter and facebook  
Report - activity, Topic and Competitors  
Account - managing your Gator Social account

- Responsive Design for use on mobile devices
- Visual interface and design enhancements throughout
- Improved management of social accounts
- Updated to Facebook v2 API

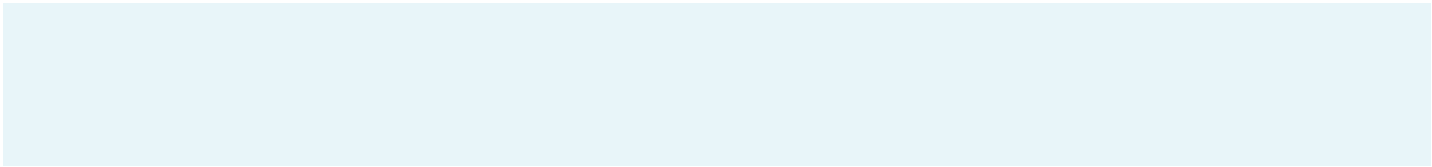
Users must relink their FB accounts to GatorSocial to support the v2 Facebook API.  
Users will be prompted at login to do this

- SSL support for RSS feeds
- Added ability to edit scheduled posts before they are delivered

## Account Management

GatorSocial has login/logout support  
User account creation  
oAuth signup for twitter and facebook





# Send single posts to multiple channels

This article will show you what is new in the new GatorSocial release.

## Send single posts to multiple channels



In the new Gator Social update you can now send a single post to multiple channels in one hit (Facebook, LinkedIn and Twitter).

### 1.Step One



Click Post update that appears at the top right of the screen

### 2.Step two



Select the networks that you wish to send to i.e. Facebook, Twitter, LinkedIn. In the new update you can also select all networks. You can do this by clicking on All Networks.

### 3. Step three

Facebook Twitter LinkedIn Email All Networks ✓

☐ New ☒ Existing

Campaign Name:

AY test ▼

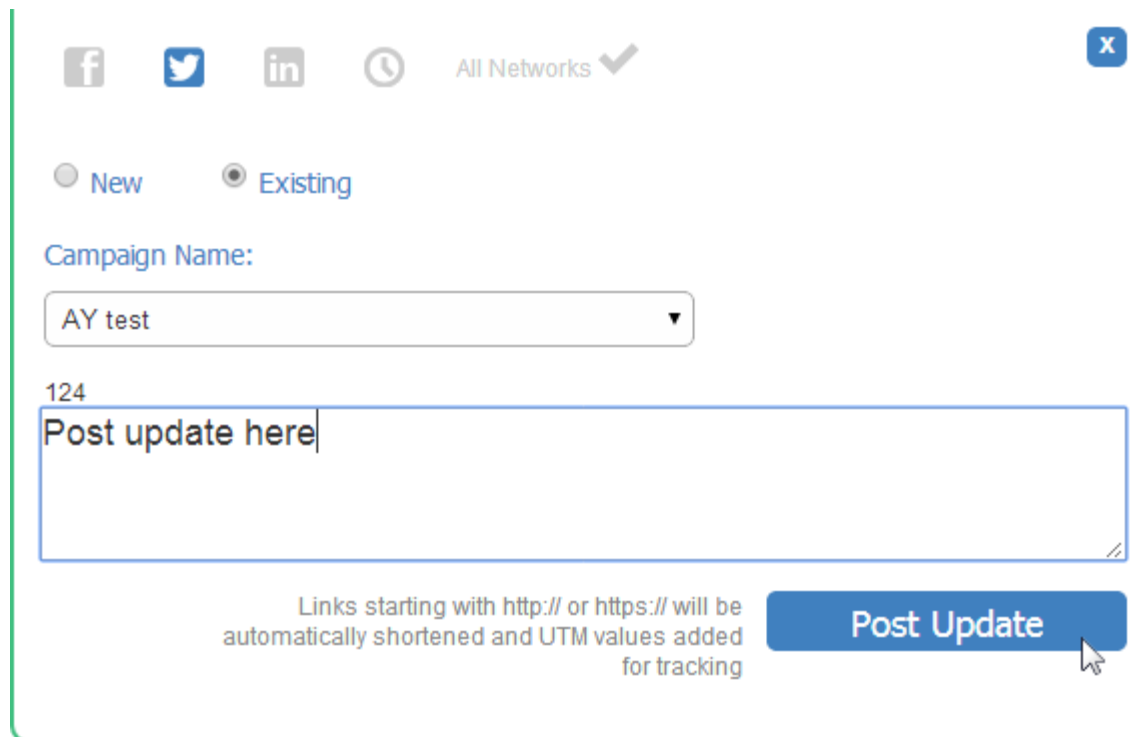
140

Links starting with http:// or https:// will be automatically shortened and UTM values added for tracking

Post Update

You then have the options to create a new or use an existing campaign to send out the update to your social networks. If you wish to use an existing campaign then select the button “Existing” and click on the drop down box to select the campaign name. If you wish to create a new Campaign simply select new button and enter the Campaign Name.

## 4. Step four



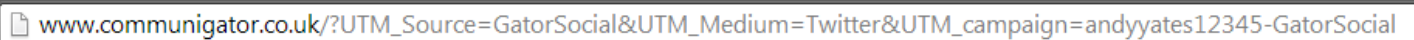
The screenshot shows the 'Post Update' form in GatorSocial. At the top, there are social media icons for Facebook, Twitter, LinkedIn, and a clock icon, followed by the text 'All Networks' with a checkmark. A blue square with a white 'x' is in the top right corner. Below the icons are two radio buttons: 'New' (unselected) and 'Existing' (selected). The 'Campaign Name:' label is followed by a dropdown menu showing 'AY test'. Below the dropdown is a character count '124' and a large text area containing the text 'Post update here'. At the bottom, there is a note: 'Links starting with http:// or https:// will be automatically shortened and UTM values added for tracking'. To the right of this note is a blue button labeled 'Post Update' with a mouse cursor hovering over it.

Underneath the Campaign name there is a text box which allows you to post the text to share on your social networks. Once you have entered your text which needs to 140 Characters long and you are ready to post to your social networking sites click post update.

# UTM Values Added to Social Posts

The term UTM stands for Urchin Tracking Module and is the code that Google uses to track your unique URLs. Adding this to your social posts will enable you to track the success of posts and attribute them to your marketing campaigns.

## UTM Value

A screenshot of a web browser's address bar. The URL is `www.communigator.co.uk/?UTM_Source=GatorSocial&UTM_Medium=Twitter&UTM_campaign=andyates12345-GatorSocial`. The text is displayed in a standard sans-serif font, with the domain and path in black and the UTM parameters in a lighter blue color.

All posts from Gator Social will now carry Google UTM values for easier monitoring of your post links back to your website, the UTM looks like:

`UTM_Source=GatorSocial&UTM_Medium=Twitter&UTM_campaign=andyates12345-GatorSocial`

This will appear at the end of your URL when adding the link in Gator Social.

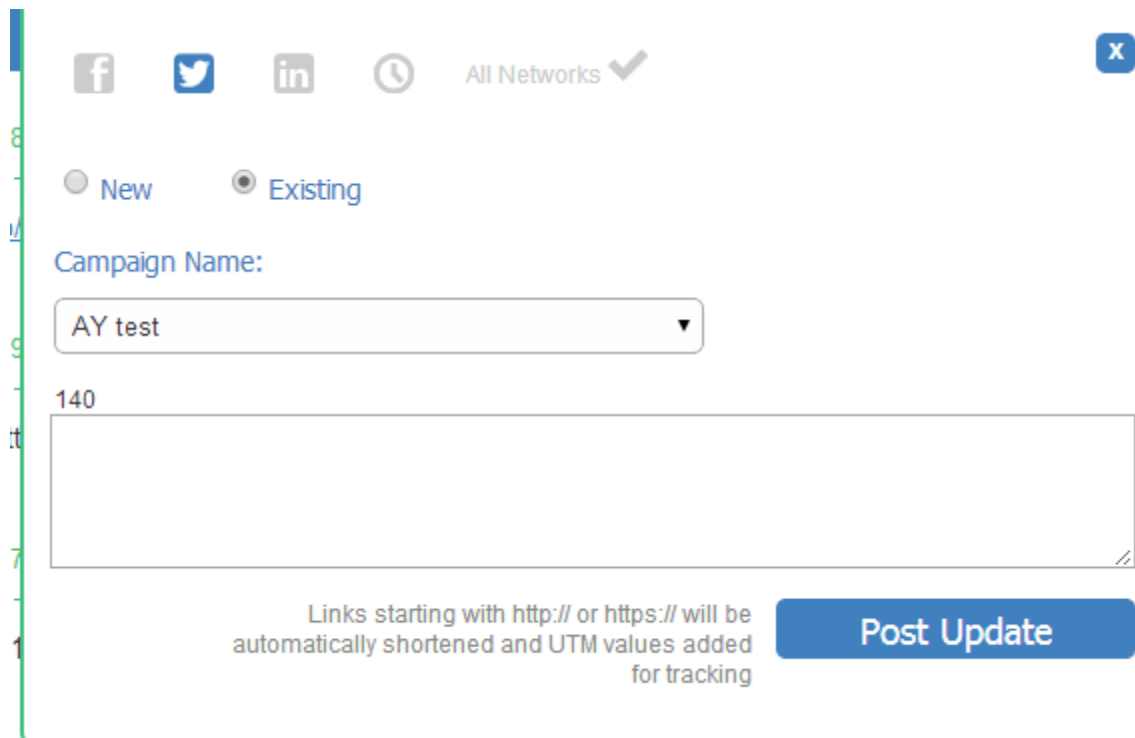
The way the UTM is broken up is by

Source: Gator Social

Medium: Social Media type in the example above Twitter

Campaign: The name of the Campaign in Gator social.

## How to get the UTM Value



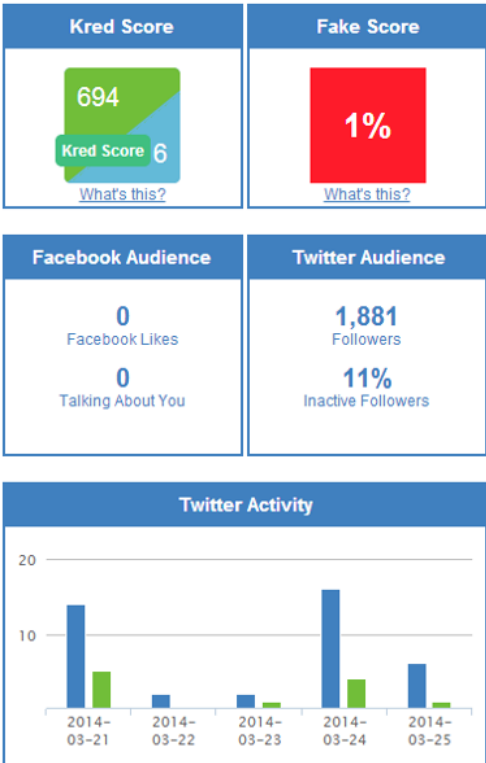
The screenshot shows the GatorSocial interface for creating a post. At the top, there are social media icons for Facebook, Twitter, LinkedIn, and a clock icon, followed by the text 'All Networks' with a checkmark. A blue square with a white 'x' is in the top right corner. Below the icons, there are two radio buttons: 'New' (unselected) and 'Existing' (selected). Under 'Existing', the 'Campaign Name' is set to 'AY test' in a dropdown menu. Below the dropdown is a large text area with a character count of '140'. At the bottom, there is a blue button labeled 'Post Update'. A note below the text area states: 'Links starting with http:// or https:// will be automatically shortened and UTM values added for tracking'.

UTM values will be automatically added to your posts when you precede your links with <http://> or <https://>.

# Update to the Competitor Scoring

The 'Peerindex' scores have been removed since Peerindex discontinued their public API.

## Update to the Competitor Scoring

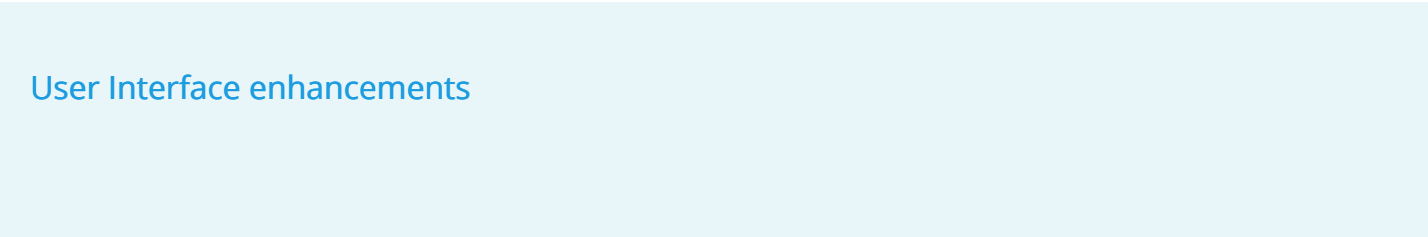


The 'Peerindex' scores have been removed since Peerindex discontinued their public API.

With the removal of the Peerindex we have improved the readability of competitors tab.

The competitors tab has been improved with more information and links to the help sight to explain what the scores mean.

# User Interface enhancements

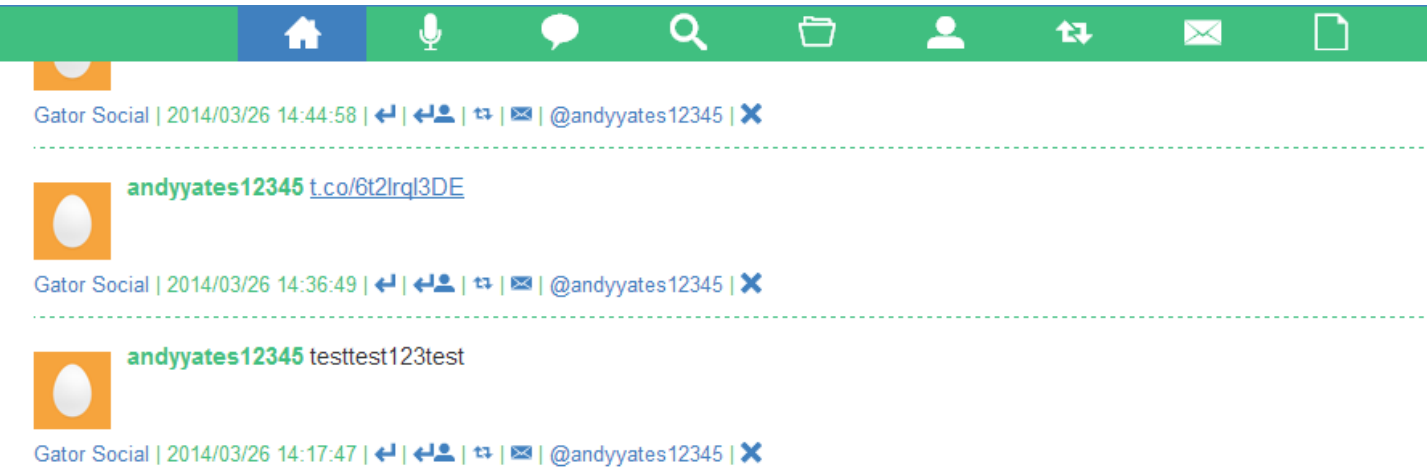


## New ‘Schedule’ button



New ‘Schedule’ button in the ribbon which, similarly to the ‘Campaigns’ button shows what has been dispatched and what’s in the queue. (This functionality was available in the old version but it appeared under the cog instead of having its own section).

## Navigation



It is now easier to navigate between Facebook and Twitter timelines, the task bar also appears at the top of the screen, which means that users doesn’t have to scroll to the bottom of the screen in order to complete/view certain tasks.