workplace

from FACEBOOK

How to add Enablo's Festive Fred Campaign on Workplace

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enablo

Connect and celebrate with Festive Fred

Who is Fred and why is he so festive?

Festive Fred is a plug and play campaign designed to spread a little cheer over the holiday season! Fred is big on the fun factor, he loves enabling communications as well as people and culture teams to send engaging and entertaining scheduled chat messages to multiple users to bring them together!

We recommend using Festive Fred in conjunction with our Holiday Frames as well as group posts and Workplace's Campaigns function - here's a hashtag we love! #festivefun2020

Add Festive Fred to your Workplace instance through the Enablo Platform (see instructions in the next slides!).
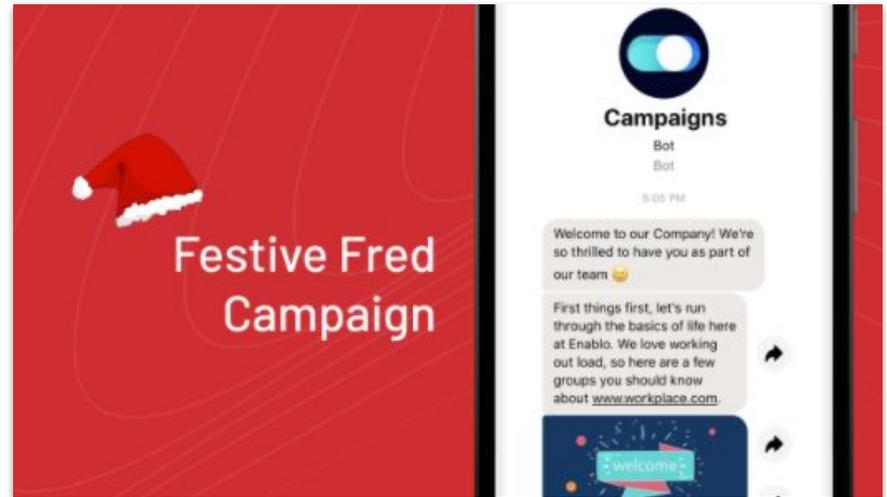
The Enablo Platform

- **Make sure you are logged in to your Workplace account (you will need to have administrator access to add the bot)**
- **Go to https://platform.enablo.com/ and click on 'Sign up'**
- **Click 'Continue' once you have added your details**
- **Go to Install bots and add Festive Fred Campaign to Workplace**

The Enablo Platform

- **Read through the steps by clicking 'Next step' when you're ready click 'Let's go'**
- **Click on your Workplace account - this will link your account to the Enablo platform**
- **Download the Festive Fred Icon (from the Enablo website) and customise the name to 'Festive Fred' (or as you wish)**
- **Click 'Add to Workplace'**
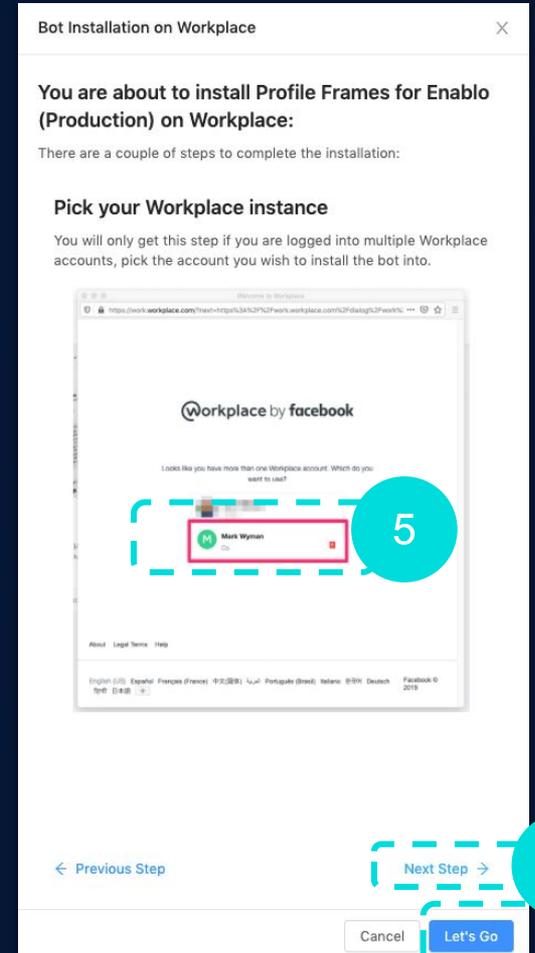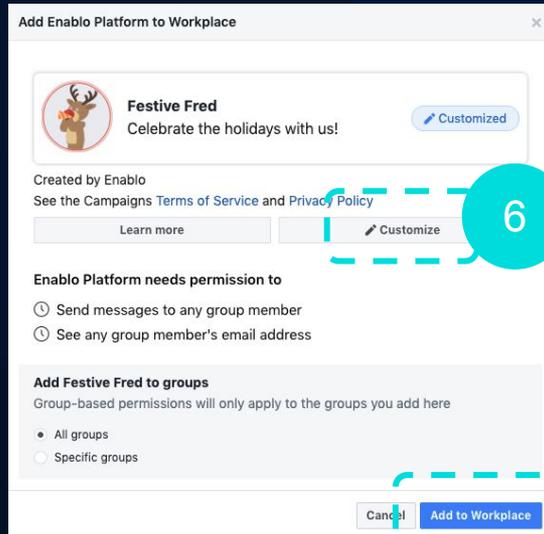
The Enablo Platform

- **You have now installed Festive Fred!**
- **Start editing your Festive Fred campaign** by following the instructions on pages 6 to 12.

Customise your Festive Fred campaign

Once you've added Festive Fred to your Workplace, follow these easy steps to customise your Festive Fred campaign!

1. **Choose Festive Fred Campaign** from **Enablo samples**

Customise your Festive Fred campaign

2. Choose your **audience** - make sure the right users will receive your festive messages!

Customise your Festive Fred campaign

3. Build your campaign from the **creative content** we've provided in the sample and on the Enablo website or develop your own fun messaging - we recommend using the Workplace Campaigns function for ultimate reporting on group posts! Make sure you create a memorable hashtag for your people to use in their posts like #festivefun2020

← Manage Campaign

Add your messages to be sent to your Workplace users.

• Disabled Done ✓

* Campaign Name ⓘ :   Festive Fred Campaign 🎄🎅

* Campaign Start Date ⓘ :   2020-11-30

* Timezone :   Australia/Brisbane

* Audience ⓘ :   All Users: BETA
    Search for a Workplace user
    Selected Users (1):   Import Audience by CSV
    Kate Cross ✕

* Messages ⓘ :

2020-11-30 09:00:00

@FirstName, It's been a craaazy year, right? 😜 We know we can't be together in person like we normally would BUT we can still come together, celebrate our achievements, spread some festive cheer and

🟢 Mark as Read ⓘ

Day 0 - Mon 9:00 am

@FirstName, It's been a craaazy year, right? 😜 We know we can't be together in person like we normally would BUT we can still come together, celebrate our achievements, spread some festive cheer and have a bit of fun.

We have creative content for you to use - download these messages from the Enablo website

Align your campaign to the timing of existing Workplace posts or other channels. Festive Fred has been scheduled to begin on 30 November 2020, so if you're starting later than that, please check the dates are correct!

You can add an additional message, an attachment (any image or document file), or add in a user's name to personalise the message

Test your Festive Fred campaign

4. Test your campaign - ensure you're happy with all content before publishing and sending.

Go to 'Your bots' in the main left menu then click 'Configure' to get to the dashboard below.

● Enablo					
◁ Welcome					
⊚ Install Bots					
📖 Your Bots	Festive Fred	Campaigns	Co.	Nov 4, 2020 11:58 AM	Configure Uninstall
🗐 Documentation ∨					
⚙ Settings ∨					
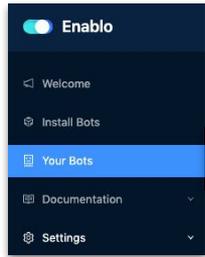
← **Festive Fred**

ⓘ Overview   **Campaigns**

①

This is your **Campaigns dashboard**. Click on Festive Fred Campaign to review the status of scheduled posts and **test** your messages.

My Campaigns

New From Samples ⬈   New Campaign +

Name	Messages	Users	Progress	Next Message	Next Message Delivery	Status	Action
Festive Fred Campaign 🎄🎅	12	1	0/12	@FirstName, It'...	30/11/2020	● Disabled	Edit ⚙ ∨

< 1 >

This is where you **edit** your content

Test your Festive Fred campaign

4. Test your campaign - ensure you're happy before publishing and sending

2
Click on the message you'd like to test

3
Select your name from the drop down and then click 'Send test now'

Enable your Festive Fred campaign

5. Publish your campaign

Manage Campaign

Add your messages to be sent to your Workplace users.

* Disabled   Done ✓

* Campaign Name ⓘ :   Festive Fred Campaign 🎄🎁

* Campaign Start Date ⓘ :   2020-11-30

* Timezone :   Australia/Brisbane

* Audience ⓘ :   All Users: BETA

Search for a Workplace user

Selected Users (1):   Import Audience by CSV

Kate Cross ✕

1 Head back into **editing** your campaign. When everything looks great, click 'Done'

2 Then click on 'Enable and Start Campaign'

Enable Campaign?   ✕

Almost there.

Before the campaign starts, you first need to enable it. This will send the messages to your Workplace users on the delivery date specified on this page.

Click Enable and Start below to proceed or click Cancel to keep editing.

Cancel   Save As Draft   Enable and Start Campaign

Monitor your Festive Fred campaign

5. Review and **report** on your campaign - visit your campaign dashboard to view the status of messages, and engagement data. If you're also doing group based posts, utilise Workplace's Campaigns feature to monitor and report these.

← Festive Fred Campaign 🎄🎁

Campaign Status

How complete is your campaign?
The campaign is disabled, go to the edit screen to enable it so your first message can be sent.

• Disabled

0 / 12

Edit

Messages

	0/55 Sent
	0/55 Seen
	0/10 Mark as Read
	0/55 Error ⓘ

Export Full Campaign Summary ⬇

Message	View	Recipients	Delivery Date ⓘ	Status	•	Sent ⓘ	Seen ⓘ	Mark as Read
@FirstName, It's been a craaaz...	ⓘ	1	09:00 30/11/2020	• Disabled		0	0	0
24 days to go! We know coffees...	ⓘ	1	09:00 01/12/2020	• Disabled		0	0	0
23 days to go! Are you a pawre...	ⓘ	1	09:00 02/12/2020	• Disabled		0	0	0

Export your data for a thorough analysis or to create reporting visuals

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HAPPY HOLIDAYS