



# How to add 🎅 Enablo's Festive Fred Campaign on Workplace



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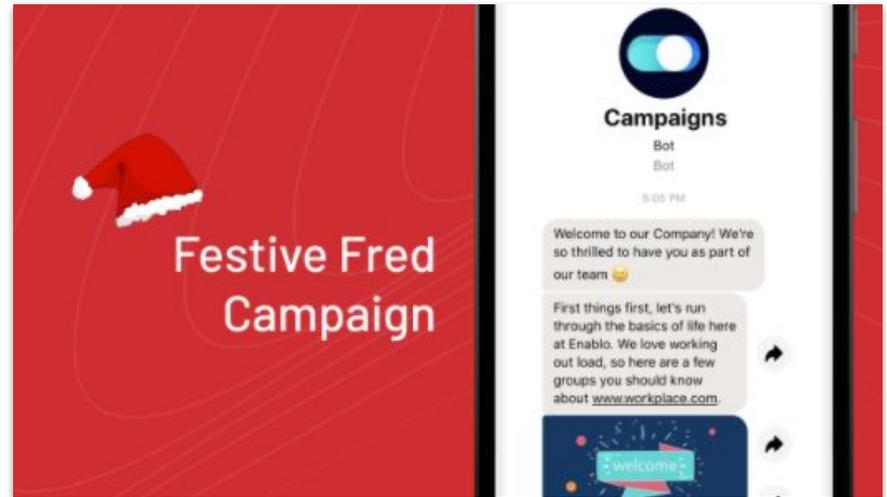
# Connect and celebrate with Festive Fred

## 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 Enable 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.enable.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

Enablo

Welcome

Install a Workplace Bot

Acronyms

Get access to acronym and corporate jargon effortlessly via Work Chat while allowing your organisation to actively contribute with administrator validation.

Workplace permissions required:  
Message any member

Add to Workplace

Campaigns

Send scheduled chat messages to one or multiple users in your organisation using campaigns.

Workplace permissions required:  
Message any member Read user email

Add to Workplace

Festive Fred Campaign

3

Enablo

Welcome

Log in to enable to continue to Platform.

Email address

Password

Forgot password?

Continue

OR

Continue with Google

Continue with Facebook

Continue with Microsoft Account

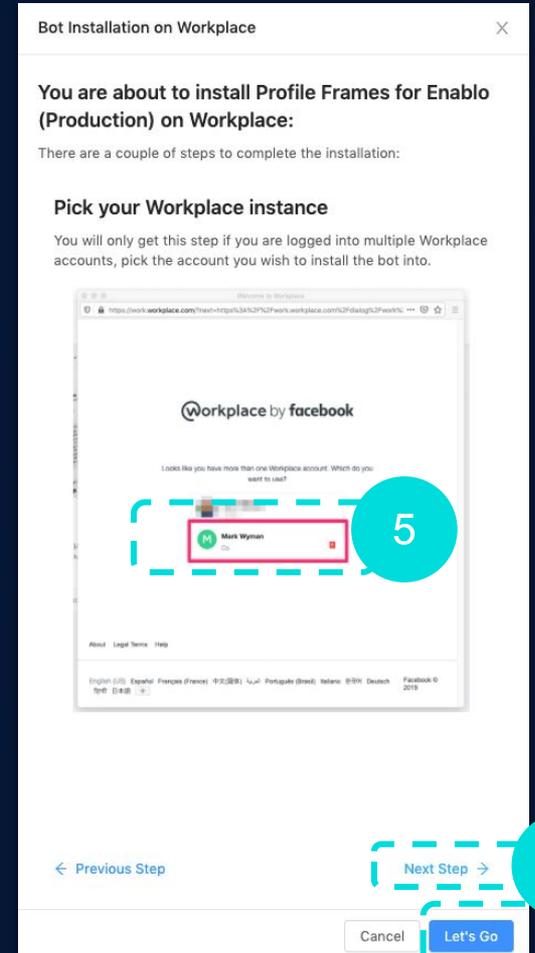
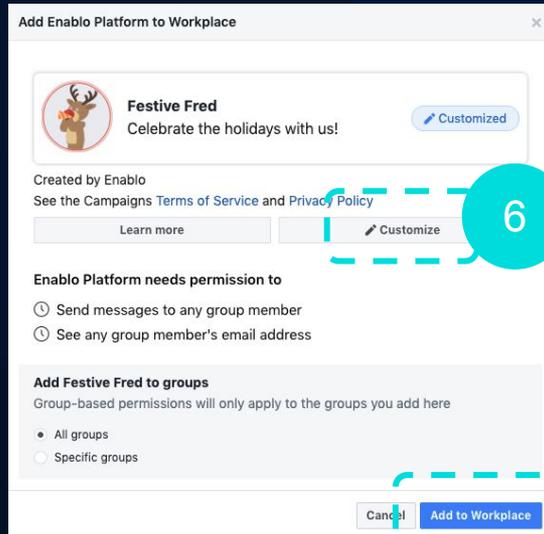
Don't have an account? Sign up

2

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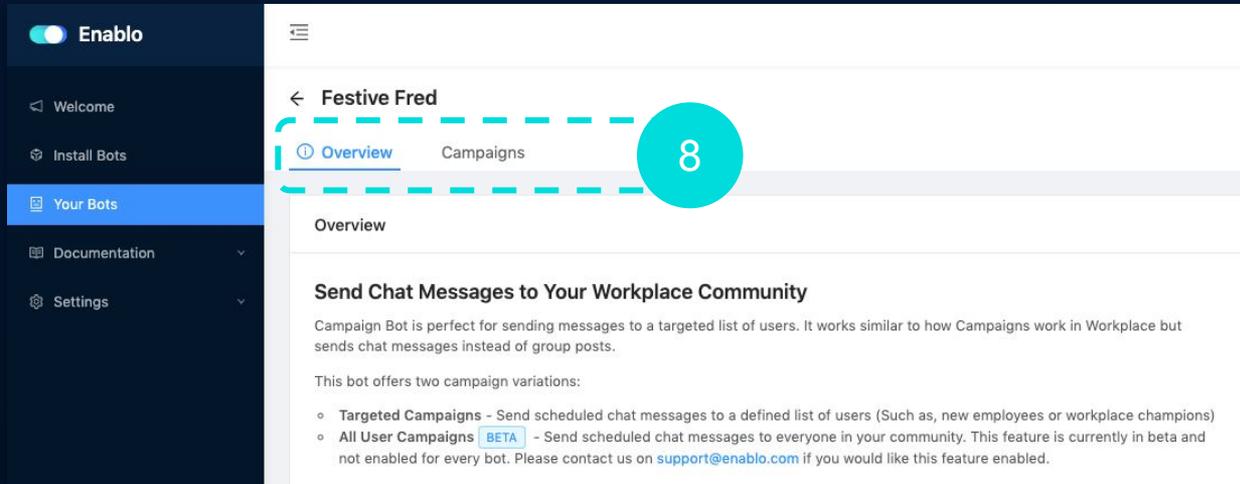
# The Enablo Platform

- 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.



The screenshot displays the Enablo platform interface. On the left is a dark sidebar with the Enablo logo and a menu containing 'Welcome', 'Install Bots', 'Your Bots' (highlighted in blue), 'Documentation', and 'Settings'. The main content area is white and titled 'Festive Fred'. It features a navigation bar with 'Overview' (active) and 'Campaigns'. A large teal circle with the number '8' is overlaid on the 'Overview' tab. Below the navigation bar, the 'Overview' section is titled 'Send Chat Messages to Your Workplace Community'. The text explains that Campaign Bot is used for sending messages to a targeted list of users and lists two variations: Targeted Campaigns and All User Campaigns (marked as BETA).

**Enablo**

Welcome

Install Bots

**Your Bots**

Documentation

Settings

☰

← Festive Fred

① Overview Campaigns

8

Overview

**Send Chat Messages to Your Workplace Community**

Campaign Bot is perfect for sending messages to a targeted list of users. It works similar to how Campaigns work in Workplace but sends chat messages instead of group posts.

This bot offers two campaign variations:

- **Targeted Campaigns** - Send scheduled chat messages to a defined list of users (Such as, new employees or workplace champions)
- **All User Campaigns** **BETA** - Send scheduled chat messages to everyone in your community. This feature is currently in beta and not enabled for every bot. Please contact us on [support@enablo.com](mailto:support@enablo.com) if you would like this feature enabled.



# 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**

The screenshot displays the 'Campaigns' management interface. At the top left, there is a back arrow and the title 'Campaigns'. Below this, there are navigation options: 'Overview' and 'Campaigns' (which is underlined). The main content area is titled 'My Campaigns' and is currently empty. In the center, there is a laptop icon with a speech bubble and the text 'Create new campaign from one of our samples or start from scratch'. Below this text are two buttons: 'New From Samples' (circled in red) and 'New Campaign +'. A modal window titled 'Get Started' is open on the right side. It contains a search bar with the placeholder text 'select a sample for the list'. Below the search bar is a list of predefined samples: 'New Starter Onboarding', 'Workplace Champion Onboarding', 'What's On Events', and 'Festive Fred Campaign' (which is circled in red). At the bottom right of the modal are 'Cancel' and 'Create' buttons. The bottom status bar of the modal shows '0/12' and '@FirstName, It...'.



# Customise your Festive Fred campaign

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

← 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 craazy 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 ○

@FirstName, It's been a craazy 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.



Day 0 - Mon 9:00 am ○

Note: All users is currently in BETA. Please email [support@enable.com](mailto:support@enable.com) if you would like to use this feature



# 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

The screenshot shows the 'Manage Campaign' interface with the following fields and callouts:

- Campaign Name:** Festive Fred Campaign 🎄
- Campaign Start Date:** 2020-11-30 (Callout: 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!)
- Timezone:** Australia/Brisbane
- Audience:** All Users: **BETA** (Callout: We have creative content for you to use - download these messages from the Enablo website)
- Messages:** (Callout: You can add an additional message, an attachment (any image or document file), or add in a user's name to personalise the message)

At the bottom, two message templates are shown:

2020-11-30 09:00:00 📧

@FirstName, It's been a craazy 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

@FirstName, It's been a craazy 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.

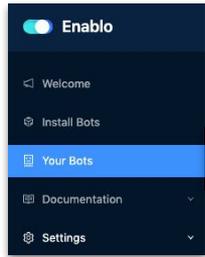
Day 0 - Mon 9:00 am 🕒



# 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.



← Festive Fred

Overview Campaigns

My Campaigns New From Samples New Campaign +

Name	Messages	Users	Progress	Next Message	Next Message Delivery	Status	Action
Festive Fred Campaign 🎄🍷	12	1	<div style="width: 0%;"></div> 0/12	@FirstName, It'...	30/11/2020	• Disabled	<span>Edit</span> <span>⚙️</span> <span>⌵</span>

1  
This is your **Campaigns dashboard**. Click on Festive Fred Campaign to review the status of scheduled posts and **test** your messages.

This is where you **edit** your content



# Test your Festive Fred campaign

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

2020-11-30 09:00:00

@FirstName, It's been a craazy 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

Introducing "Festive Feelgoods." Each day you'll get a message to participate in cheeky activities, awesome competitions, and of

Sounds great! ✓

15/20

@FirstName, It's been a craazy 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.

Introducing "Festive Feelgoods." Each day you'll get a message to participate in cheeky activities, awesome competitions, and of course reflect on the year that was 2020.

Sounds great! ✓

Send Test

2

Click on the message you'd like to test

Send Test Messages To Yourself

To manually send these messages to a user, enter the WorkplaceId below:

Search for a Workplace user

Note: the message deliveries will not be tracked. Use this feature to test your messages before the delivery date.

Message	Status	Result
@FirstName, It's been a craazy 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.	Waiting	
<Attachment>	Waiting	
Introducing "Festive Feelgoods." Each day you'll get a message to participate in cheeky activities, awesome competitions, and of course reflect on the year that was 2020.	Waiting	

Close Send Test Now

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.

\* 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 ✕

Disabled Done ✓

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.

**Campaign Status** Edit

0 / 12

*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

**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 craaz...	0	1	09:00 30/11/2020	• Disabled	0	0	0
24 days to go! We know coffees...	0	1	09:00 01/12/2020	• Disabled	0	0	0
23 days to go! Are you a pawre...	0	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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 enable

**HAPPY+**  
**HOLIDAYS**