

# Brand

# Tools

## Technical Channel

## Integration Guide

# Brand Tools

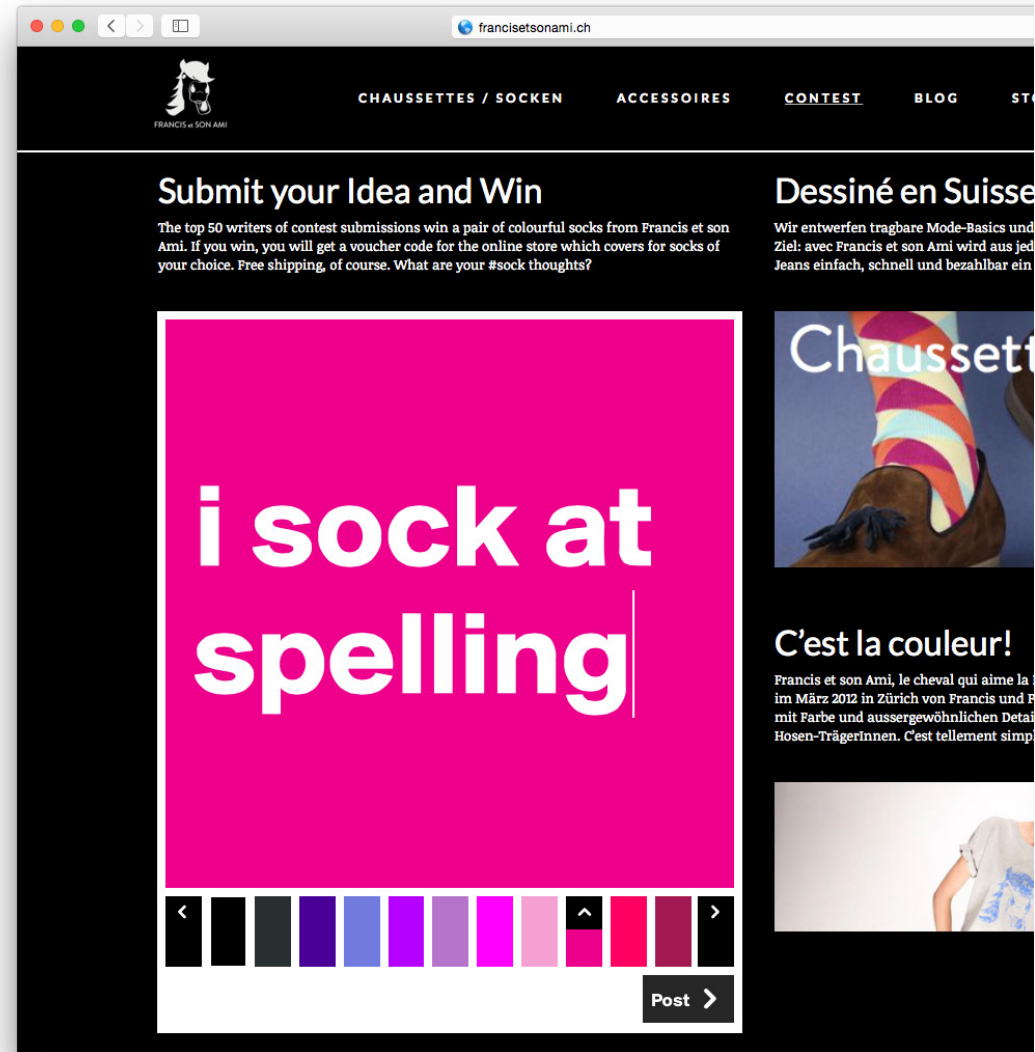
Get your audience engaged.

## Overview

Boldomatic offers a wide range of powerful tools to help your brand engage your audience through the use of our technology. It's easy to integrate a post, a series of posts, setup custom branding, or allow your audience to post to your channel. Sharing to other networks is automatic, and engaging the growing Boldomatic community with your brand is natural.

## Core Features

- ▶ Easy integration through smart iFrames
- ▶ No hosting or server setup required
- ▶ Compatible with content management systems
- ▶ Customizable views with powerful queries for sorting, grouping and segmenting of content
- ▶ Built in sharing to other networks, including Facebook, Twitter, Pinterest, Google+, Stumble Upon, Tumblr, We Heart It
- ▶ Open Graph meta data with share redirects back to your campaign or website
- ▶ Black lists for profanity censoring
- ▶ Anonymous mode without sign-up for posting



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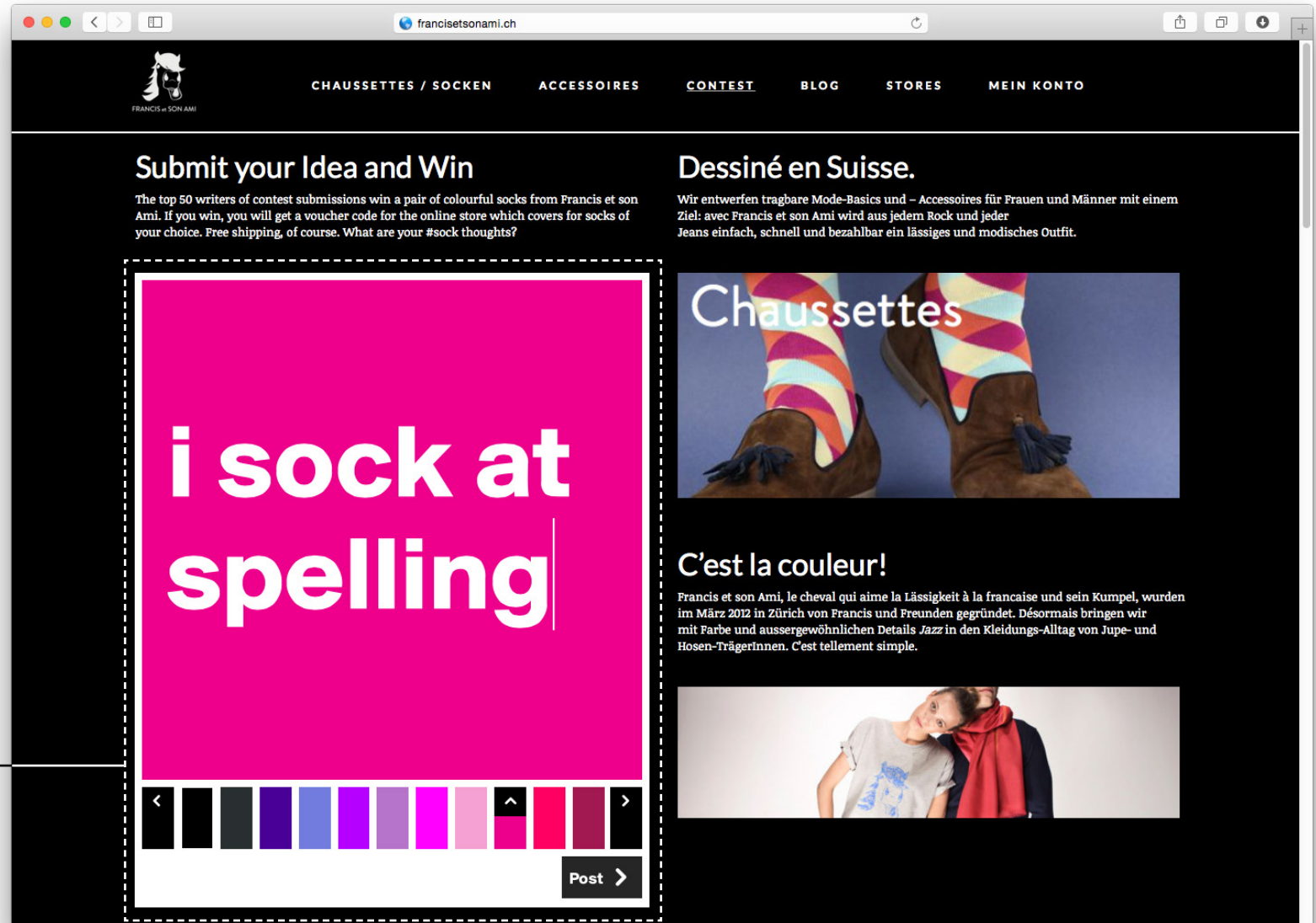
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## Example Campaign

In this campaign, potential customers at Francis et Son Amis, a boutique sock company, where asked to enter their #sock thoughts on their website.

The Boldomatic editor is seamlessly integrated into their existing website.

Embedded Editor

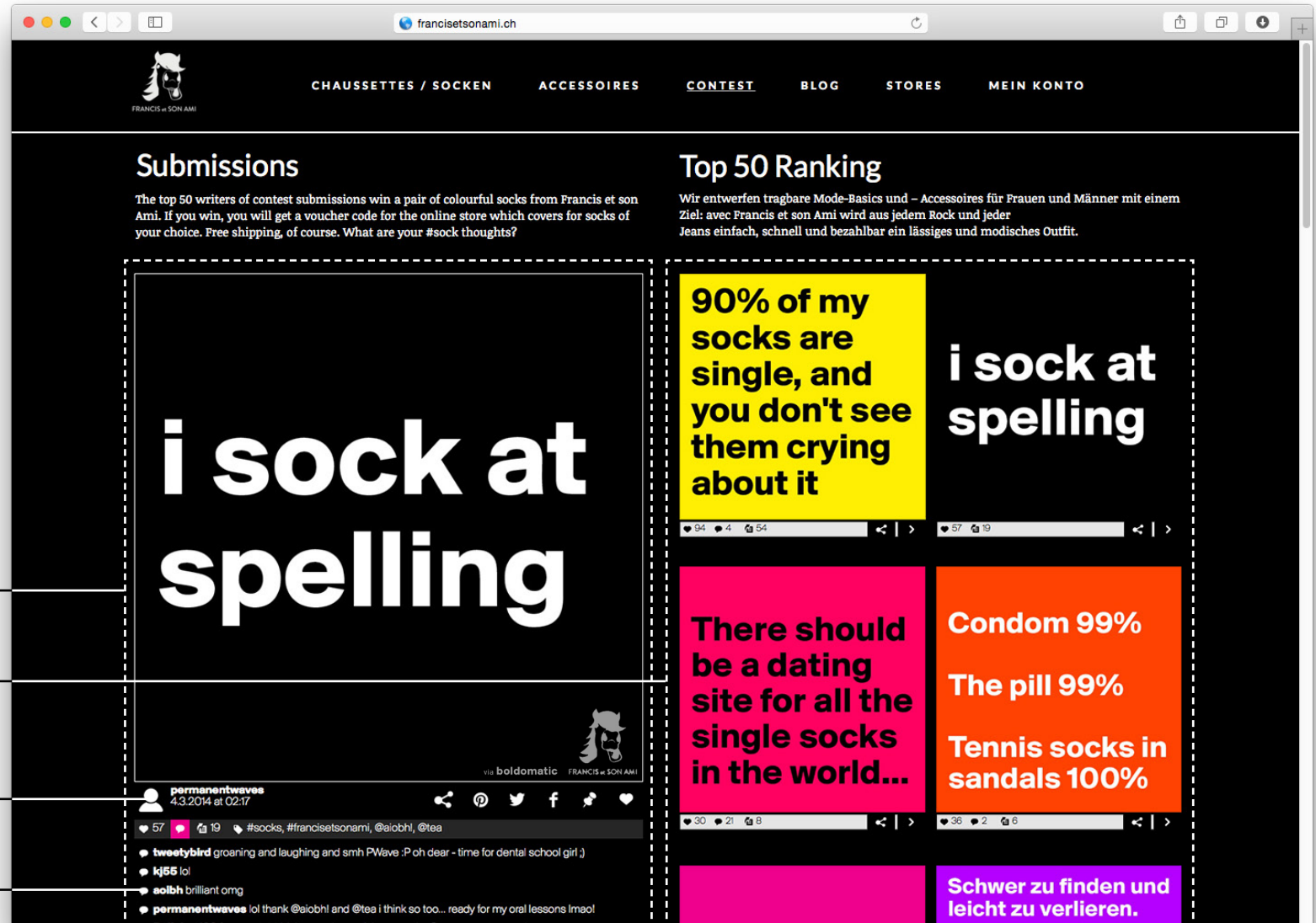


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## Example Campaign

When a potential customer submits a post, or a visitor from the web stumbles upon a post via a social network, the visitor is presented with the a large version plus a post listing of the top 50.



Embedded Post

Embedded Post Listing

Post Author and Vitals

Post Interaction & Activities

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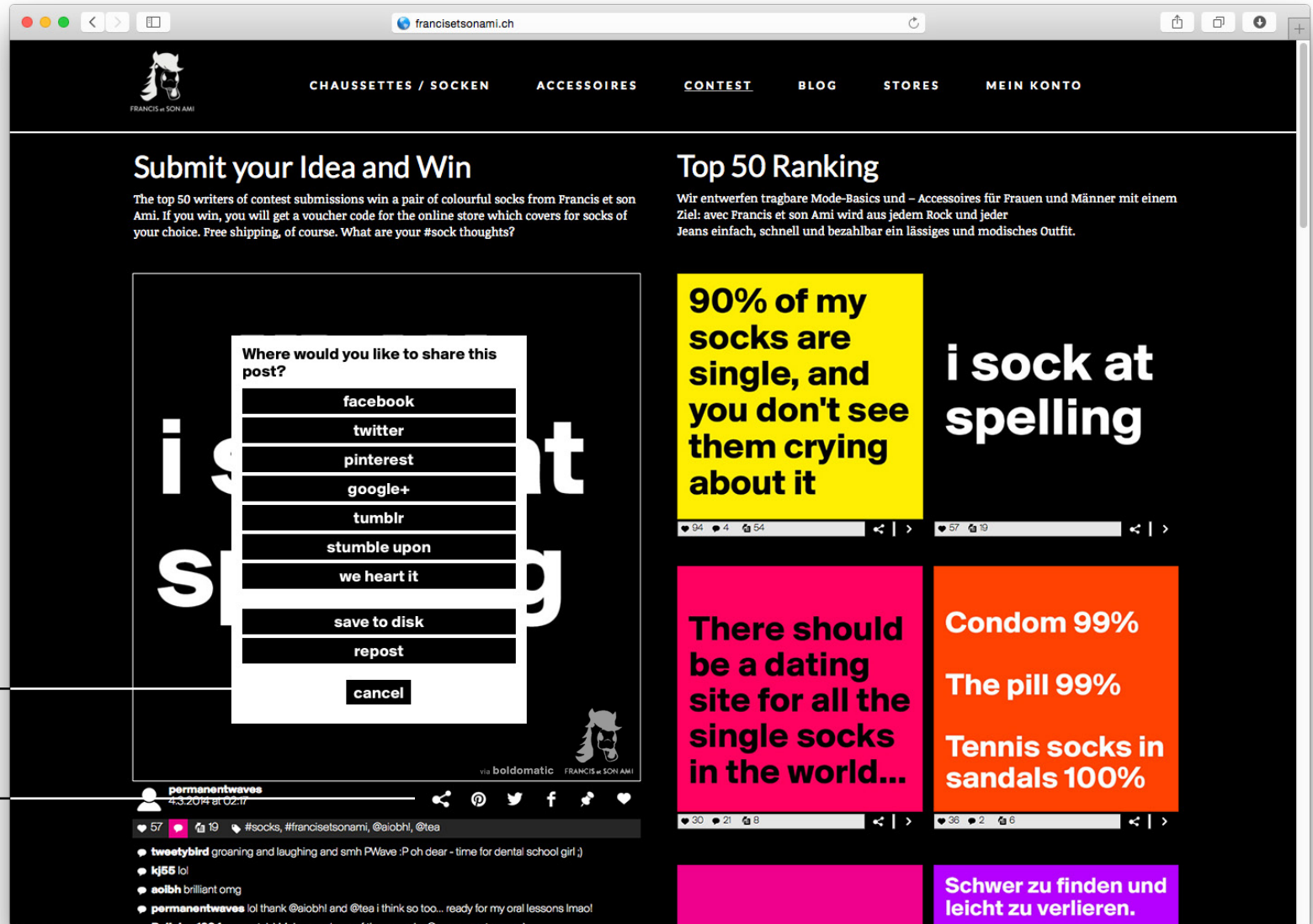
## Example Campaign

Sharing buttons are presented for each post, and the activities associated with the post are displayed.

An extended share menu can be opened as well, with direct support for many social networks.

Share Menu

Quick-Share Shortcuts



### Submit your Idea and Win

The top 50 writers of contest submissions win a pair of colourful socks from Francis et son Ami. If you win, you will get a voucher code for the online store which covers for socks of your choice. Free shipping, of course. What are your #sock thoughts?

### Top 50 Ranking

Wir entwerfen tragbare Mode-Basics und - Accessoires für Frauen und Männer mit einem Ziel: avec Francis et son Ami wird aus jedem Rock und jeder Jeans einfach, schnell und bezahlbar ein lässiges und modisches Outfit.

Where would you like to share this post?

- facebook
- twitter
- pinterest
- google+
- tumblr
- stumble upon
- we heart it
- save to disk
- repost
- cancel

90% of my socks are single, and you don't see them crying about it

i sock at spelling

There should be a dating site for all the single socks in the world...

Condom 99%

The pill 99%

Tennis socks in sandals 100%

Schwer zu finden und leicht zu verlieren.

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## Example Campaign

Through the use of a share proxy and Open Graph and Card meta data, social networks can pull all the required data to create appealing posts, while the link will still point back to your campaign.

Where possible, a customized channel title and description can be set, including hash-tags.

## Facebook Share Dialog

The screenshot displays a web browser window at [francisetsonami.ch](http://francisetsonami.ch). The website has a dark theme and a navigation menu with items: CHAUSSETTES / SOCKEN, ACCESSOIRES, CONTEST, BLOG, STORES, and MEIN KONTO. The main content area is divided into two columns: 'Submissions' and 'Top 50 Ranking'. The 'Submissions' section states: 'The top 50 writers of contest submissions win a pair of colourful socks from Francis et son Ami. If you win, you will get a voucher code for the online store which covers for socks of your choice. Free shipping, of course.' The 'Top 50 Ranking' section states: 'Wir entwerfen tragbare Mode-Basics und - Accessoires für Frauen und Männer mit einem Ziel: avec Francis et son Ami und aus jedem Beck und jeder modisches Outfit.' A Facebook share dialog is overlaid on the page, showing a preview of a post with the text 'i sock at spelling' and a link to the contest page. The dialog includes a text input field, a 'Say something about this...' field, and buttons for 'Friends', 'Cancel', and 'Share Link'. Below the dialog, a social media feed is visible, showing a post from 'permanentwaves' with 57 likes and 19 comments. The comments include: 'twoetybird groaning and laughing and smh PWave :P oh dear - time for dental school girl :)', 'kj56 lol', 'aolbh brilliant omg', and 'permanentwaves lol thank @aiobhl and @tea i think so too... ready for my oral lessons lmaol'. The website also features several promotional banners, including 'single socks in the world...', 'Tennis socks in sandals 100%', and 'Schwer zu finden und leicht zu verlieren.'

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## Example Campaign

When a post is shared, it is linked back to the original campaign, creating a complete cycle to keep your audience engaged and maximize your reach.

Facebook Post





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## Channels in Boldomatic

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A channel within Boldomatic groups a set of posts and users to a specific brand or campaign. Each channel can be individually customized and branded through a set of parameters, and content that is generated through a channel is permanently flagged with the channel's ID.

Because a channel's content is flagged, accurate reporting can be made as to what your audience is generating, and how they interact with the content. In addition, channel post views allow for grouping and sorting of content related to a channel by writer, popularity, date, language, and more.

A channel can guarantee that no out-of-channel content appears within the channel views. For example, it won't be possible for a post to appear in a channel which hasn't met the blacklist criteria. However, any channel post can benefit from the active Boldomatic community.





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## Configuration

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The following settings can be configured for a channel:

- **Title** text  
The title of the channel, used for page titles and meta data.
- **Username** username  
The official Boldomatic username associated with the channel.
- **UsernameForPosts** username  
If set, each post written with the channel editor will automatically be attributed to the username. This enables anonymous posting without logging in or signing up.
- **TagsForPosts** #tags  
If set, each post written with the channel editor will automatically contain the given tags.
- **StyleBackgroundColor** html color code  
If set, channel pages will have the given background color.
- **DefaultWriteStyle** style id  
If set, the channel editor will be initially set to the given style.
- **EnableStyleSelection** boolean  
If set to false, the style panel will be removed in the channel editor.
- **EnableTools** boolean  
If set to false, the tools panel (tags, location, link) will be removed in the channel editor.
- **EnableServiceSelection** boolean  
If set to false, the channel editor will not allow the pre-selection of which services to share to.
- **CustomPostURL** url  
If set, the channel editor will open a new page based on the given URL that can be hosted on your website. This will also enable a share redirector which enables website to extract the proper Open Graph (Facebook) or Card (Twitter) without any changes needed for your existing website.
- **CustomShareTitle** text  
If set, a customized share title will be used for Open Graph or Cards.
- **CustomShareDescription** text  
If set, a customized share description will be used for Open Graph or Cards.



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## Black Lists

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A channel can constrain the content which users generate through the use of black lists. A black list may contain any number of forbidden words, and if the content being submitted contains any form of that word, the user is prevented from posting until that word has been removed.

You may submit your own black list or choose to use one of our preset black lists. When creating your own black list, you must create a Excel file where each forbidden word is included on a single row in the first column. Submitted black lists must be approved before going live.



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## Integration

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Your Boldomatic channel can be integrated on any of your brand's or campaign's websites via iFrames. We provide asynchronous JavaScript loading which inserts iFrames that automatically size to your layout and are fully responsive. Integration is easy; all you need to do is find the appropriate place on your website and insert the code snippet.

Our loading script, which may be included once or multiple times per page, will automatically find all the elements with a specific CSS class which need to be replaced with an iFrame pointing to your channel views. Depending on the attributes of the element, the embedded view will appear or act accordingly.

The loading script can be invoked anywhere on the page with the following code:

```
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/boldomatic-embed-bundle.js" charset="utf-8"></script>
```

The // URL protocol will automatically detect whether to use HTTP or HTTPS.

## Embedded Views

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The following views can be seamlessly integrated for your channel:

- ▶ Channel Editor
- ▶ Channel Post
- ▶ Channel Posts
- ▶ Channel Content
- ▶ Campaign Content

Boldomatic also provides a platform for branded channels at [boldomatic.com](https://boldomatic.com), where a branded portal allows for a rich user experience.



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## Common Embed Parameters

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The following parameters are common to all embedded views:

- ▶ **boldomatic-theme** normal | dark  
Optional, changes the UI-theme of the embedded content.
- ▶ **boldomatic-channel** string  
Required, sets the channel to the given channel id. This may alter the behavior of the embedded view depending on how the channel is configured.
- ▶ **boldomatic-background** html color code  
Optional, if set the embedded content will have the given background color. This overrides the StyleBackgroundColor settings of the channel.
- ▶ **boldomatic-fixed-width** css dimension  
Optional, if set the embedded content will be given the specified fixed width and height, instead of resizing automatically to the container. The value must be given as a css dimension (either XXpx or XX%). Both the width and height must be set.
- ▶ **boldomatic-fixed-height** css dimension  
Optional, if set the embedded content will be given the specified fixed width and height, instead of resizing automatically to the container. The value must be given as a css dimension (either XXpx or XX%). Both the width and height must be set.



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## Channel Editor

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The Boldomatic Editor, which enables your audience to create and submit content.

### Embed Code

```
<!-- Boldomatic Editor iFrame -->
<div class="boldomatic-editor"
  boldomatic-theme="normal"
  boldomatic-channel="francisetsonamis"
  boldomatic-background="black"
  editor-text="My sock thoughts are..."
  editor-tags="#socks #francisetsonamis">
  <!-- TODO: Insert loading text or fallback text -->
</div>
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/
boldomatic-embed-bundle.js" charset="utf-8"></script>
```

## Configuration

---

The following configuration attributes may be used:

- **editor-text** string  
Optional, if set the channel editor will contain the pre-set text.
- **editor-tags** string  
Optional, if set the channel editor will contain the pre-set tags, even if the tags tool has been disabled. If TagsForPosts has been configured for the channel, these tags will also be automatically included with the post, regardless what the user sets.



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## Channel Post

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The channel post view allows the integration of a single post.

### Embed Code

```
<!-- Boldomatic Post iFrame -->
<div class="boldomatic-post"
  boldomatic-theme="dark"
  boldomatic-channel="francisetsonamis"
  boldomatic-background="black"
  post-id="7hYiu"
  post-activities="true" >
  <!-- TODO: Insert loading text or fallback text -->
</div>
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/
boldomatic-embed-bundle.js" charset="utf-8"></script>
```

## Configuration

---

The following configuration attributes may be used:

➤ **post-id** post id

Optional, if set the post view will load the post with the given id. If not set, the post view will try to automatically load the post based on the anchor hash from the parent URL. For example, if you have specified a custom URL `http://mybrand.com/campaign/post#{post-id}`, the URL `http://mybrand.com/campaign/post#12345` will load the post with the id 12345. This allows you to create unique links for multiple posts without having to create an individual page for each post.

➤ **post-activities** boolean

Optional, if set to true, the post view will include all the activities such as likes, reposts, comments.



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## Channel Posts

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The channel posts view allows the integration of a listing of posts associated with that channel. The view can be configured for any type of search query, providing a powerful tool for pulling very specific content.

## Embed Code

```
<!-- Boldomatic Posts iFrame -->
<div class="boldomatic-posts"
  boldomatic-theme="dark"
  boldomatic-channel="francisetsonamis"
  boldomatic-background="black"
  posts-query="#socks sort:points language:en">
  <!-- TODO: Insert loading text or fallback text -->
</div>
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/
boldomatic-embed-bundle.js" charset="utf-8"></script>
```

## Configuration

---

The following configuration attributes may be used:

➤ **posts-query** search query

Optional, refines the post displayed by the given search query. Any search keywords, include tags, can be used just as in a regular boldomatic search. Only posts that are flagged for the channel are returned. You can find out more about searches at [boldomatic.com/web/faq](https://boldomatic.com/web/faq).



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## Channel Content

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The channel content view allows the integration of a custom view which is specifically crafted for the channel. Any series of custom content views may be implemented for your channel, and will be provided upon implementation in your configuration document.

## Embed Code

```
<!-- Boldomatic Content iFrame -->
<div class="boldomatic-content"
  boldomatic-theme="dark"
  boldomatic-channel="francisetsonamis"
  boldomatic-background="black"
  content-id="info-page"
  content-data="terms">
  <!-- TODO: Insert loading text or fallback text -->
</div>
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/
boldomatic-embed-bundle.js" charset="utf-8"></script>
```

## Configuration

---

The following configuration attributes may be used:

- **content-id** string  
Required, defines which custom content view to display.
- **content-data** string  
Optional, this parameter is passed to the content view and may additionally configure the view as needed.



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## Campaign Content

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If your channel has specific campaign content implemented, those views can be easily embedded on your website. Depending on the campaign implementation, the common embed parameters, such as `boldomatic-background`, might be ignored by the campaign content view.

## Embed Code

```
<!-- Boldomatic Content iFrame -->
<div class="boldomatic-content"
  boldomatic-theme="dark"
  boldomatic-channel="francisetsonamis"
  boldomatic-background="black"
  campaign-content="terms">
  <!-- TODO: Insert loading text or fallback text -->
</div>
<script async="" src="//tools.boldomatic.com/resource/web/v2/js/
boldomatic-embed-bundle.js" charset="utf-8"></script>
```

## Configuration

---

The following configuration attributes may be used:

- ▶ **campaign-content** string  
Required, defines which custom campaign view to display.

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## Open Graph and Card Meta Data Proxy

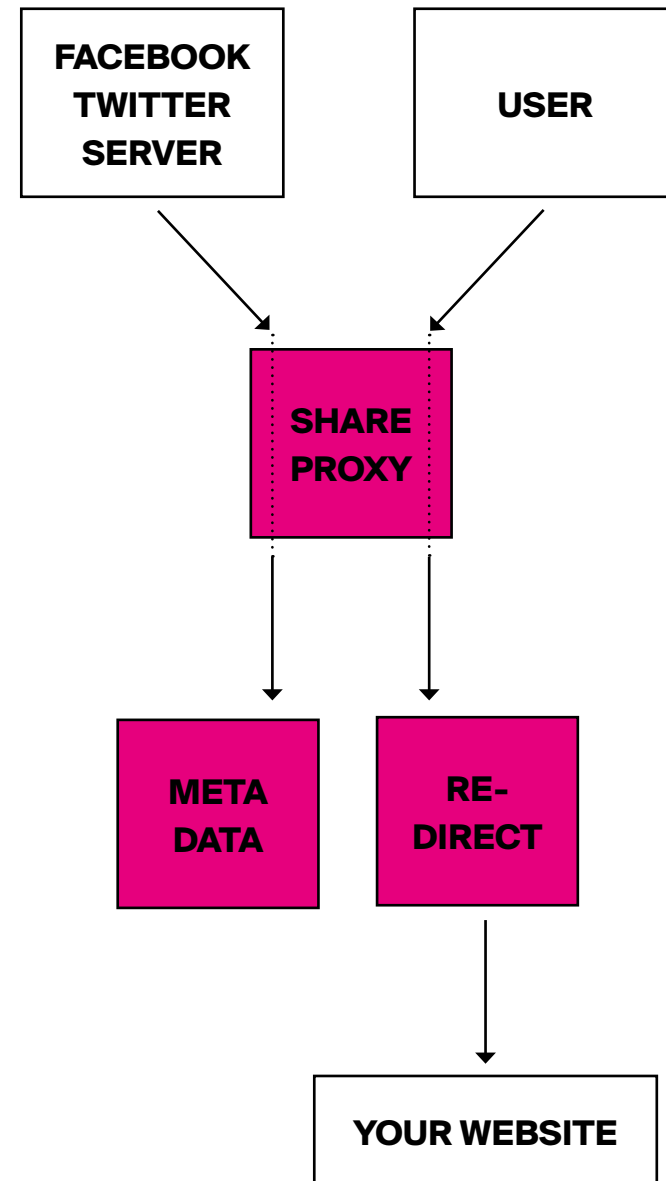
When using custom URLs hosted on your own server for posts, social networks such as Twitter and Facebook do not understand how to build a proper content preview for sharing these URLs. This is due to the missing meta data information that the networks require to build the previews.

Our share proxy allows for the proper meta data to be gathered by social networks. When a user shares a post via an embedded channel, the share proxy is automatically activated. A social network will gather the meta data, including title and preview images, from the proxy URL, however a user will be automatically redirected to your post page.

The share proxy URLs are as follows:

`https://tools.boldomatic.com/share/post/{post-id}`

The channel information is automatically extracted from the post.





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## **Anonymous Guest Posting**

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If requested, a channel may be configured to allow for either anonymous posting or guest posting. This allows users to create a post for the channel without signing up or logging in with a Boldomatic account. In anonymous mode, each post is marked as anonymous. In guest mode, each post can be registered to a preset account.

Extended Boldomatic network features, such as commenting, pinning, reposting or liking require a valid Boldomatic account to ensure the integrity of the network. A login is required to avoid spam, abuse, fraud, and point gaming.



# Boldomatic

## Contact

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