



## Social Media – Gift Card Stories

### Introduction

When gift card holders redeem their gift cards, they receive an e-mail notifying them of that redemption. In that email, gift card holders can be given the opportunity to click on a link in order to submit their story to the platform. This story includes their name (or they can choose to remain anonymous), a picture of what they bought with the card, as well as a caption (optional) for that picture, and a description where the holder can provide a story behind the picture.

This "story" can then be posted to Facebook, Tweeted, shared via Pinterest, and other potential social networks in the future.

### How to Enable ?

To include a link in the redemption email, go to the Settings section of the dashboard, and specify "Yes" to the question "Include Look-What-I-Bought link in emails ?".

Every gift card story, gets saved in the Community Gift Cards platform, and also gets its own web page. That web page will be of the following format:

<https://www.communitygiftcards.com/secure/giftcardstory.php?acd=AAAA&storycode=BBBB>, where AAAA is your account code, and BBBB is a unique identifier for the story

Not to worry ... you will not need to memorize the above. The story-specific web page has some special "tags" in it, that allow a Facebook post to look like it should, or a Tweet to show the picture with the correct size, etc.

The web page by default will display only what the card holder submitted ... their complete story and picture. You can choose to add the Buy-a-Gift-Card widget on that page, as well as the Marketplace widget. Go to the Social section of the dashboard, and in the bottom portion of the screen (Card Holder Stories), click on the "Edit Settings" button.

- Adding the widgets is as simple as putting a check-mark in the 2 fields for including the widgets (you can choose to display neither, 1, or both of them)
- When you do display the widget, you can also specify some "pre-amble text" to display just above each widget, the font size of that text, as well as the font color of that text.
- By having these widgets present on the gift card story page, it provides the opportunity for those that access the gift card story, to go ahead and buy new gift cards or see where the cards can be used...people would normally access this web page, as a result of someone posting their own story, or if you post it to your own Facebook account, for example, and others that are following you access the story page.

If the user is on a mobile device, the story is shown first, and if the widgets are being displayed, they are displayed underneath the story. On a non-mobile device, the widgets are displayed on the left hand side of the screen.

Note that on this web page, there is a "floating" menu that allows someone (including yourself) to post the story to Facebook, or send a Tweet, etc.

## How it Works

Here are the steps that normally occur.

Step 1: Redeem card – link included. Gift card holder gets a notification of a card redemption, and that email contains a link that allows them to submit their story.

Step 2: Gift card holder clicks on the link, submits their information and a picture and describes the story behind the picture (what they bought, etc.).

Step 3: Notification is sent to you (the account administrator) with subject “New card holder STORY submission”

Step 4: You log in to the dashboard – any new stories (not yet approved or rejected) are shown at the top of the home screen ... simply click on “Accept” or “Reject” - let's assume you Accept.

In parallel:

- You go to the Social section of the dashboard, refresh the screen to show this new story, and click on the pencil next to it so you can see the web page URL. Copy the URL and open a new tab to that page. Here, you can post the story to your Facebook account, tweet it, etc. Note that you can also post directly to Twitter within the platform (if you've signed in to Twitter at the top of the Social screen) ... this allows you to have your own content in the Tweet, including a mention of the gift card holder themselves.
- The gift card holder also gets an email, with subject “Your gift card story has been APPROVED”. They click on the link, where they can post their story to their Facebook account, perhaps Twitter, etc.