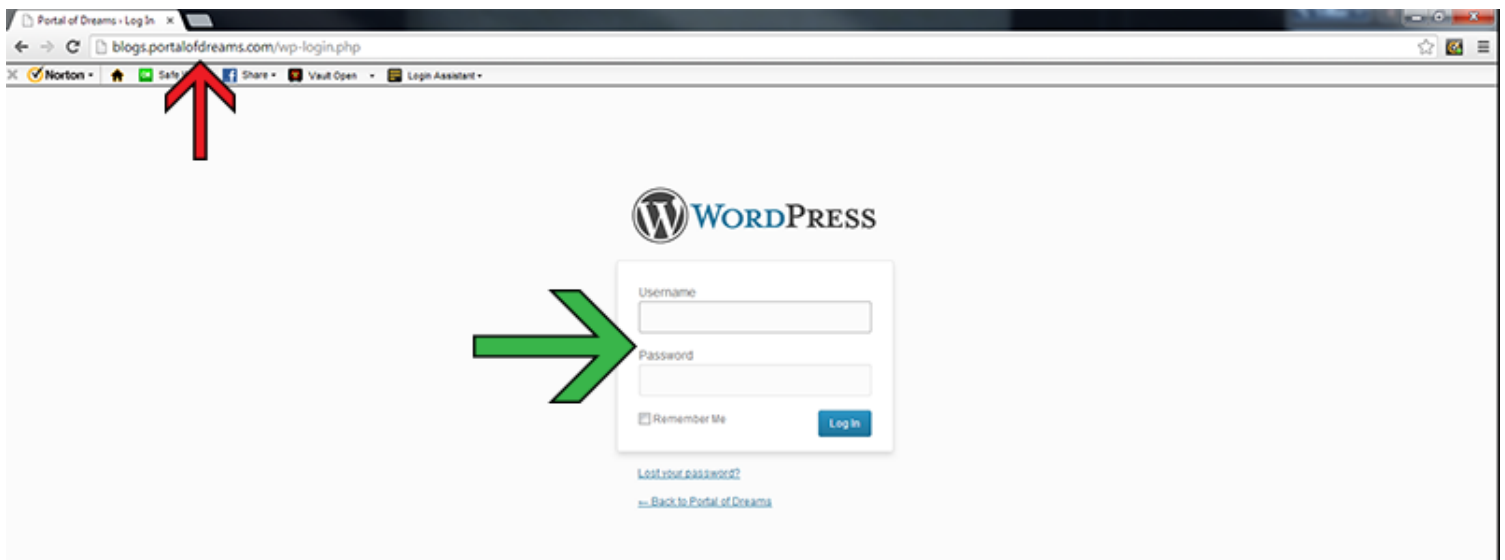


TUTORIAL #3: SOCIAL MEDIA E-BLAST

With Eclipse Radio taking a number of steps forward beyond what Dreamscape was capable of, new opportunities and tools are being put in place for you, the DJ's, to make, run, and promote your shows. This tutorial deals primarily with the last, but bear in mind that promotion brings listeners, and listeners can be the cornerstone of a show, and even enable you to utilize show types you'd been unable to before, like an all-request show.

The idea here is for everyone to participate, so the subscribers to Eclipse Radio's social networks are notified anytime a DJ goes live. This will help the social networks grow in size, which in turn will make the response you get from the social network bigger. It's a case of help us help you, but there is a little work to be done to make it all function. The following is a tutorial of how to e-blast your own show.

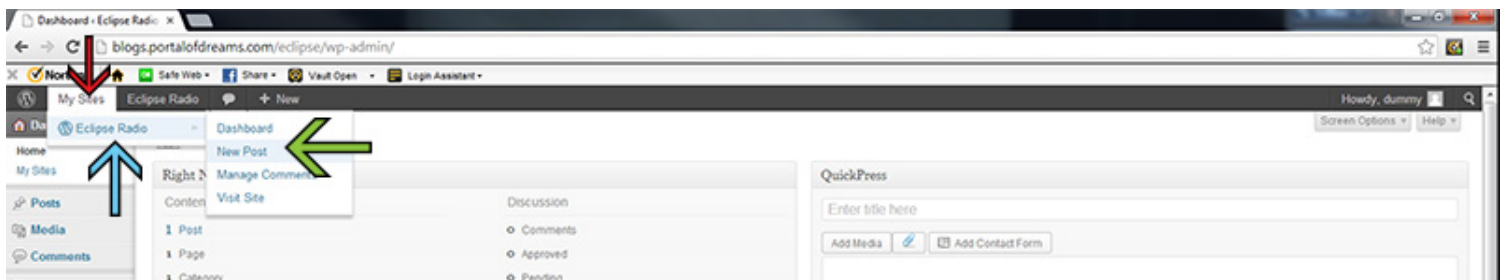
STEP 1: LOGIN!



1-A: Go to the url shown, <http://blogs.portalofdreams.com/wp-login.php>

1-B: Enter your Username and Password established with the Marketing Specialist and with Portal of Dreams Wordpress database.

STEP 2: BEGIN A NEW POST



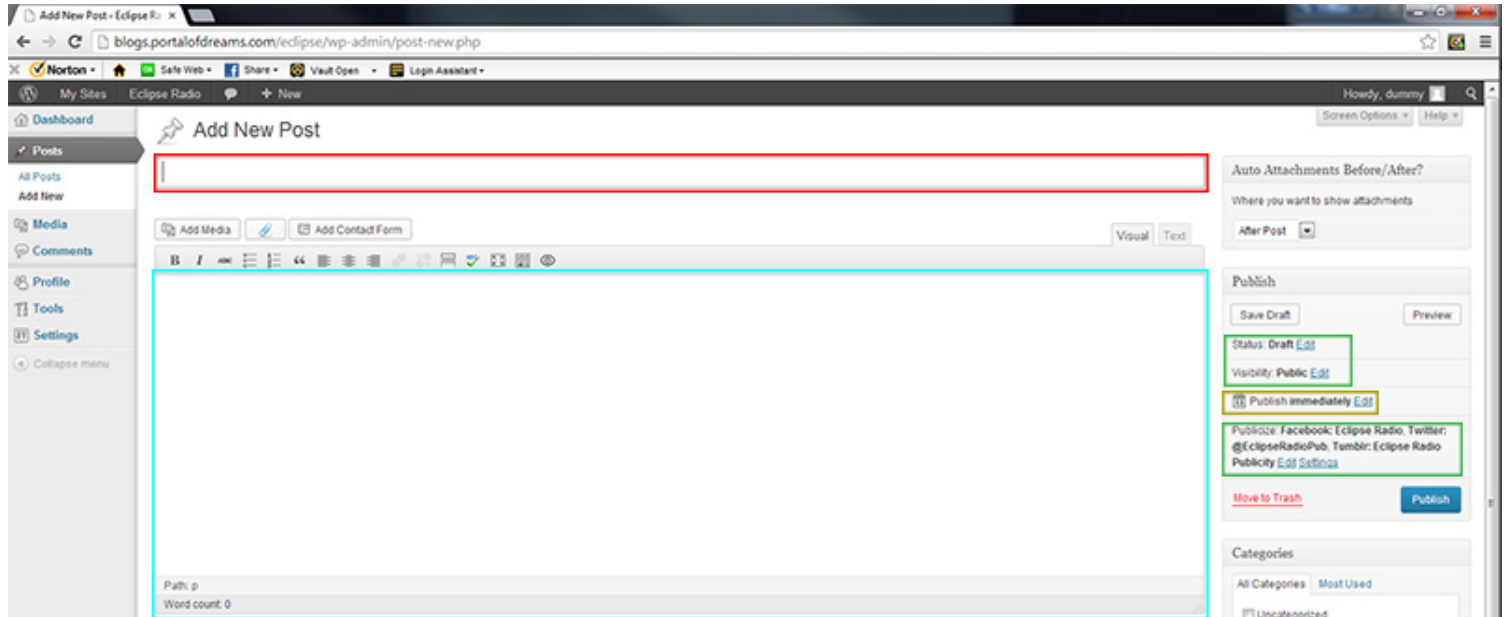
2-A: Hover over the "My Site" section (here you'll see Eclipse Radio to the right, if it shows that, you may skip to part B, however, following all three parts will guarantee success no matter if you have a PoD Blog or not.)

2-B: Hover over Eclipse Radio until the submenu appears.

2-C: Click on New Post (this should be your FIRST click in step 2. Hover only in all other phases of step 2)

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STEP 3: PUBLISHING



Unlike the other steps, this doesn't have a procedure, so I'm just going to explain what each portion of this screen does, and what you should do with it.

Red Box: This is where the Title of your new post will go. Something catchy is best, like “DJ Spirit going live at 4:30 PM”, keep this short and sweet.

Cyan Box: This is the body of your post, it can contain anything, your details and plans for the show (like promotions or giveaways, of course, you cannot state what or when songs will be played during your show, as that violates ER's licensing.) you can also include things like where you'll be broadcasting from, or perhaps a link to the room entry, whatever suits you.

Green Boxes: These are defaults, and should be left alone.

Yellow Box: This is a special little tool, please be careful in its use, but if you have an upcoming show where you know exactly when you will be going live, and you don't want to be troubled with making a post just before your show, you can click “Edit” here, and enter the date and time that you want the post to be publicized. Time is in Eastern. Please please be careful with this, as if a bunch of canceled shows whose publicity posts go through even though noone is coming online, people will start to ignore the e-blasts entirely.

Finally click the Publish button, and the system will automatically blast your post to Facebook, Twitter, and Tumblr.

So there you have it, all the necessary tools to help make your shows just a little bigger, to help support our wonderful fans, and keep them informed when people are on the air. If there are any more questions, or if any of this is confusing, PLEASE don't hesitate to contact me at Skype: arakosonosuke, MSN: Fang111@hotmail.com, or email marketing@portalofdreams.com