

Caption Companies Can Now Be More Valuable To Their Clients:

Ads on the View Page Tweets of Key Events of a Session

Captioning sessions for large audiences provide opportunities for captioning companies to provide their clients with added revenue streams and marketing opportunities. Clients such as Broadcast Stations, Convention Organizers, Concert Event Organizers, Universities, and other large group organizers, can all benefit by selling space on the captioning view page for advertisers.

Ads on the View Page:

1CapApp has added the ability to include sponsors' ads on the view page, giving your clients the opportunity to sell that space on the view page to third-party sponsors of the scheduled event.

Twitter Links and Tweets of Key Events of a Session

1CapApp has given the writer the ability create a macro that will send a tweet to a linked twitter home page of the event's special moments. For instance, the writer can tweet with a macro "Touchdown", "First Down", "Penalty" during captioning of a football game. The tweet would be posted on the broadcast station's twitter home page. The broadcast station can advertise: Details of the game can be followed on twitter. Follow us (the broadcast station) on Twitter.



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Twitter Tweet Macro Summary

Below is a summary of how to create the macro for doing a Twitter Tweet to a linked twitter account home page. Here are the steps to make it happen (details follow).

- Select Macros . Select from the macro dropdown "Tweet on Twitter"
- Specify the macro text in ALL CAPS (this example uses "TWEET1") Press Save
- Edit the Tweet on Twitter macro
- Input the twitter account user/password and press Authorize app
- You have now set up your twitter tweet macro and can authorize one (1) twitter account that you can use at a time.
- Now create a session and specify the twitter account you want to tweet to in this session (example: amlc1010)
- In order to use the Tweet Macro you need to do the following:
- Write the Tweet between the two tweet macros: "TWEET1" Hello world "TWEET1" Tweet text will be tweeted. Macro is a toggle.
- Details on each step follow.



Here you have added the "TWEET1" macro text and authorized the amlc1010 Twitter account

Edit Macro: Twee	t on Twitter					
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Tweet with your twitter account (make sure to link an account when you create your session)						
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7	amic1010		Delete			
	Cancel	Save				

Here is where you associate the twitter account you created to the session .

Cancel	Save
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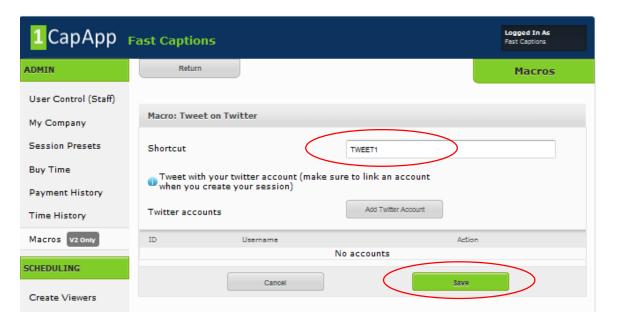


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Create Viewers	Decrease uvision delay	UVDelay- Edit Delete
Setup Sessions		
Assign Viewers		
Setup Viewer Groups		
RESOURCES		
Documentation		
Support		
Contact Us	Return	

Macro Setup

- Select Macros
- Select from the macro dropdown "Tweet on Twitter"
- Specify the macro text (this example uses "TWEET1")
- Press Save
- You have not created the text that will be written to invoke the macro "TWEET1"
- When you write this macro it will not display on the streaming text view page. It will only signal the streaming server to generate and send the macro.
- When writing the macro it should be in the following 3 parts:
 - 1. Macro Start: TWEET1
 - 2. Tweet Text: Touchdown Chiefs #eventhashtag
 - 3. Macro End: TWEET1

Example only of what you would actually write: **TWEET1 Touchdown Chiefs #stationHashtag TWEET1** The Station can advertise that the Chief's game can be followed on Twitter by following the station's Twitter account using hashtag #eventhashtag.



Set Macros		
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Tweet on Twitter	TWEET1	Edit Delete



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SCHEDULING	Increase uvision delay	UVDelay+	Edit Delete
Create Viewers	Decrease uvision delay	UVDelay-	Edit Delete
Setup Sessions	Tweet on Twitter	TWEET1	Edit Delete
Assign Viewers			

Twitter Account Setup and Authorization

Select Macros

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- Edit the Tweet on Twitter macro
- Click on "Add Twitter Account"
- Input the Twitter account and password and press Authorize app.
- This authorizes 1CapApp to tweet to this Twitter account's home page.
- You have added the "TWEET1" macro, Text, and authorized the amlc1010 Twitter account.
- You can add as many Twitter accounts as necessary but only 1 can be used at a time.
- You then create a session and associate one of the authorized Twitter accounts to the session (That's next)

CapApp Fast Captions		Authorize 1CapApp-Tweet to use your account?		Edit Macro: Tweet on Twitter		
ADMIN User Control (Staff) My Company Session Presets Buy Time	Return Macro: Tweet on Twitter Shortcut TWEET1 TWEET1 Tweet with your twitter account (make sure to link an account when you create your session)	Macros	amic1010 Remember me - Forgot password? Authorize app Cancel	1CapApp-Tweet By 1CapApp www.1capapp.com Allow 1CapApp to send tweet on your twitter account	Shortcut Tweet with your twitter account (make when you create your session) Twitter accounts	TWEET1 e sure to link an account Add Twitter Account
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	Recurring Session			

Associating Twitter Account to Session

- Select Setup Sessions
- Create the session as you normally would
- Find **Twitter Account** on the 1st page of the Create New Session page
- Select from the drop down the Authorized Twitter Account you want to use for this session. In our case it was **amlc1010**
- That's all you have to do.
- The rest is up to the writer to write the macro correctly. Macro is a toggle on / off.

macro / Twitter Text / macro