

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.

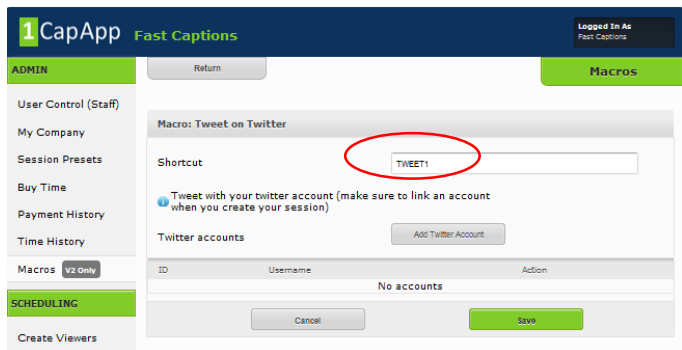
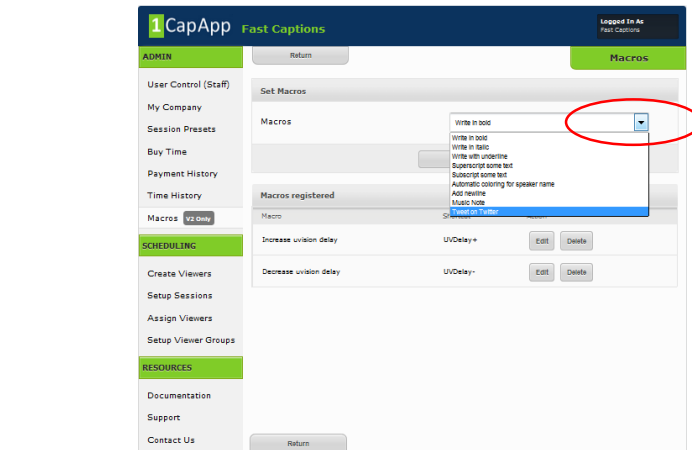
Twitter Links and Tweets of Key Events of a Session

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.

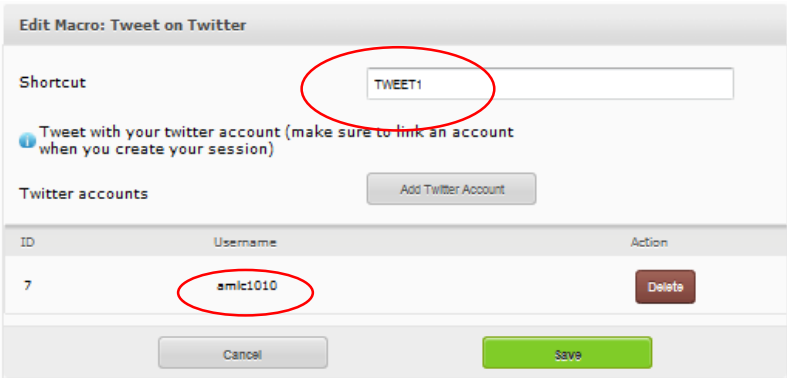
Twitter Tweet Macro Summary

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).

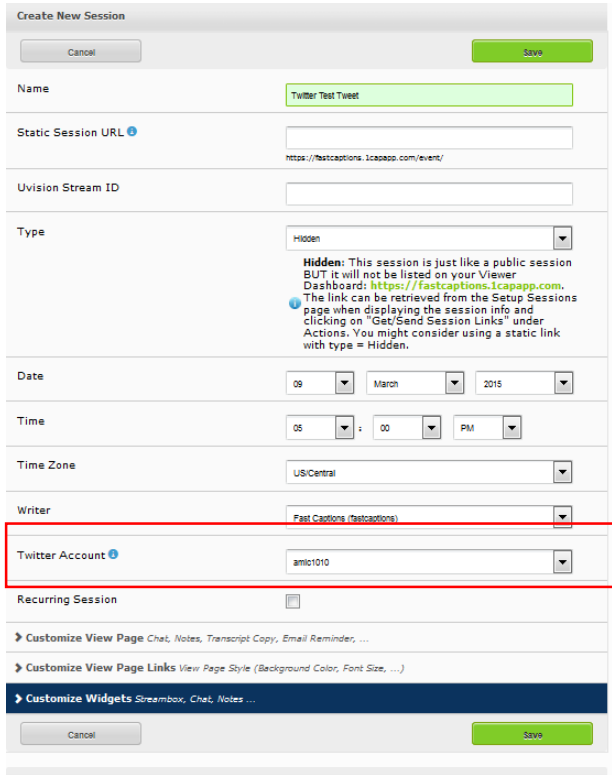
- Select **Macros** . Select from the macro dropdown “**Tweet on Twitter**”
- Specify the macro text in ALL CAPS (this example uses “**TWEET1**”) **Press Save**
- Edit the Tweet on Twitter macro
- Input the twitter account user/password and press **Authorize app**
- You have now set up your twitter tweet 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.



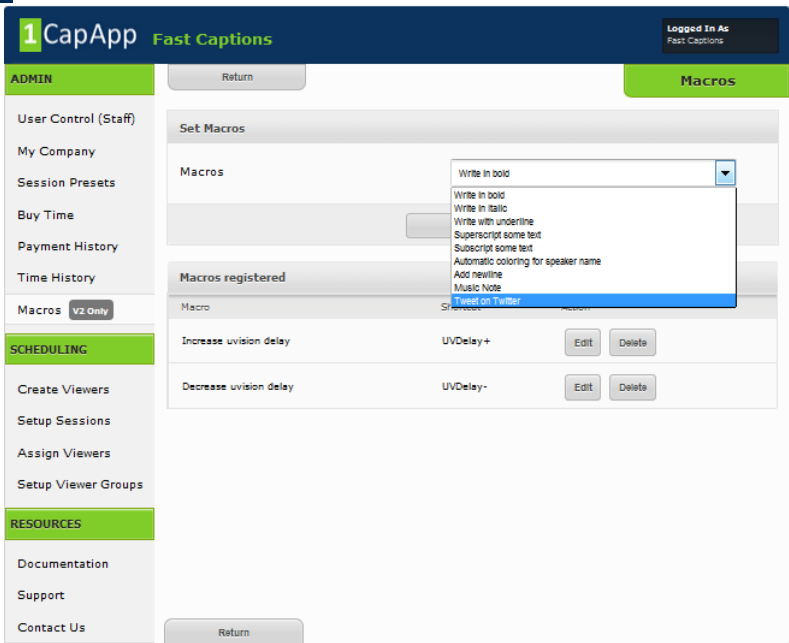
Here you have added the “TWEET1” macro text and authorized the amlc1010 Twitter account



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

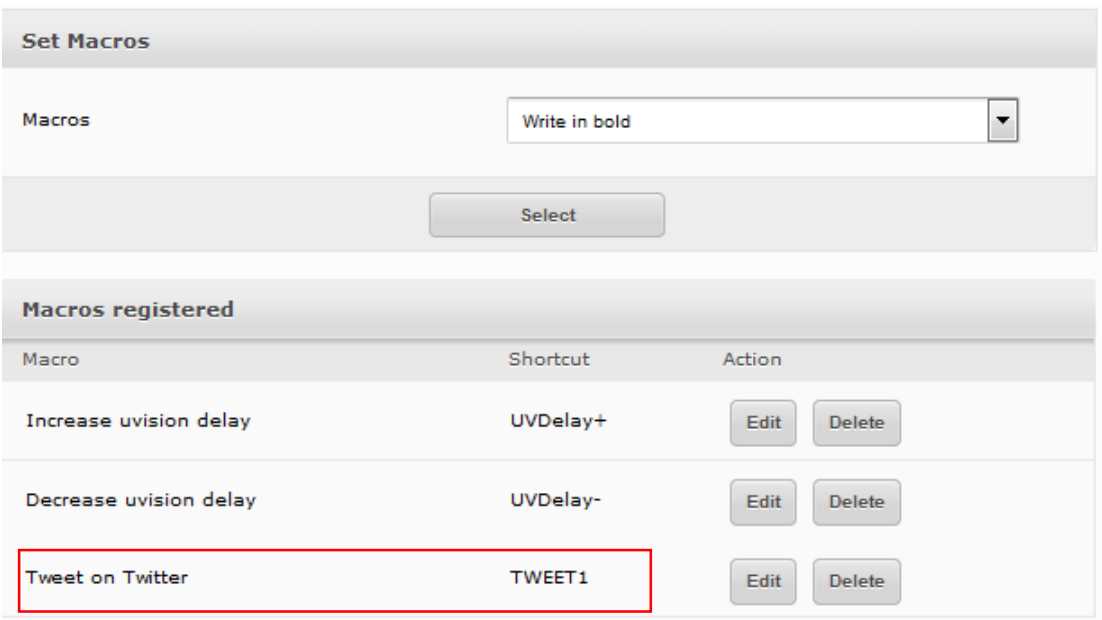
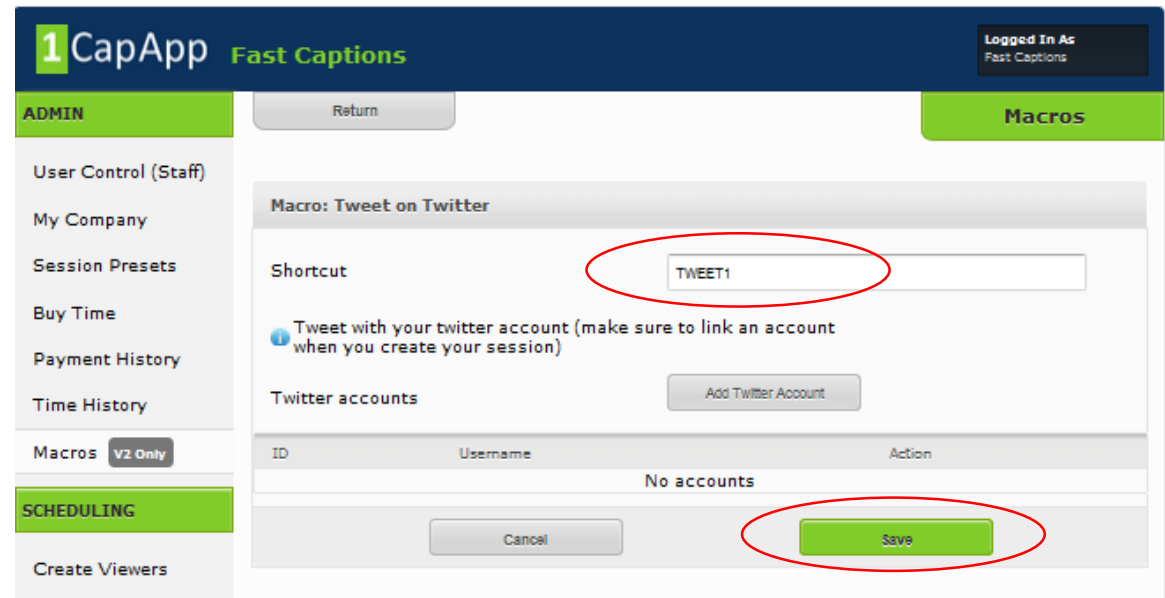


Macro Setup



- 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.



Twitter Account Setup and Authorization

1CapApp Fast Captions

Logged In As Fast Captions

ADMIN

Return

Macros

User Control (Staff)

My Company

Session Presets

Buy Time

Payment History

Time History

Macros V2 Only

Set Macros

Macros Write in bold

Select

Macros registered

Macro	Shortcut	Action
Increase uvision delay	UVDelay+	Edit Delete
Decrease uvision delay	UVDelay-	Edit Delete
Tweet on Twitter	TWEET1	Edit Delete

- Select **Macros**
- 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)

1CapApp Fast Captions

Logged In As Fast Captions

ADMIN

Return

Macros

User Control (Staff)

My Company

Session Presets

Buy Time

Payment History

Time History

Macros V2 Only

Macro: Tweet on Twitter

Shortcut TWEET1

Tweet with your twitter account (make sure to link an account when you create your session)

Add Twitter Account

Twitter accounts

ID	Username	Action
No accounts		

Cancel Save

Authorize 1CapApp-Tweet to use your account?

1CapApp-Tweet

By 1CapApp

www.1capapp.com

Allow 1CapApp to send tweet on your twitter account

amlc1010

Remember me - Forgot password?

Authorize app Cancel

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Will not be able to:

- Access your direct messages.
- See your Twitter password.

Edit Macro: Tweet on Twitter

Shortcut TWEET1

Tweet with your twitter account (make sure to link an account when you create your session)

Add Twitter Account

Twitter accounts

ID	Username	Action
7	amlc1010	Delete

Cancel Save

Associating Twitter Account to Session

1 CapApp Fast Captions

Logged In As Fast Captions

ADMIN

Create New Session

Sessions

User Control (Staff)

My Company

Session Presets

Buy Time

Payment History

Time History

Macros V2 Only

SCHEDULING

Create Viewers

Setup Sessions

Assign Viewers

Setup Viewer Groups

RESOURCES

Documentation

Support

Contact Us

Create New Session

Edit Sessions

Filters

Group By Writer

Calendar

Hover On

Select All

Cancel Session(s)

Date	Time	Name	Writer	Status
No Sessions in the database.				

Create New Session

Cancel

Save

Name

Chiefs Football

Static Session URL

Chiefs

<https://fastcaptions.1capapp.com/event/chiefs/>

Uvision Stream ID

Type

Hidden

Hidden: This session is just like a public session BUT it will not be listed on your Viewer Dashboard: <https://fastcaptions.1capapp.com>. The link can be retrieved from the Setup Sessions page when displaying the session info and clicking on "Get/Send Session Links" under Actions. You might consider using a static link with type = Hidden.

Date

10

March

2015

Time

01

:

00

PM

Time Zone

US/Central

Writer

Fast Captions (fastcaptions)

Twitter Account

amlc1010

Recurring 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