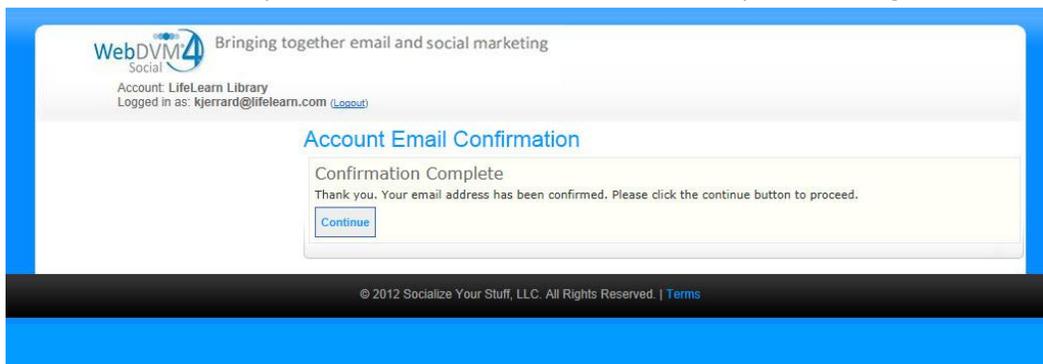


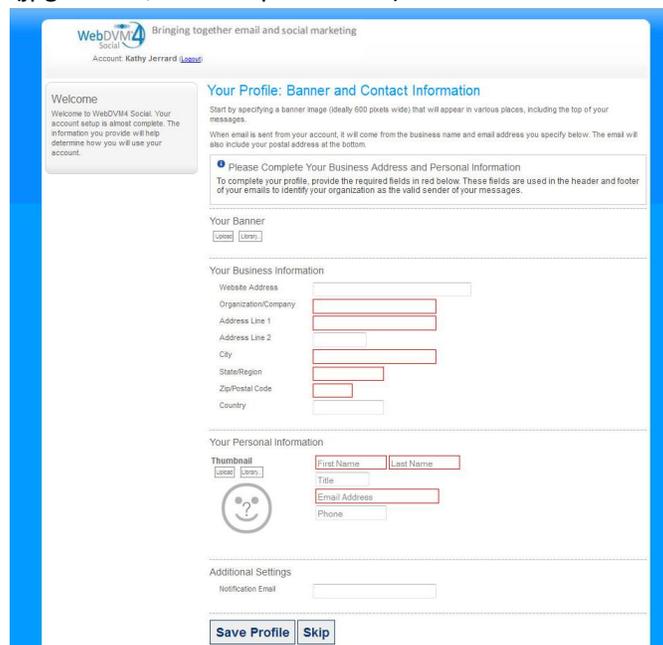
LifeLearn WebDVM4 Social Account Setup

Thank you for signing up with WebDVM4 Social. We would like to make the setup of your account as easy as possible for you. The following are the step-by-step instructions to help with the setup.

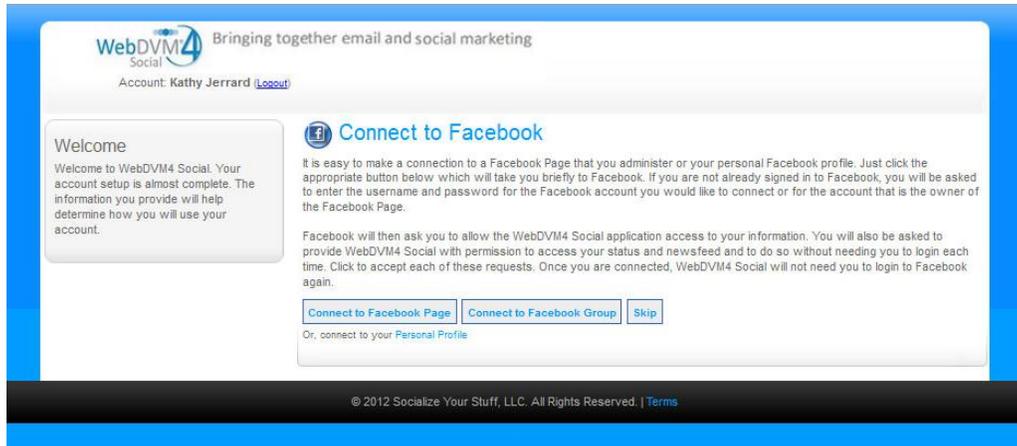
1. After your request has been sent to LifeLearn we will create your account. Once we have done that you will receive your Welcome email and your Account Confirmation email.
2. When confirming your account you will be asked to login using the username and password that you entered in the account request form. You can contact LifeLearn if you have forgotten this information.



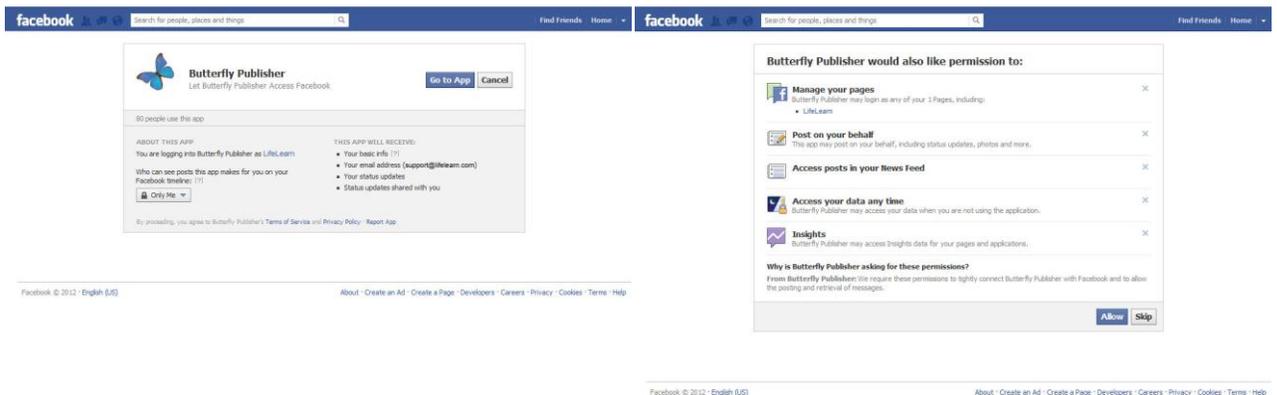
3. Now that you are logged in you will be taken through a few steps to get your account setup.
4. **Adding your Banner and Contact information**
 - a. This page will allow you to upload the banner that will be at the top of your outgoing Newsletters (jpg format, max 600px in width) and the contact information of your clinic.

A screenshot of the WebDVM4 Social profile setup page. The header shows the logo and tagline "Bringing together email and social marketing". Below that, it says "Account: Kathy Jerrard (Logout)". The page is titled "Your Profile: Banner and Contact Information". There is a "Welcome" sidebar on the left. The main content area has instructions: "Start by specifying a banner image (ideally 600 pixels wide) that will appear in various places, including the top of your messages." and "When email is sent from your account, it will come from the business name and email address you specify below. The email will also include your postal address at the bottom." There are two sections: "Please Complete Your Business Address and Personal Information" and "To complete your profile, provide the required fields in red below. These fields are used in the header and footer of your emails to identify your organization as the valid sender of your messages." The "Your Banner" section has a "Upload" button. The "Your Business Information" section has fields for Website Address, Organization/Company, Address Line 1, Address Line 2, City, State/Region, Zip/Postal Code, and Country. The "Your Personal Information" section has fields for First Name, Last Name, Title, Email Address, and Phone. There is a "Thumbnail" section with a "Upload" button and a "Skip" button. The "Additional Settings" section has a "Notification Email" field. At the bottom, there are "Save Profile" and "Skip" buttons.

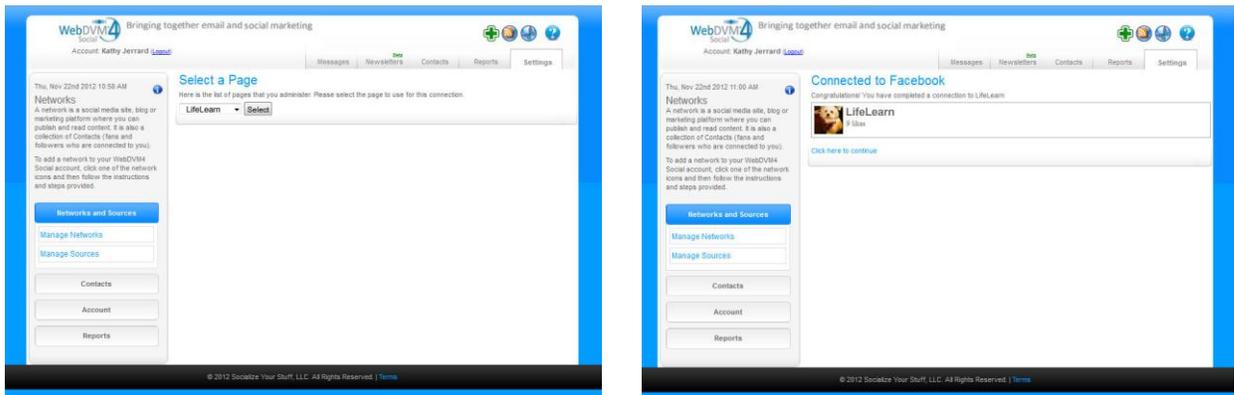
- Once you have Saved your Profile you will see the Agreement screen that you can agree to and continue with the setup process.
- Next you will be asked to connect to your Facebook account. You will need to have your Facebook business page created before you can continue with this step. If you don't have a Facebook page or would like to connect to it at a later time you can click the Skip button.



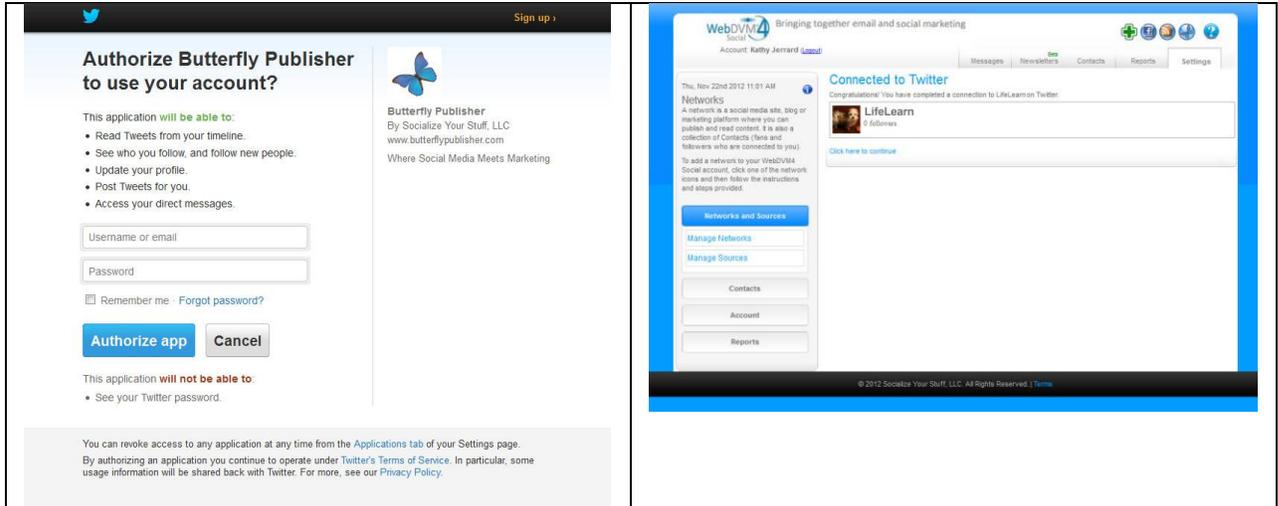
- If you choose to Connect to Facebook Page you will be asked to login to your account and allow Butterfly Publisher to access the information. You will want to click the Go to App button and then Allow on the next screen.



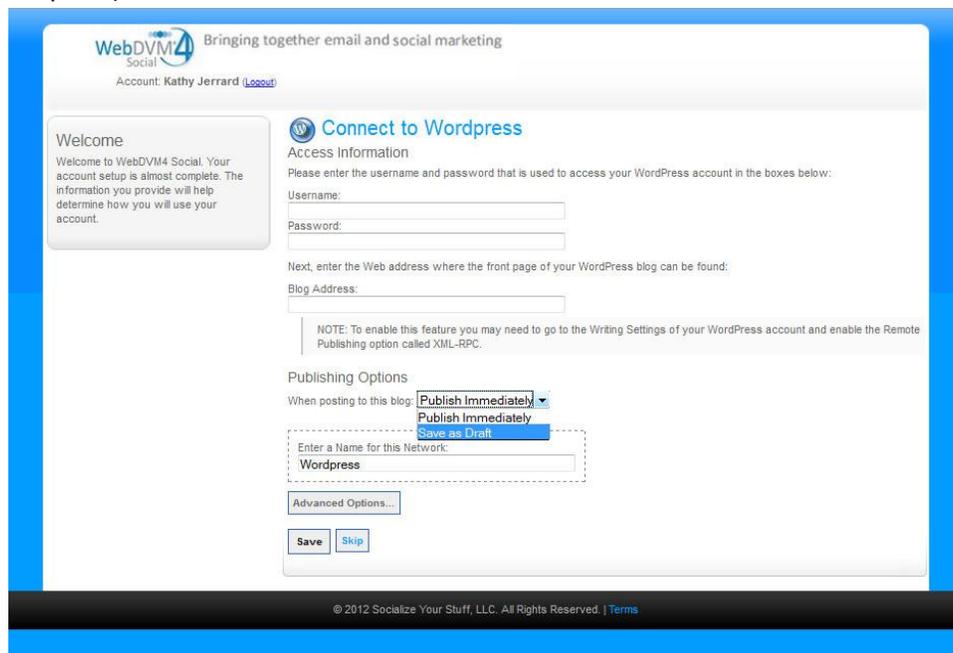
- Once you have allowed Butterfly Publisher to access your page information you will select the page for WebDVM Social to use, and then it will confirm your connection to your Facebook Page.



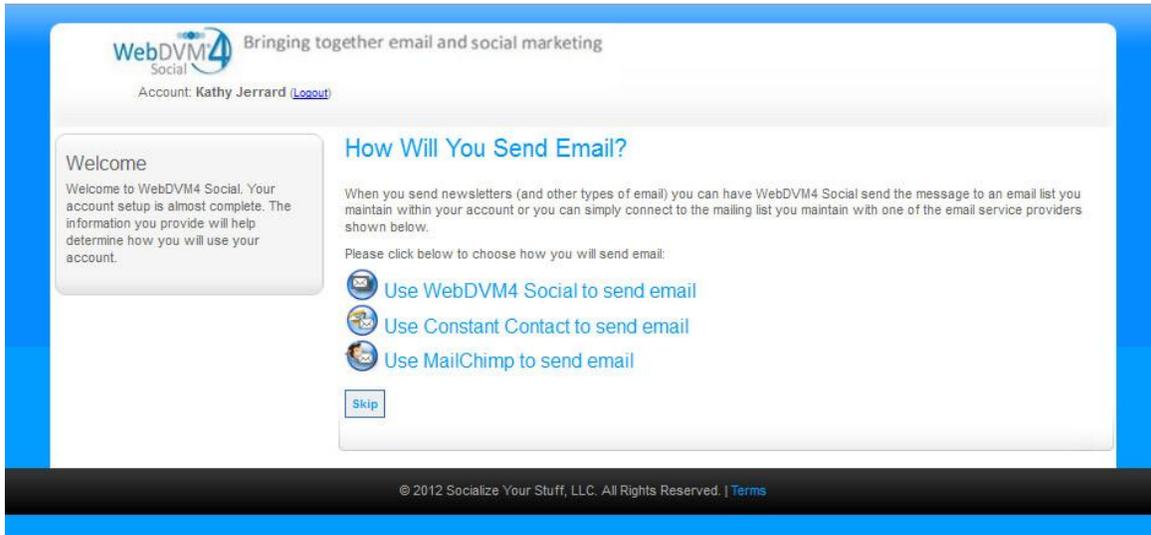
- Now that you have connected to Facebook (or chose to skip) you have the option to connect to your Twitter account. Again you have the option to skip or continue with the connection.
- When you choose to continue with the connection you will be asked to sign into your Twitter account and then you will see your confirmation screen.



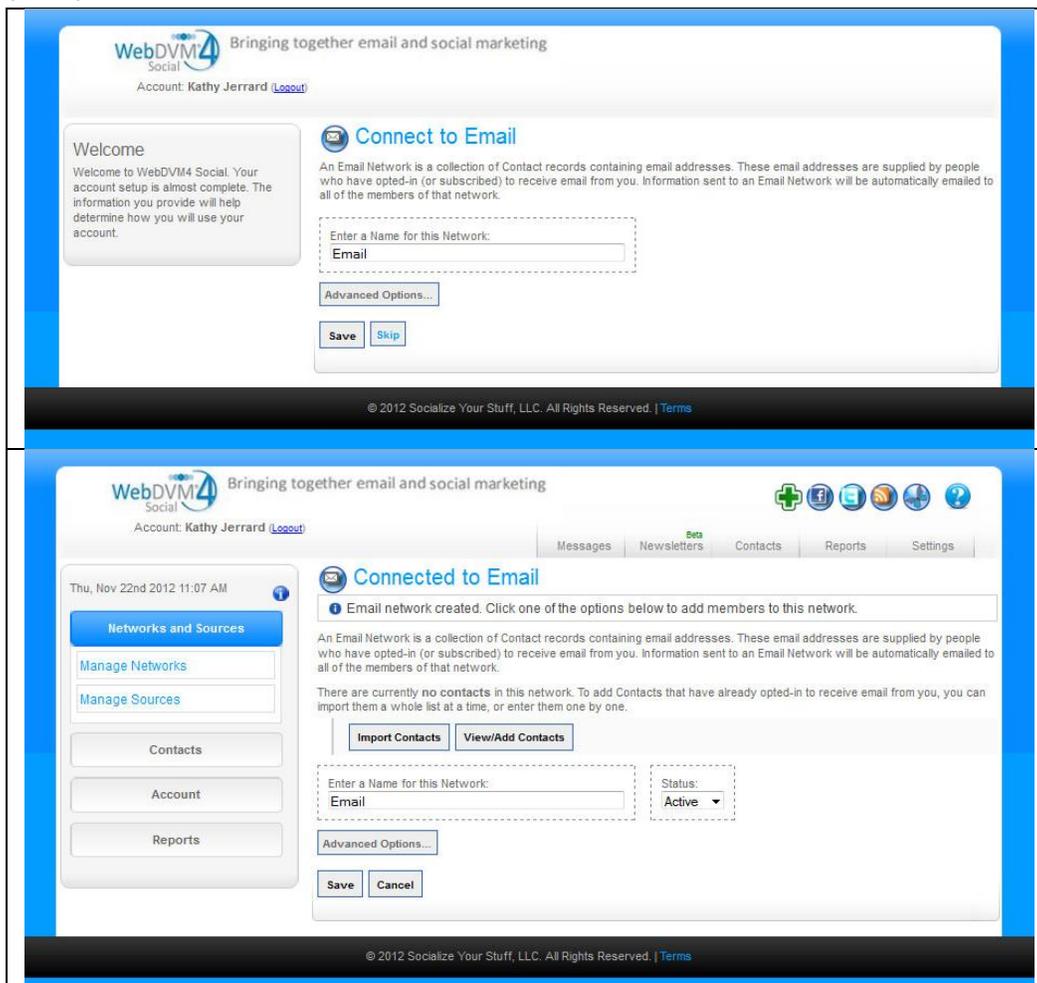
- Now you will have the option to connect to the Blog area of your website. If you are not using your blog you can Skip this step (contact LifeLearn if you would like to know how to turn on and use the blog on your website). If you would like to connect to your website blog you can do that by choosing the WordPress option, or if you use any of the other blogs you can choose those as well.
- When you choose to connect to WordPress you will need to enter your Admin username and password along with your website address (where it asks for your Blog Address). You can choose to have your posts Publish Immediately or for the system to Save as Draft (you will need to login to your website to publish the posts).



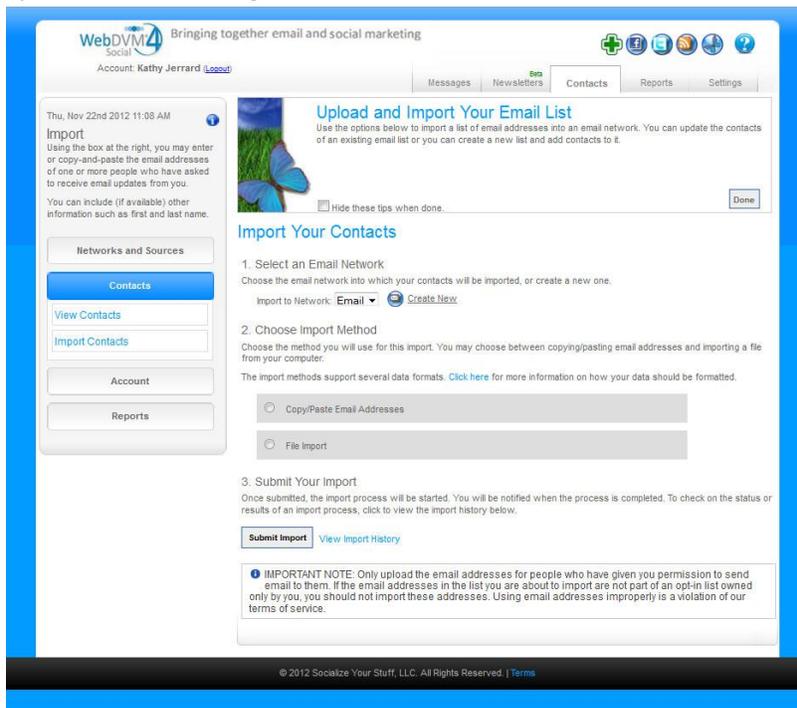
13. Now that you have connected to Facebook, Twitter and your website blog, you can setup how you would like your Newsletters to be sent. Unless you have a Constant Contact or MailChimp account you will choose the WebDVM4 Social option to send your mail.



14. The next screens will guide you through setting up an email group. You can create groups based on dog or cat owners or even have one that includes everyone. This allows you to send specific emails to groups of your clients.



15. Now that you have created your group you can choose to import your email list. We recommend exporting from your Practice Management Software in a CSV file.



16. Once you have uploaded your contacts you will be taken to the Messages page of WebDVM4 Social where you can start posting information to your social media sites that you have just set up.

17. If you have skipped any of the setup steps you can get back to them by clicking the Green Plus icon in the upper right area of your screen and you will be taken to the Manage Your Network Connections page.

