

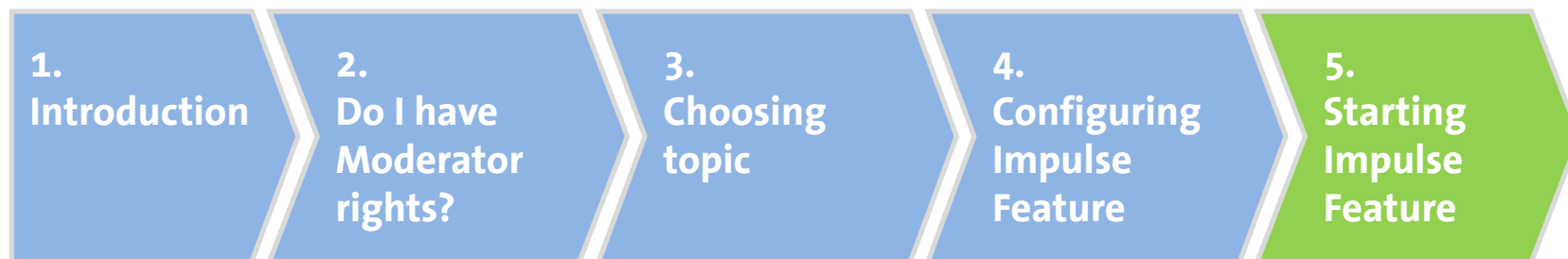


Configuring Impulse Features

Guide for Moderators

Configuring Impulse Features

Agenda



What is your preference?

- 4.1 Video
- 4.2 Video Playlist
- 4.3 Video with text
- 4.4 Embedded video with text
- 4.5 Image with text

Configuring Impulse Features

1. Introduction

- > The Impulse Feature enables the addressee to set topics and to encourage feedback. By this means feedback for particular questions can be obtained.
- > **direktzu**® offers the possibility to place the addressee's messages in order to put an emphasis on a particular topic (agenda setting). These impulses can be transmitted via image, text and video messages. These messages are prominently implemented into the header of the platform.
- > The hosting of these messages is executed by the client by default. The implementation differs according to the media format.
- > In this guide it will be shown how to set up an Impulse Feature on your **direktzu**® platform. In the menu most characteristics have an information icon, where the functions and options are explained shortly to support the implementation process additionally.
- > Please note that you are obliged to have Moderator rights on the platform to be able to set up an Impulse Feature. On the next page you can see how to test, whether you have the corresponding rights.
- > When you run a multilingual platform there are some specifics, which are explained at given time.

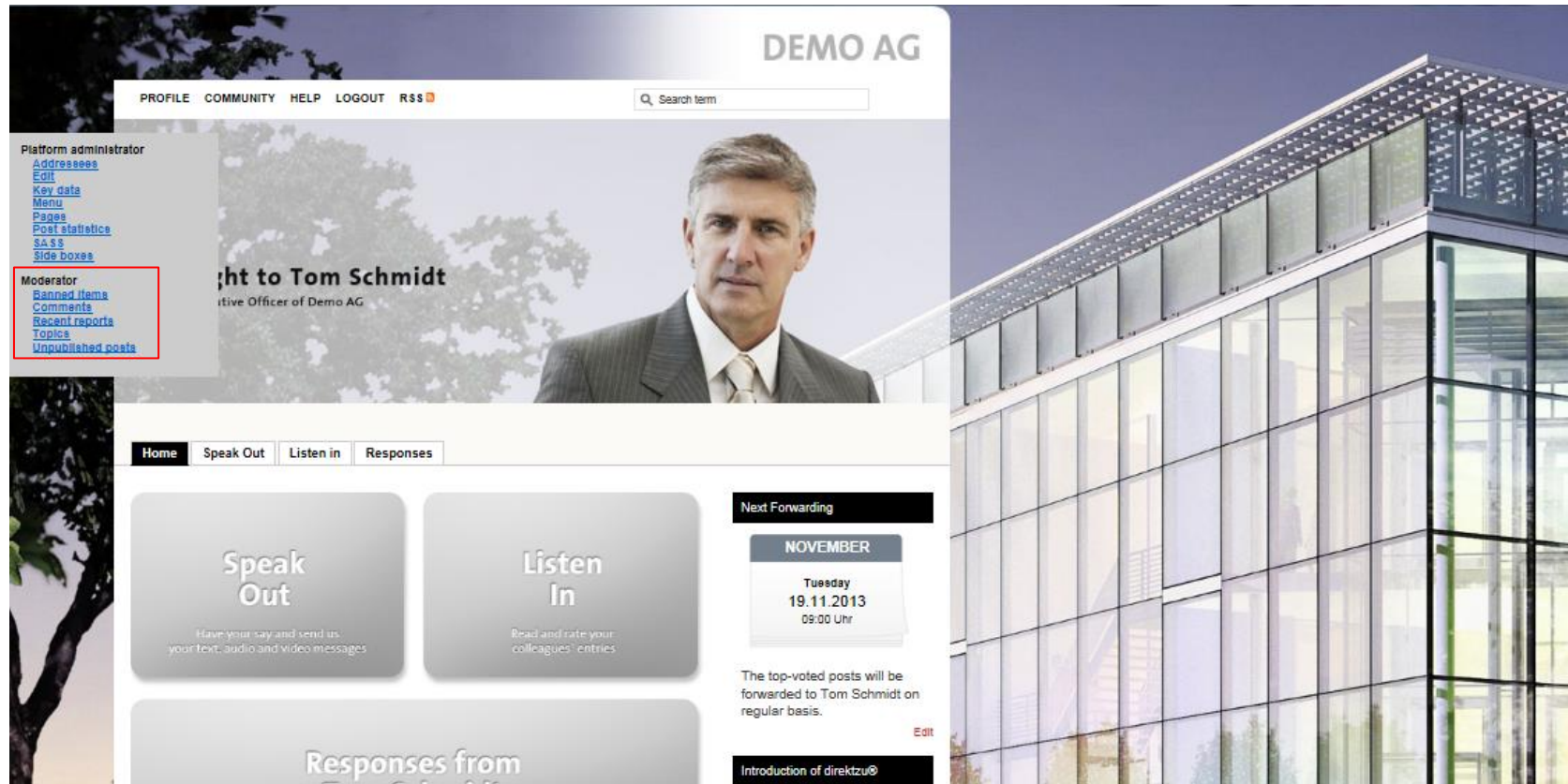
Configuring Impulse Features

1. Introduction

- > Please be careful, because at several points changes, once they are done, are hardly able to be withdrawn. In those cases our IT department has to step in and work through the database.
- > **Note:**
Changes in the settings will be implemented by clicking the button “Create”, “Save” or “Update” at the end of the site, otherwise the changes will not be realized on the platform although you chose it.

Configuring Impulse Features

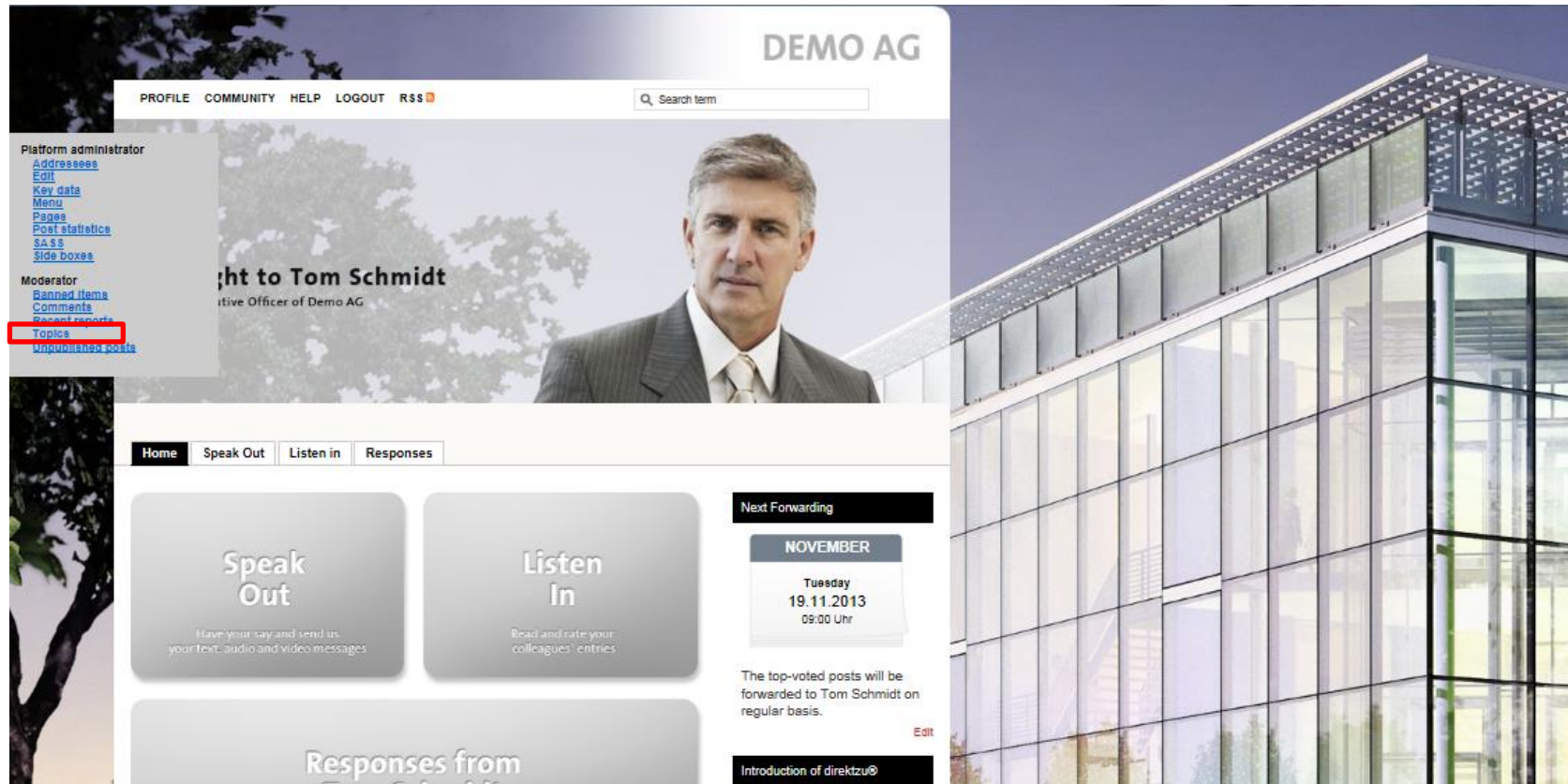
2. Do I have Moderator rights?



- > This is the first page of the platform. Disregarding individual modifications your platform has the same structure like this sample. When you move your cursor to the left edge of your desktop a menu will appear, in case you have the corresponding rights (Moderator and/or Platform administrator). For setting up an Impulse Feature you need Moderator rights.

Configuring Impulse Features

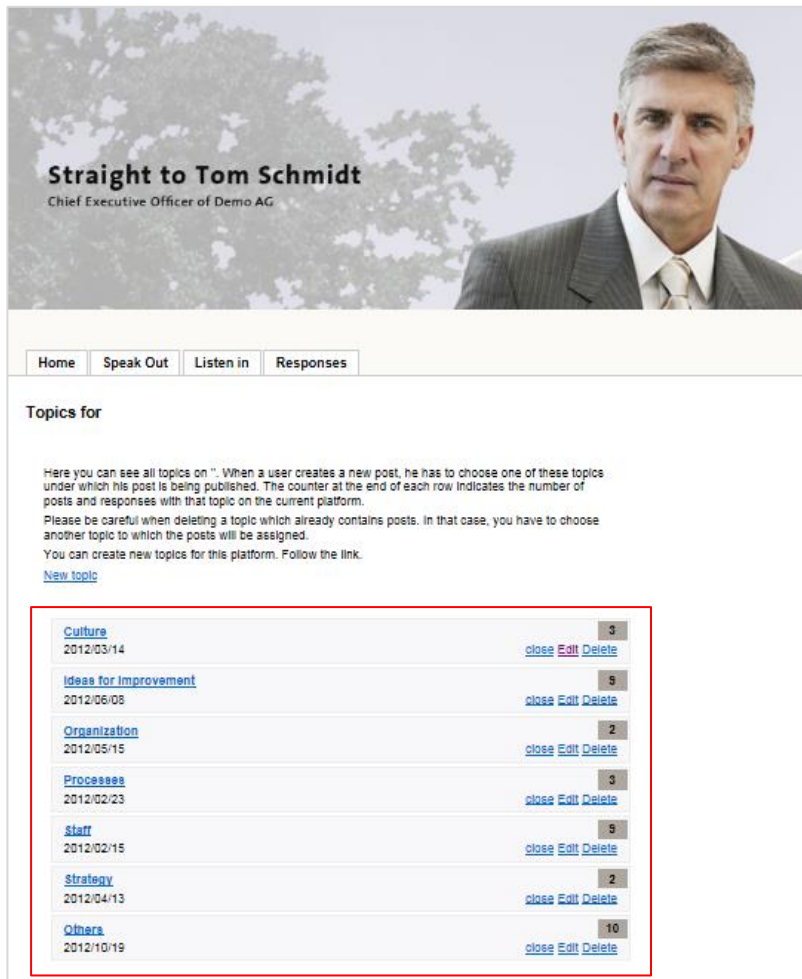
3. Choosing topic



- > Usually the Impulse feature is used to highlight a certain topic and to encourage the users to share their thoughts about it.
- > In order to set up an Impulse Feature you have to open the topic menu.

Configuring Impulse Features

3. Choosing topic



Straight to Tom Schmidt
Chief Executive Officer of Demo AG

Home Speak Out Listen in Responses

Topics for

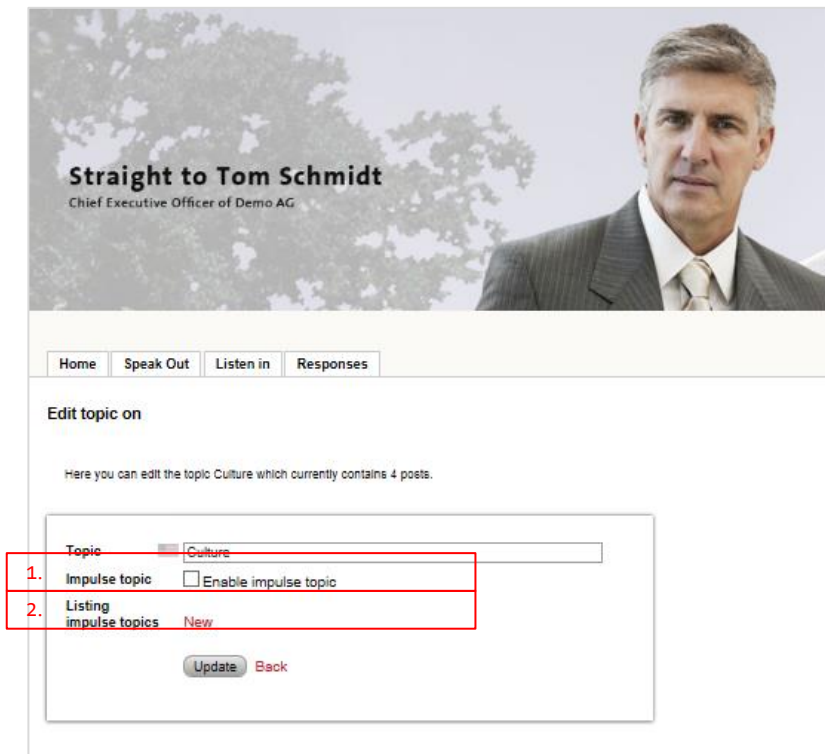
Here you can see all topics on ". When a user creates a new post, he has to choose one of these topics under which his post is being published. The counter at the end of each row indicates the number of posts and responses with that topic on the current platform.
Please be careful when deleting a topic which already contains posts. In that case, you have to choose another topic to which the posts will be assigned.
You can create new topics for this platform. Follow the link.
[New topic](#)

Culture	2012/03/14	close Edit Delete	3
Ideas for Improvement	2012/06/08	close Edit Delete	5
Organization	2012/05/15	close Edit Delete	2
Processes	2012/02/23	close Edit Delete	3
Staff	2012/02/15	close Edit Delete	5
Strategy	2012/04/13	close Edit Delete	2
Others	2012/10/19	close Edit Delete	10

- > Here you can find an overview about all topics which are available at you platform so far.
- > Now you have to choose a topic, which you want to highlight with the Impulse Feature.
- > Of course you can use the Impulse Feature to set up a new topic, too.
- > If you decided for a topic click “Edit” on the right. In this guide we will implement an Impulse Feature to the topic “Culture”.

Configuring Impulse Features

3. Choosing topic



The screenshot shows a web interface for editing a topic. At the top, there is a header for 'Straight to Tom Schmidt', Chief Executive Officer of Demo AG. Below this is a navigation bar with 'Home', 'Speak Out', 'Listen in', and 'Responses'. The main section is titled 'Edit topic on' and contains the text 'Here you can edit the topic Culture which currently contains 4 posts.' Below this is a form with the following elements:

- A 'Topic' dropdown menu currently set to 'Culture'.
- An 'Impulse topic' section with an unchecked checkbox labeled 'Enable impulse topic'.
- A 'Listing impulse topics' section with a 'New' link.
- 'Update' and 'Back' buttons at the bottom.

Two red boxes with numbers 1 and 2 are overlaid on the form:

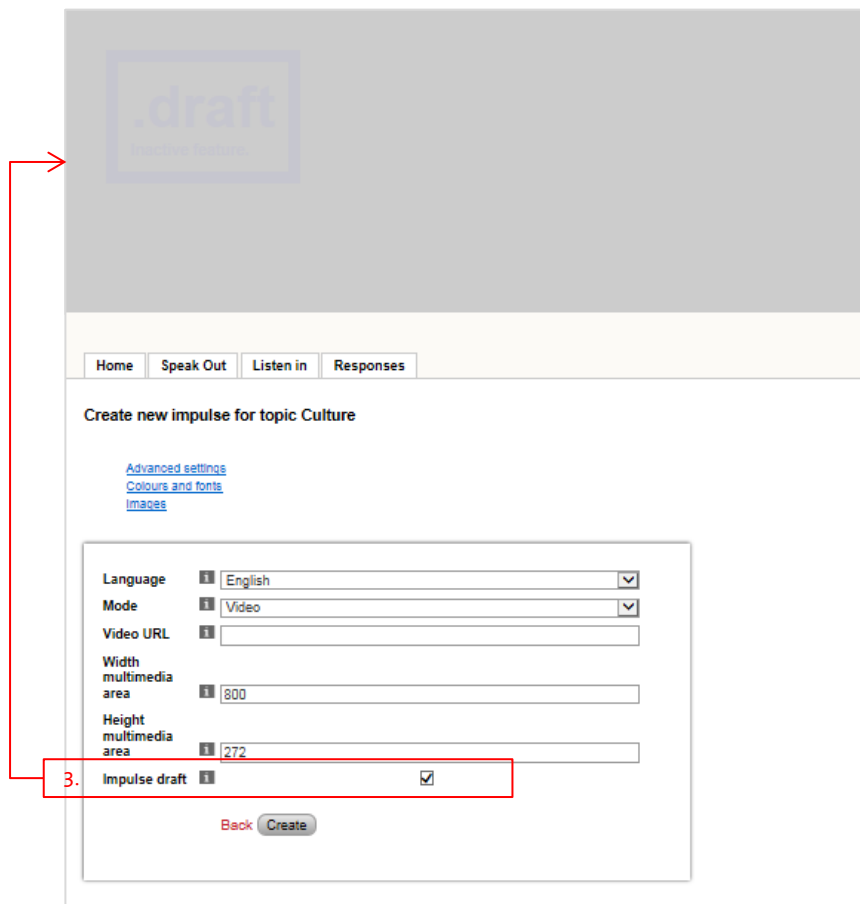
1. A red box highlights the 'Impulse topic' section, specifically the 'Enable impulse topic' checkbox.
2. A red box highlights the 'Listing impulse topics' section, specifically the 'New' link.

1. Impulse topic:
At this point you have to make sure to set the tick in the check box in order to enable the Impulse Feature for this topic.
2. Listing impulse topics:
Here you can generate a new impulse topic. If you already generated impulse topics to this specific topic ("Culture") earlier, you can find them listed here. They can be reactivated at any time.

Please note that just one impulse topic can be activated at a time.

Configuring Impulse Features

3. Choosing topic



- > This is the menu shown, when you decided to generate a new impulse topic.
- 3. Impulse draft:
By default the configuration of the impulse topic is done in the draft modus. This means that you can implement all necessary adaptations step by step without any effect for the users, who are visiting the platform at the same time.

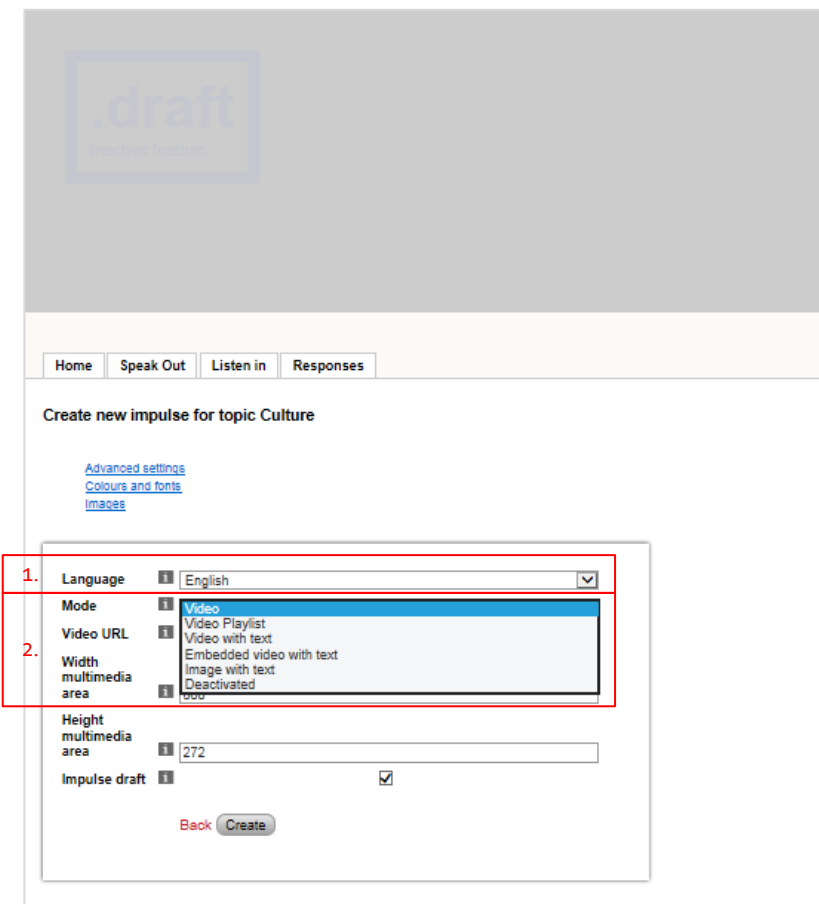
To check whether you are operating in the draft modus you can check if the corresponding check box is activated. Besides you can see a note written in blue letters in the header.

ATTENTION:

In case the check box is not activated all changes done can be noticed immediately by the users. Because there are usually several settings to be changed, it makes sense to end the draft mode after all changes have been done.

Configuring Impulse Features

4. Configuring Impulse Feature



1. Language

2. Mode

- > The impulse topic can be implemented using different kinds of media and languages.
- 1. Language:
If you run the platform with more than one language you can choose here in which language you set up the impulse topic. We recommend you to publish the impulse topic in any of the languages used on the platform.
In case you run the platform in one language you can not choose any other language here.
- 2. Mode:
The impulse topic can be implemented in several ways:
 - > Video
 - > Video Playlist
 - > Video with text
 - > Embedded video with text
 - > Image with text
 Depending on the selected mode the needed input varies. The menu adopts to the choice automatically.
The mode “Deactivated” is an additional option to end an impulse topic. Making this selection is not mandatory.

Configuring Impulse Features

4.1 Video

PROFILE COMMUNITY HELP LOGOUT RSS

Home Speak Out Listen in Responses

Create new impulse for topic Culture

[Advanced settings](#)
[Colours and fonts](#)
[Images](#)

Language

Mode

1. Video URL

2. Width multimedia area

Height multimedia area

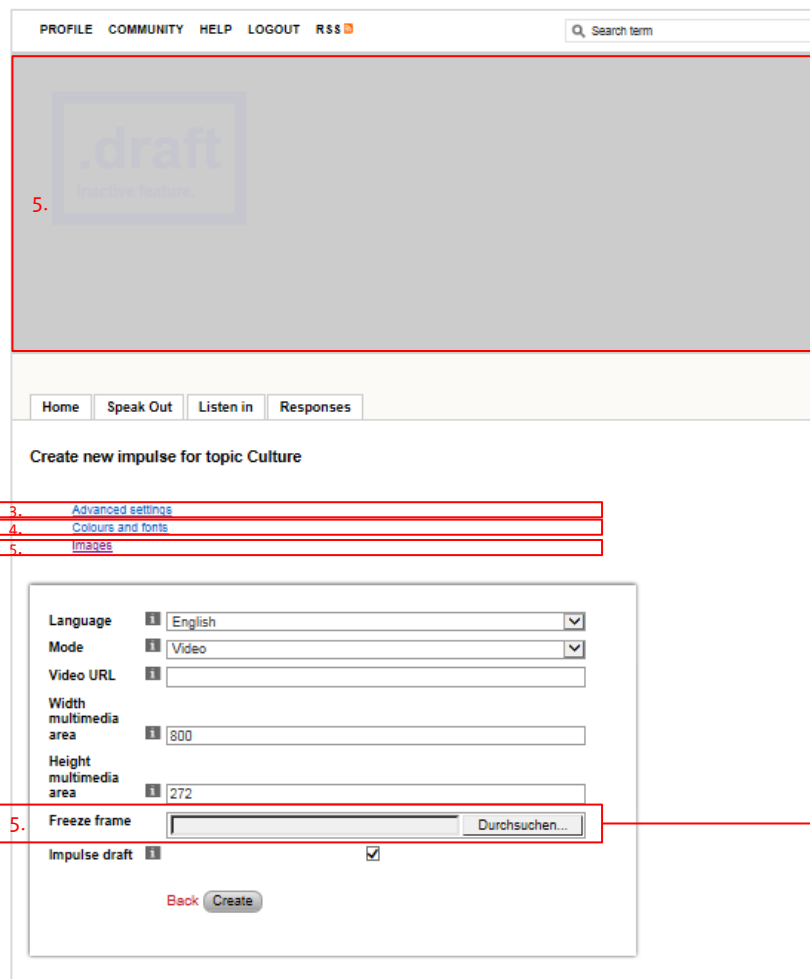
Impulse draft

[Back](#)

- > Choosing the mode “Video” you can use the whole size of the header area (800px x 272px) to display a video.
- > Please note that we just support flash video format.
- 1. Video URL:
Here you have to put in the URL of the corresponding video, which shall be displayed at the platform.
- 2. Width and Height of multimedia area:
If you want the video to be displayed in another size, you can enter the values here. The header area can not be exceeded. In case a smaller scale is chosen the rest of the header area will left blank. We recommend to stick to the header size, if you want to implement an video without any additional information.

Configuring Impulse Features

4.1 Video



PROFILE COMMUNITY HELP LOGOUT RSS

Search term

5.

Home Speak Out Listen in Responses

Create new impulse for topic Culture

3. Advanced settings

4. Colours and fonts

5. Images

Language English

Mode Video

Video URL

Width multimedia area 800

Height multimedia area 272

5. Freeze frame

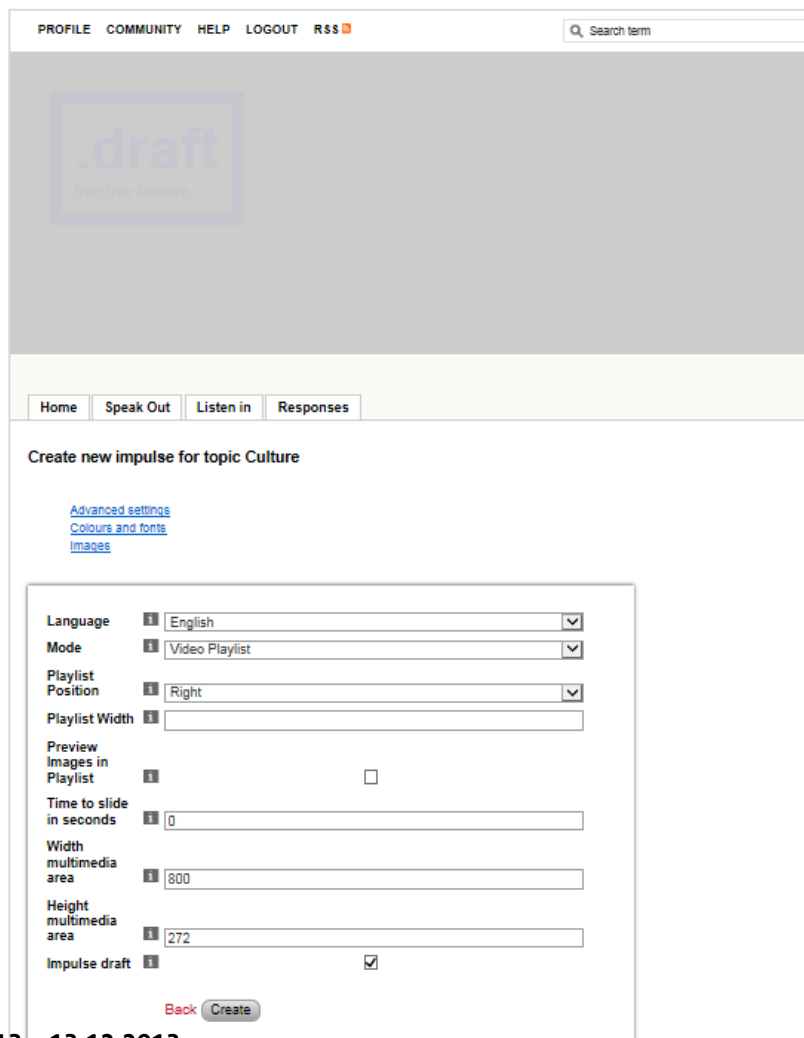
Impulse draft

Back Create

3. Advanced settings:
In this mode are no advanced settings available.
4. Colours and fonts:
In this mode are no colour and fonts settings available.
5. Images:
Here you can upload a freeze frame which will be displayed before and after the user watches the video.
We recommend to upload an image in png or jpeg format in the same size of the video (height and width).

Configuring Impulse Features

4.2 Video Playlist



PROFILE COMMUNITY HELP LOGOUT RSS

draft

Home Speak Out Listen in Responses

Create new impulse for topic Culture

[Advanced settings](#)
[Colours and fonts](#)
[Images](#)

Language

Mode

Playlist Position

Playlist Width

Preview Images in Playlist

Time to slide in seconds

Width multimedia area

Height multimedia area

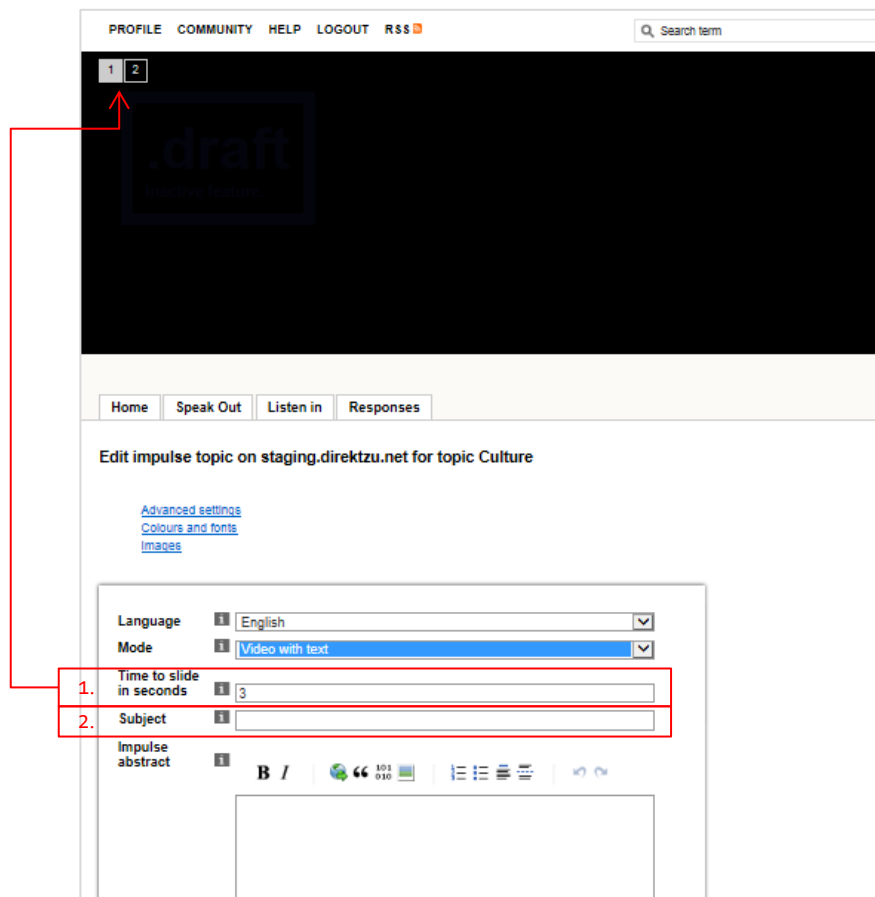
Impulse draft

[Back](#)

- > When you are planning to use several videos for your impuls topic you can choose the mode “Video Playlist”. Here you have the possibility to recommend one video as a preselected one and show a playlist with other videos additionally.
- > **Due to complex implementation processes the basic setup has to be done by relevantec. Please contact us for detailed information.**
- > Please note have the opportunity to at we just support flash video format.
- > We recommend the standard 16/9 video format (484px x 272px).

Configuring Impulse Features

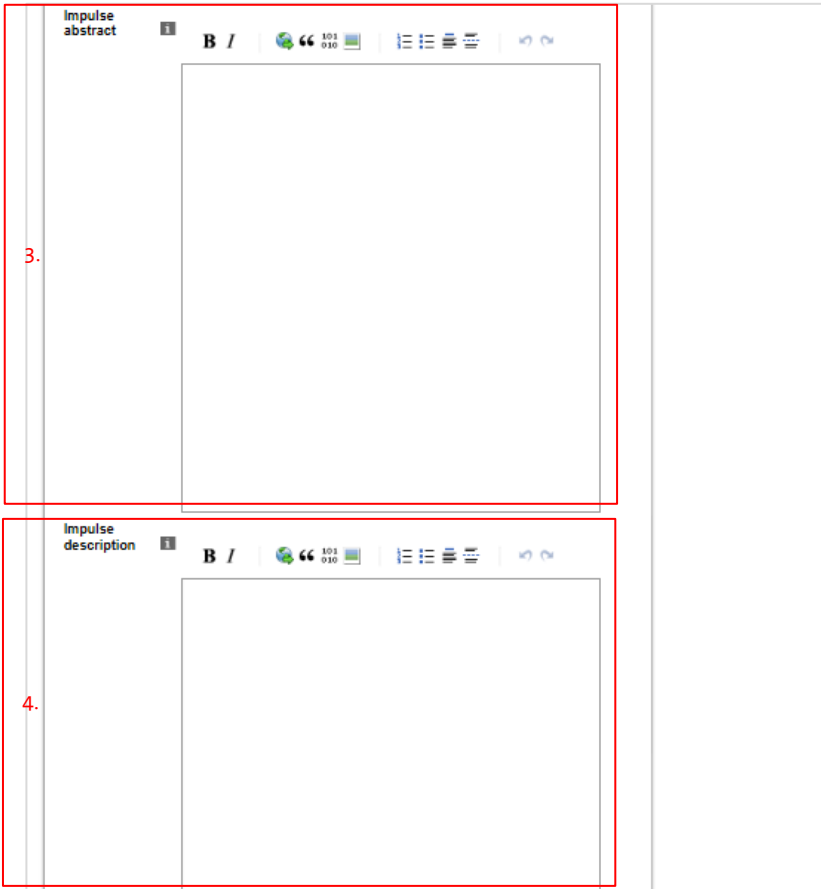
4.3 Video with text



- > Using the mode “Video with text” you can add a text next to the displayed video, e.g. to give a brief description of the content or make an announcement. This is the most common mode when it comes to the usage of videos.
 - > Please note that we just support flash video format.
 - > We recommend the standard 16/9 video format (484px x 272px). Choosing 800px x 272px would fulfill the complete header (see image on the left), so that there would be no space for the text left.
 - > The Usage of this mode will add extra pages in the header. On the first page the standard header image will be shown. On the second page there will be the video and the text.
1. Time to slide in seconds:
Here you can decide after how many seconds the header should turn from page one to page two. To give the users an orientation a navigation item is shown. Additionally it allows the user to navigate between the pages individually.
 2. Subject:
Because you are adding a text to video, you can enter the subject of the topic here. This will be displayed in bolt letters on top of the text (see example on next page).

Configuring Impulse Features

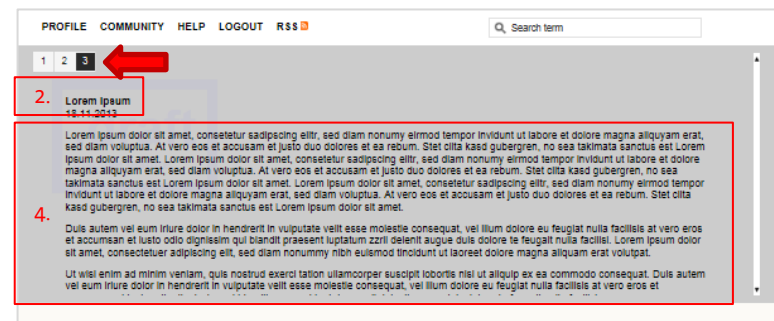
4.3 Video with text



3. Impulse abstract:
The text inserted here will be displayed next to the video.



4. Impulse description:
If there is the need to give more information about the impulse topic you can add an impulse description, which is then displayed on an additional third page in the header.



Configuring Impulse Features

4.3 Video with text

5. Video URL

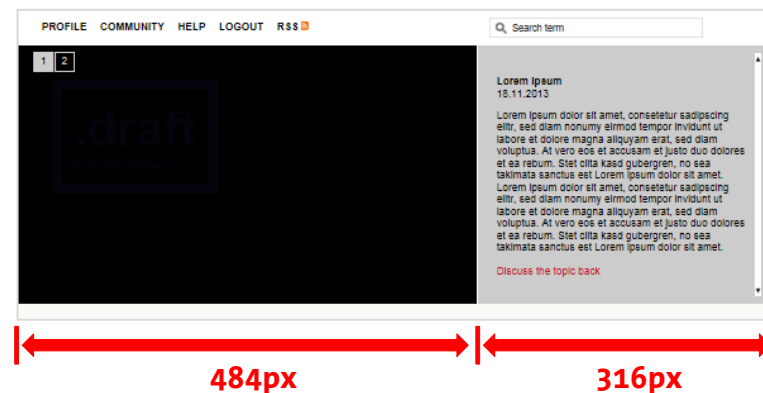
6. Width multimedia area

Height multimedia area

Impulse draft

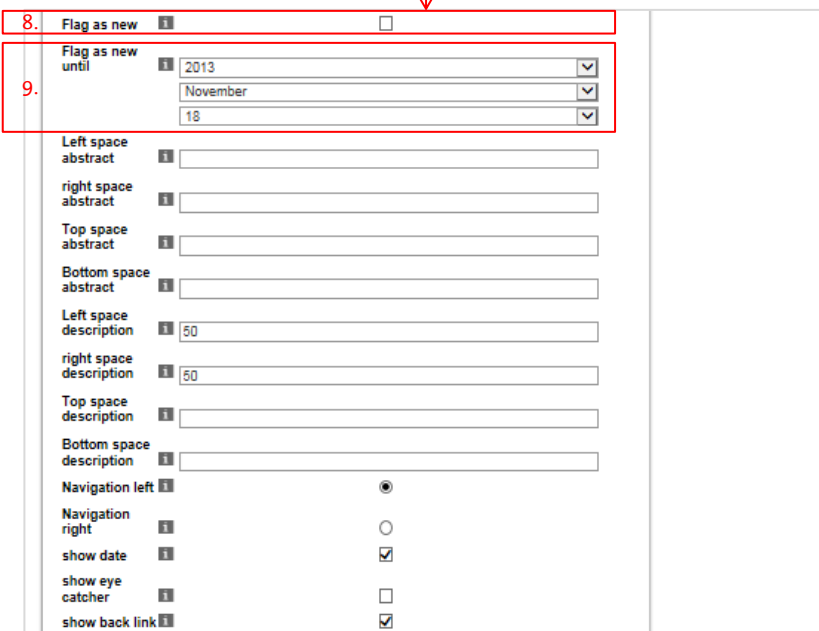
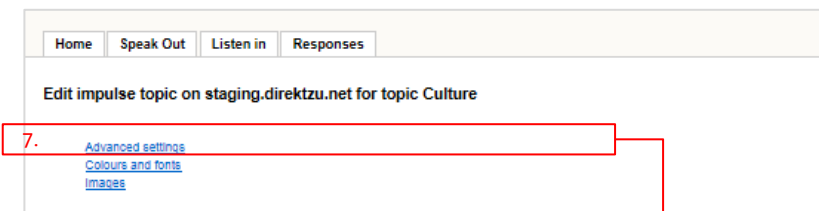
[Back](#) [Update](#)

5. Video URL:
Here you have to put in the URL of the corresponding video, which shall be displayed at the platform.
6. Width and Height of multimedia area:
If you want the video to be displayed in another size, you can enter the values here. The header area can not be exceeded. In case a smaller scale is chosen the rest of the width of the header area will automatically used for the impulse abstract (see 2.3 #3, page 14).
We recommend to stick to the standard 16/9 video format (484px x 272px). This way there will be 316px of width left for the impulse abstract.



Configuring Impulse Features

4.3 Video with text



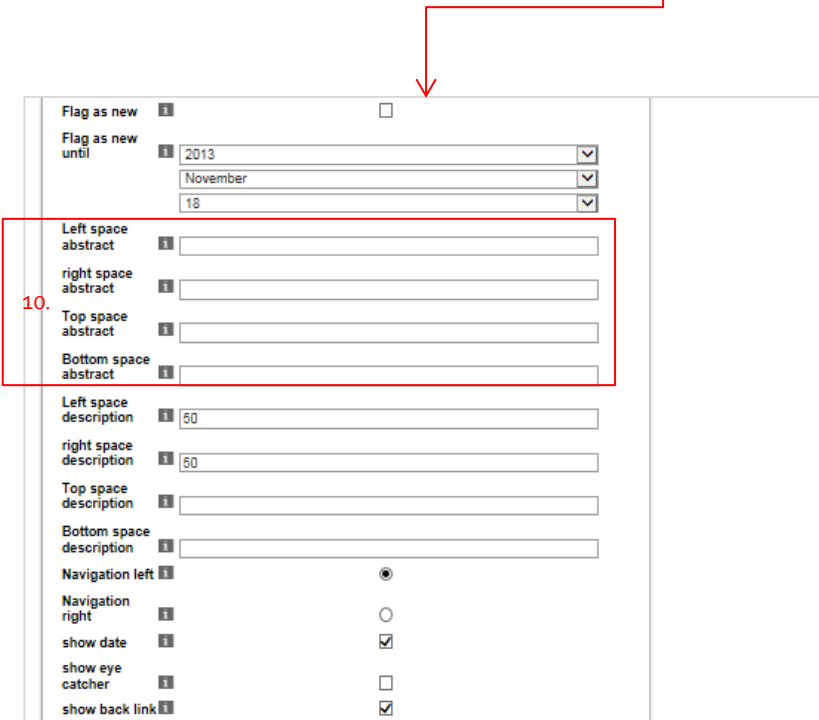
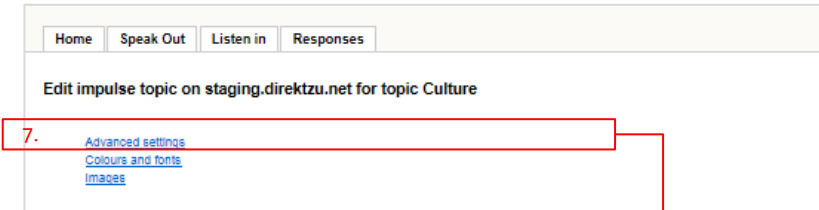
7. Advanced settings:
Clicking this link opens an additional menu with several options, which will be displayed under the standard menu of this mode.
8. Flag as new:
Ticking this check box has the consequence, that above the subject of the impulse topic an icon will we displayed to highlight it.
This icon will be shown above the impulse abstract (see 2.3 #3, page 14).



9. Flag as new until:
If the option "Flag as new" is chosen (see #8), you can define here until when this icon should be visible.

Configuring Impulse Features

4.3 Video with text

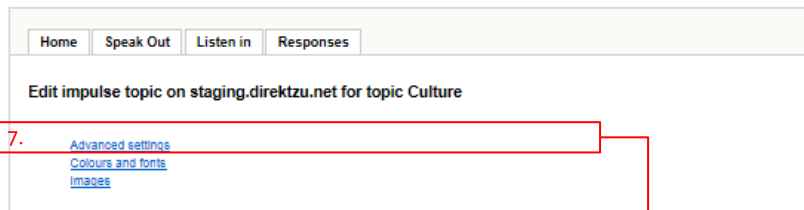


10. Left, right, top and bottom space abstract:
Here you can define the space between text and border of the impulse abstract (see 2.3 #3, page 14). The distance is measured in pixels (px). Left blank the standard values will be used.



Configuring Impulse Features

4.3 Video with text

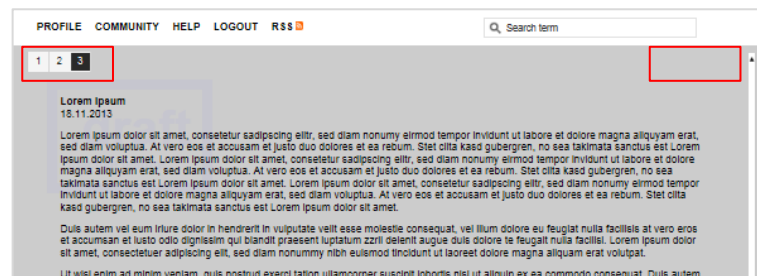


Flag as new	<input type="checkbox"/>
Flag as new until	2013 November 18
Left space abstract	<input type="text"/>
right space abstract	<input type="text"/>
Top space abstract	<input type="text"/>
Bottom space abstract	<input type="text"/>
Left space description	<input type="text" value="50"/>
right space description	<input type="text" value="50"/>
Top space description	<input type="text"/>
Bottom space description	<input type="text"/>
Navigation left	<input checked="" type="radio"/>
Navigation right	<input type="radio"/>
show date	<input checked="" type="checkbox"/>
show eye catcher	<input type="checkbox"/>
show back link	<input checked="" type="checkbox"/>

11. Left, right, top and bottom space description:
 Here you can define the space between text and border of the impulse description (see 2.3 #4, page 14). The distance is measured in pixels (px). Left blank the standard values will be used.

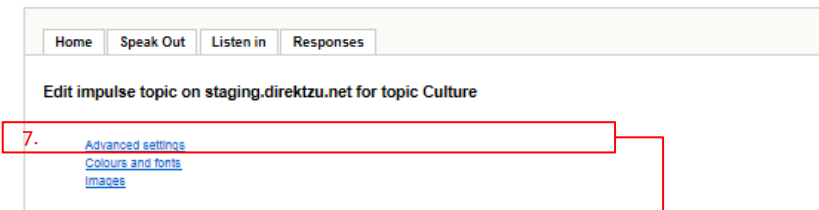


12. Navigation left/right:
 Here you can define the position of the impulse's navigation buttons.



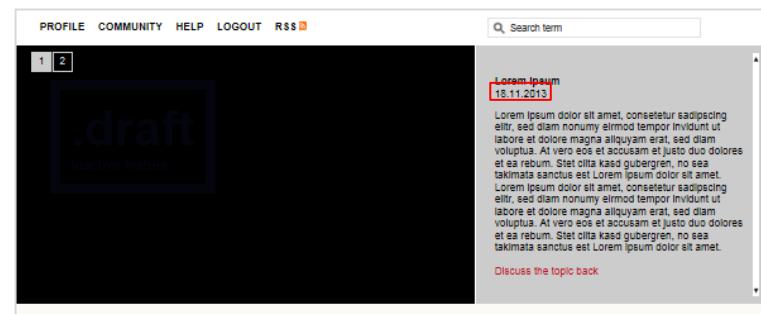
Configuring Impulse Features

4.3 Video with text



Flag as new	<input type="checkbox"/>						
Flag as new until	<table border="1"> <tr> <td>Year</td> <td>2013</td> </tr> <tr> <td>Month</td> <td>November</td> </tr> <tr> <td>Day</td> <td>18</td> </tr> </table>	Year	2013	Month	November	Day	18
Year	2013						
Month	November						
Day	18						
Left space abstract	<input type="text"/>						
right space abstract	<input type="text"/>						
Top space abstract	<input type="text"/>						
Bottom space abstract	<input type="text"/>						
Left space description	<input type="text" value="50"/>						
right space description	<input type="text" value="50"/>						
Top space description	<input type="text"/>						
Bottom space description	<input type="text"/>						
Navigation left	<input checked="" type="radio"/>						
Navigation right	<input type="radio"/>						
13. show date	<input checked="" type="checkbox"/>						
show eye catcher	<input type="checkbox"/>						
show back link	<input checked="" type="checkbox"/>						

13. Show date:
Here you can decide whether you want to display the date of publishing the impulse topic. This date will be shown above the impulse abstract (see 2.3 #3, page 14)

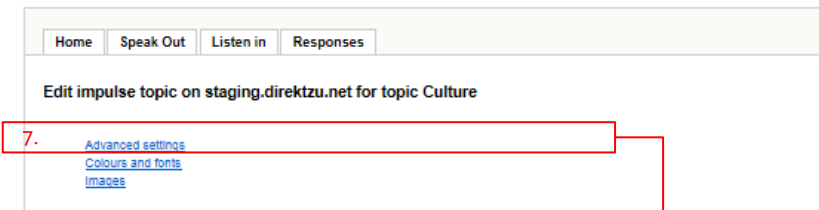


and the impulse description (see 2.3 #4, page 14).



Configuring Impulse Features

4.3 Video with text



Flag as new	<input type="checkbox"/>
Flag as new until	2013 November 18
Left space abstract	<input type="text"/>
right space abstract	<input type="text"/>
Top space abstract	<input type="text"/>
Bottom space abstract	<input type="text"/>
Left space description	<input type="text" value="50"/>
right space description	<input type="text" value="50"/>
Top space description	<input type="text"/>
Bottom space description	<input type="text"/>
Navigation left	<input checked="" type="radio"/>
Navigation right	<input type="radio"/>
show date	<input checked="" type="checkbox"/>
show eye catcher	<input type="checkbox"/>
show back link	<input checked="" type="checkbox"/>

14. Show eye catcher:
 Choosing this option you substitute the link “Discuss the topic” with the eye catcher icon. The eye catcher will be shown instead of the “Discuss the topic” link at the bottom of the impulse abstract (see 2.3 #3, page 14)

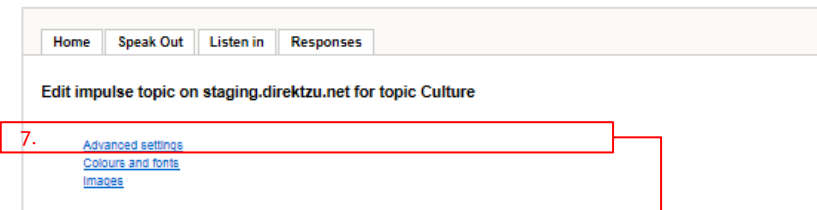


and at the bottom of the impulse description (see 2.3 #4, page 14).



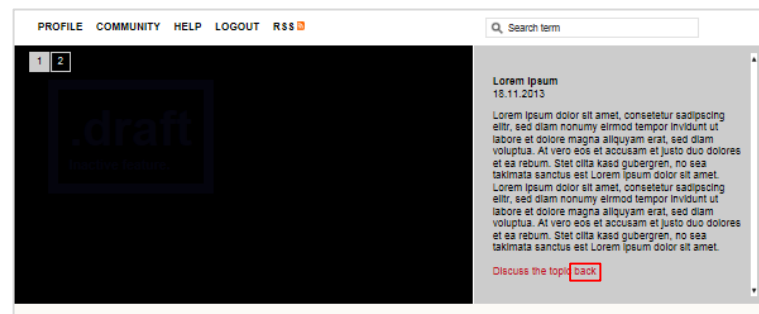
Configuring Impulse Features

4.3 Video with text

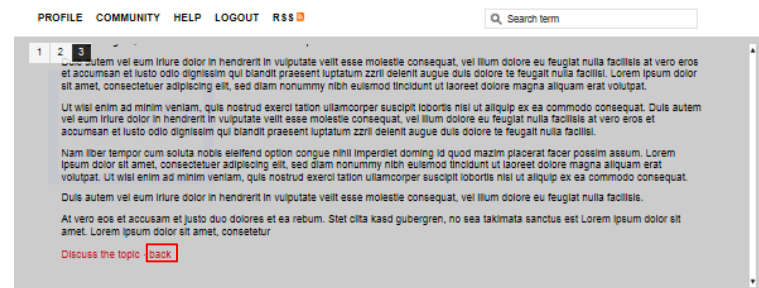


Flag as new	<input type="checkbox"/>
Flag as new until	1 2013 November 18
Left space abstract	<input type="text"/>
right space abstract	<input type="text"/>
Top space abstract	<input type="text"/>
Bottom space abstract	<input type="text"/>
Left space description	<input type="text" value="50"/>
right space description	<input type="text" value="50"/>
Top space description	<input type="text"/>
Bottom space description	<input type="text"/>
Navigation left	<input checked="" type="radio"/>
Navigation right	<input type="radio"/>
show date	<input checked="" type="checkbox"/>
show eye catcher	<input type="checkbox"/>
15. show back link	<input checked="" type="checkbox"/>

15. Show back link:
 Here you can decide whether link “back” will be displayed. The link leads to the prior header page. The “back” link will be shown at the bottom of the impulse abstract (see 2.3 #3, page 14)

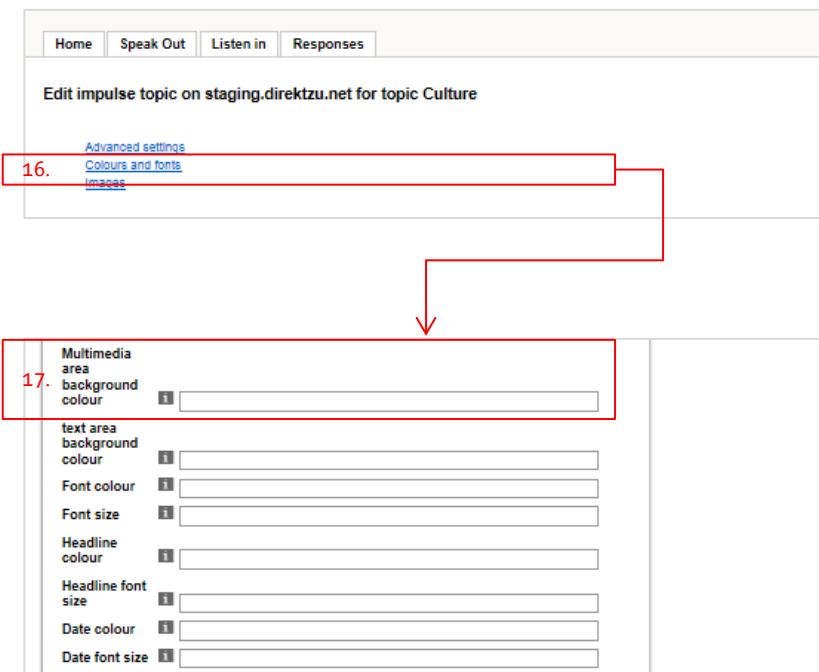


and at the bottom of the impulse description (see 2.3 #4, page 14).



Configuring Impulse Features

4.3 Video with text



16. Colours and fonts:
Clicking this link opens an additional menu with several options, which will be displayed under the standard menu of this mode.
17. Multimedia area background colour:
Here you can set the colour of the multimedia area. This area will just appear, when you set the multimedia height smaller than 272px (see 2.3 #6, page 15). Here is a sample with a height of 260px:

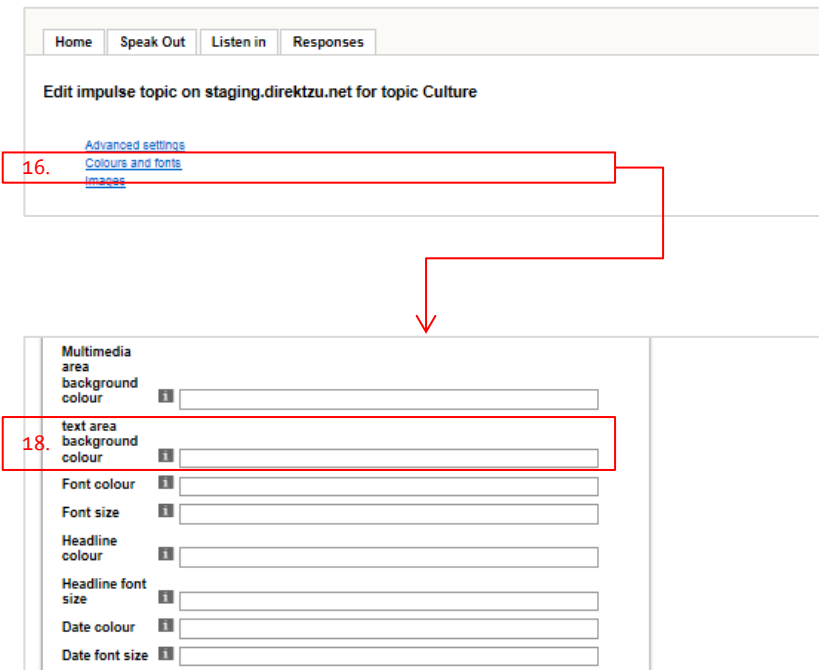


Either you enter the Hex code of the preferred colour or you choose from the sample board opening up when you click in the input box:

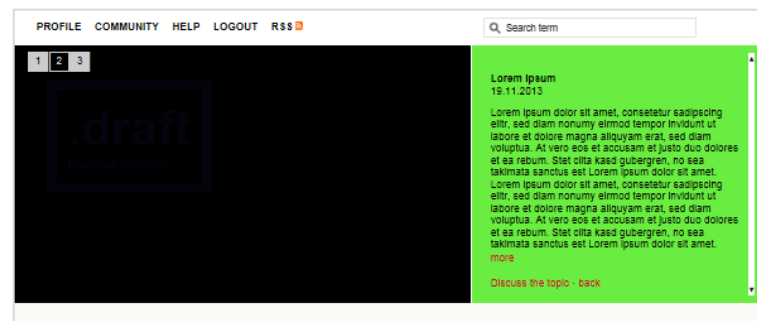


Configuring Impulse Features

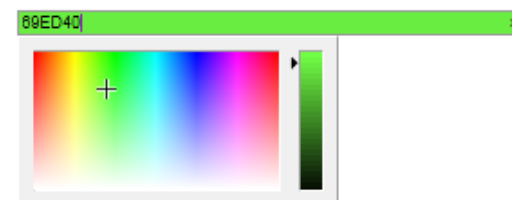
4.3 Video with text



18. Text area background colour:
The colour of the text area of the impulse abstract (see 2.3 #3, page 14) and of the impulse description (see 2.3 #4, page 14) can be changed here.



Either you enter the Hex code of the preferred colour or you choose from the sample board opening up when you click in the input box:



Configuring Impulse Features

4.3 Video with text

Home Speak Out Listen in Responses

Edit impulse topic on staging.direktzu.net for topic Culture

[Advanced settings](#)
[Colours and fonts](#)
[Images](#)

16.

Multimedia area
background colour
text area
background colour
19. Font colour
Font size
Headline colour
Headline font size
Date colour
Date font size

19. Font colour:
Here you can set the font colour of the text area of the impulse abstract (see 2.3 #3, page 14) and of the impulse description (see 2.3 #4, page 14).

PROFILE COMMUNITY HELP LOGOUT RSS

Search term

1 2 3

15.11.2013

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet oita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet oita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

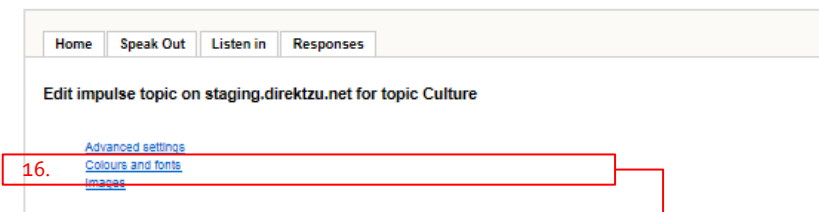
Discuss the topic back

Either you enter the Hex code of the preferred colour or you choose from the sample board opening up when you click in the input box:

#80ED40

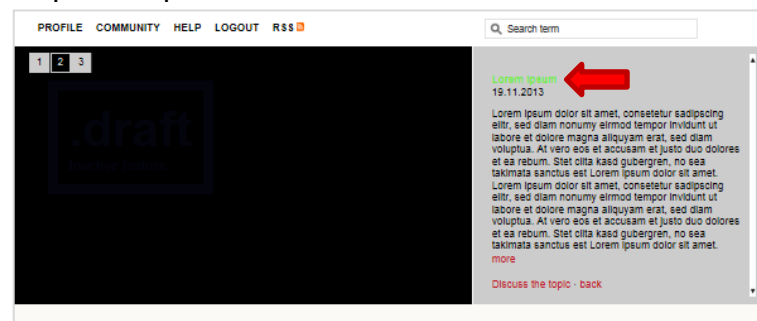
Configuring Impulse Features

4.3 Video with text

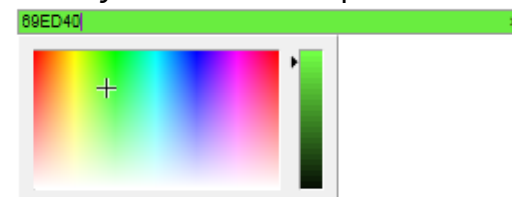


Multimedia area	
background colour	<input type="text"/>
text area	
background colour	<input type="text"/>
Font colour	<input type="text"/>
20. Font size	<input type="text"/>
21. Headline colour	<input type="text"/>
Headline font size	<input type="text"/>
Date colour	<input type="text"/>
Date font size	<input type="text"/>

20. Font size:
If you want to change the font size of the texts of the impulse abstract (see 2.3 #3, page 14) and of the impulse description (see 2.3 #4, page 14), you can do it here.
21. Headline colour:
Here you can define the colour of the headline of the impulse topic.



Either you enter the Hex code of the preferred colour or you choose from the sample board opening up when you click in the input box:



Configuring Impulse Features

4.3 Video with text

Home | Speak Out | Listen in | Responses

Edit impulse topic on staging.direktzu.net for topic Culture

[Advanced settings](#)

16. [Colours and fonts](#)

[images](#)

Multimedia area

background colour

text area background colour

Font colour

Font size

Headline colour

22. Headline font size

Date colour

23. Date font size

22. Headline font size:
If you want to change the font size of the headline of the impulse topic, you can do it here.



23. Date font size:
Here you can define the font size of the publishing date of the impulse topic.



Configuring Impulse Features

4.3 Video with text

Home Speak Out Listen in Responses

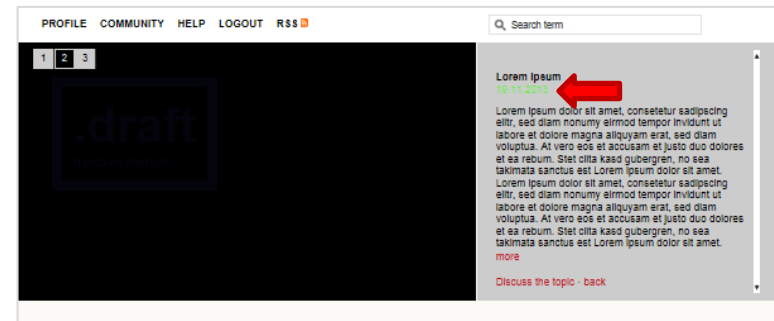
Edit impulse topic on staging.direktzu.net for topic Culture

[Advanced settings](#)
[Colours and fonts](#)
[Images](#)

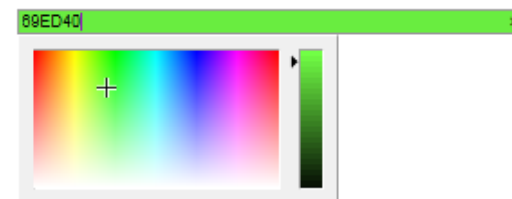
16.

Multimedia area
background colour
text area
background colour
Font colour
Font size
Headline colour
Headline font size
24. Date colour
Date font size

24. Date colour:
Here you can define the colour of the publishing date of the impulse topic.

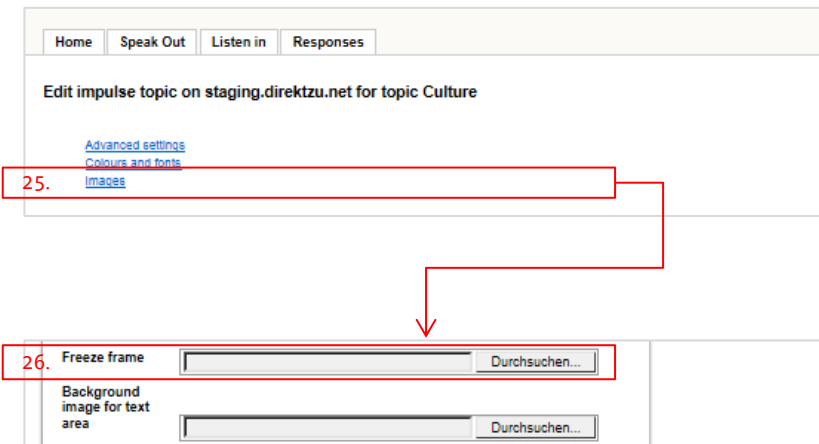


Either you enter the Hex code of the preferred colour or you choose from the sample board opening up when you click in the input box:



Configuring Impulse Features

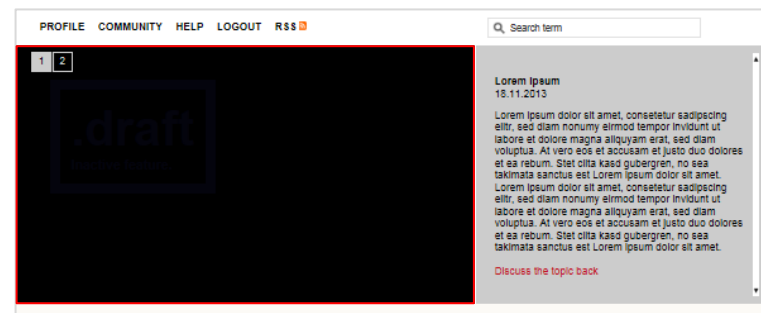
4.3 Video with text



25. Images:
Clicking this link opens an additional menu with several options, which will be displayed under the standard menu of this mode.

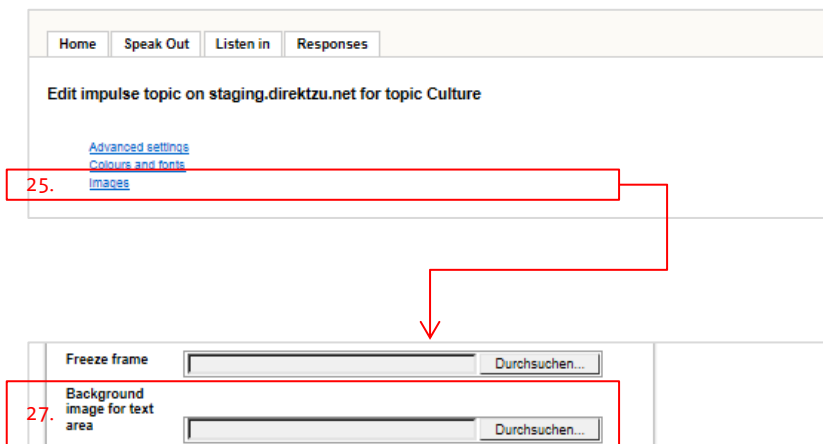
26. Freeze frame:
Here you can upload a freeze frame which will be displayed before and after the user watches the video.

We recommend to upload an image in png or jpeg format in the same size of the video (height and width).



Configuring Impulse Features

4.3 Video with text



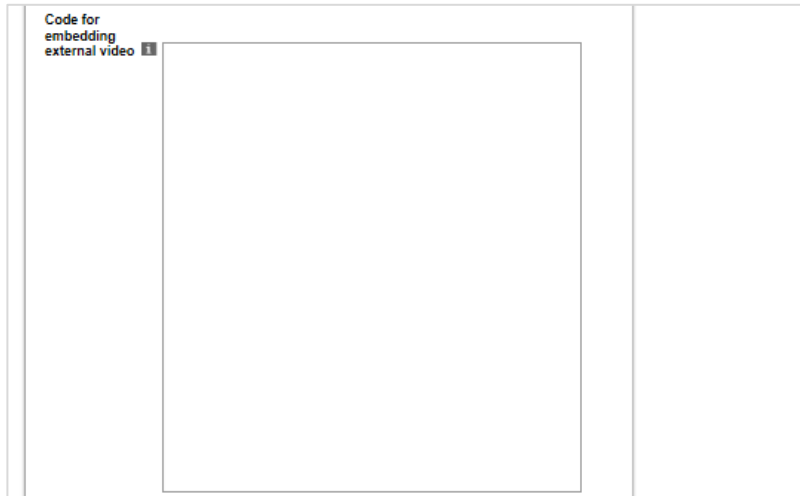
27. Background image for text area:
If you want to use an image for the background of the, you can upload the image here.



Due to the illustration on the text area of the impulse abstract (see 2.3 #3, page 14) and of the impulse description (see 2.3 #4, page 14), which both have usually very different sizes, it is very difficult to find an image working on both text areas. For simplicity we recommend to use the option, when just the impulse abstract is used.

Configuring Impulse Features

4.4 Embedded video with text



- > The mode “Embedded video with text” is identical to the mode “Video with text”. For further details please go to chapter 2.3, starting at page 13ff..
- > The only difference between both modes is that there is no video URL (see 2.3 #5, page 15ff.). Instead there is another input box , where you can embed an HTML code of an external video (e.g. from Youtube).

Configuring Impulse Features

4.5 Image with text

1.	Picture	<input type="text"/>	Durchsuchen...
2.	Alternative text for image	<input type="text"/>	

- > The mode “Image with text” is almost identical to the mode “Video with text”. Instead of a video an image will be placed in the header. For further details please go to chapter 2.3, starting at page 13ff..
1. Picture:
This is the input box, where you can upload the picture for the impulse feature.
Due to a good ratio between text and image area we recommend to use the same size as the standard video format (484px x 272px).
 2. Alternative text for image:
Here you can enter a text, which will be displayed alternatively for the image, in case there is trouble to load the picture itself.

Configuring Impulse Features

5. Starting Impulse Feature

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Video URL

Width multimedia area

Height multimedia area

1. Impulse draft

[Back](#) [Update](#)

- > When all preparations are done, the publication of the impulse topic can be performed. In general there is no time limit after which the impulse topic has to be done. Theoretically the prepared settings can be saved as long as the platform itself is existing.
- > First you have to finish the draft mode. Therefore scroll to the end of the page in the impulse topic configuration menu.
 1. Impulse draft:
To end the draft mode you have to remove the tick out of the check box. Then a pop-up window will appear and asks you to confirm this choice.

Configuring Impulse Features

5. Starting Impulse Feature

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Video URL

Width multimedia area

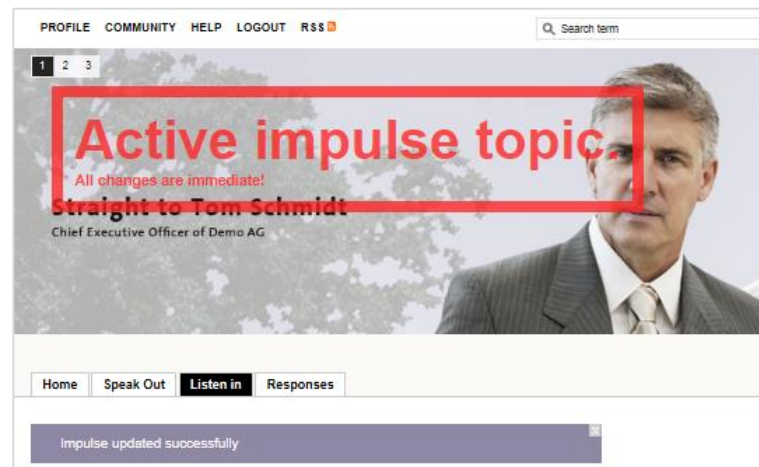
Height multimedia area

Impulse draft

[Back](#) [Update](#)

2.

2. Update:
When you click on “Update” afterwards, the draft mode will be finished. For a few seconds there will be a note in the header that the impulse topic is now active.



- > In case you the Impulse Feature is not starting, although you follow chapter 3 of this manual, please make sure that you enabled the impulse topic function at the topic you implemented the impulse topic (see chapter 1 #1, page 7).

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