



Example Workflows – Deploy to Social Media

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Overview

Vantage for Social Media makes publishing video to social media sites accessible, fast and easy for social media and digital marketing professionals, strategists, coordinators, specialists and producers.

Unlike alternatives that require professional editing systems, extensive knowledge and skills to produce social media highlights, Vantage for Social Media eliminates technology distractions, allowing marketing professionals to focus upon maximizing the impact and clarity of messaging and communication.

This demo package will demonstrate how to submit media and metadata to Vantage for deployment to Social Media. Both attended and unattended ingest methods are included.

Requirements – Licenses, Media, Metadata

Minimum Requirements

- Vantage v6.3 UP5 (or later) with the Social Media Update patch
- Minimum Vantage license items:
 - Vantage Transcode (**V-XCODE-SW**)
 - Vantage Social Media option (**V-SOCMED**)
- YouTube deployment
 - Google account with at least one YouTube Channel
 - YouTube channels must be fully verified and in good standing
- Twitter deployment
 - At least one Twitter account
- LinkedIn deployment
 - At least one LinkedIn account

Optional requirements for these Example Workflows

Some workflow will require additional Vantage licensing. See the workflow descriptions for details.

- Vantage licensing options
 - Vantage Metadata Conversion (**V-METADATA-SW**)
 - Vantage Workflow Portal (**V-PORTAL**)



Social Media Example Workflows

The Vantage Social Media Connector example workflow package includes four (4) workflows that demonstrate how Vantage can be used to deploy to Social Media.

- Ingest into Social Media Catalog workflow
 - This workflow is used to register media assets into a Vantage Catalog
 - Media assets contained within Vantage Catalogs are used in conjunction with Vantage's Workflow Portal
- Receive workflow that deploys to all Social Media sites
 - This is the workflow that does all of the Social Media Deployments.
 - Jobs can be submitted to this workflow
 - By using the Workflow Portal or Pipeline Control for Windows application
 - Or via a Forward action used in the Watch/Associate and Workorder workflow examples.
- Watch and Associate
 - This workflow watches for a media file and an associated XML metadata file.
 - When the media file and associated XML metadata file are acquired the workflow is forwarded to the Receive workflow for processing.

For more detailed descriptions of these example workflows refer to the Vantage Social Media Application Note located on the Telestream Vantage Support web pages -

<http://www.telestream.net/pdfs/app-notes/app-Vantage-Social-Media-Connector.pdf>

Installing and Using the Social Media Example Workflows

Before installing the example workflows you will need a Vantage server with an active Vantage license (see minimum requirements above). If you do not currently have a Vantage server with an active license, download the appropriate version of Vantage (and any required Update Packs) from Telestream's Vantage download page, and request an evaluation license from Telestream.

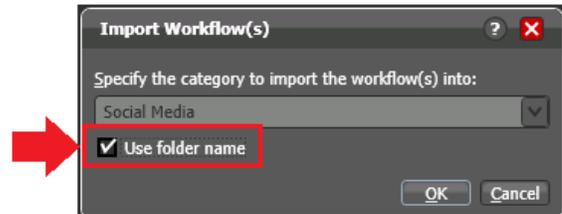
Installation process:

To load all the required Vantage items, media files and metadata carefully follow these steps.

Preparing your Vantage Server to run Social Media Example workflows

1. Create a default origin folder
 - The preferred folder is D:\VantageSocialMedia. This will be the based folder used by the origin actions of the Ingest to Catalog, Watch & Associate and Workorder workflows.
2. Copy the Social Media Example Workflow ZIP file onto a Vantage Server
 - Unzip the Social Media Example Workflow ZIP into a local folder; preferable on a Media drive such as a Lightspeed's D:/ drive.
3. Open the Vantage Management Console (VMC) on the Vantage server
 - **Create a Catalog:** From VMC->Catalogs, create a new Catalog named - **Social Media**

- **Import all Workflows:** From *VMC->Workflow Design Items->Vantage Workflows*, import all workflows by selecting the arrow next to the *Import* icon, select *Import Workflow(s)*. Select all workflow files contained in the *Workflow->Social Media* folder extracted from *Social Media Example Workflow ZIP* file. From the *Import Workflow(s)* dialog, check the *Use folder name* box, and then click *OK*. The *Social Media* category and, all Labels and most of the Variables are automatically added.
- From *VMC->Workflow Design Items->Variables*, import the variable file located in the *General Files -> Variables* folder extracted from *Social Media Example Workflow ZIP* file.
- From *VMC->Workflow Design Items->Style Sheets*, add the XSL file located in the *WatchAssociate\Style Sheet XSL* folder extracted from *Social Media Example Workflow ZIP* file. Rename the new style sheet *SocialMedia*.
- From *VMC->Application Configurations->Workflow Portal*, import the Portal file located in the *Ingest2SocialMediaCatalog\Social Media Workflow Portal* folder extracted from *Social Media Example Workflow ZIP* file.
- From *VMC->Fulfillment Schemes->Workorder Schemes*, import the file located in the *Workorder\Workorder Schema* folder extracted from *Social Media Example Workflow ZIP* file.



Using the Example Workflows

After installing all of the Example Workflow items as described above there are just a few small details to perform before you're ready to start using Vantage's Social Media Connector example workflows.

Setting up your email Settings and prepare your Message actions

Setup an email server using *Settings & Options* within the Vantage Management Console. After you have setup an email server, go to the three (3) Message actions contained within the Receive workflow and enter appropriate to and from email addresses.

Preparing the Deploy action to connect to Social Media accounts

Before you can begin sending media to Social Media you must first login and give Vantage the authority to upload to your Social Media accounts. Refer to the **Vantage Social Media Connector Application** note, located at - <http://www.telestream.net/pdfs/app-notes/app-Vantage-Social-Media-Connector.pdf>, for the details on how to obtain a security code for each of the three (3) Social Media Deploy actions in the Receive workflow.

Ingest to Social Media Catalog example workflow

- To use the Workflow Portal and submit media and metadata to the Receive example workflow you must first prepare the Register action within this workflow by adding the *Social Media* catalog.



- If your default origin folder is not at D:\VantageSocialMedia as described above, you must modify the Watch action to monitor a folder of your choice.
- To submit to this workflow copy the sample source media file, *SocialMedia.mp4*, included in the Example Workflow Package's *General Files\Media Files* folder, into the appropriate folder or use the Vantage Workflow Designer to submit the file manually.

Watch and Associate example workflow

- To use the Watch and Associate example workflow you must first set your default origin folder. If the folder you will be using is not using the base D:\VantageSocialMedia folder as described above, you must modify the Watch and Associate actions to monitor a folders of your choice.
- To submit to this workflow copy the sample media file (*General Files\Media Files\SocialMedia.mp4*) and the metadata XML file (*WatchAssociate\Metadata XML\SocialMedia.xml*), located in the Example Workflow *WatchAssociate\Metadata XML* folder respectively, into the appropriate monitored a folder.

This workflow requires the addition of *Vantage Metadata Conversion (V-METADATA-SW)* option.

Workorder example workflow

- If your default origin folder is not using the base D:\VantageSocialMedia folder as described above, you must modify the Workorder action to monitor a folder of your choice.
- The *Socialmedia.txt* workorder file contains a path to the media file (*SocialMedia.mp4*) provided in the Example Workflow Package's. This path must be changed to the actual location of the *SocialMedia.mp4 on your system*. The Workorder file can be found in the Example Package in the *Workorder\Workorder CSV* folder.
- To submit to this workflow copy the test Workorder text file, *SocialMedia.txt*, included in the Example Workflow Package's *Workorder\Workorder CSV* folder, into the appropriate monitored folder or use the Vantage Workflow Designer to submit the Workorder text file manually.

Submit from a Vantage Catalog using the Vantage Workflow Portal

Review the Vantage Social Media Connector application note for details on using the Workflow Portal - <http://www.telestream.net/pdfs/app-notes/app-Vantage-Social-Media-Connector.pdf>.