

# Admin training



# Today's topics

- **Introduction**

What is Hailo and how does it help our team??

- **How to use Hailo**

Let's dive into the platform. We show you how to best use the platform.

- **How to administer Hailo**

We have a look into the administration of Hailo and show you how to manage your platform.



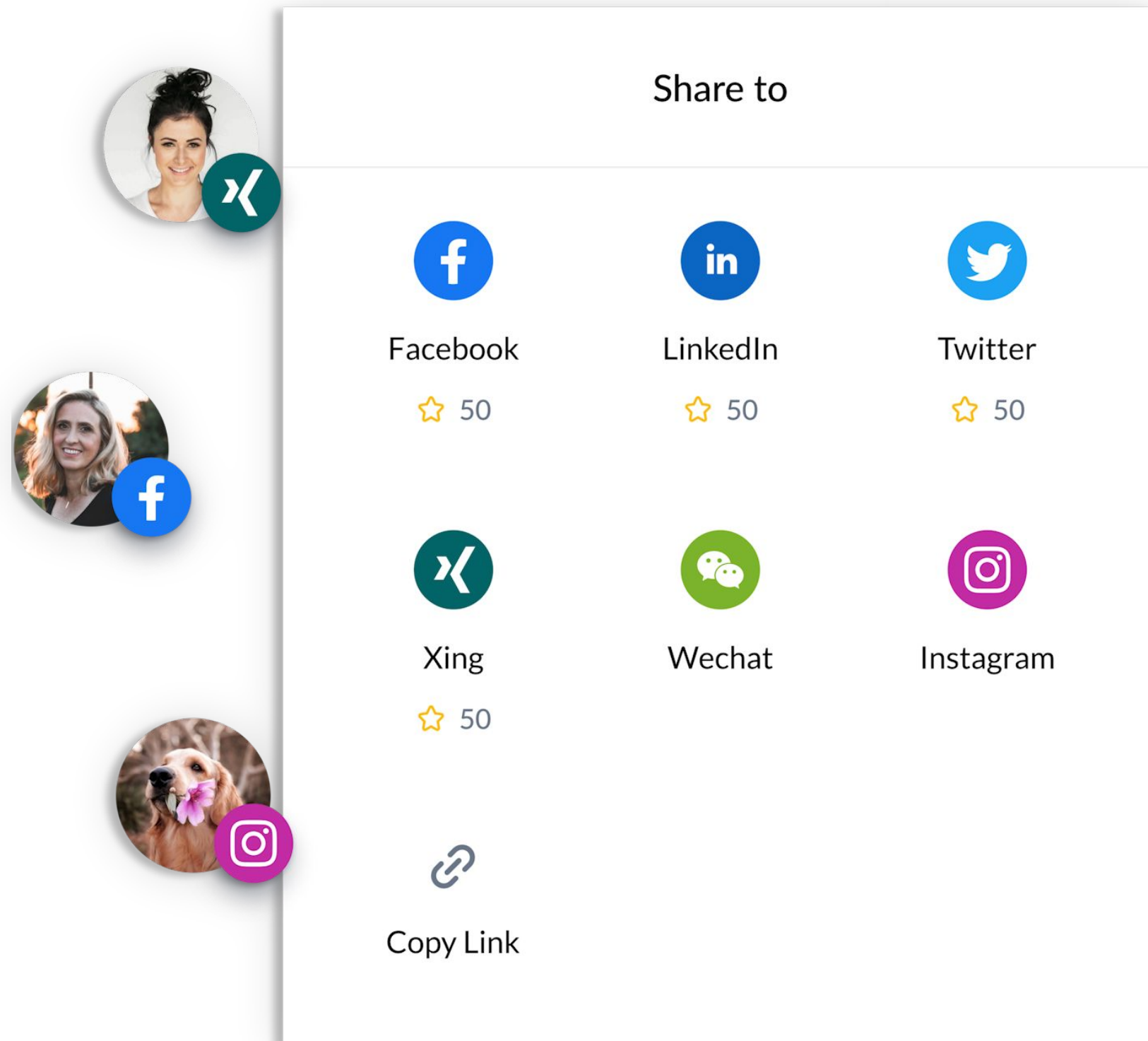
# Employee Advocacy

Hailo empowers your people to become true brand ambassadors with just a click of a button.

Their voice will change the way the world sees your brand.







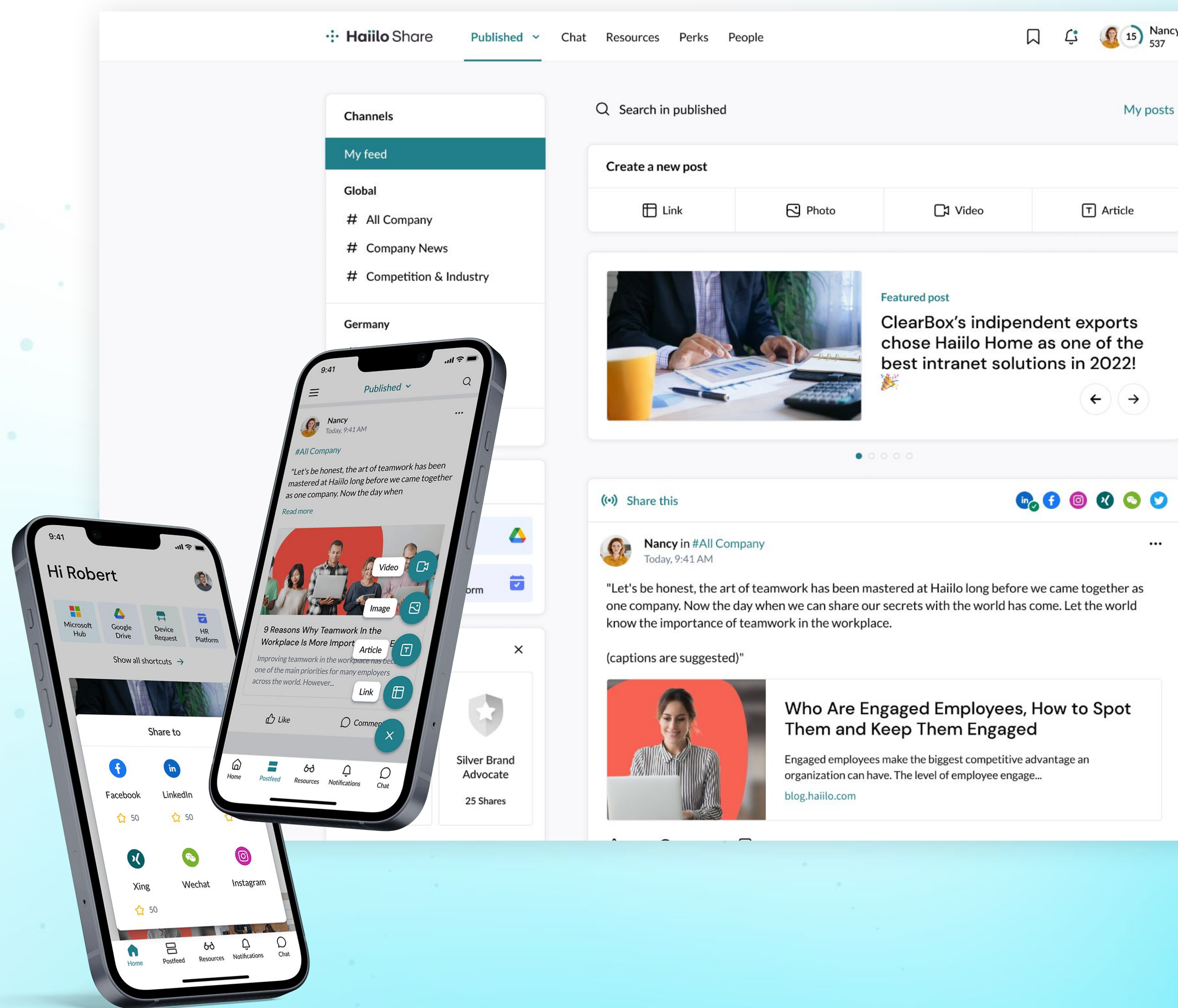
# Leverage employee advocacy

Make it easy for your employees to share your stories and to **position as industry experts**. Let them become your biggest brand advocates.

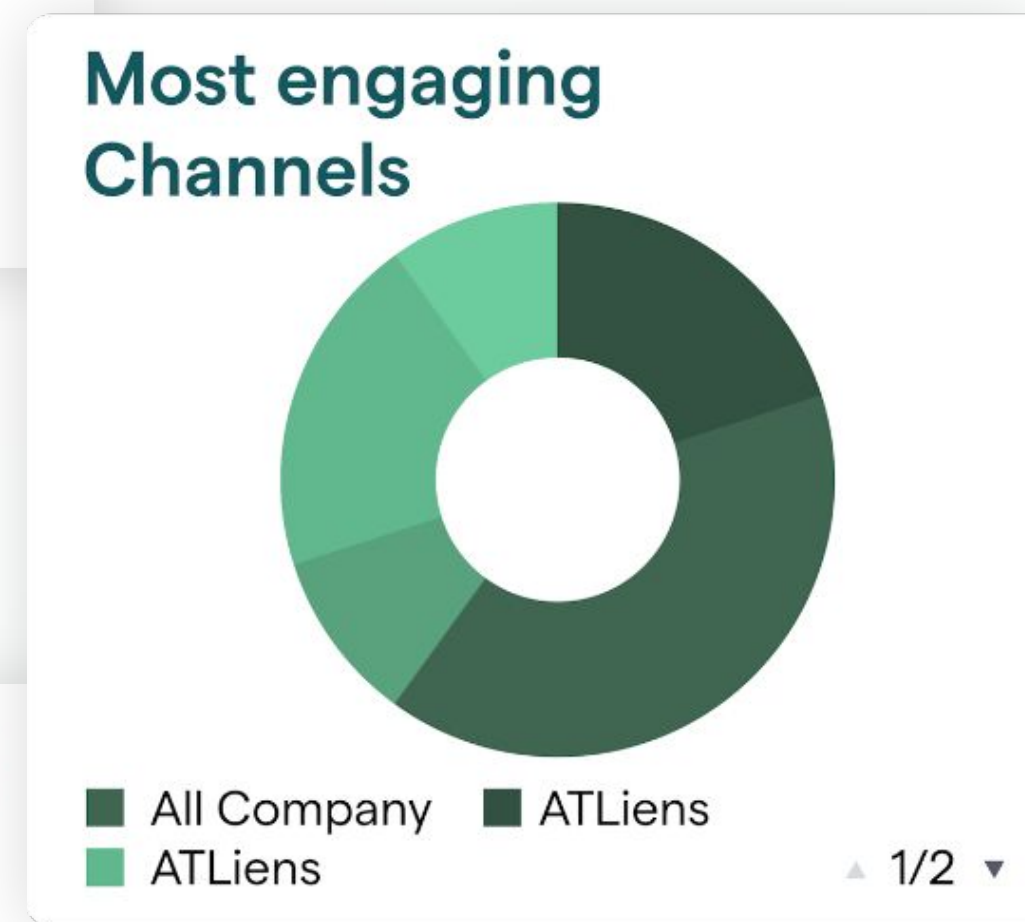
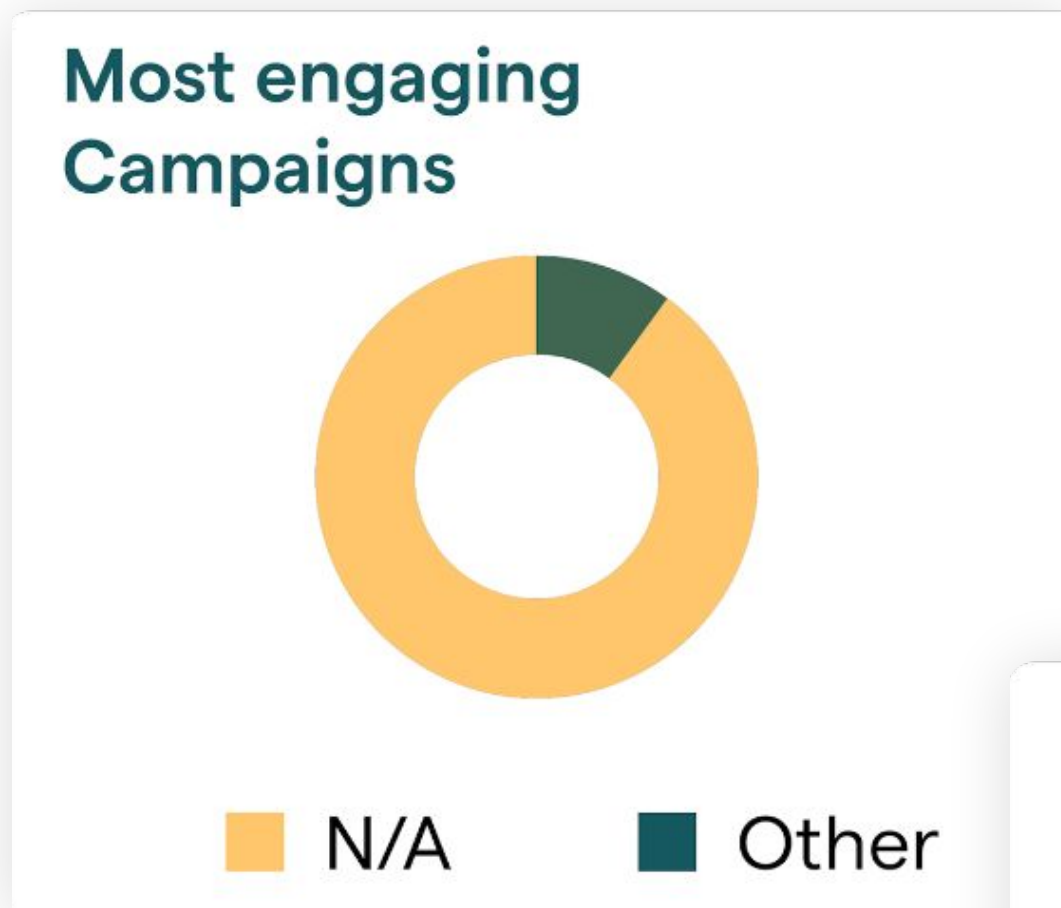


# Share from anywhere

From your web browser. From your phone.  
Even from your email or intranet. Enable your employees to share from **whatever channel** they are the most comfortable with.







# Comms & Advocacy Analytics

Our analytics platform helps you to **make data-driven decisions.**



# Gamify the experience

Let employees see how well they stack up with their colleagues in driving traffic and engagement.

1

Jane  
1950 ★

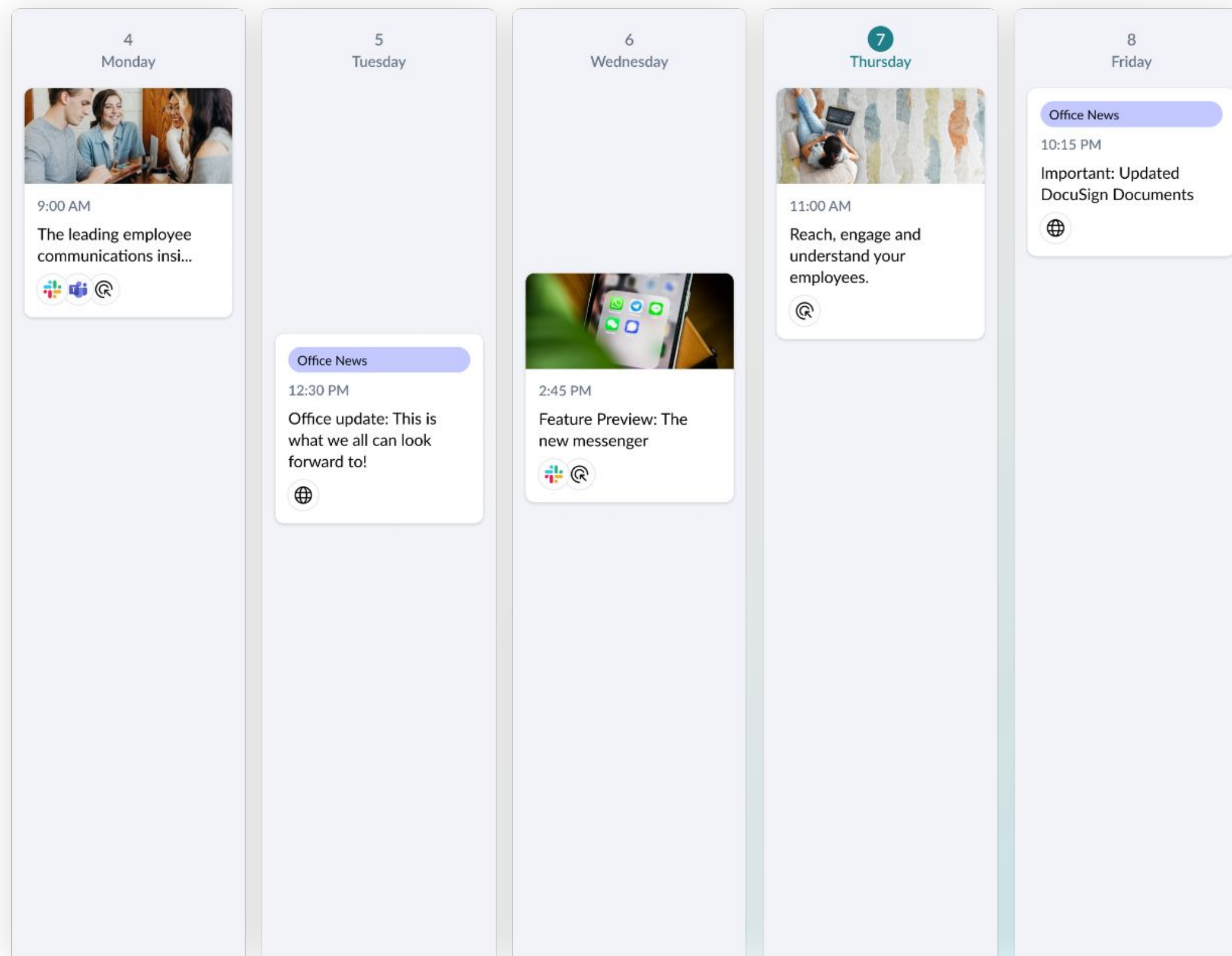
2

Robert  
1525 ★

3

Ian  
1426 ★

4		Nancy	1401	★
5		Nicholas	876	★
6		Susanne	800	★
7		Michael	751	★



# Smart Share & Keyword Blocking

While Smart Share helps your employees automatically **schedule posts** to be shared to social media at the optimal time, the **keyword blocker** makes sure that they are compliant with **company guidelines**.

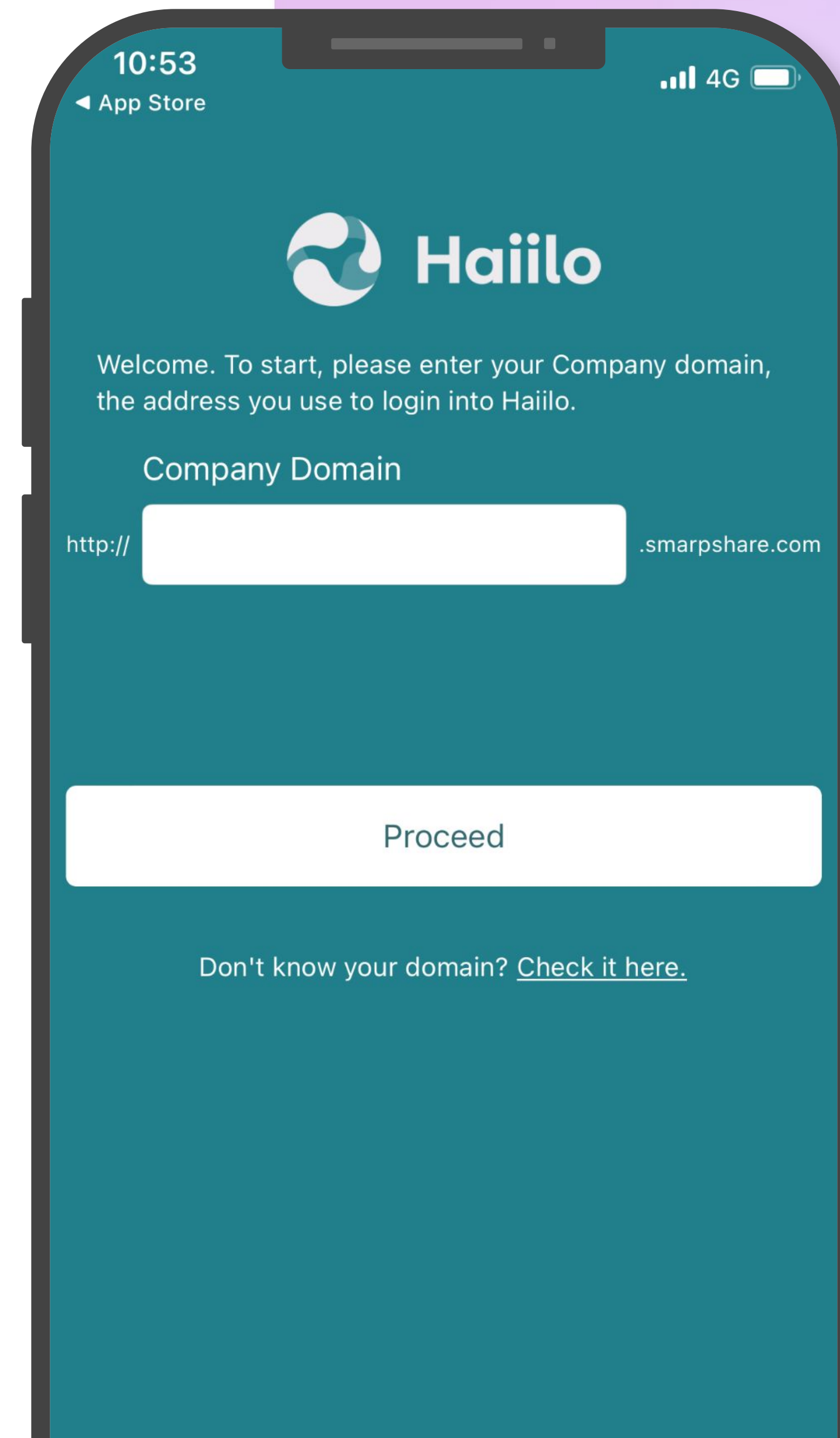




# Easy-to-use Mobile App

Download our newest app from  
App Store or Google Play.

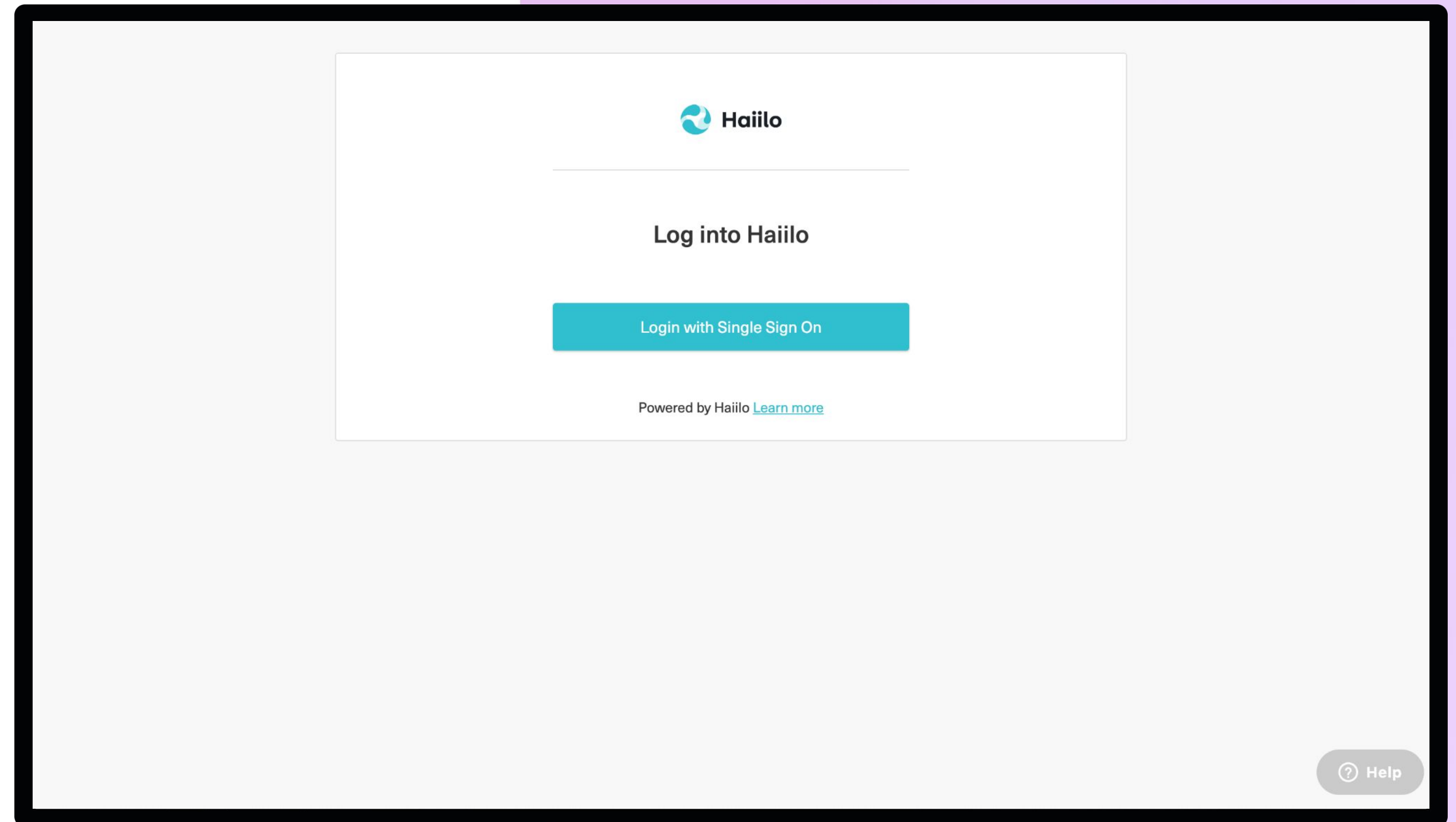
- Enter the company domain:  
<https://xxx.smarpshare.com>
- Log-in with your details  
you've chosen





# Use Haiilo on your desktop:

- Enter the company domain to your browser: <https://xxx.smarpshare.com>
- Log-in with your chosen details





# Let's dive into the platform

The screenshot displays the Hailo platform interface. At the top, the Hailo logo is on the left, and navigation links for 'Veröffentlicht', 'Ressourcen', 'Vorteile', 'Statistiken', and 'Verwaltung' are on the right. A user profile for 'Stefanie' is visible in the top right corner.

The main content area is divided into several sections:

- Channels:** A list of channels including 'Mein Feed', 'Hailo Training', '# Charity & Volunteering', '# Company News', '# General', '# HR & Jobs', '# JC Test Channel', and '# Marketing'. A 'Meinen Feed anpassen' button is at the bottom.
- Ihre Trophäe:** A section showing two trophies: 'New Befürworter' and 'New Ersteller'. Below them is the text 'So funktionieren Trophäen' and a 'Feedback schreiben' button.
- Mein SharpScore:** A section indicating the user's rank: 'Sie haben einen Rang in der unten 50% Einflussnehmer bei Hailo Training'. A 'Meine Einblicke anzeigen' button is at the bottom.
- Customize your feed:** A section with the text 'Discover channels that interest you' and buttons for 'Get started!' and 'Later'.
- Suchen in veröffentlicht:** A search bar.
- Beitrag erstellen:** A section with buttons for 'Link', 'Artikel', 'Bild', 'Video', and 'Umfrage'.
- Featured post:** A post titled 'Pizza day every wednesday' with a pizza image. It includes navigation arrows and a 'Featured post' label.
- Post by Carolin Goerke:** A post in the '# JC Test Channel - Hailo Training' group, dated '12. Juli', with the text 'Come and eat pizza - please share'. It features a 'Read confirmation required' banner and a 'Learning' tag.

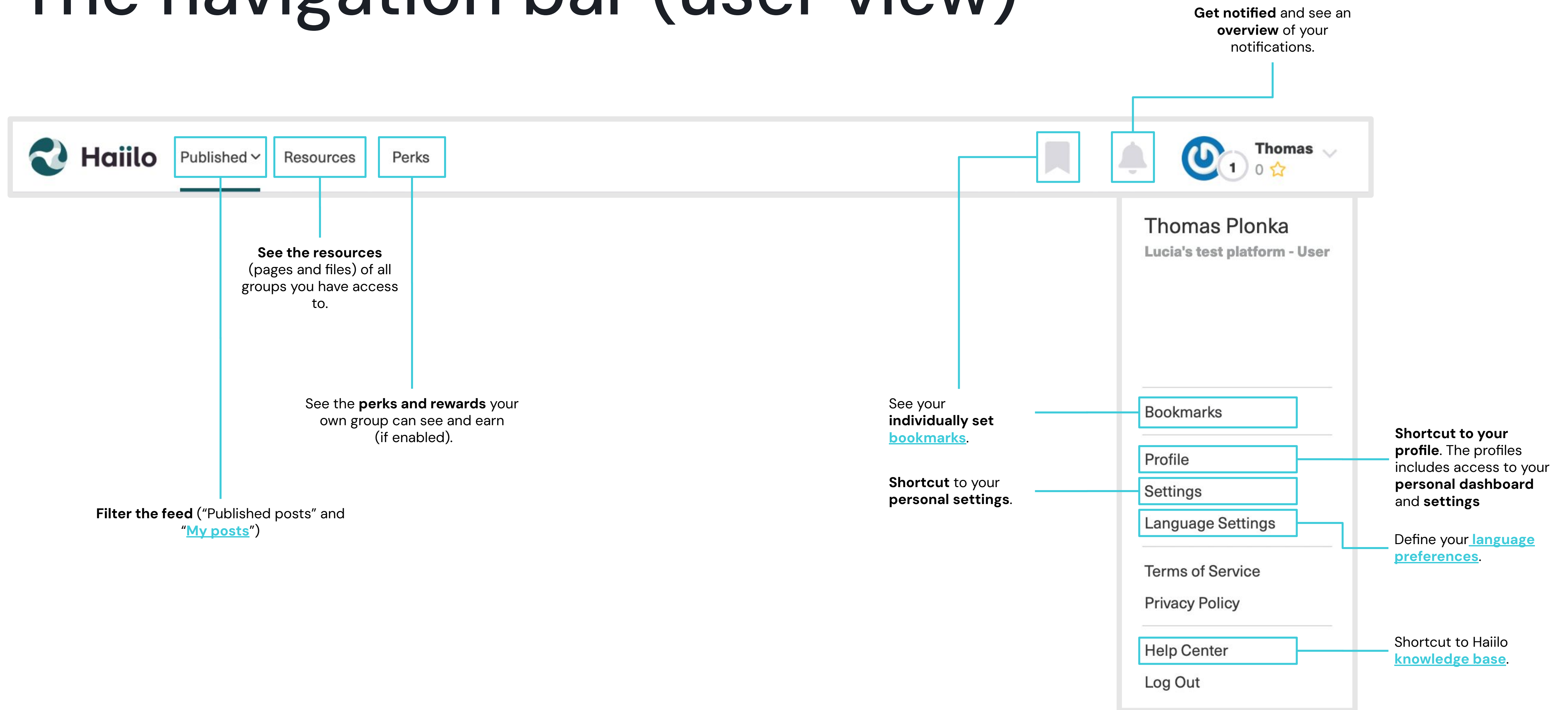




# Using the platform



# The navigation bar (user view)





# The navigation bar (Company admin view)

The navigation bar features the Hailo logo on the left and a user profile on the right. The main navigation items are: Published, Resources, Perks, Analytics, Email, and Administration. The user profile for Thomas Plonka shows a role switcher, bookmarks, profile settings, and a list of links including Invite Colleagues, Settings, Language Settings, Terms of Service, Privacy Policy, Help Center, and Log Out.

**Published** (Filter the feed ("Published posts", "Proposed", "Scheduled", "Archived" and "Rejected"))

**Resources** (See the [resources](#) (pages and files) of all groups you have access to.)

**Perks** (See the [perks and rewards](#) of the groups you can access (if enabled).)

**Analytics** (See your [platform analytics](#) ("Workforce insights" and "Posts and users"))

**Email** (Create and manage [templates](#) and send Email [newsletters](#).)

**Administration** (Administer the platform (group wide and per group))

**Thomas Plonka**  
Lucia's test platform - Company Admin

Switch role:  
Company Admin  
User

Bookmarks

Profile

Invite Colleagues (Shortcut to manually [invite new users](#) to the platform.)

Settings

Language Settings

Terms of Service

Privacy Policy

Help Center

Log Out

Switch between your [role](#) ("company admin" or "group admin") and the user role.





# How to engage with content

The screenshot shows a social media post by Evgeniia Koptelova in the channel '# Marketing Content & Blog - Global' dated 17 Mar. The post text reads: "Happy Friday! This one is a bit of a late bloomer, yet it focuses on a very important topic, quiet quitting. Spread the word and enjoy the end of the week." Below the text is a preview card for an article titled "What is Quiet Quitting? Everything You Need to Know" from HAILO.COM. The preview includes an image of a woman covering her face and a snippet of text: "This data is worrisome for many employers as the consequences of low employee engagement and quiet quitting are significant. Low employee morale and engagement Quiet quitting is often the...". At the bottom of the post, there are interaction buttons for Like, Comment, and Bookmark, along with social sharing icons for LinkedIn, Twitter, Facebook, and a share icon. A comment section at the bottom shows a user profile and the text "Leave a comment...".

See **who** has created or proposed the post.

**Admins only:** Show the post in Content Calendar and edit/delete/archive a Post.

See in which **channel(s)** the post has been posted.

See the **preview** and click the post to enter the **detailed view** on the content.

You can **share** the post to the offered (defined) social networks or directly via deep link.

You can **like, comment** and **bookmark** posts.

You can **comment** on posts and **tag and mention** other users in your comment.



# How to share content

Choose your desired **post** from your **newsfeed**, decide via which **network** you want to share your message and **click the respective icon**.

After customizing the message for you network (if wanted), please choose if you want to share the **post right away**, if you want to [manually schedule it for later](#) or if you want to use our recommended [smart share option](#).



For more detailed information on the topic, [please click here](#).

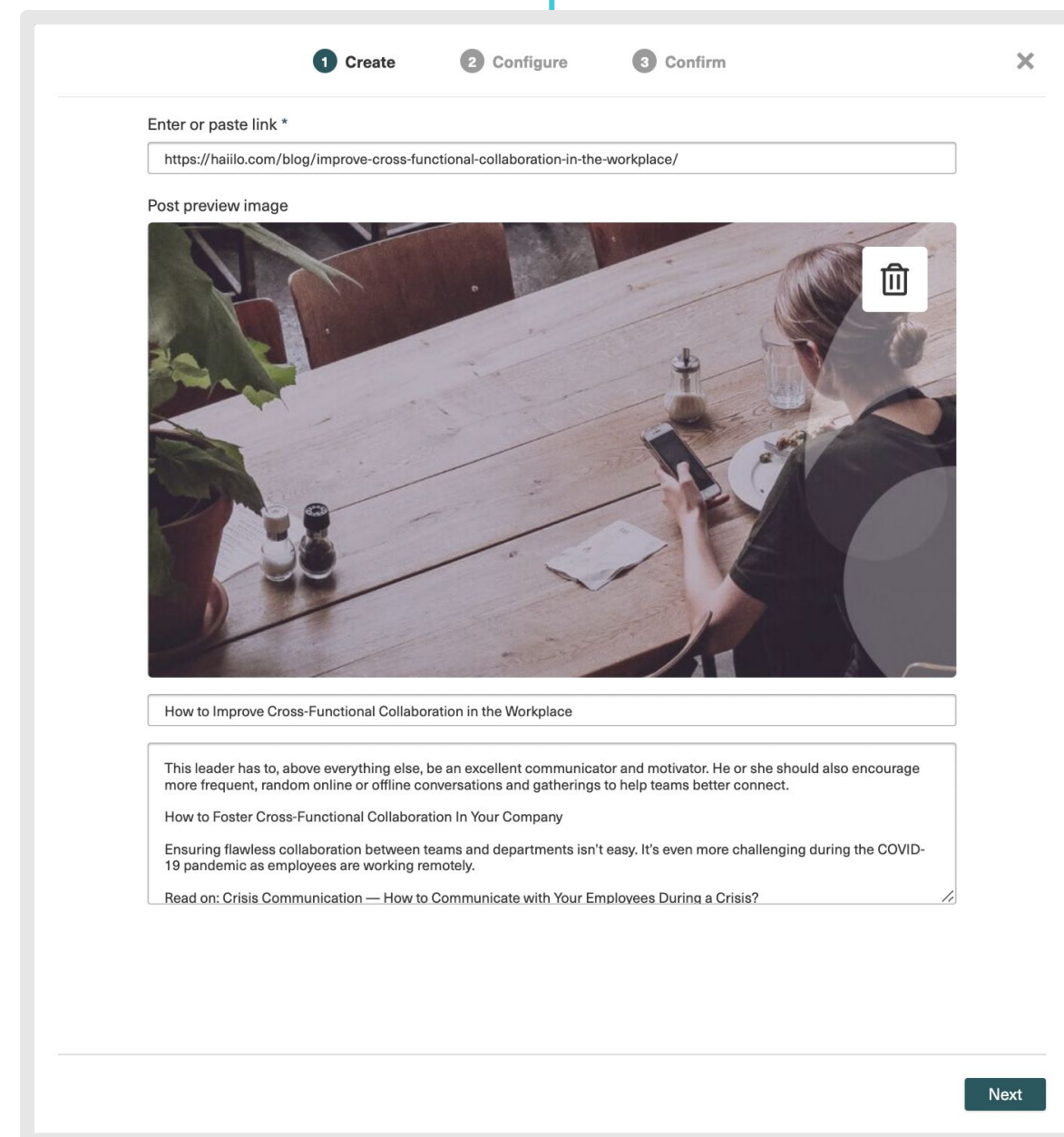




# How to propose content (as a user)

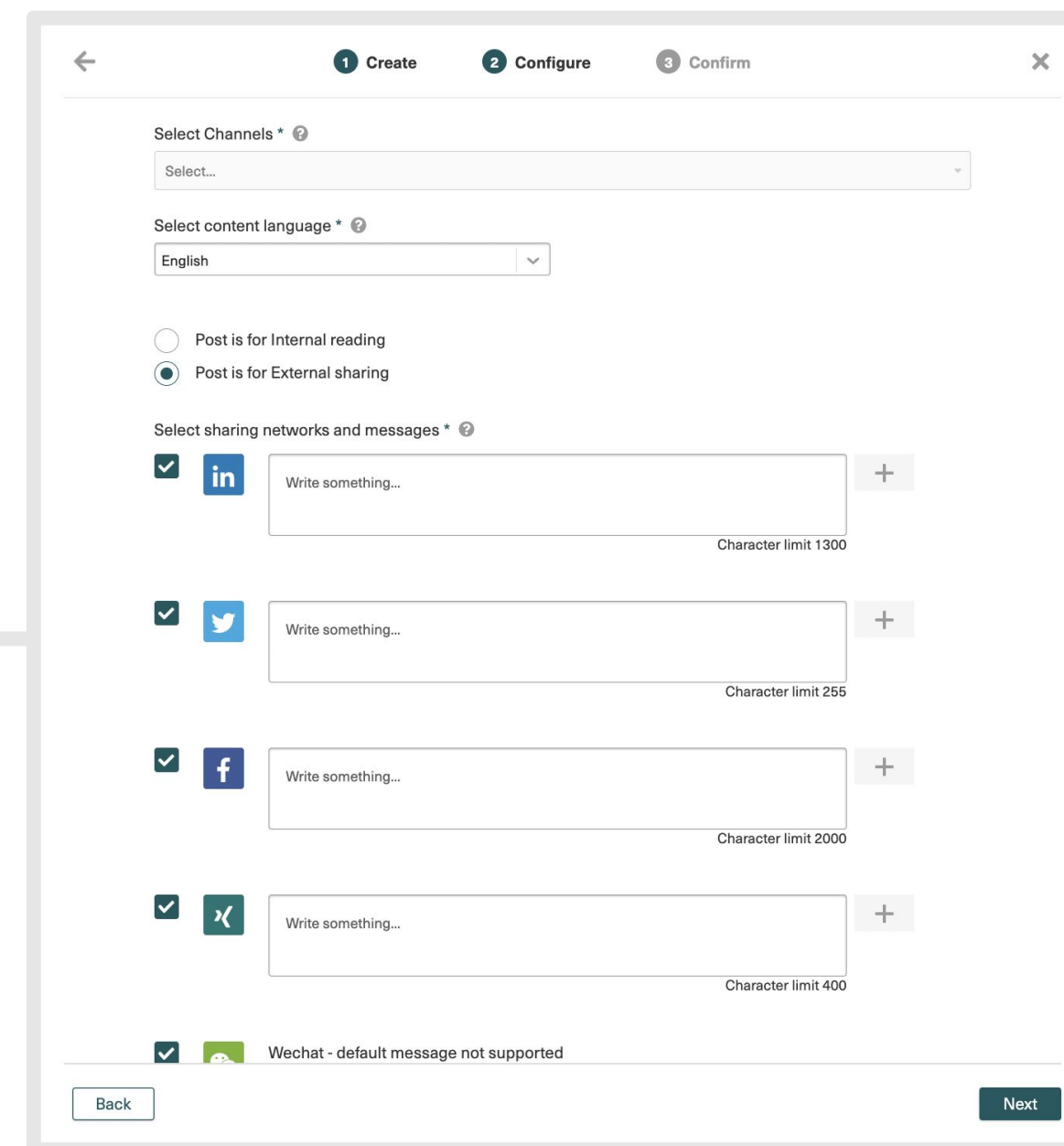


Beside a [link](#) post, there are [articles](#), [image](#) posts and, [video](#) posts available. Users can decide which format they want to choose.



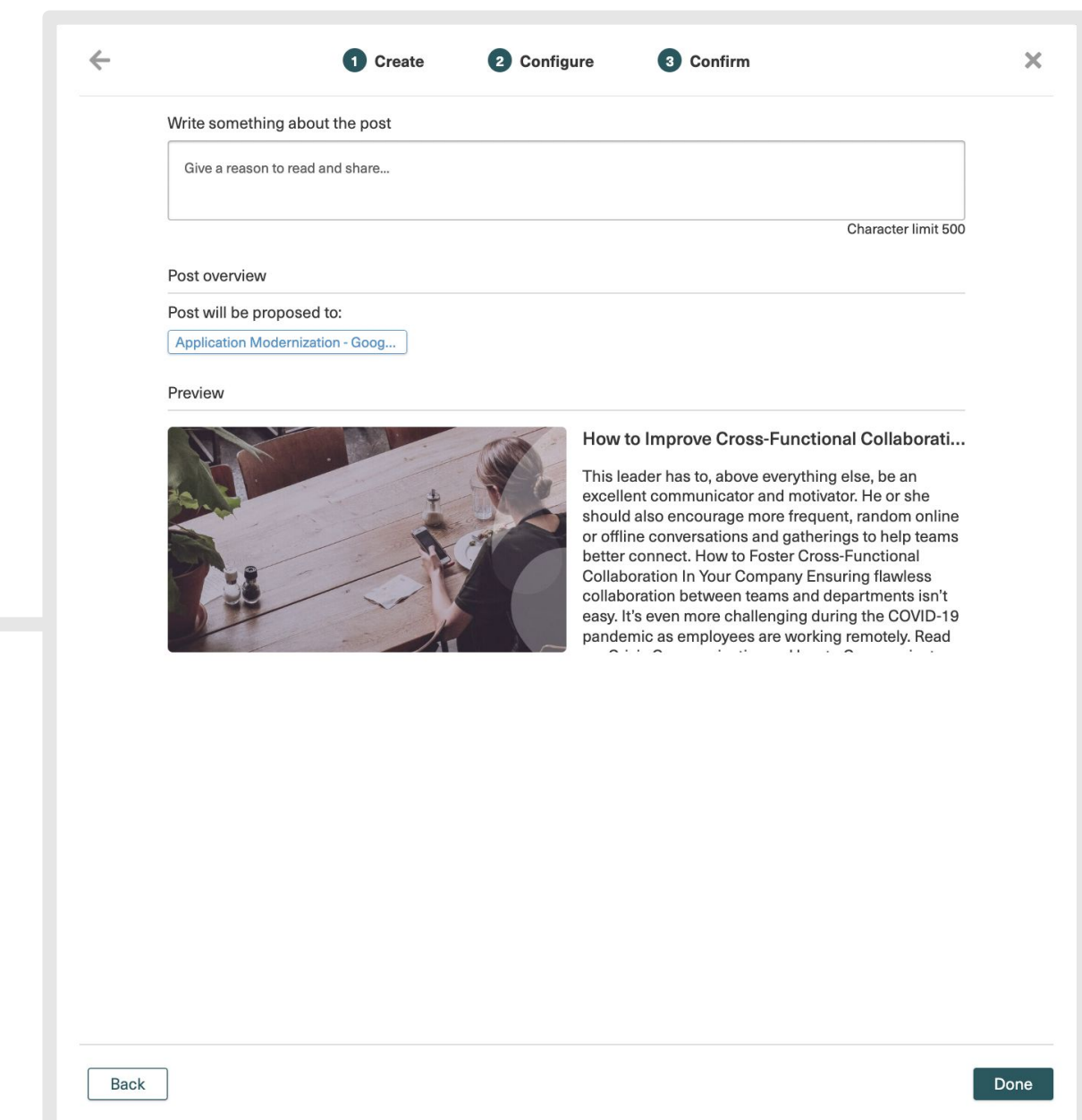
Insert your link and watch the magic happen. Haiilo will **automatically enter the respective metadata** including the **title, description and image**.

Of course, you also can **change or adjust the content manually**, if you want to.



Decide in which **channels** you want to post, which **language** fits the content or if the post is for **internal** or **external** use.

Choose the the networks ([LinkedIn](#), [Twitter](#), [Facebook](#), [Xing](#), [WeChat](#), [Instagram](#)) you want the post to be shared in and **add a message** each.

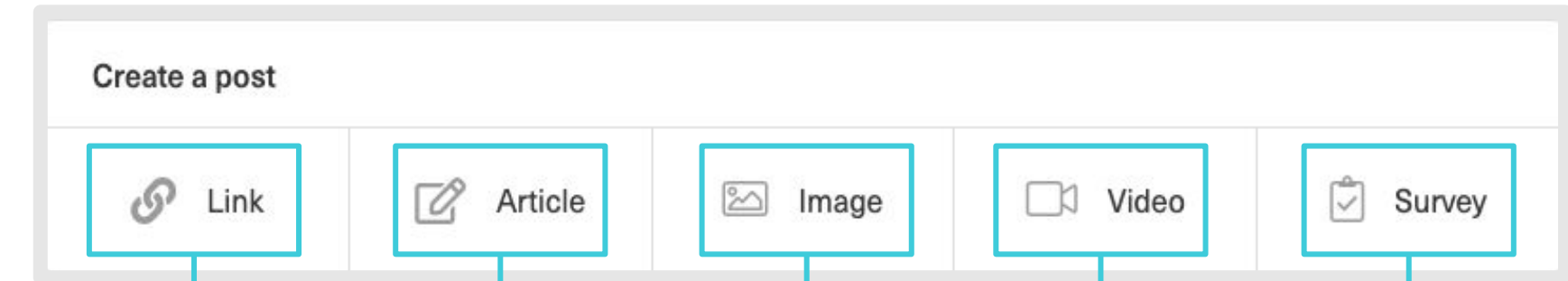


Check on the defined settings, define an **internal note** and click **“done”** to **propose your post**.

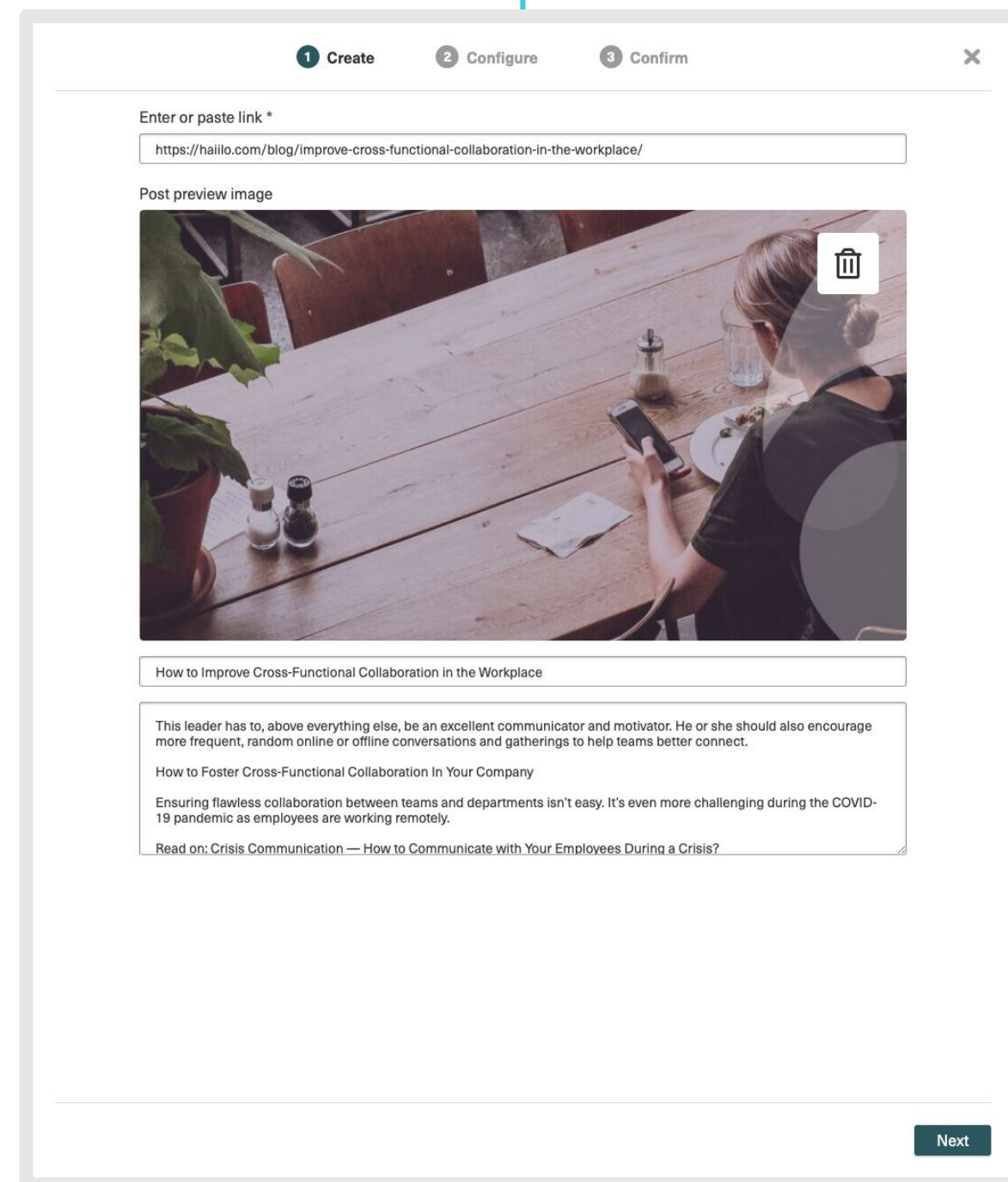




# How to create content (as an admin)

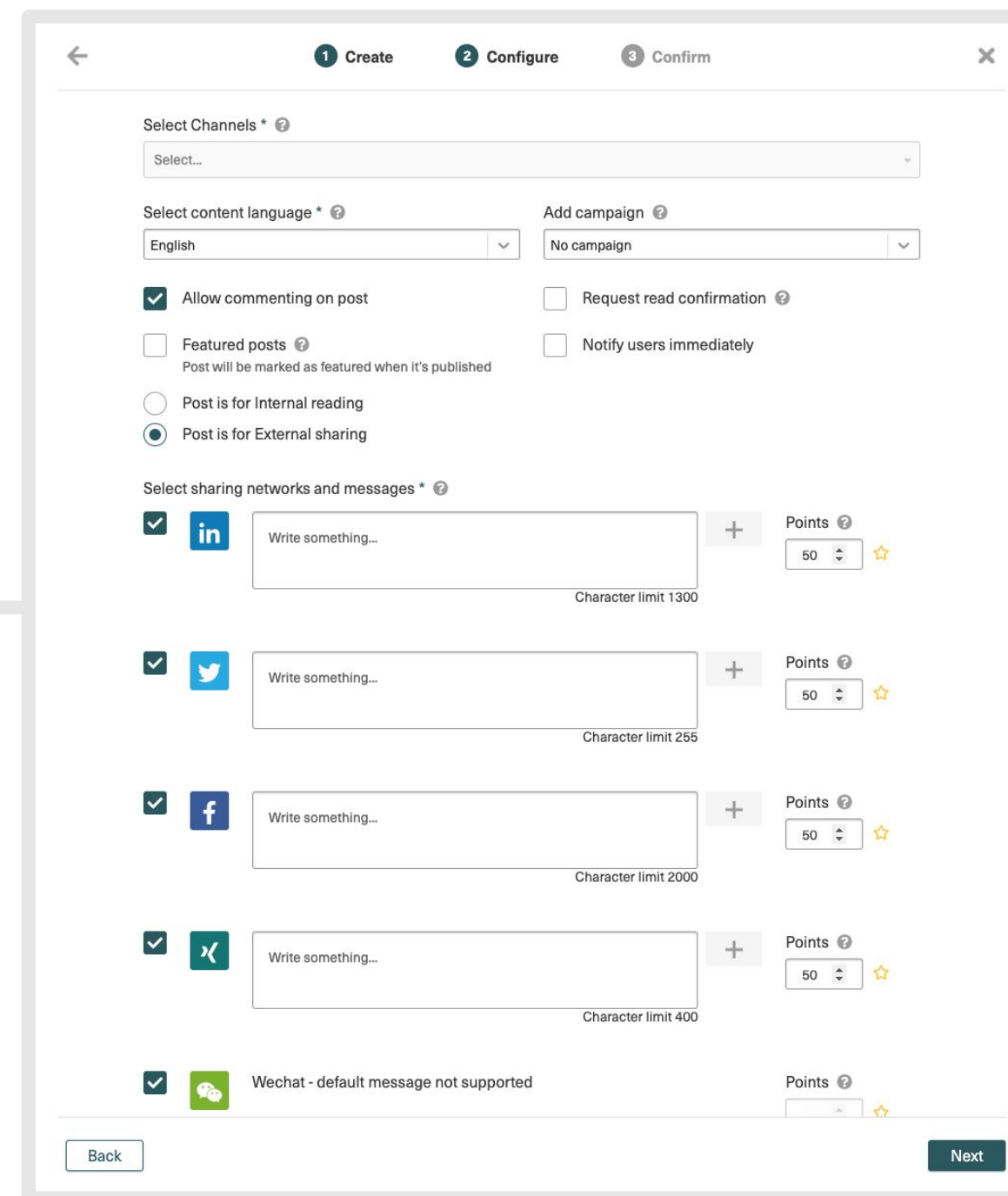


Beside a [link](#) post, there are [articles](#), [image](#) posts and, [video](#) posts available. Users can decide which format they want to chose.



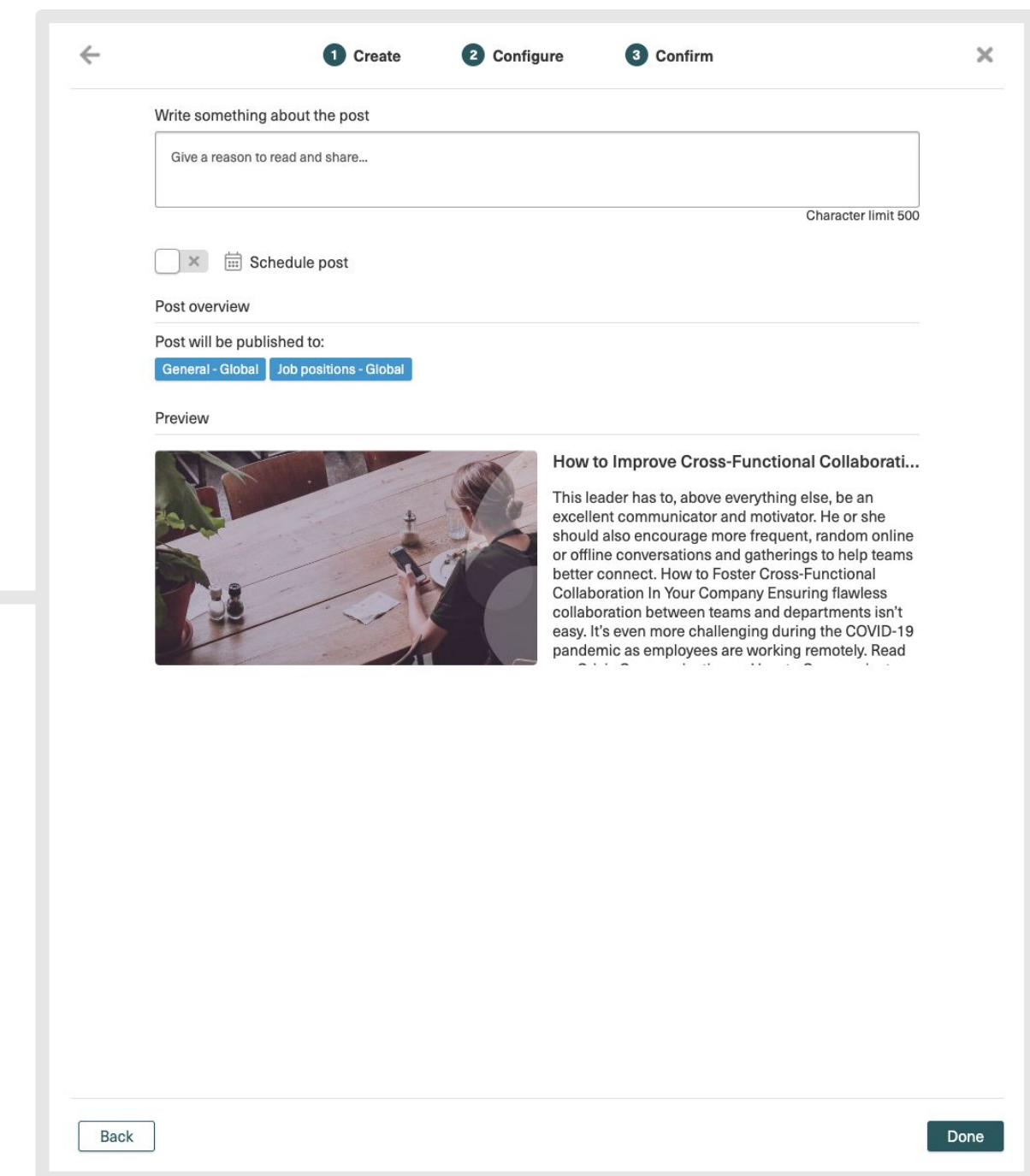
Insert your link and watch the magic happen. Hailo will **automatically pull the respective metadata** including the **title, description** and **image**.

Of course, you also can **change or adjust the contents manually**, if you want to. If you want to replace an image, you can adjust the zoom and scope.



Select the [admin settings](#) that fit the use case best. Decide in which **channels** you want to post, which **language** fits the content or if the post is for **internal** or **external** use.

**Choose the the networks** you want the post to be shared in and **add a message** each.



Check on the defined settings, define an **internal note**, decide if the post should be scheduled for later and click **“done”** to **create your post**.



# Confirming/rejecting proposed content (1/2)

The screenshot shows the Hailo platform interface. At the top, there is a navigation bar with the Hailo logo and several menu items: 'Proposed', 'Resources', 'Perks', 'Analytics', and 'Administration'. A dropdown menu is open under 'Proposed', listing 'Published (8)', 'Proposed (2)', 'Scheduled (0)', 'Archived (0)', and 'Rejected'. A blue line connects the 'Proposed (2)' item to a post in the main content area. The post is by Stefanie Meier in the '# General - Hailo Training and 1 other' channel, posted 'a few seconds ago'. The post text is '"I found an super interesting article. Feel free to share!"'. Below the text is a featured image of a person at a table and a link to an article titled 'How to Improve Cross-Functional Collaboration in the Workplace'. At the bottom of the post, there are three buttons: 'Reject', 'Give feedback', and 'Prepare for publication'. A blue line connects these buttons to the explanatory text at the bottom of the slide.

Navigate to the **drop down menu under Published (top navigation bar )** and select your **Proposed**.



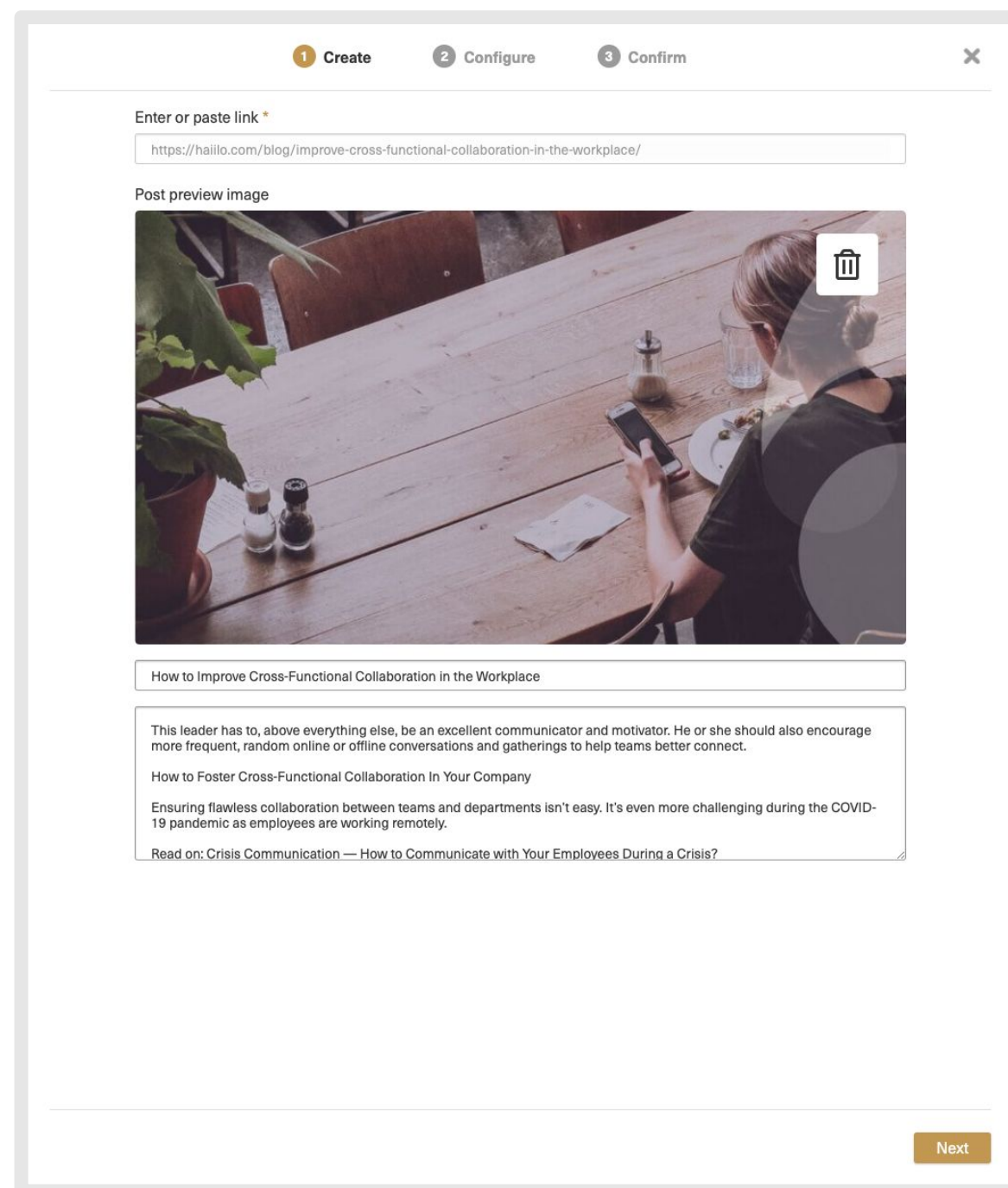
For more detailed information on the topic, [please click here](#).

You can [reject](#) the proposed post, [give your feedback](#) or [confirm and prepare it for publication](#).



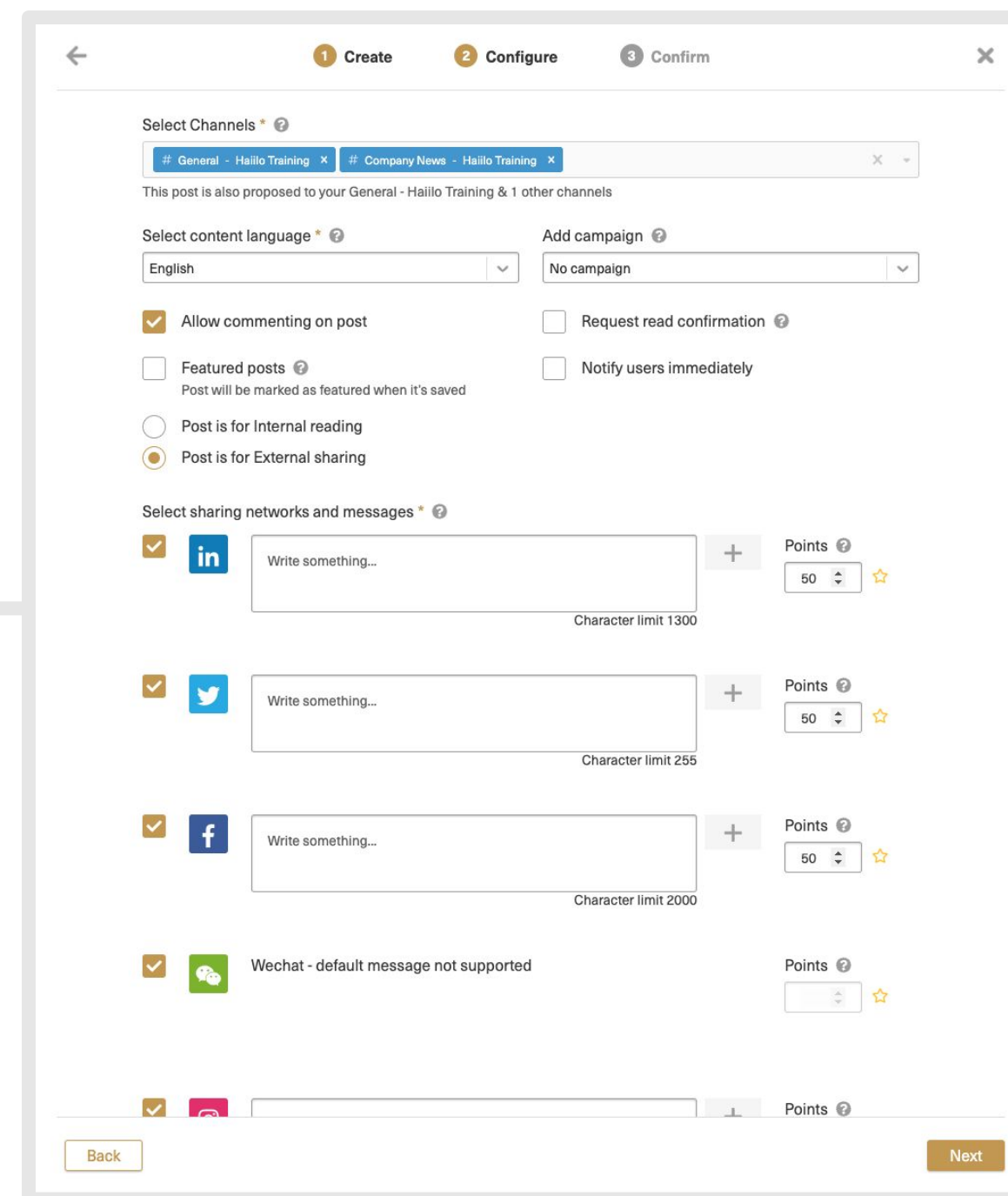


# Confirming/rejecting proposed content (2/2)



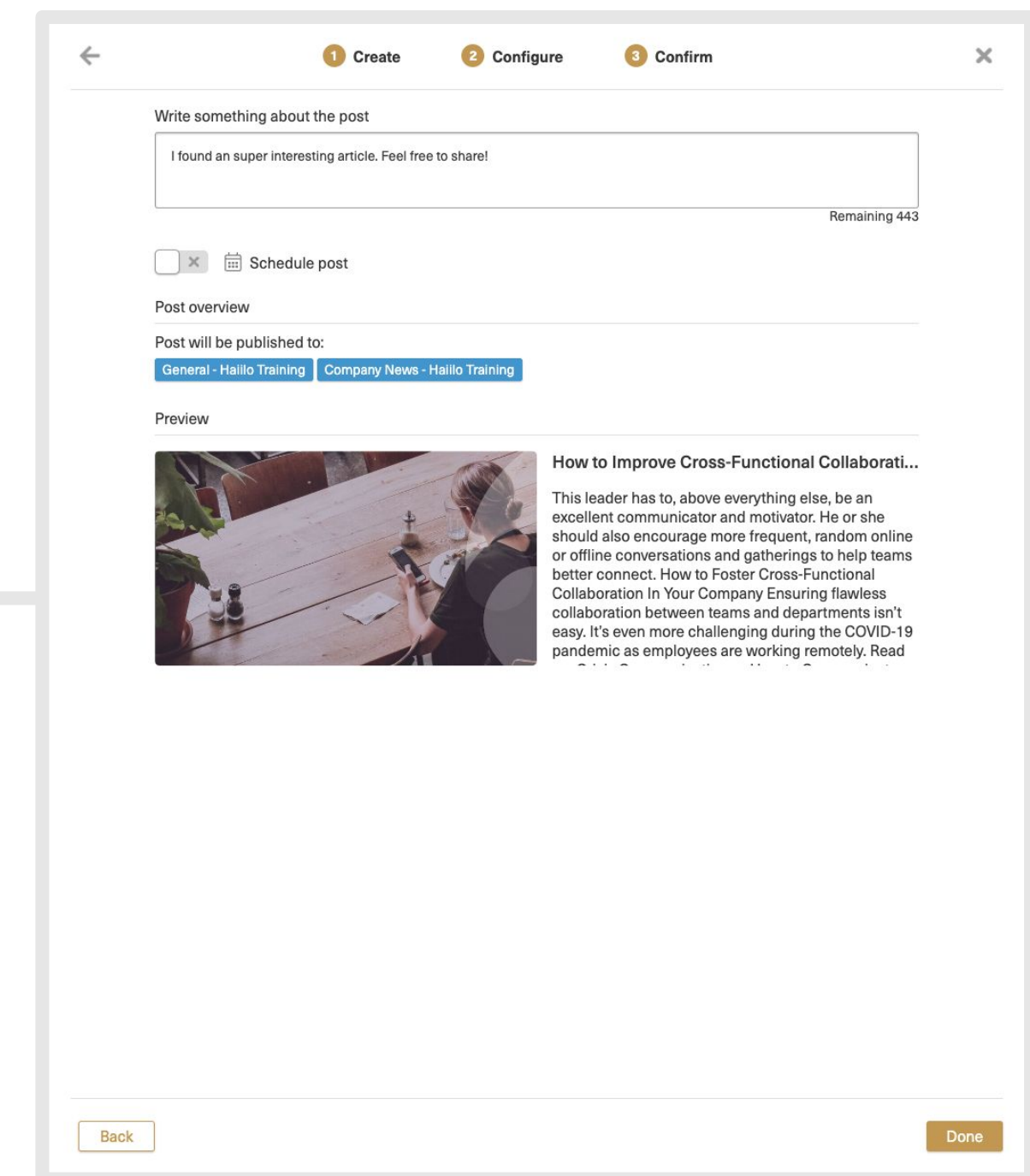
Check on the **image, title and description**. If there is a need, you can [edit the proposed post](#).

What you **can't change is the link, images or the video**, as the source of content.



Check if the **settings fit the use case best**. Among other decisions, this includes the **chosen channel**, the **content language**, if the post is for **internal or external use** and if the post require a [read confirmation](#).

Have a look at the **chosen networks** and the respective **messages per network**. Also you can define an **amount of points**, you want to grant for the post.



Check on the defined settings, define an **internal note**, decide if the post should be scheduled for later and click **"done"** to **create your post**.





# How to edit your notification settings

General  
Language settings  
**Notifications**  
Delete my account

Navigate to your **personal settings** and choose "[Notification](#)".

**Notifications on Haiilo**

Event types

- Posts selected by admins
- Accepted invitations
- Proposed posts
- Approved posts
- Post comments

Save

**Email notifications**

Event types

- Post creations
- Invitations
- Reminders
- Important messages
- Onboarding
- Administration
- Posts digest

Digest frequency

Every **MON, TUE, WED, THU, FRI, SAT, SUN** at 14:00 [Cancel edit](#)  
Customize sending frequency for digest of the best Channel Model content.

Day of the week

Mo Tu We Th Fr Sa Su

Starting time (hour is in UTC) 14

[Reset to default](#)

Save

Define which actions and events in Haiilo trigger a **notification right in the platform**.

Define which actions and events in Haiilo trigger an **email notification**.

Also you can select the **frequency** and point of time at which you want to **receive your digest**.



# See further information on the topics in our knowledge base:

- [Why do organizations leverage their employees?](#)
- [How to share content](#)
- [How to update your language settings](#)
- [How to use your personal dashboard](#)
- [How to connect your social media accounts](#)
- [How to customize your feed](#)
- [How to propose content](#)







# Administer the platform

## Company settings



# Inviting new users

New users can be **invited individually** or by **allocating them from a CSV file**. Also, if enabled, users can invite users by **referral**. Referrals can be managed by an admin.

Individually invited users must be **assigned to an existing group**. Please mind the remaining seats per group. If there are no seats available for the platform, [invited users get queued](#).

For each user, that should be invited to the platform, the respective **email address** must be entered manually. In addition the invited users can be assigned to a **team**. Please note, the tips given in the mask.

**Each user must be assigned to a role.** Only company admins can invite new company admins.

In the last step, the inviter can choose whose name will appear as a sender in the invitation and can add a short **message** as well as the own **email signature**. It is also possible to **schedule the invitation for later**.

**Important:** Please note, that beside inviting users manually, it is also possible (and common) to connect an AD to the platform.



# Manage existing users

**Company admins** can see the users of all groups or can **switch between groups**. **Group admins** can only **see the user of their respective group**.

Filter the user base by **role**, **action** (have already shared or not and have already connected their social networks or not), **last times activity** or their **assignment to a team**. Alternatively the user base can be **searched** on base of the users email addresses.

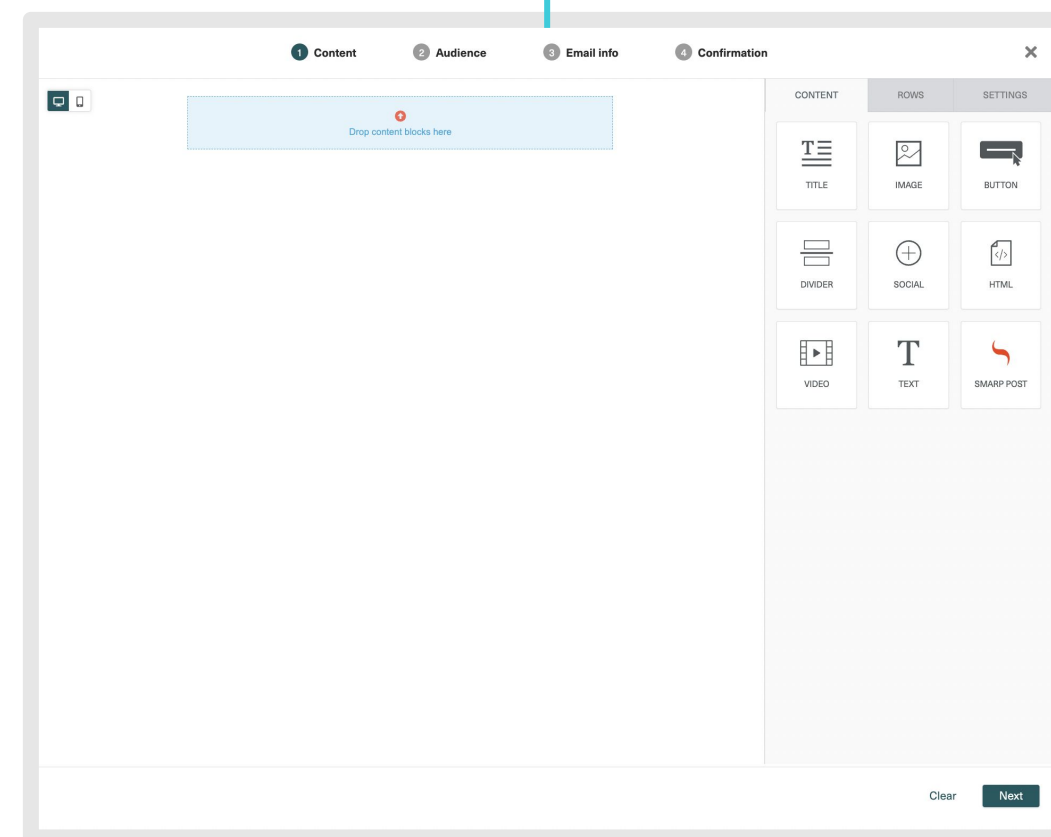
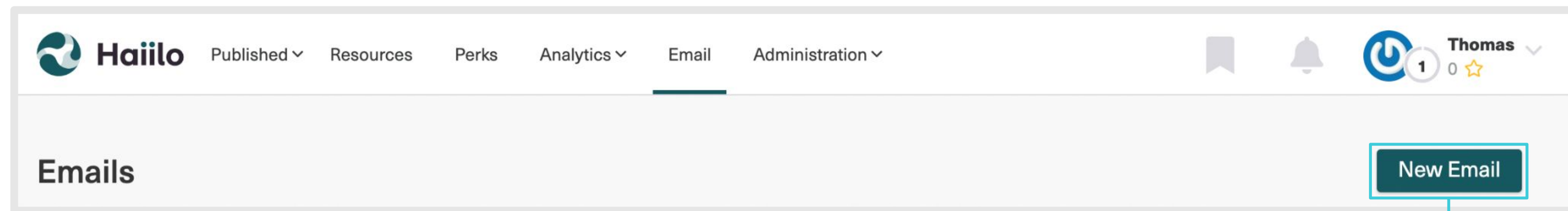
The list of user in the platform or of a specific group can be **exported as an CSV file**.

**Single users** can be contacted via email (mail icon), moved between groups (briefcase icon), removed (trash icon) or edited (pencil icon).

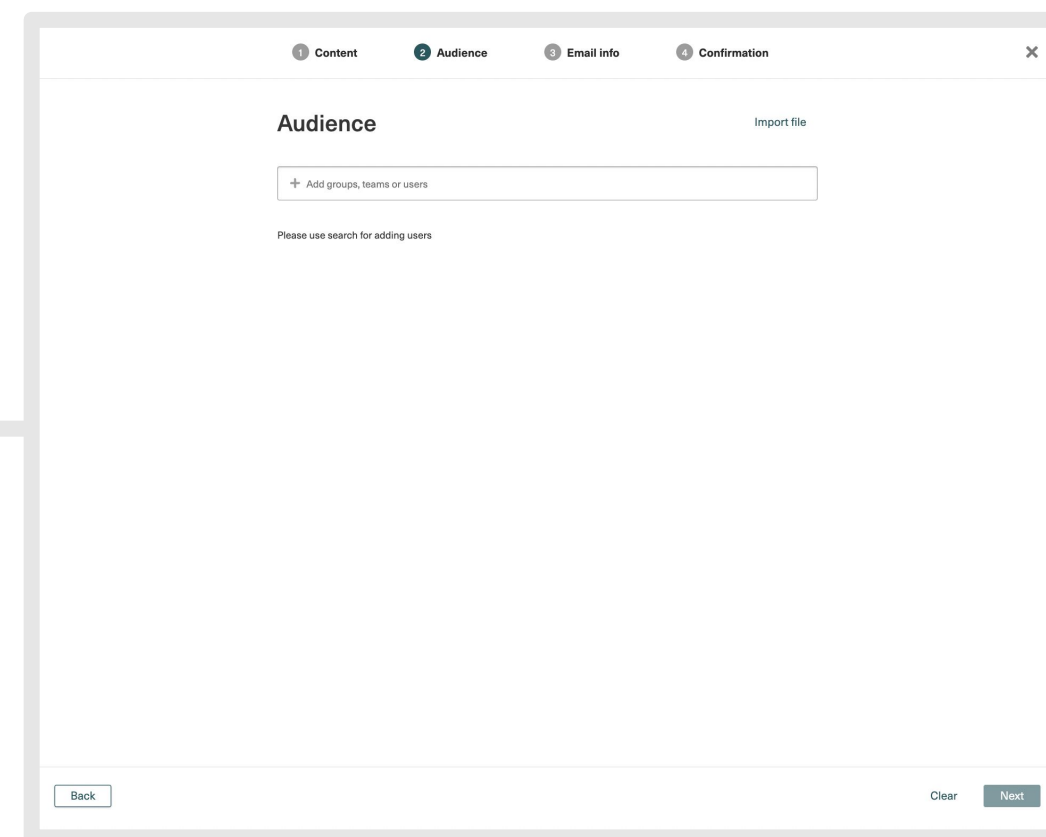




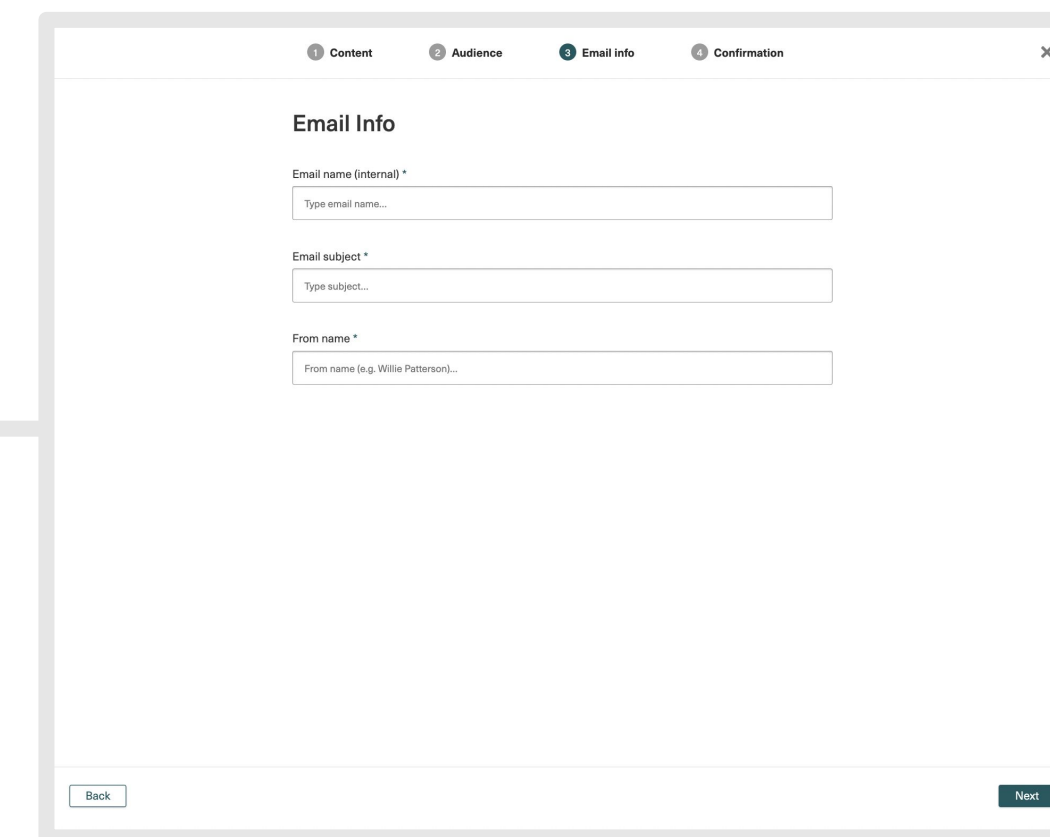
# Creating a new email



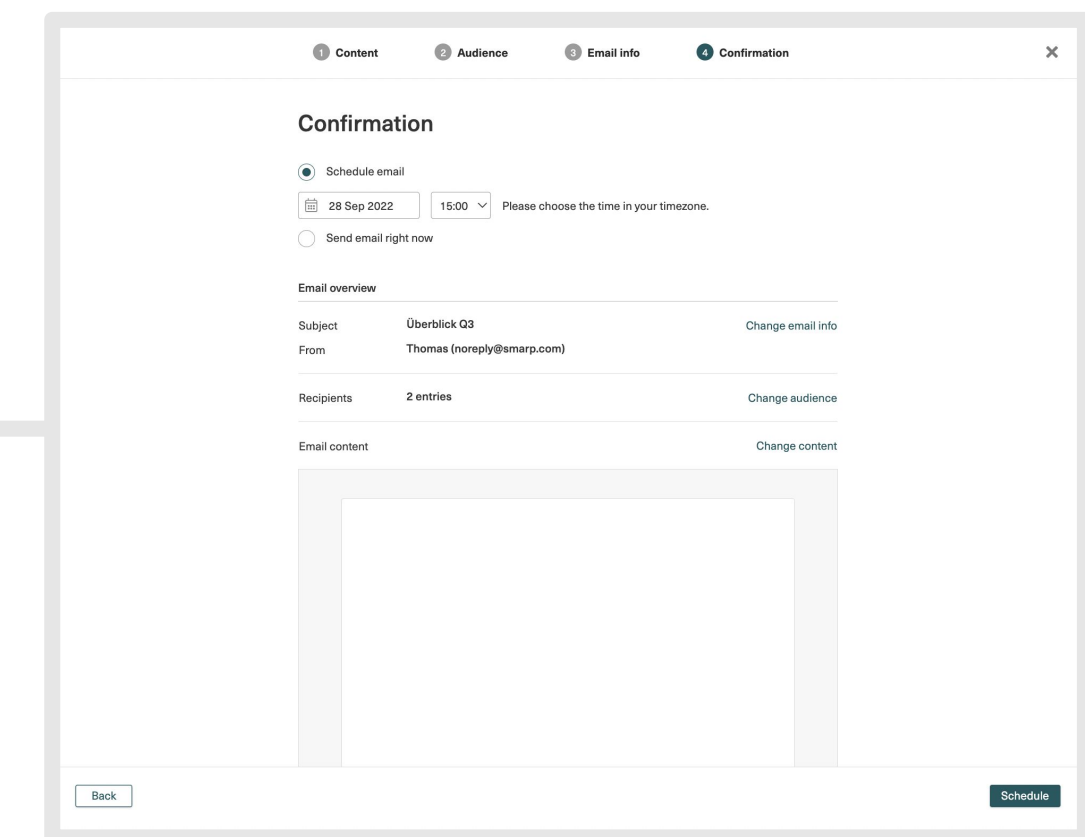
When creating a new email (template), admins can choose which [content types](#), **layout** and **settings** fit the use case best.



In the next step the creator of an email has to choose the **audience** (group) he/she wants to **target**. Group admins can only see their own respective group(s). Alternatively it is possible to upload a **CSV file** to define the audience.



Next the new email need an **internal name** for reasons of identification, a **subject** and the **name of the sender**.



In the last step, the information previously entered and the **preview need to be checked**. Additionally the mail can be **scheduled or send right away**.



# Managing and using existing templates

The 'Emails' interface features a table with columns for Email name, Status, Recipients, and Analytics. A 'New Email' button is located in the top right. A dropdown menu is open for the '#HailoWorld' email, showing options: 'Use as template', 'Email details', and 'Delete'.

Email name	Status	Recipients	Analytics
#HailoWorld	Sent on 25 Aug 2022 at 23:34	3 recipients	Opened: 66%, Clicked: 0%
Hailo Re-engage	Sent on 28 Jul 2022 at 11:42	1 recipients	Opened: 100%, Clicked: 0%
Serrala Email Newsletter	Sent on 28 Jul 2022 at 11:18	1 recipients	Opened: 100%, Clicked: 0%

The email editor interface shows a preview of an email titled 'Hailo Share' with a date of 'August 2025 Issue No. 7'. The sidebar contains various content blocks: TITLE, IMAGE, BUTTON, DIVIDER, SOCIAL, HTML, VIDEO, TEXT, and SMART POST.

The process of **creating a template on the base of an existing mail** is similar to the process displayed below.

The 'Email details' summary page shows analytics for the '#HailoWorld' email: 3 recipients, 2 opened (66% rate), and 0 clicked (0% rate). It also displays email details such as the subject 'Your HailoWorld Newsletter Template' and the sender 'Lucia (noreply@smarp.com)'.

The **Summary page** will show **analytics** and further email details for **previously sent emails**

The 'Email details' content preview page shows the email content, including the header 'We are all storytellers.', the body text 'Nice to see you joining our Hailo World Employee Advocacy Programme!', and engagement metrics: 12,348 Reactions, 5,630 Clicks, and 1 M Reach.

**Preview of the content** for previously sent emails is available.

The 'Email details' audience page shows a list of recipients with columns for Email, First name, and Last name.

Email	First name	Last name
lucia.hirvi@gmail.com	Jennifer	Testuser
lucia.hirvi-testing1@hailo.com	Robert	Langdon
lucia.hirvi-testing@hailo.com	Genevieve	Bernis

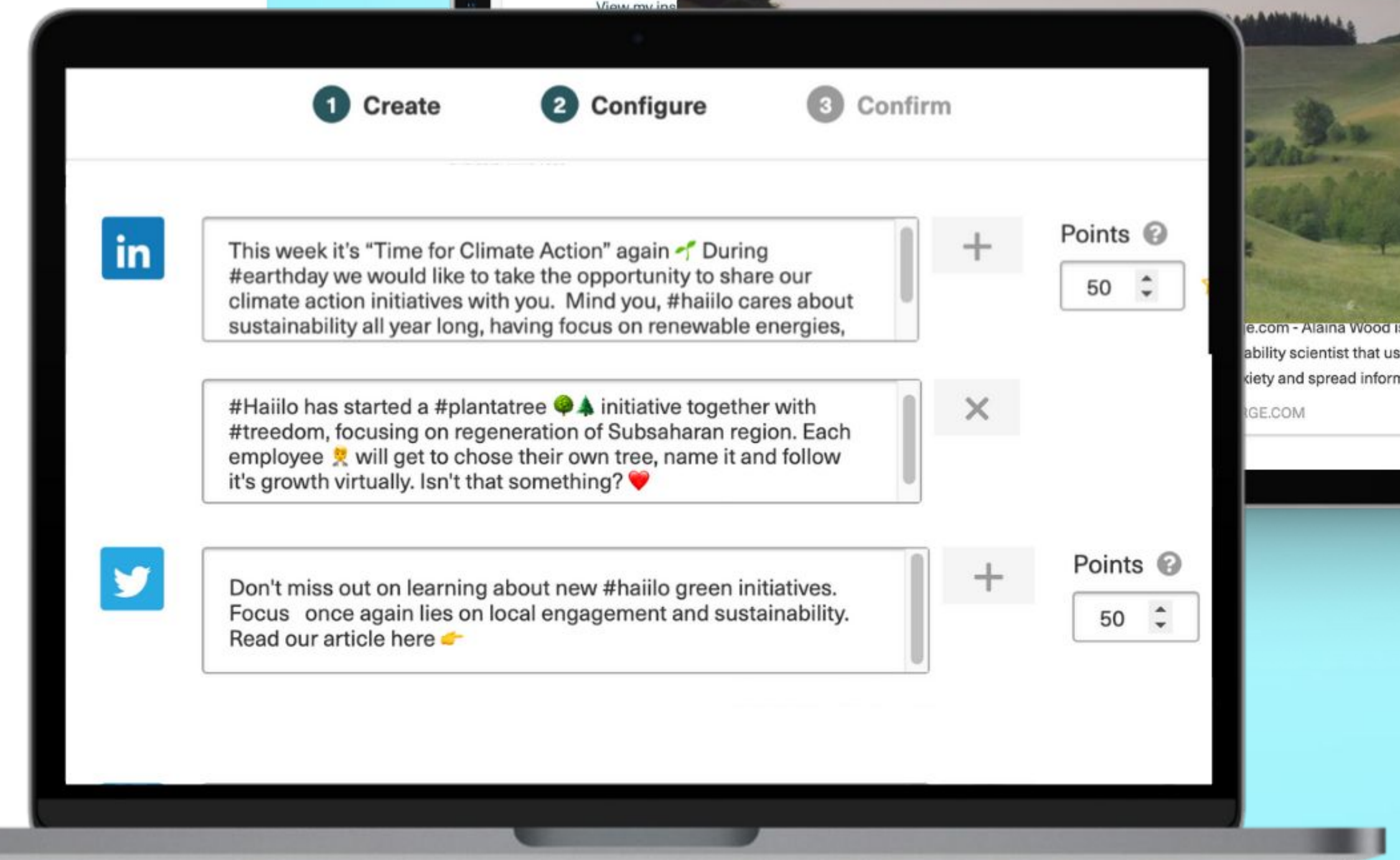
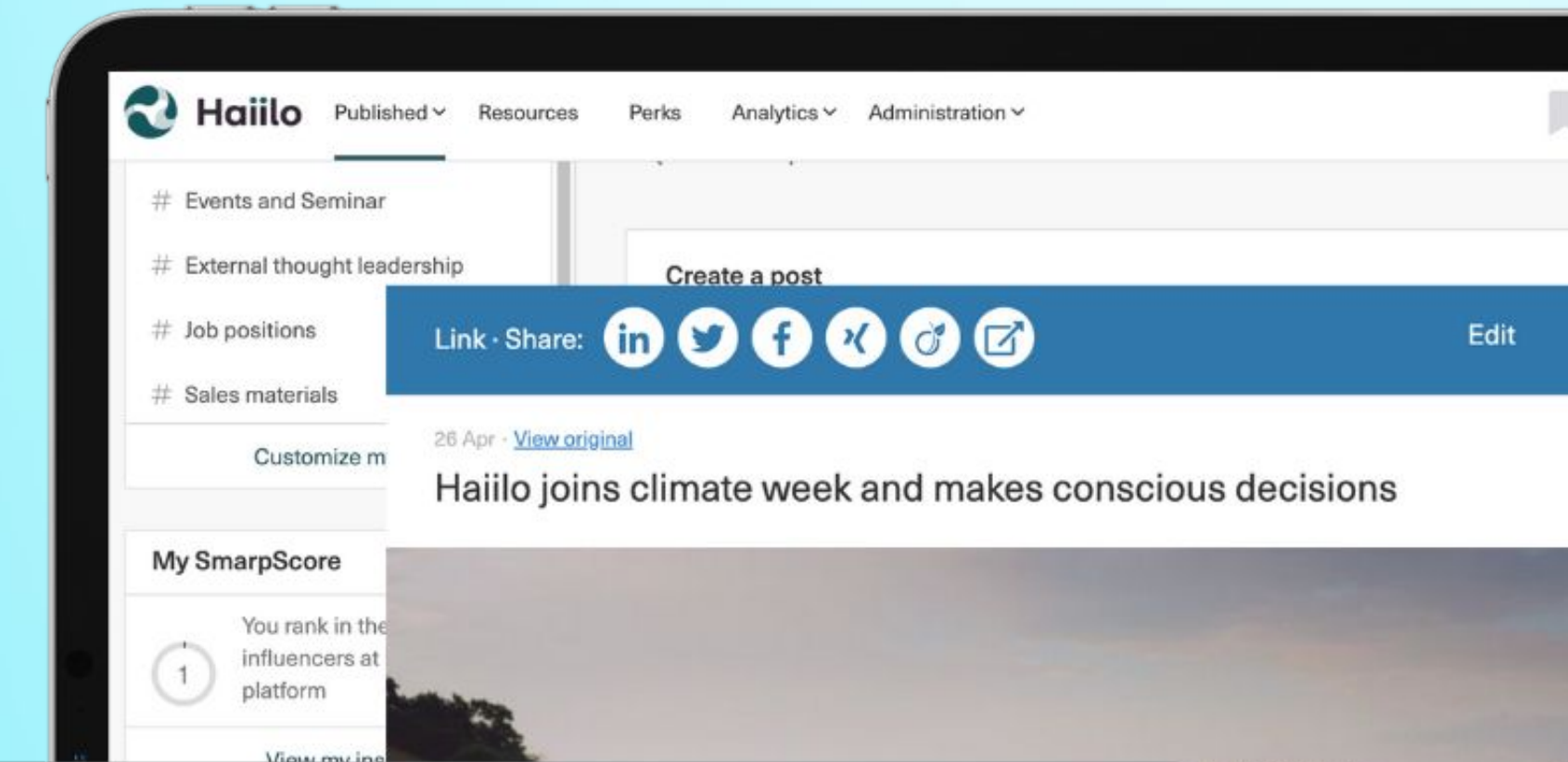
**Audience** page will show the list of your target audience.



# Modular Messaging

Each piece of external content in Hailo can be attributed to dozens of tailored messages that support your brands image in the social media.

- Make sure your messages align with your desired media strategy outcomes. Teach, entertain, help or inspire your readers with your content for maximum reach.
- Stay true to your brand and relate closely with the topics you are presenting, but do not overthink and be spontaneous with your messages.
- Even for short texts such as posts on social media, it is important to follow a structure. For example Instagram posts can be quite long and you can add a lot of valuable content in each.
- Use an active and inviting style to target your audience, keep it short and sweet. On social media, there is no room for complicated elaborative texts, usually 3-5 lines is enough.



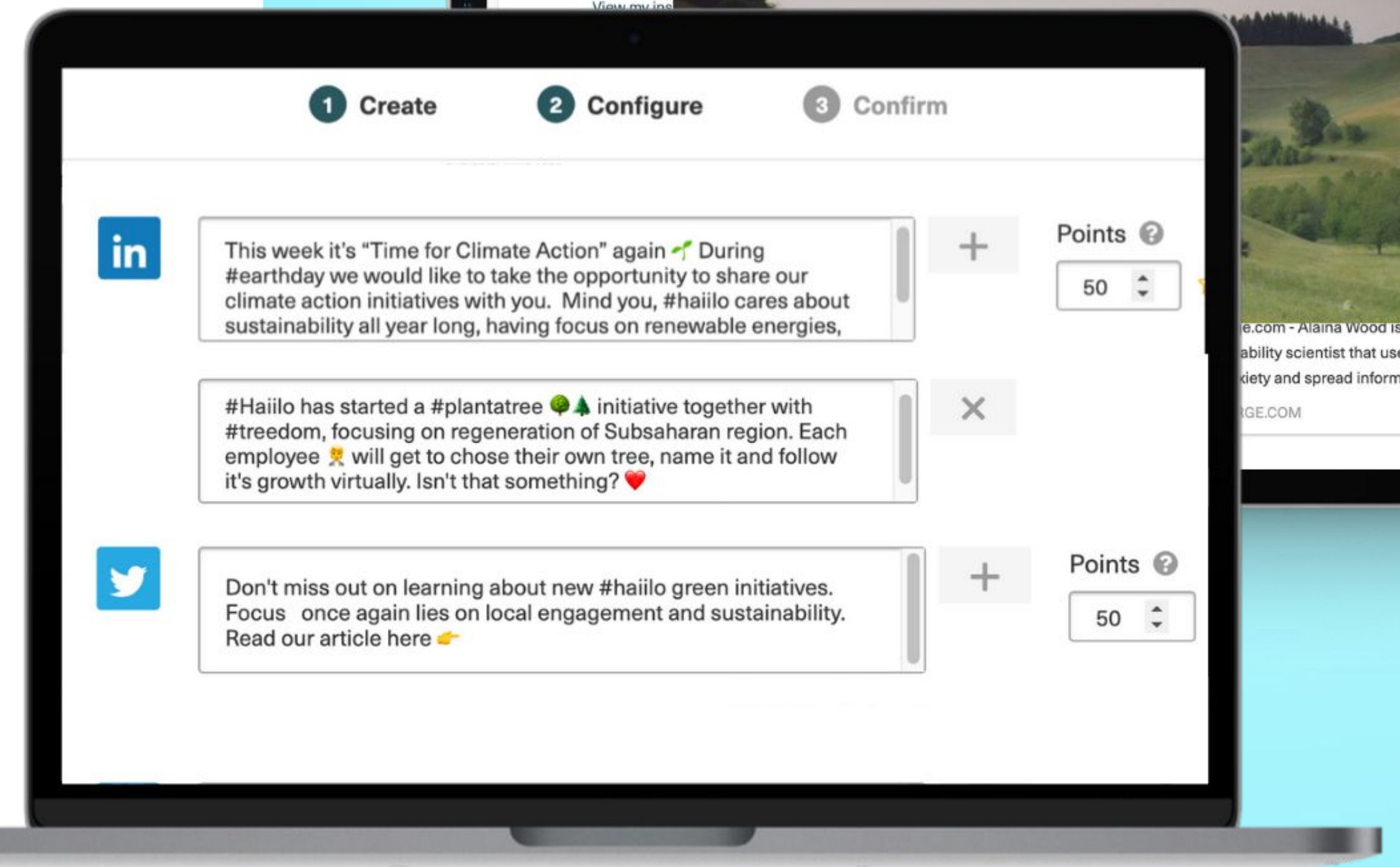
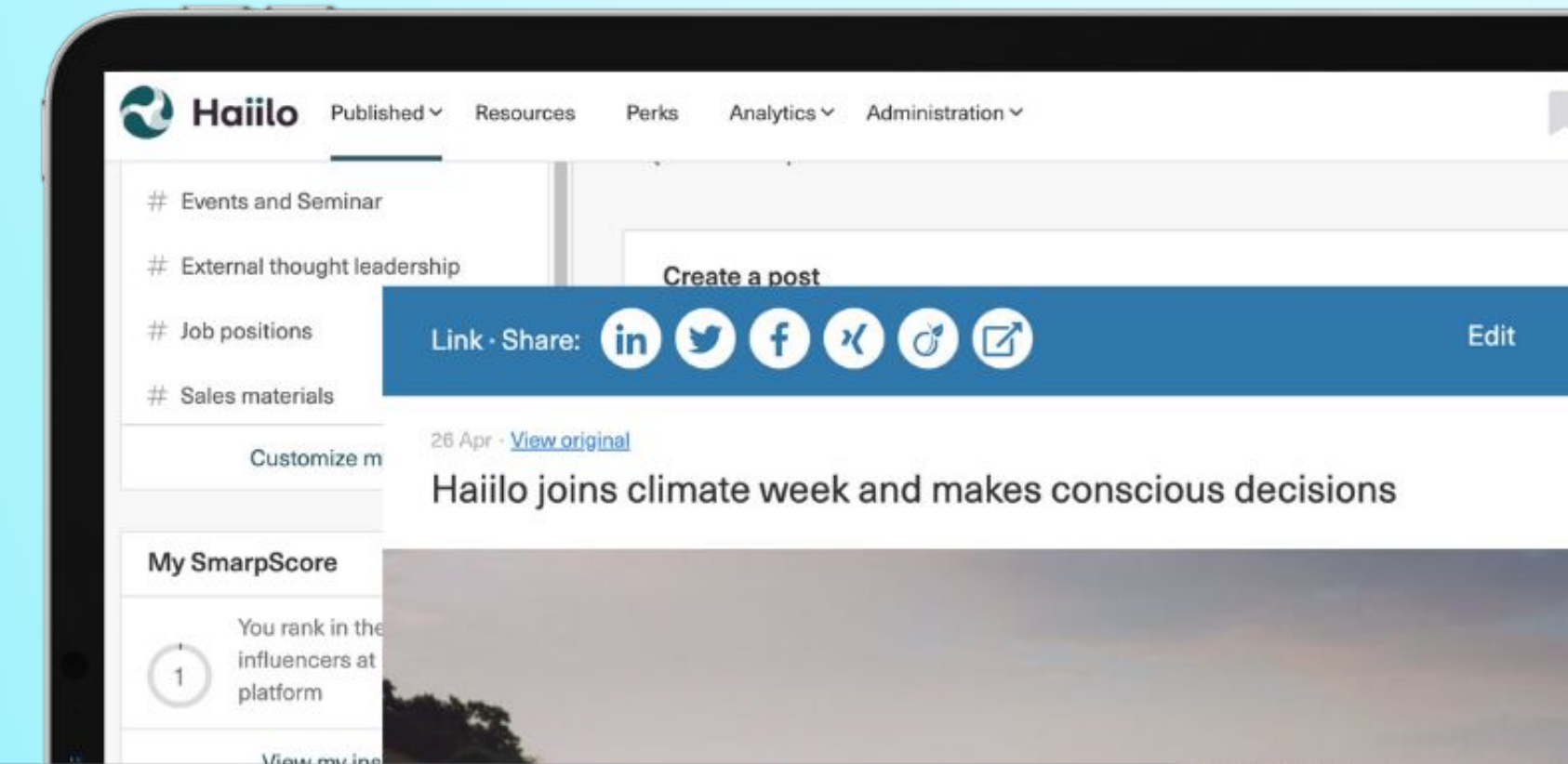




# Further Success Tips

The formulation of your messages matters, it's the fine line between engaging and disengaging content

- Strive after putting the important information in the first line to engage your audience. In some skewed views, not all the message is visible for the naked eye.
- Each social media platform has its maximum number of characters that can fit a post. Hailo informs you about these upon message creation. Keep in mind that even videos are more engaging when short text is provided alongside.
- Feel free to use a more casual tone, give your texts your own identity to make them appear more genuine.
- Do not use short links when sharing external content, they might seem unreliable for the reader.
- Don't forget to use hashtags, mentions and a bit of emotion in your texts. Some important emotions you can use are: gratitude, loyalty, indignation, fear admiration, emotion and pride.





# Haiilo