



OVATION

BUILD A PROFILE FOR YOUR ORGANIZATION ON OVATIONTV.COM

Q: What is the Ovation TV social network?

A: The Ovation TV Community is made up of art lovers and artists of all genres. It's a place for inspiration, communication and collaboration among members logging in from across the nation. As one of the fastest growing online networks, we have almost over 10 thousand members and over 100,000 media uploads in just one year.

Q: What makes the Ovation TV Community different than other social networks?

A: Unlike Facebook and MySpace, the Ovation Community has a clear focus on the arts and creativity. Inspiration is shared across regions in real time. Visibility on OvationTV.com provides your organization with a direct link to the creative class and cultural consumers, nationally.

Q: Why create a profile?

A: Not only will you be reaching a targeted group, the creative class, everything you upload is easily shared to your Facebook, MySpace, LinkedIn and Twitter accounts. You can even embed your images, video, and audio on your own website or blog. And all of that hosting is FREE. As a member, you have the opportunity to collaborate with us in a one-of-a-kind digital partnership. You can 'curate' the community homepage to bring your profile to the forefront and highlight all that you have to offer. We feature our curation partners on air every month. As part of the partnership, we welcome contest ideas and long-term collaborations.

HOW TO SIGN UP FOR THE OVATION TV COMMUNITY:

1) Getting to the site...

You can reach the sign up page in various ways, either from the main site at www.OvationTV.com or from this direct link to the community: <http://community.ovationtv.com>

Once you have reached the home page for the community, you will see a "Join Now" button.

2) Your profile image....

Once you have clicked on the "Join Now" button, a page will display asking for a profile image. This image should be about 160x120 pixels. Use a logo image or brand as this will be associated with your profile and all of your interactions on the community.

3) Your username and password...

Be certain that the username you choose (the name of your organization) is exactly how you'd like it to appear to all the members on the site. It is permanent. No spaces or special characters are allowed. Use an email address that belongs to the person on staff most likely to check in on the site and make updates to your profile. The password can be as simple or complex as you want, just make sure it's something you can remember.

4) Date of Birth...

This requires a date for the founding of your organization. Please note that since our system has very strict controls in place against allowing minors under the age of 13 to join, if your organization was founded less than 13 years ago, please enter a founding date of 1995 or earlier. Otherwise, the system will record your IP address and you will not be able to sign up from the same computer again.

5) Email confirmation...

Once you've completed this page, you will be informed that an email confirmation is being sent. Check the email you used to sign up with and click on the link provided to confirm your email address. Now you are able to login and complete your profile!

6) Edit your profile...

When you first login, you will be taken to an introductory page. This page lists out the sections you can edit and areas you can upload to. But first things first, edit your profile so members will know what you are all about. For our partner organizations, the most important and 100% relevant field is the "About Me" section. Please summarize here, if you enter too much information the rest will be ignored. Further down in the profile questionnaire you can list your website and any other affiliated websites you wish.

7) Other features...

Once your profile is complete you are ready to use the site to its full advantage. Blogs are a great way to inform members about your upcoming events. You can copy and paste snippets from your press releases into a blog. You can insert images and video into your blog. These multi-media functions allow for a richer experience for the readers.

Upload images and video of current events, exhibits and/or anything related to your organization/institution. You can start a podcast series and upload multiple mp3 files. All of these formats attract attention and drive people to your own website for more information.

Every time you upload, you can elect to share the media on your Facebook page, MySpace profile or elsewhere, to help you spread the word.

And last but not least, open up a discussion in the community message boards, it's a great way to get some feedback from your audience!