

FPinfomart.ca

Dear FPinfomart.ca Client,

We are thrilled to announce that as of today, FPinfomart.ca's Social Media Monitoring solution is now available. As you will read below, FPinfomart.ca Heartbeat contains all the tools that you need to easily organize conversations, manage workflow, facilitate collaboration, and provide ways to engage with key influencers.

Fantastic enhancements have also been made to the Newsletter Publishing tool. In addition, three new sources are now available for searching on FPinfomart.ca, and help tutorials are now available for your reference on FPinfomart.ca's YouTube channel.

As always, please do not hesitate to contact me if you have any questions about the contents of this newsletter, or if I can be of any help.

[Katie McKinnon](#)

416-442-2941

Introducing FPinfomart's Social Media Monitoring Solution - FPinfomart Heartbeat

We are very pleased to announce that as of May 5th, FPinfomart now offers a full-featured Social Media Monitoring product – **FPinfomart Heartbeat**. Heartbeat includes all the tools you need to monitor, understand and engage with the social media landscape.

Heartbeat is a cost-effective, real-time monitoring and measurement tool that provides constantly updated snapshots of social media conversations that are delivered using a variety of user-friendly graphics.

- Monitor Social Media Conversations
- Measure Key Metrics around buzz and sentiment
- Identify and engage with key influencers and opinion leaders
- Conduct comparisons between competitors and topics

For more details and a PDF brochure, please visit [our blog](#).

A two-week free trial of FPinfomart Heartbeat begins today! All of our Media Monitoring

subscribers should notice a new “Social Media Monitoring” menu on FPinfomart. Click Heartbeat Results to access a fully-featured demo of FPinfomart Heartbeat.

FPinfomart Annual Breakfast Series - Toronto and Ottawa

For those of you in Toronto and Ottawa, it is not too late to register for our Breakfast Series [next week](#).

For anyone who is not able to join us this year, watch our blog for a PDF copy of the presentation. It will be available online in mid-May.

FPinfomart Site Enhancements

Two exciting enhancements to our Newsletter Publisher

Our Newsletter Publisher tool is a convenient method to distribute content in a tidy package to your end-users. You can publish as many newsletters as you need, on whatever schedule suits your end-users’ needs.

We are pleased to announce [two enhancements](#) to our Newsletter Publisher feature, both of which have been implemented in response to your suggestions:

1. Sort the order of stories within your Newsletter folders
2. Include the full text of documents within the Newsletter E-mail

Select order of stories within your Newsletter folders

One of the most common pieces of feedback we have received since launching the Newsletter is that you would like to be able to customize the order in which articles appear. We now offer simple drag-and-drop sorting in Newsletters. Simply proceed through the publishing process to the Preview screen. Once in the Preview, you can drag and drop articles into the desired order.

Please note that although the articles will appear in the order you specify within the Newsletter, their sort order within your Saved Folder is not changed.

Include the full text of documents within the Newsletter E-mail

Our newsletter provides a convenient summary of stories you have selected, and allows your end-users to click through to the full text of the articles. End-users must be IP-authenticated in order to be able to access these full text documents.

However some of our customers have expressed a desire to include the full text of the articles within the e-mailed newsletter itself. You are now able to select whether your

newsletter will contain only the summaries, with headlines linked to the full text on FPinfomart, or, to include the full text within the body of the e-mail. If this second option is selected, the links in the headlines will jump the reader to that article within the e-mail itself.

FPinfomart video tutorials now on YouTube!

We are excited to introduce a new resource for our clients: an [FPinfomart YouTube channel](#) with video tutorials. Subscribe to our channel to get updated whenever we post a new video. We plan to provide you with videos that will walk you through feature usage, tips, tricks, demonstrations of new functionality and more.

We would love to hear your suggestions on what you would like to see covered in these tutorials. Please email us if you have a suggestion.

Content Update

24 Hours – Toronto Edition is now available

This daily commuter paper publishes Monday to Friday and it is now available in Latest News, your Personal Profiles and for searching in the Archives. Archival coverage for 24 Hours starts June 6, 2008.

Two new weekly Ontario papers now available

The Londoner and the Wallaceburg Courier Press are now available on FPinfomart.ca. Published each Thursday, content from both of these great sources is now available since April 22, 2010. The archive for these papers will continue to accumulate from this point forward.

Be sure to retrieve these great new sources in your profiles by including them in your profiles' source selections. Simply click, 'edit' from within your personal profile results summary, and choose 'Show me my current database selections.' Place a checkmark next to the sources that you would like to include, and click 'Save'.

To view or edit your personal profiles source selections now, please visit your [Personal Profiles – Summary page](#).

Complimentary Training Sessions

Upcoming Classroom Sessions

Hands-on, instructor-led classroom sessions will be held in many of Canada's major cities in June. These sessions will cover all that FPinfomart.ca has to offer, including the new features covered during the Breakfast Series. The upcoming classroom training schedule

is as follows:

Toronto – Monday, June 21, 2010

Edmonton – Monday, June 21, 2010

Calgary – Wednesday, June 23, 2010

Ottawa – Wednesday, June 23, 2010

Vancouver – Thursday, June 24, 2010

If any of these training sessions interest you, please register with [Yvonne Yip](#).

For more information on all of the different training opportunities, as well as details on the on-site venues, please visit the [Training Schedule](#).

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Canwest Digital Media
1450 Don Mills Rd.
Toronto, ON M3B 2X7
CA



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