

Importing External Content into FPinfomart Folders

It is now possible to add links to external (non-FPinfomart) content in your Saved Folders and Shared folders. This will allow you to include this external data in your Media Analysis reports and Newsletters.

There are two ways to add information about external content to your Folders:

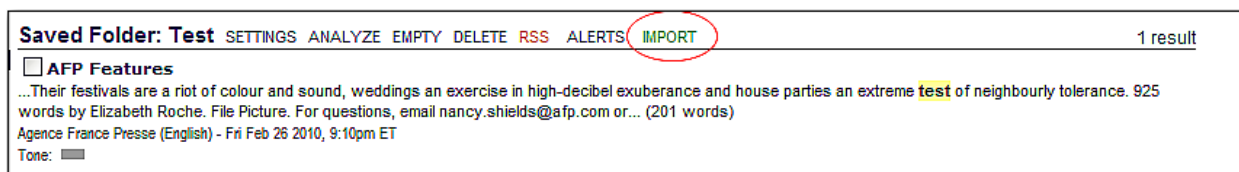
1. A link on the Folders page
2. A bookmarklet

Add content to Folders using a link from the Folders page

Click 'Saved Folders' or 'Shared Folders' at the top of FPinfomart.ca to add external content.



Select the folder you would like to add external content to and click 'Import' in the menu bar beside the folder name.



Fill in as much information as possible and be sure to include the URL so you can access the article again in the future. Click 'Import'.

To easily web content, try our FPinfomart Import Bookmarklet

Save To Folder	TEST
Title	
Publication	
URL	
Date	2010/02/22
Byline (optional)	
Description	
Media	ONLINE
Region	CANADA
Tone	<input type="radio"/> Positive <input checked="" type="radio"/> None <input type="radio"/> Negative
Circulation/Reach (optional)	0
Ad Value (optional)	\$0
Note (optional)	

IMPORT CANCEL

The "Peek" view for your external content will now be visible in the folder you have specified. You'll be able to click the URL you specified in the form (above) to access the original item online.

Add content to Folders using a Bookmarklet

A bookmarklet is a bookmark which contains an application allowing you to fill out the data entry form for adding content to Folders without leaving the page on which you've found the content.

Our Bookmarklet allows you to:

- Add pages to a Saved or Shared Folder as soon as you discover them without having to return to FPinfomart first
- Save time by having some of the imported content's details automatically entered
- Include a selected portion of the article as a 'description' to give a more thorough overview of the imported content.

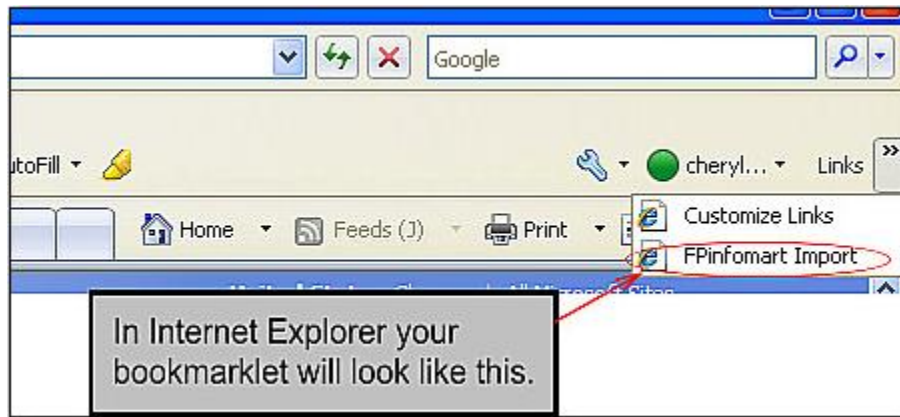
Setting up a Bookmarklet

You must set up a Bookmarklet for FPinfomart in your web browser. You will only have to do this once. Begin by clicking the green 'Import' link located at the top of FPinfomart.ca.

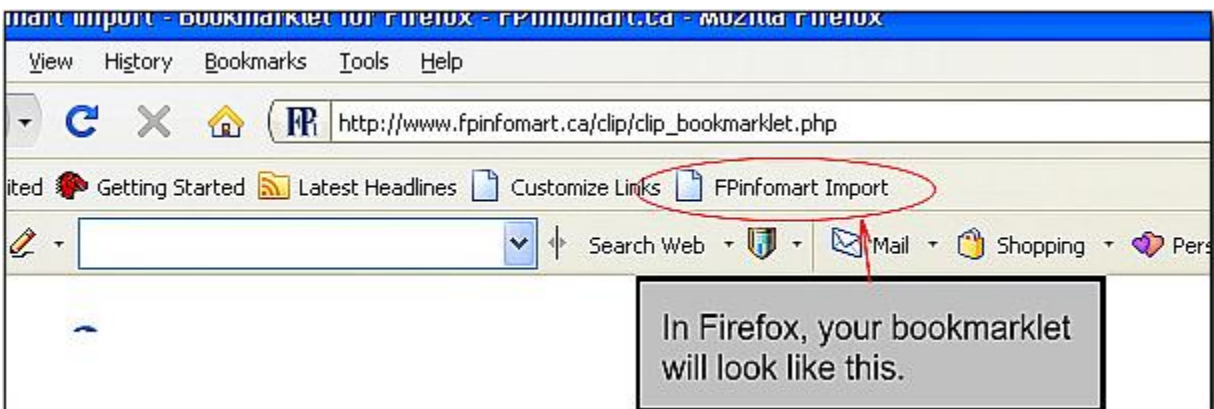


FPinfomart will detect which web browser you are using and give you detailed instructions to save the bookmarklet.

For Internet Explorer make sure your 'Links Toolbar' is visible. To do this, right click any part of the Internet Explorer toolbar and make sure 'Links Toolbar' is checked.



For Firefox, simply drag the 'FPinfomart Import' link into your browser's toolbar.



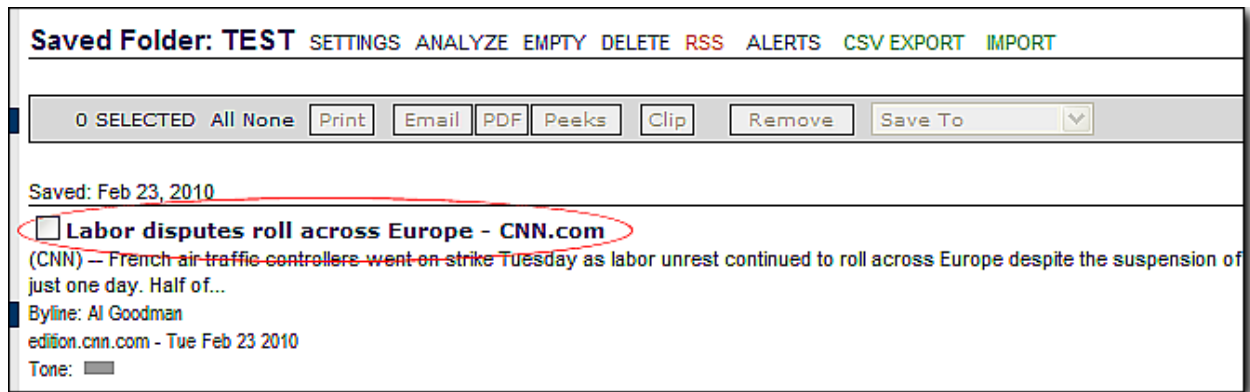
Using your Bookmarklet

When you discover non-FPinfomart content you would like to import, simply click the bookmarklet button (which you had previously saved to your web browser's toolbar). A form will appear prompting you to enter some information about the article. Select which folder you would like to export the content to and fill out as much information as you would like. You will find some of the fields will be automatically populated.

OPTIONAL: Before clicking the Bookmarklet button, use your mouse to highlight a portion of the content. The highlighted text will be placed in the "Description" field of the Import form. You must select this text BEFORE you click the Import button.

Retrieving your External Content in FPinfomart

Once you have added content to a folder, simply click the folder in FPinfomart to retrieve the content. The format of the external content will be the same as your regular FPinfomart results. Click on the headline to view the description and a clickable link to the full article.



The screenshot shows the FPinfomart interface for a folder named "TEST". At the top, there are navigation links: "SETTINGS", "ANALYZE", "EMPTY", "DELETE", "RSS", "ALERTS", "CSV EXPORT", and "IMPORT". Below this is a toolbar with buttons for "0 SELECTED", "All None", "Print", "Email", "PDF", "Peeks", "Clip", "Remove", and "Save To". The main content area shows a list of items. The first item is "Labor disputes roll across Europe - CNN.com", which is circled in red. Below the headline, there is a description: "(CNN) - French air traffic controllers went on strike Tuesday as labor unrest continued to roll across Europe despite the suspension of just one day. Half of...". Below the description, there is a byline: "Byline: Al Goodman" and a date: "edition.cnn.com - Tue Feb 23 2010". At the bottom, there is a "Tone:" field with a dropdown menu.

This imported content may now be used in your Media Analysis reports and Newsletters if your subscription includes these features.

For further assistance with the Import Tool, please contact us at 1-800-661-7678, or e-mail the Help Desk at helpdesk@FPinfomart.ca.