March issue of the MobileUp Newsletter for Associations includes new releases, product updates, tips for showcasing sponsors, and how an association increased attendee engagement with a check-in challenge.

Email not displaying correctly? View it in your browser.

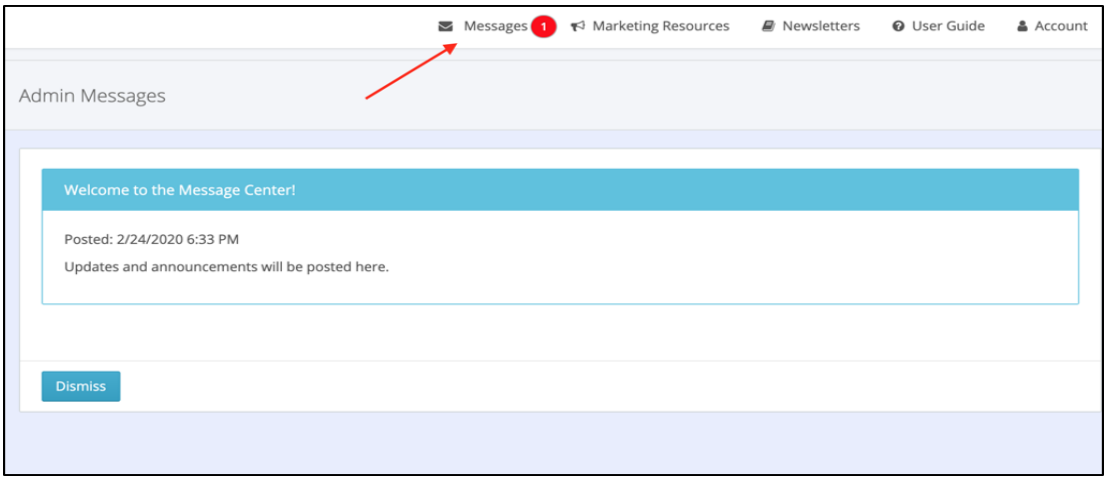
Client Newsletter - March 2020
Association Edition

What's New?

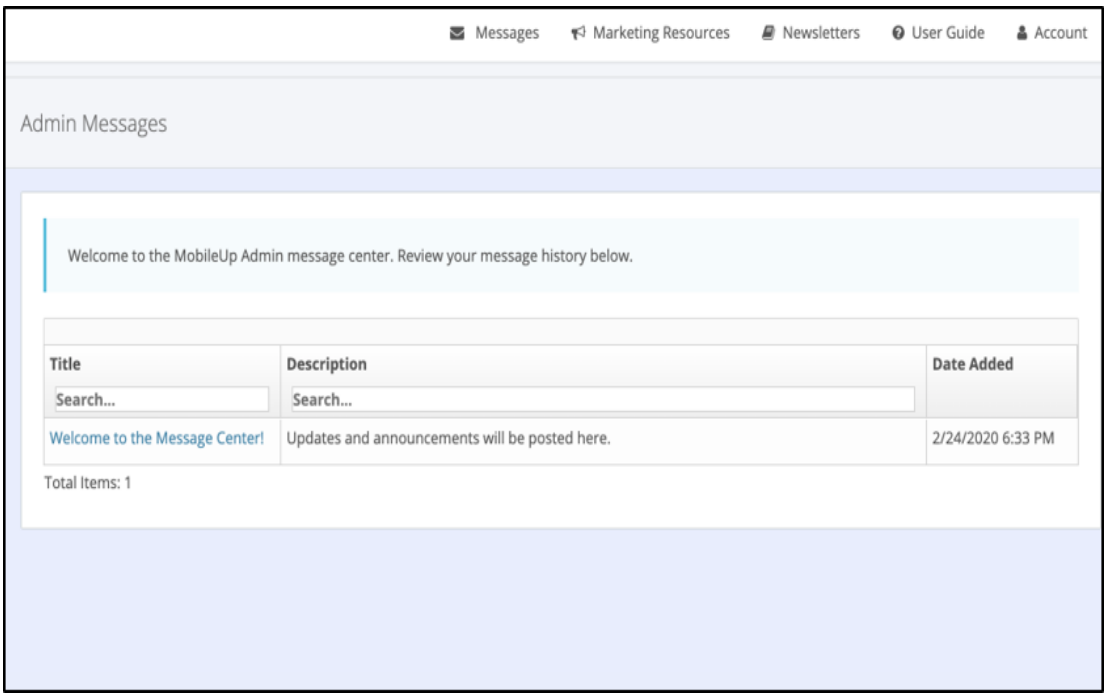
Introducing the New Admin Message Center!

Stay up to date with the latest announcements and memos directly from the client services team.

- Find your messages easily from the new link on the top admin toolbar.



- Review message history and search for previous messages by topic.
- Messages center is available to all admins for your MobileUp account.



Announcements

Changes to Your Social Feeds

Facebook and Instagram have issued changes to the restrictions on their APIs, and we are no longer allowed to aggregate posts from these sites.

While the social feed on your app won't display posts from Facebook and Instagram anymore, it will still display Twitter and YouTube posts.

Note: the social links on your individual group pages will still work normally. This only affects the aggregated social feed.

Sharing to Your Social Channels

There are other ways to share your social channels on your app. You can create a content tile with embedded links or create individual URL tiles as shown below.

Please refer to the user guide for assistance creating URL tiles and content tiles.

New Features Coming Soon

Activity Check-In Tool

A **new check-in system** is on its way that will make activity attendance tracking easier than ever before for any type of activities you want to track at your events, meetings, and other member engagement activities.

Three check-in types will be available:

- Scan a QR code
- Enter a 6-digit code
- Event attendant scans QR code generated in member's app

All check-ins will be trackable from the new activities tool.

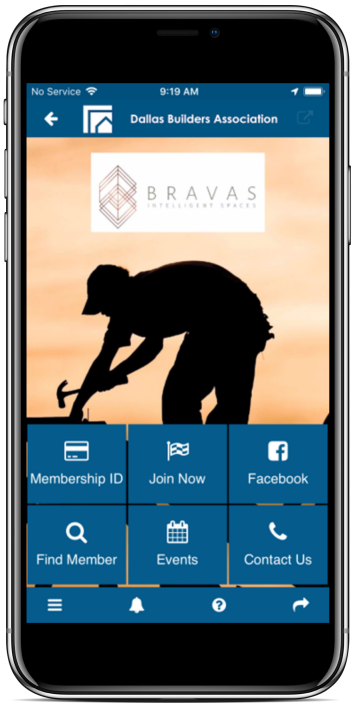
Tips & Tricks

Showcase Your Sponsors!

We are often asked how you can promote your sponsors and partners on your app. You have several options from a prominent spot on the home screen to a sponsors directory.

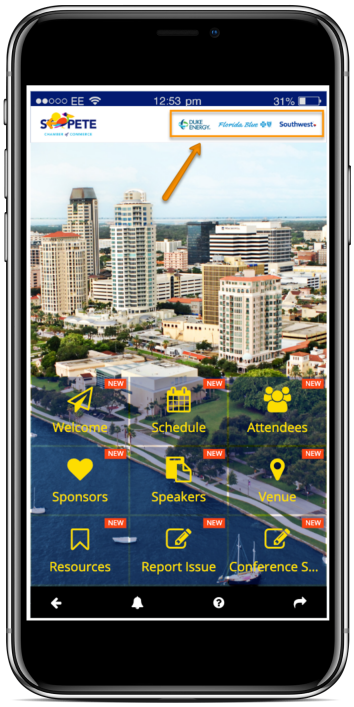
Home Screen:

Logos can be applied directly to your home screen image. Home screens have the ability to rotate to showcase additional sponsors. You can customize your home screen from the “Branding” tab on your admin tools. Review the user guide.

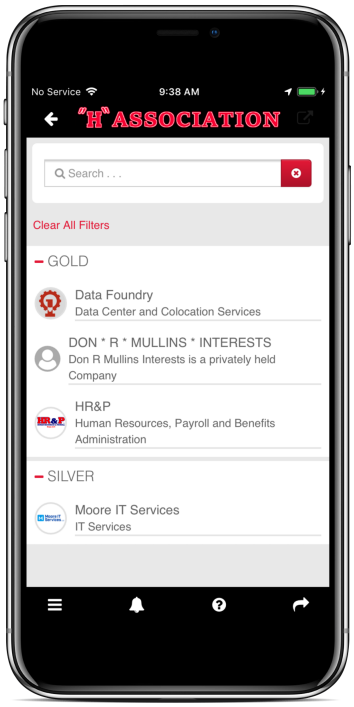


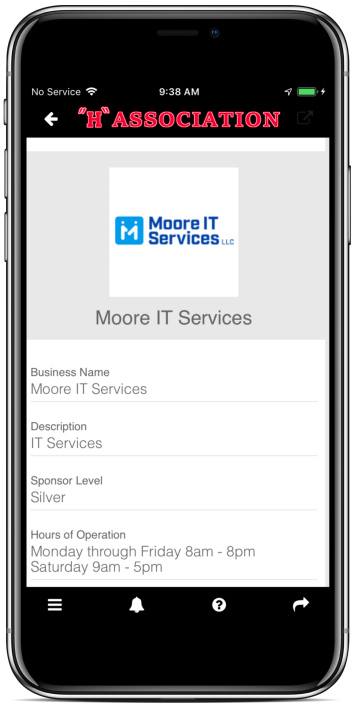
Brand Bar:

Sponsor logos can be added to your brand bar that will be shown on every page of your app. *brand bars are on iOS only. Images are limited, depending on the size.
Contact support@mobileupsoftware.com to add images to your brand bar.



Featured Directory Listing:
Sponsors can also be featured in a directory. This is a great way to include additional information like a website and contact information. Sponsors can be tiered in a directory!

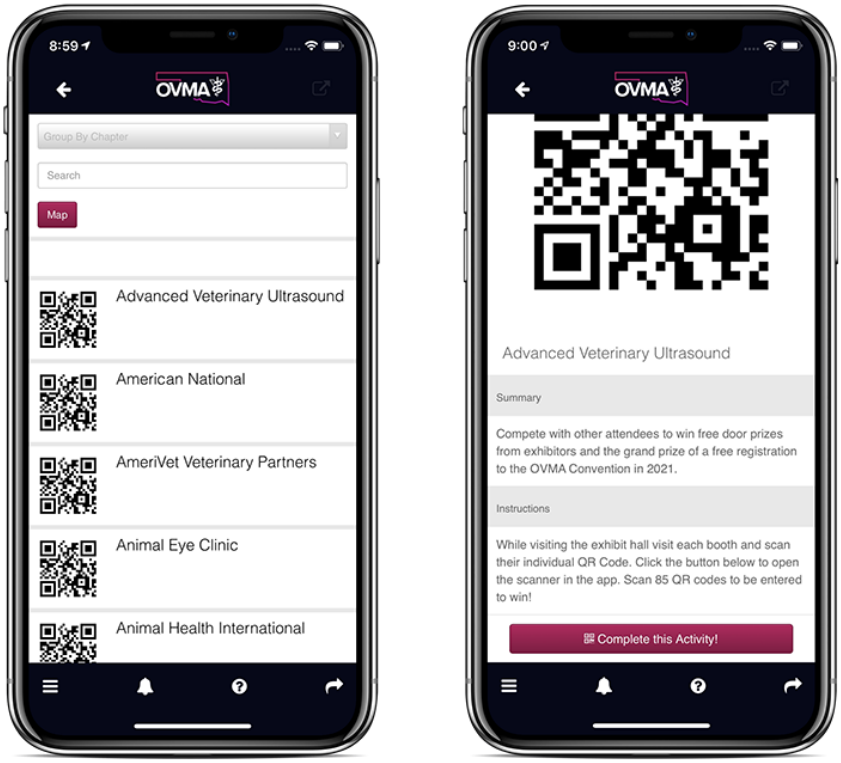




Customer Spotlight

OKVMA Convention Check-In Challenge

As a way to encourage attendees to visit each booth, OKVMA created a fun check-in challenge for their recent convention. Attendees who checked-in at 85 booths were awarded with door prizes and a chance to win free registration to next year's convention. To check-in, attendees simply scanned a QR code posted at each booth. They could even track their check-ins on the app!



Quick Reminder: Check Your QR Codes!

A third party tool that we historically used to generate many of your QR codes for marketing purposes recently retired the web domain they used to link your QR codes to your app. As a result, if you received QR codes from us when your app went live, they likely no longer link to your app in stores.

If you currently use QR codes in your promotional material, please contact support@mobileupsoftware.com and we will provide you with new QR codes.

Please note that the QR codes displayed on your digital ID cards are not affected.

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