

GUÍA BÁSICA

Difusión en directo: el caso CoveritLive



COVERITLIVE



gabinete
comunicación
y educación

DEPARTAMENTO DE PERIODISMO
Y DE CIENCIAS DE LA COMUNICACIÓN



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Registro

COVERITLIVE
Powered By **ScribbleLIVE**

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Register for a CoveritLive Account

Already have an account? [Sign in!](#)

- › Fill in the fields below to register for a CoveritLive account (no cost and no downloads required)
- › Password must be a minimum of 8 characters containing both alpha (A-Z) and numeric (0-9)
- › Username must be a minimum of 3 characters containing only alpha (A-Z) or numeric (0-9)

Profile Information

| | |
|--|---|
| First Name <small>Enter a first name</small> | Last Name |
| <input type="text"/> | <input type="text"/> |
| Email | Confirm Email |
| <input type="text"/> | <input type="text"/> |
| Password | Confirm Password |
| <input type="text"/> | <input type="text"/> |
| Create a Username | Enter Word Verification |
| <input type="text"/> | <input type="text"/> Can't read? Click here |

Profile Settings

These settings can be changed at any time from your *My Profile* page.

Language

Time Zone

[Create My Account](#)

Trial Selected

- 200 Clicks/month
- Includes all features
- Access to our API

Annual Save! **Monthly**

\$0/mo **\$0/mo**

You will have a chance to review your plan selection after registering.

La versión gratuita permite hasta 200 clicks en un mes.

Mi cuenta

COVERITLIVE
Powered By **SCRIBBLELIVE**

Welcome, xortuno85 · [Create Event](#) · [My Live Events](#) · [Change Plan](#) · [Sign Out](#)

[Products](#) · [Customers](#) · [Live Demos](#) · [Blog](#) · [Support](#) · [My Account](#)

MY ACCOUNT

EVENTS

- [+ Add New Event](#)
- [My Upcoming Events](#)
- [My Live Events](#)
- [My Completed Events](#)
- [Stats & Analytics](#)

EXTRAS

- [Appearance & Settings](#)
- [Media Library](#)
- [CoverPages](#)
- [Groups](#)
- [APIs](#)

ACCOUNT

- [My Account](#)
- [My Profile](#)

Account Details

Plan: **CIL Trial** [Change Plan](#)

Usage

Current Monthly Usage (200 Click Limit):

0 6 of 200

Stats

Monthly Usage for **November 2014**

Daily Live Blocked

Notifications

- CoveritLive joins ScribbleLive**
CoveritLive joins Scribble Technologies Inc to create powerhouse in content engagement market.
[For more information, read the release.](#)
- New Features (June. 23)**
CoveritLive just launched some great new features!
Including new [Auto-Instagram](#), [Verified Tweets](#) and [Pinning on LiveContentWalls](#).
[Check out our New Features!](#)
- Add a Social Wall Experience to your next event**
Our latest product [LiveContentWall](#) makes it easy to create a dynamic and highly visual social wall experience for any live event.
[Learn More / View Examples](#)

Crear un nuevo evento



Crear evento

short form below. Remember: you can build, update, and save your event prior to launching.


Title: *

Event Type: * Standard ?

Category: * -- Select Category -- ?

Template: * CoveritLive Standard ?

Social Sharing: ON (Facebook, Twitter & Email) ?

 Publicize on Twitter: ?

Date & Time * 11/30/2014 at 11 45 pm ?

Time zone: * (GMT -5:00) Eastern Time (US & Canada), Bogota, Lima ?

* Required

←

- Elementos obligatorios:
- Titulo
 - Tipo de evento
(Standard es el que nos permite hacer la narración)
 - Categoría
 - Plantilla
(El Standard nos sirve perfectamente)
 - Fecha de la narración
 - Zona horaria

Configurar evento



Stream - Embed Code:

```
<div style='display:none;'>Live Blog Prueba 2</div><div id='cil-root-stream-c6c5634891' class='cil-root'><span class='cil-config-data' title='{"altcastCode":"c6c5634891","server":"www.coveritlive.com","geometry":{"width":"fit","height":650},"configuration":{"newEntryLocation":"top","commentLocation":"top","replayContentOrder":"chronological","pinsGrowSize":"on","titlePage":"off","embedType":"stream","titleImage":"/templates/coveritlive/images/buildPage/SportsImage.jpg"}}'>&nbsp;</span></div><script type='text/javascript'>window.cilAsyncInit = function() {cilEmbedManager.init()};(function() {if
```

Copiamos el código y lo pegamos en una entrada o página de nuestro blog.

EventSTUDIO

EventStudio is the powerful interface used to prepare, run and manage all of your events.

Open Prep Mode

Use Prep Mode to access EventStudio *before your event starts*. With full access to EventStudio's features and settings, Prep Mode is a great way to customize and prepare your event *before launch*.

[Open Prep Mode](#)

Launch Event

When you have saved your changes and are ready to start your live event, click the link below to launch EventStudio and go live.

[Launch My Event](#)

[Save Event](#) [Delete](#) [Cancel](#)

Si ya es la hora lanzamos el evento, si no lo encontraremos en *Upcoming Events*.

Lanzar evento

MY UPCOMING EVENTS

EVENTS

+ Add New Event

My Upcoming Events

My Live Events

My Completed Events

Stats & Analytics

EXTRAS

Appearance & Settings

Media Library

CoverPages

Groups

APIs

CiL Tickers

Where did my icons go?

Title



There are no upcoming Tickers. [Build a Ticker](#)

CiL Events

Where did my icons go?

Title

Start Time ▾

Prueba 2

[Edit Event Details](#) | [Delete](#)

12/01/2014
12:15am EST

Email Reminders
Set: 0

Prep Mode

Launch



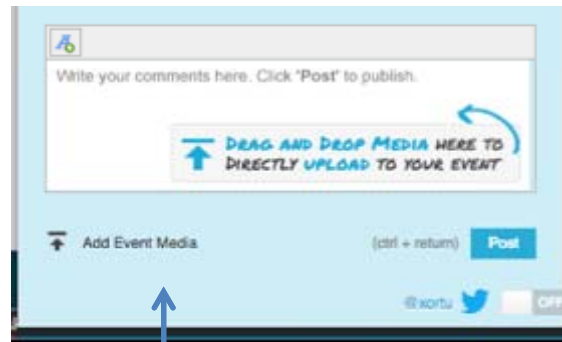
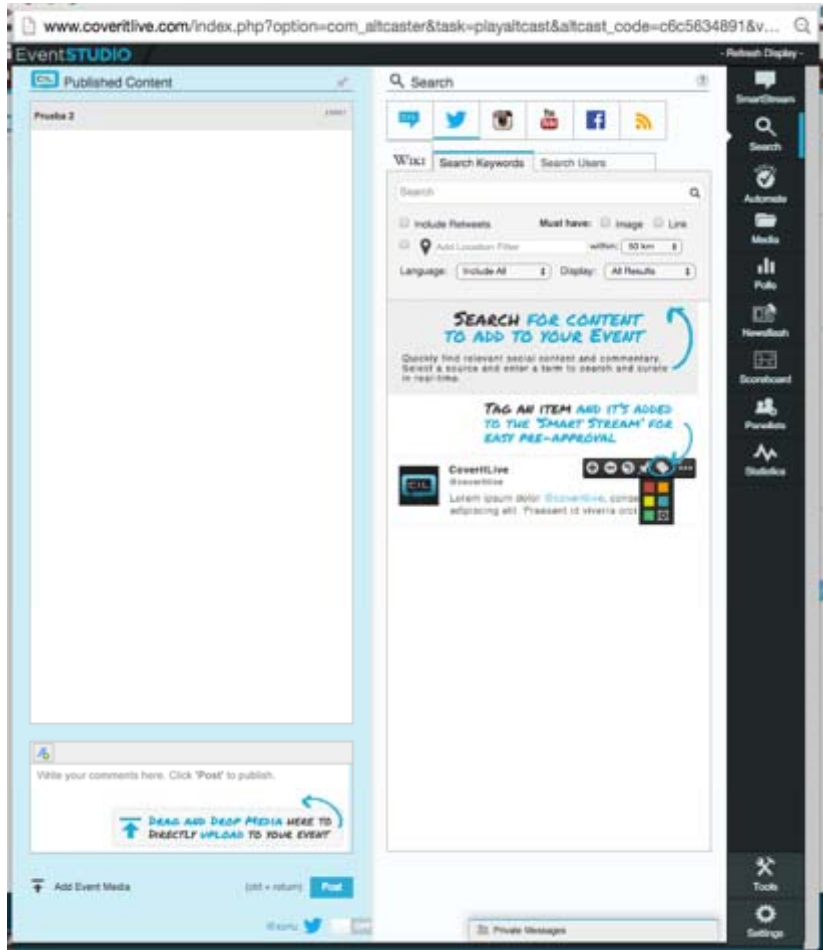
O bien en el paso anterior o desde aquí lanzamos el evento

Lanzar evento

The screenshot shows a moderation interface with a central content area and a right-hand sidebar. At the top, there are filters for 'Filter By: All' and 'Display: Newest at Top'. Below this is a 'Pause SmartStream' button. The main content area features a blue header 'MODERATED CONTENT APPEARS HERE!' and a paragraph explaining the Smart Stream moderation process. Below that is another blue header 'INSTANTLY PUBLISH TO YOUR LIVE EVENT' with a red arrow pointing to a red '+' icon in a toolbar. The toolbar also contains minus, refresh, and other icons. Below the toolbar is a tweet from 'CoveritLive @coveritlive' with placeholder text. A white dialog box titled 'Start Your Live Event?' is overlaid on the bottom half of the screen. It contains the text: 'Please confirm that you wish to start your Live Event. If you select Yes your readers will be notified that the event has begun and published content will appear live. Do you want to launch your Live Event now?'. At the bottom of the dialog are two buttons: 'Yes, Launch Event' (highlighted in red) and 'No (Use Prep Mode)'. A red arrow points from the 'Yes, Launch Event' button to a red-bordered box at the bottom of the page.

Confirmamos que queremos lanzar el evento

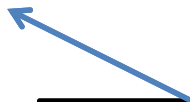
Publicar contenido



Zona de publicación de comentarios

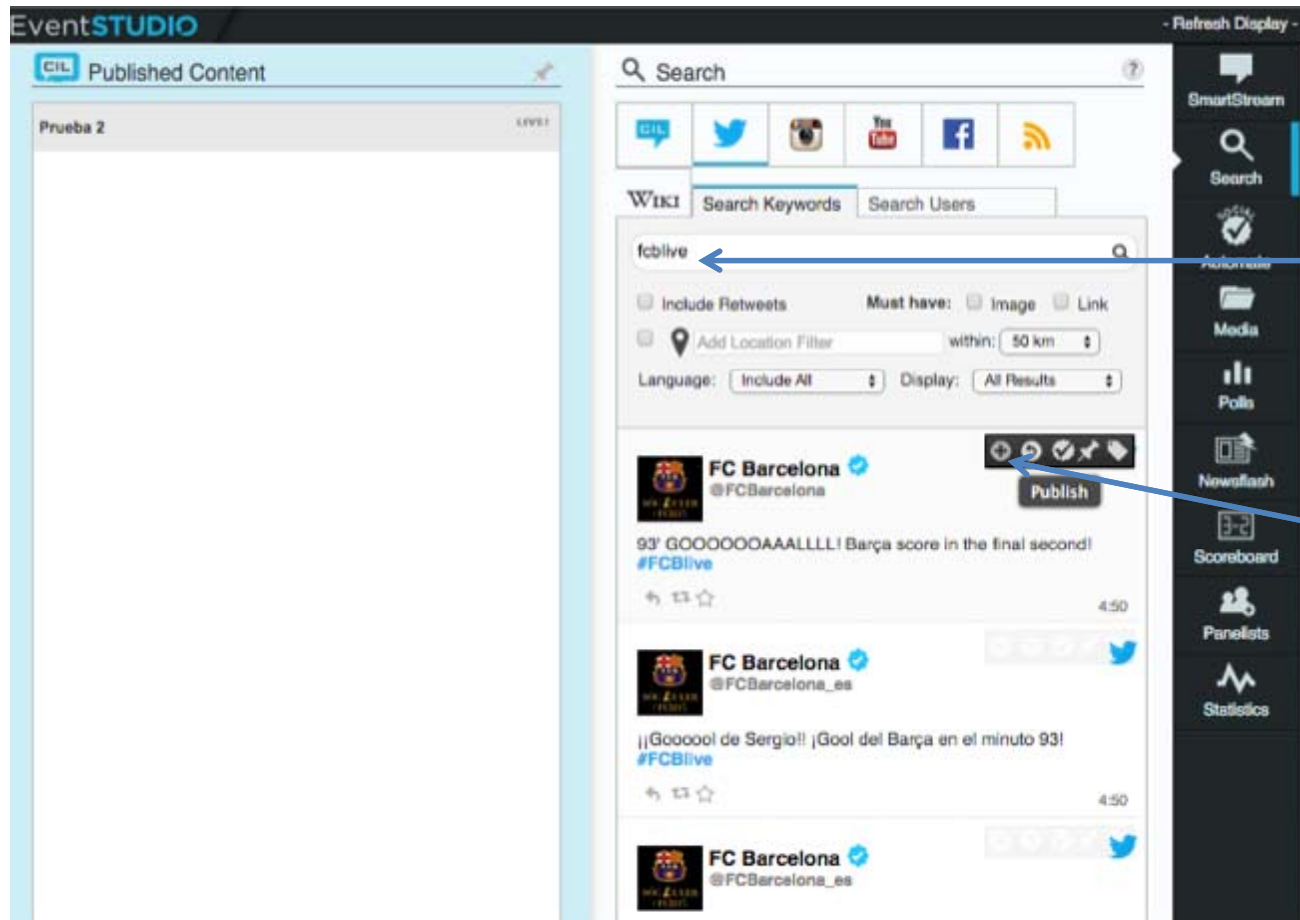
Publicar contenido

The screenshot shows a social media management dashboard. At the top left is a search bar with a magnifying glass icon and a question mark. Below it are social media icons for CIL, Twitter, Instagram, YouTube, Facebook, and RSS. A 'WIKI' section contains 'Search Keywords' and 'Search Users' tabs. A search input field is present, followed by filter options: 'Include Retweets', 'Must have: Image Link', 'Add Location Filter' (with a 'within: 50 km' dropdown), 'Language: Include All', and 'Display: All Results'. A promotional banner reads 'SEARCH FOR CONTENT TO ADD TO YOUR EVENT' with a blue arrow pointing to a search icon. Below the banner, another banner says 'TAG AN ITEM AND IT'S ADDED TO THE 'SMART STREAM' FOR EASY PRE-APPROVAL' with a blue arrow pointing to a tag icon in a social media post. The post is from 'CoveritLive @coveritlive' and has a toolbar with icons for like, retweet, share, and tag. A vertical sidebar on the right contains icons for SmartStream, Search, Automate, Media, Polls, Newsflash, Scoreboard, Panelists, and Statistics.



Zona de recopilación y publicación de contenidos

Narrar evento



Realizamos una búsqueda.

Con el + lo incorporamos a la narración.

Narrar evento

The screenshot shows a web interface for creating and managing polls. On the left, there is a 'Polls' sidebar with icons for SmartStream, Search, Automate, Media, Polls (highlighted), Newsflash, Scoreboard, Panellists, and Statistics. The main content area is divided into two sections: 'Add a Poll' and 'Published Polls'. The 'Add a Poll' section includes a text input for the 'Poll Question' (with a 140-character limit), a table for six answer options, and a 'Publish' button. The 'Published Polls' section features a promotional message, a real-time poll about the Oscar Best Picture winner, and a 'Publish' toggle switch.

Add a Poll

Poll Question

(Maximum of 140 characters) 0 chars

| | |
|----------|----------|
| Answer 1 | Answer 2 |
| Answer 3 | Answer 4 |
| Answer 5 | Answer 6 |

Published Polls

PUBLISH POLLS AND GET YOUR READERS OPINIONS

Readers love Polls. It's a great way to keep your Readers actively engaged during your event. Once created, the poll is published instantly in the event. Publish as many polls as you'd like and get real-time results as readers weigh in.

GET REAL-TIME RESULTS

Which film do you think will win the Oscar for Best Picture?

| | |
|-------------------------------|------------------------|
| Lincoln (27%) | Zero Dark Thirty (17%) |
| Argo (19%) | Les Miserables (22%) |
| Silver Linings Playbook (11%) | Life of Pi (14%) |

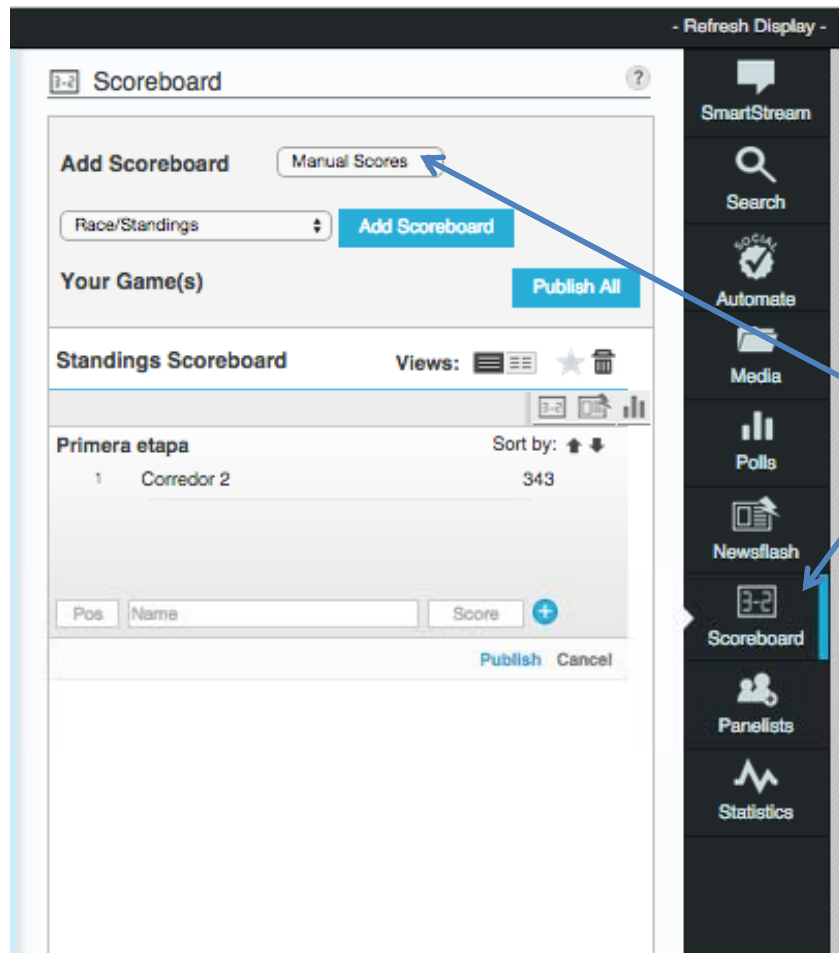
Publish ON End

PUBLISH OR END A POLL

Podemos lanzar encuestas

Rellenar la pregunta las opciones y publicarla

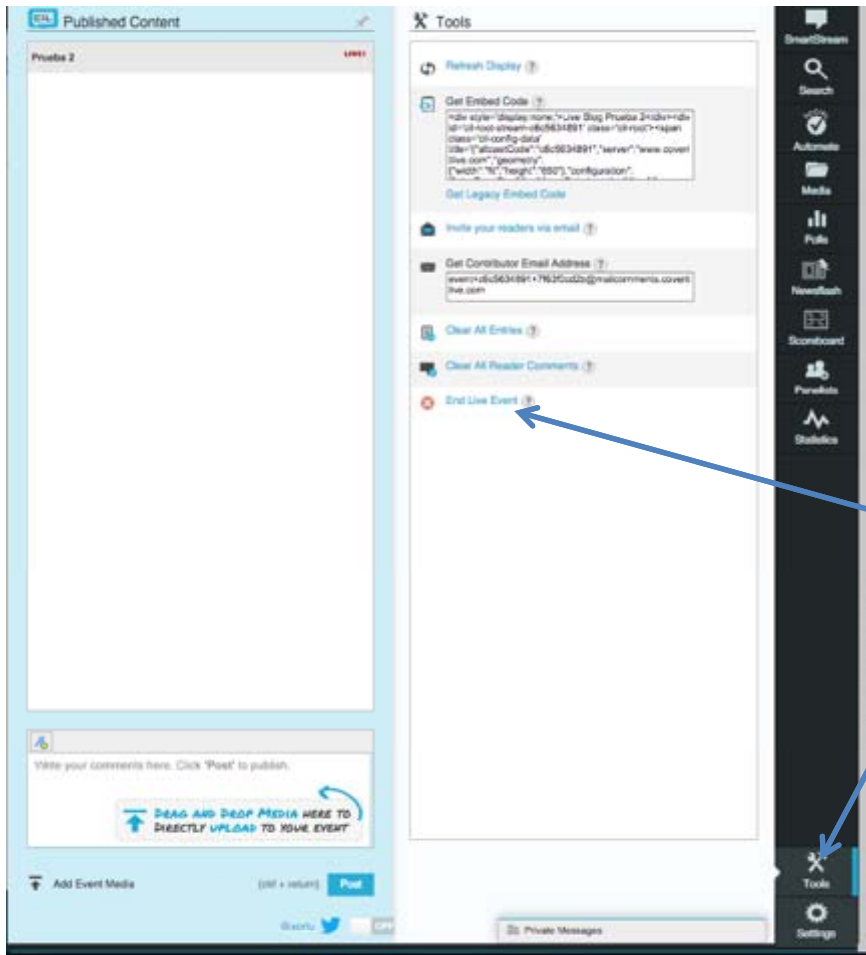
Narrar evento



Podemos publicar marcadores

En manual podemos crear marcadores de cualquier deporte o evento que necesitemos

Finalizar evento



En la pestaña *Tools* (Herramientas).

Encontramos la opción '*End Live Event*'.
Si lo pulsamos el evento quedará cerrado y ya no podremos publicar más.

DIFUSIÓN EN DIRECTO: EL CASO COVERITLIVE

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