

GUÍA BÁSICA

Difusión en directo: el caso CoveritLive



COVERITLIVE



DEPARTAMENTO DE PERIODISMO
Y DE CIENCIAS DE LA COMUNICACIÓN



DIRECCIÓN EDITORIAL

José Manuel Pérez Tornero
Santiago Tejedor Calvo

REDACCIÓN

Laia Teruel Mena
Irina García Montero
Mireia Sanz Estapé
Xavier Ortuño

EDICIÓN

Ana Bravo Mejía

www.gabinetecomunicacionyeducacion.com



Registro



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" value="F U R B K"/> Can't read? Click here
	<input type="text"/>

Profile Settings

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

Language

Time Zone

Trial Selected

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

Annual Best **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](#)

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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: (Facebook, Twitter & Email) ?

 Publicize on Twitter: ?

Date & Time *  at 11 45 pm ?

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

* Required

Cancel

Next Step >>

← Seguiremos al siguiente paso

- 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. The central area contains a 'Moderated Content' section with a 'Pause SmartStream' button and a 'Start Your Live Event?' dialog box. The dialog box asks for confirmation to launch the event and provides two buttons: 'Yes, Launch Event' and 'No (Use Prep Mode)'. A blue arrow points from the 'Yes, Launch Event' button to a text box below the screenshot.

Filter By: All
Display: Newest at Top

Pause SmartStream

MODERATED CONTENT APPEARS HERE!

Smart Stream is your one-stop moderation queue; use it to review content before publishing. New Reader Comments and Auto-Tweets automatically appear here until you decide to publish. Moderate other content by "tagging" a social search or media item.

INSTANTLY PUBLISH TO YOUR LIVE EVENT

CoveritLive @coveritlive
Lorem ipsum dolor @coveritlive, consectetur adipiscing elit. Praesent id viverra orci.

Start Your Live Event?

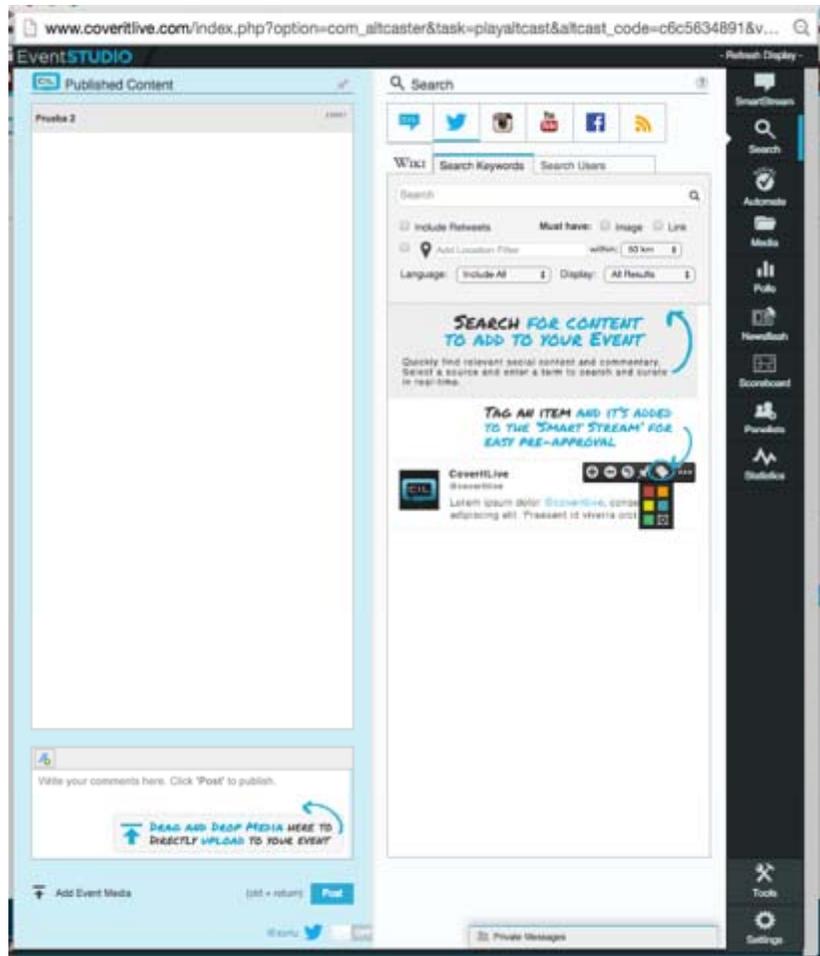
Please confirm that you wish to start your Live Event. If you select Yes your readers will be notified that the event has begun and published content will appear live.

Do you want to launch your Live Event now?

Yes, Launch Event No (Use Prep Mode)

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 main search area includes a search input, filters for 'Include Retweets', 'Must have' (Image, Link), 'Add Location Filter' (with a '50 km' radius), 'Language' (Include All), and 'Display' (All Results). A promotional banner reads 'SEARCH FOR CONTENT TO ADD TO YOUR EVENT' and 'TAG AN ITEM AND IT'S ADDED TO THE 'SMART STREAM' FOR EASY PRE-APPROVAL'. Below the banner is a tweet from CoveritLive (@coveritlive) with a blue circle highlighting the retweet icon in the tweet's interaction bar.

A vertical sidebar menu on the right side of the dashboard. It contains the following items from top to bottom: 'SmartStream' (with a speech bubble icon), 'Search' (with a magnifying glass icon), 'Automate' (with a checkmark icon), 'Media' (with a folder icon), 'Polls' (with a bar chart icon), 'Newsflash' (with a document icon), 'Scoreboard' (with a scoreboard icon), 'Panelists' (with a group of people icon), and 'Statistics' (with a line graph icon).



Zona de recopilación y publicación de contenidos

Narrar evento

The screenshot shows the EventSTUDIO interface. On the left, there's a 'Published Content' section with 'Prueba 2' listed. The main area is a search results page for 'fcblive'. It includes a search bar, filters for 'Include Retweets', 'Must have: Image/Link', 'Add Location Filter', 'Language', and 'Display'. Below the search bar, there are three tweets from FC Barcelona. The first tweet is highlighted with a blue arrow pointing to the search bar, and a 'Publish' button is visible next to it. The second and third tweets are also visible. On the right side, there's a vertical menu with icons for SmartStream, Search, Automate, Media, Polls, Newflash, Scoreboard, Panelists, and Statistics.

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 right is a dark sidebar with icons for SmartStream, Search, Automate, Media, Polls (highlighted), Newsflash, Scoreboard, Panellists, and Statistics. The main content area is divided into two sections. The top section, 'Add a Poll', contains a text input for the 'Poll Question' (with a 140-character limit), a table for six answers, and a 'Publish' button. The bottom section, 'Published Polls', features a promotional banner and a live poll example. The example poll asks 'Which film do you think will win the Oscar for Best Picture?' and displays a bar chart with the following data:

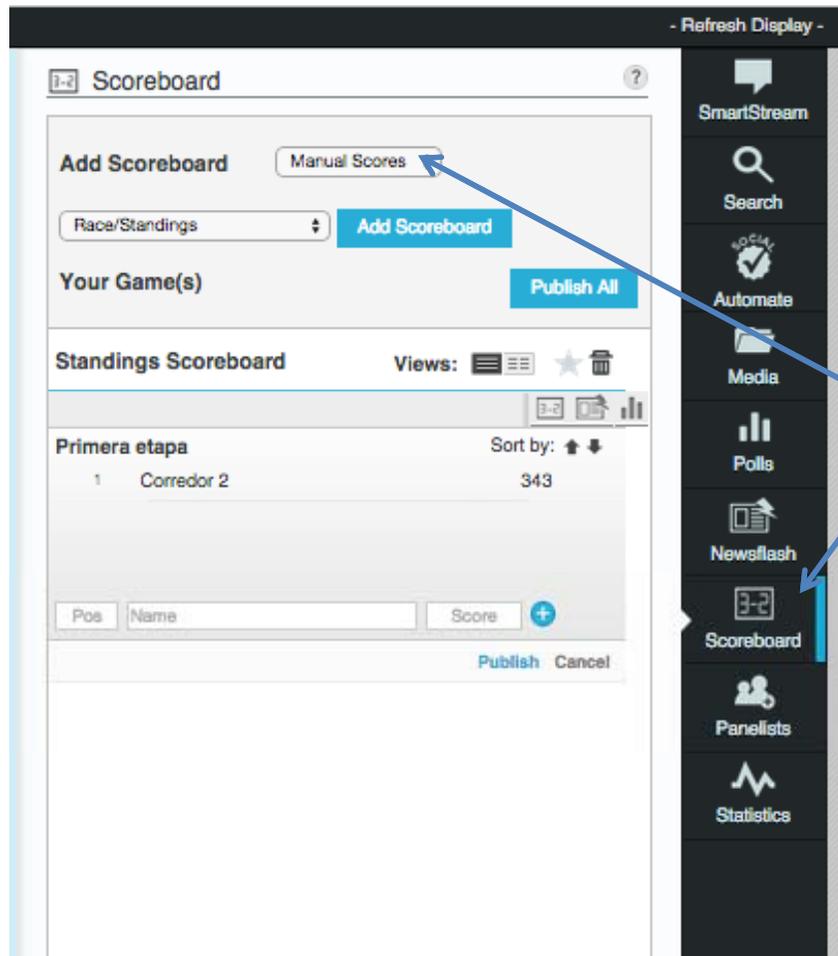
Film	Percentage
Lincoln	27%
Zero Dark Thirty	17%
Argo	19%
Les Miserables	22%
Silver Linings Playbook	11%
Life of Pi	14%

At the bottom of the example poll, there is a 'Publish' toggle set to 'ON' and an 'End' button. Handwritten blue annotations include 'PUBLISH POLLS AND GET YOUR READERS OPINIONS', 'GET REAL-TIME RESULTS', and 'PUBLISH OR END A POLL'.

Podemos lanzar encuestas

Rellenar la pregunta las opciones y publicarla

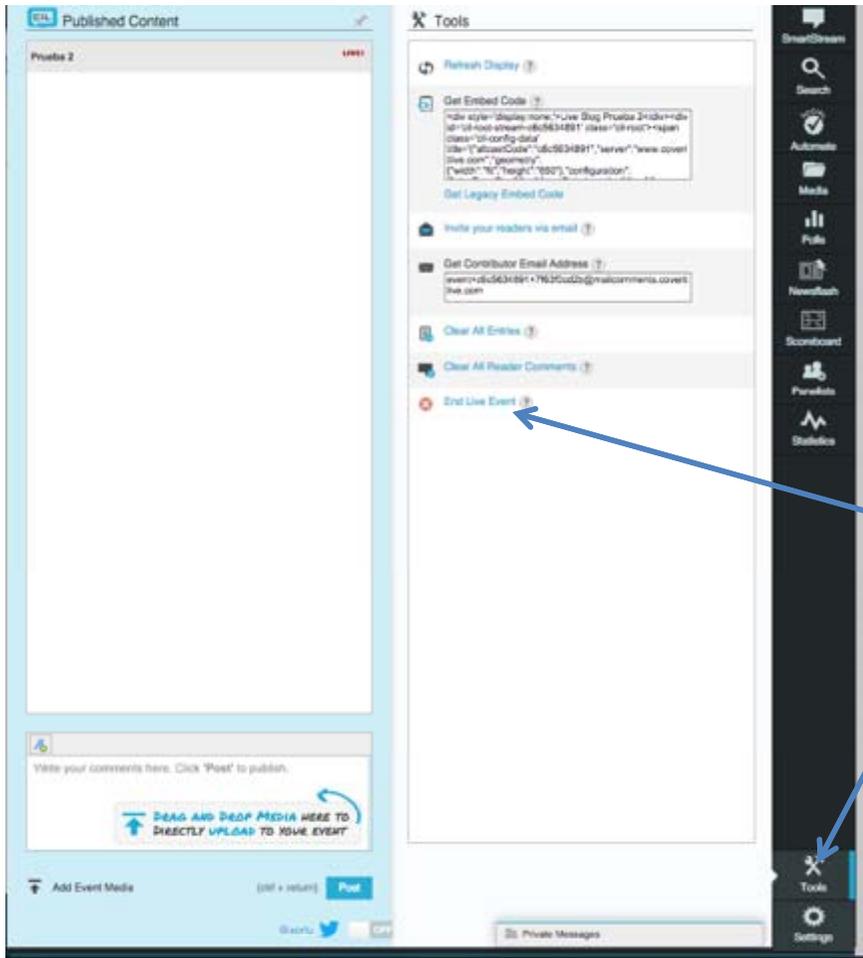
Narrar evento



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

Gabinete de Comunicación y Educación
Universitat Autònoma de Barcelona Facultat de Ciències de la Comunicació Edifici I.
Despacho 49
08193 Bellaterra, Barcelona (España) Teléfono + 34 93 581 16 89
email: g.comunicacio.educacio@uab.es

