Getting Started
with ShortStack

presented by

SHORTSTACK

Welcome to ShortStack! •••

This guide covers our platform's five main sections: **Tabs**, **Designer**, **Media**, **Templates**, and **Forms & Promos** so that you can get started building cool apps for your Page.

Part 1: **Tabs**
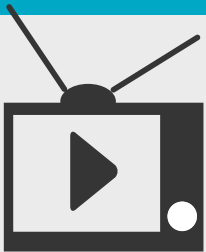
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Once you log in, you are automatically directed to **Tabs** - also known as the **Tab Manager**. At the top of the page are two very important orange buttons, **Create Blank Tab** and **Create Tab from Template**. Clicking **Create Blank Tab** will prompt you to name your new application, and send you to the **Designer** to build your app from a clean sheet. The name isn't shown on Facebook, so you can use it for internal purposes, like naming it after the client. Clicking **Create Tab from Template** will send you to the **Templates Manager** to select an app template that's pre-loaded with popular features to kick-start your design process.

If you have never created an app before, you will see a welcome message in the **Tab Manager**. If you have created an app before, you will see a table of all of your apps. From left to right, this table shows:

- **Name:** The name you gave your application. Clicking on the name will take you to the **Designer** to make changes to the app.

- **Installed To:** The Facebook Page(s) the app is installed to.

- **Publish Method:** The method you used to publish the app, either **Quick** or **Custom**.

- **Owner:** Displays the owner. If "You" doesn't appear in this column, the app was shared with you by someone else, and you may not have full admin permissions for this app.

- **Since Last Change:** Displays the time since the last change. If "**Pending**" appears underneath the time, you have made changes to your application without publishing those changes.

Quick tip: ••••••••••••••••

*To create an app, click the orange **Create Blank Tab** button. Name your app and click the gray **Create Blank Tab** button, and you'll be directed to the **Designer** to start creating!*

Part 1: **Tabs**

actions column icons

The **Actions** column at the far right has a series of five icons for each app:

· **Pencil icon:** Takes you to the **Designer** to make changes to the app.

· **Bar Graph:** Takes you to the **Advanced Analytics** for the app. This feature is only available to users on the Full Stack Plan.

• **Gear icon:** Opens the Settings window, where you can name your app, adjust Mobile options, and more.

• **Padlock icon:** Manage permissions for the application. Users on the Short Stack Plan and above can give other users edit and admin rights.

· **Red X:** Delete the app. This icon is only available for apps that are not installed.

Part 2: **Designer**
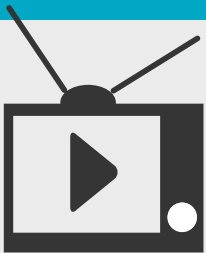
video tutorial >

After you click **Create Blank Tab** and name your app in the Tab Manager, you're automatically directed to the **Designer**, to configure your application. The **Designer** has a three-column layout: **Add Widgets, Edit Widgets**, and **Live Preview**.

Add Widgets

Widgets are tools that add a function to your app. The Image Widget shows an image, the Video Widget displays a YouTube or Vimeo video, and so on. ShortStack has over 30 widgets, each with different features and functions. **To add a widget to your app, click on its icon**. The widget will appear in the both the **Edit Widgets** column for you to edit and in the **Live Preview** column so you can see what it will look like when it's installed to Facebook.

Part 2: **Designer**

Edit Widgets

The **Edit Widgets** column displays all of the widgets you've added to your app, with a separate control panel for each. Here's a list of the buttons and their functions:

- Click and drag a widget icon to rearrange the order of the widgets.

- Click the title of the widget to rename it. (Once you've made your changes, don't click outside of the textbox - hit enter!)

- Click the **pencil icon** to edit the widget.

- Click the **two sheets of paper** icon to clone the widget.

- Click the red "X" to delete the widget.

> **Quick tip:**
> ....
> *Click on a widget icon to add it to your app.*

> **Quick tip:**
> ....
> *Edit the widget by click on the pencil icon.*

There are six visibility settings you can choose for each widget: **Everyone**, **Fans Only**, **Non-Fans Only**, **Admins Only**, **Inactive**, and **Starts Hidden**. The settings let you set up **fan gates**, which show some content to non-fans only, and other content to fans only, so that you can incentivize "Liking" your Page.

At the bottom-right of each widget control panel is the **CSS ID**, which is represented by the pound sign, the type of widget, and then a number if you've added multiple widgets of the same kind. Therefore, the third Image Widget you add would have the CSS ID of "#image3."

widget visibility icons

non-fan-image

#image3 ← *CSS ID*

Part 2: *Designer*

Live Preview

The **Live Preview** shows you what your app will look like when it's installed to Facebook. Its default view is **Admin**, which means you will see all widgets you add, regardless of the fan- or non-fan visibility settings you put in place. This is because as an admin on Facebook, you'll see all the widgets on your apps regardless of their fan or non-fan visibility settings. So if you're setting up a **fan gate** and want to see what your app will look like to fans or non-fans, use the fan and non-fan views.

When hovering over a widget on your app in the **Live Preview**, the corresponding widget lights up blue in the **Edit Widgets** column so that you know which widget to make changes to.

The **Live Preview** also features the **Theme Selector**, which lets you choose from a number of ShortStack-created **Themes**. **Themes** are color schemes and typefaces that range from fun to professional to seasonal. To use a **Theme**, simply make your selection from the list in the drop-down menu and click save.

The **Mobile icon** at the right of the **Live Preview** lets you see what your app will look like when it's accessed from a mobile device. This also includes a temporary **QR Code** you can scan with your phone to see a preview of your app on your mobile device.

Quick tip:

Reorder widgets by clicking and dragging its icon in the Edit Widgets column.

Part 2: *Designer*

CSS Editor

The **CSS Editor** allows you to enter custom CSS to control the appearance of your app. There is a large box to the left for entering your CSS, and to the right is the **Live Preview**.
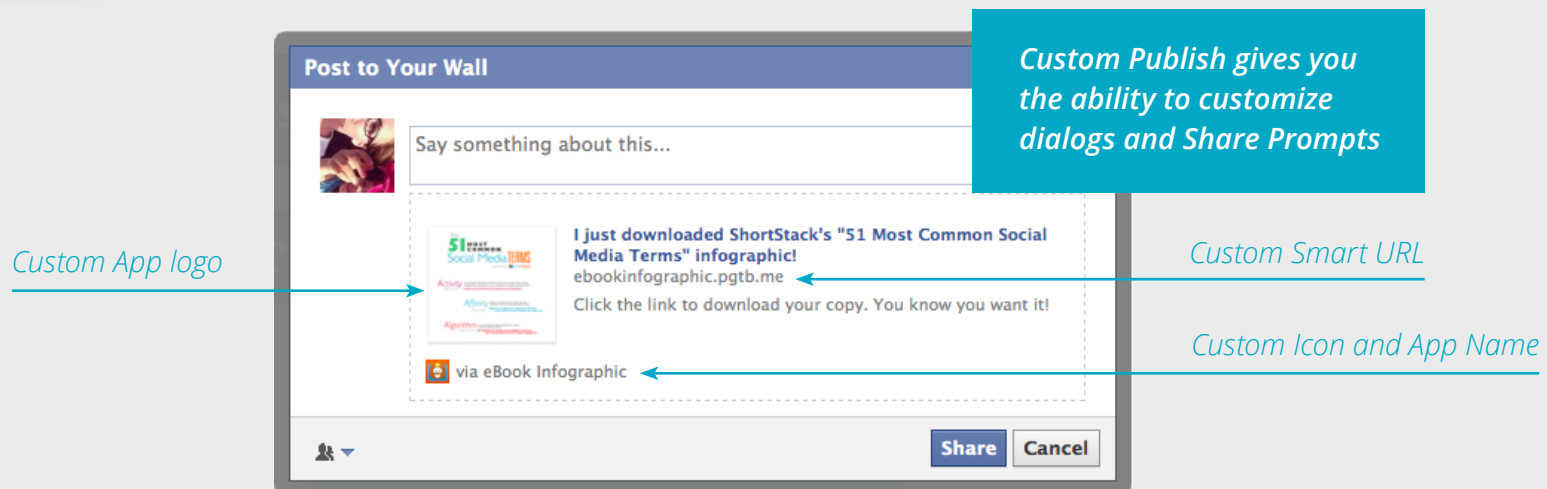
There are two tabs here: **Custom CSS** and **Theme CSS**. If you've applied a theme to your app, click Theme CSS to view the URL for that theme's CSS. You can't edit the **Theme CSS**, but you can copy any portion of it and paste it into your Custom CSS to make changes.

Installation

When you're finished designing your app, click the orange Install button, and choose an installation method, whether **Quick Publish** or **Custom Publish** and follow the instructions. **Quick Publish** is a simpler process, and it's available to users on all plans. **Custom Publish** gives you more control over the installation process, but it's only available to users on paid plans. **Custom Publish** is always recommended.

Quick tip:

Don't know CSS? Don't worry! You can still get great-looking apps with our templates and themes!

Post to Your Wall

Say something about this...

Custom Publish gives you the ability to customize dialogs and Share Prompts

51 Social Media TERMS
I just downloaded ShortStack's "51 Most Common Social Media Terms" infographic!
ebookinfographic.pgtb.me
Click the link to download your copy. You know you want it!

via eBook Infographic

Custom App logo

Custom Smart URL

Custom Icon and App Name

Share | Cancel

Part 2: *Designer*

Mobile

Because Facebook doesn't natively display applications on mobile devices, each application receives its own unique ShortStack-generated **Smart URL** once it's installed to a Facebook Page. **Smart URLs** detect whether a visitor is accessing the app from a desktop or laptop or from a mobile device. Visitors on desktops or laptops are shown the app as it appears on Facebook. Mobile visitors, however, are **redirected off of Facebook to the mobile version of the application on our servers.**

There are two ways to find the **Smart URL** for an installed app. The first is to visit the app in the **Designer**, and click on **Manage Installs**. The second is to visit your installed app and scroll all the way down to the footer. The **Smart URL** will look like this: **http://a.pgtb.me/xxxxx**. Whenever you post, Tweet, print, blog, or email a link to your app, use its **Smart URL** so that users on mobile devices will be able to access it.

Quick tip:

Always use the Smart URL whenever you're linking your fans to your app! That way, mobile users still have access.

Your tab is **Custom Published**

Installed To [?]	Smart URL [?]
ShortStack	http://fan-countdown.pgtb.me/d5n4Jx

Smart URL in ShortStack

This footer is visible to Page Admins only. Page admins see both fan and non-fan content, and country restrictions are ignored.
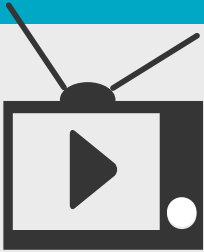
Tab ID: 1282928
Smart URL: http://shortstackebook.pgtb.me/p7p0R2

Smart URL in Facebook

View as Fan | View as Non-Fan | App Settings | Share this Tab | ☐ **Enable Sharing as a Page**

Part 3: *Media*

video tutorial >

The **Media Manager** houses all of the files you upload to ShortStack. The files you add remain in your **Media Manager** until you decide to delete them, which means you only have to upload a file once. To add a file, click on the **Add New Media** button. There are two ways to upload a file: **from your computer**, or **from a URL**. You may upload as many files as you'd like, but **no single file can be larger than 5MB. Supported file types are: PNG, JPG, GIF, MP3, PDF, XML, SWF, JS, and CSS.**

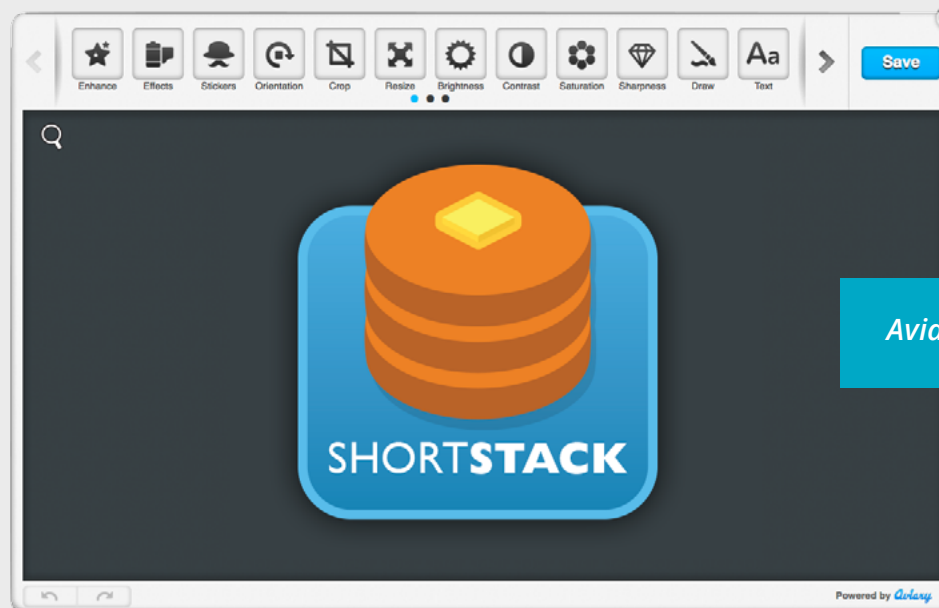Below the **Add New Media** section is a table of all the media you have already uploaded. You can delete the each file with the red "X" at the right, and use **Copy & Edit** to make unique copies of your image files and edit them with **Aviary**.

Quick tip:

Make sure the files you upload are less than 5MB.

Quick tip:

Once you add a media file, it's always there for you to use - we'll never delete it!

Aviary media editor

Part 4: *Templates*
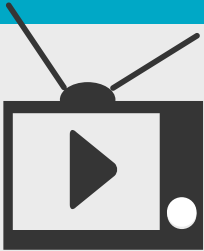
The **Templates Manager** is a library of **pre-configured apps awaiting your customization**. There are over 70 templates, and we're always adding new ones. Each template is **tagged**, and you can browse templates by their tags by expanding the **Browse Tags** menu. Clicking on a tag will show you a thumbnail of every template with that tag, and clicking on a thumbnail will show you a large preview of that template. If you like what you see and want to start adding your custom content, click on the orange **Make Tab** button to start making changes to the template in the **Designer**.

Quick tip:

Can't find what you're looking for based on the tags? Do some exploring! Everything is customizable, which means you can use the church template for an appliance repair shop, or the car dealership template for a furniture store!

Part 5: *Forms and Promos*
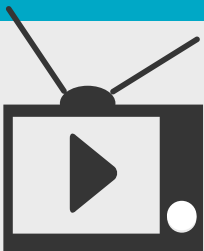
The two most important buttons in the **Forms & Promos Manager** are **New Promotion** and **New Custom Form**. The terms **Promotion Form** and **Custom Form** can be confusing, because both are technically custom forms. The difference between the two is that **Promotion Forms are for giveaways**, and **Custom Forms are not**.

Forms & Promos

New Promotion   **New Custom Form**   *Which should I choose?*

Part 5: *Forms and Promos*

The table shows each of the Promotion and Custom Forms you have created previously. You can click on a form's title to edit it in the **Form Designer**. The table also shows:

- Whether it's a Promotion Form or a Custom Form

- Which app - or apps - it's being used on

- When it was created

- Who created it

- How many entries there are

- Clicking on the **View Entries** button - or on the number of entries - takes you to the **database** attached to the form. If you are not on a paid plan you do not have database access.

Quick tip:

Upgrade to a paid plan! Paid plan users get access to photo, video, and voting contests - our most popular features!

Clicking on either **Promotion Form** or **Custom Form** will send you to the **Form Designer** to add and edit the form's fields. The **Form Designer** has a simple two-column layout- add fields on the left, and a live preview at the right. To add fields in the **Form Designer**, click on the green plus sign for the field. To edit that field, hover your mouse pointer over that field in the preview, and click on the pencil icon.

Want to learn more? Check out our resources page! Click **here**

Part 6: *Notes and Questions*

Part #/Page #

My Notes: