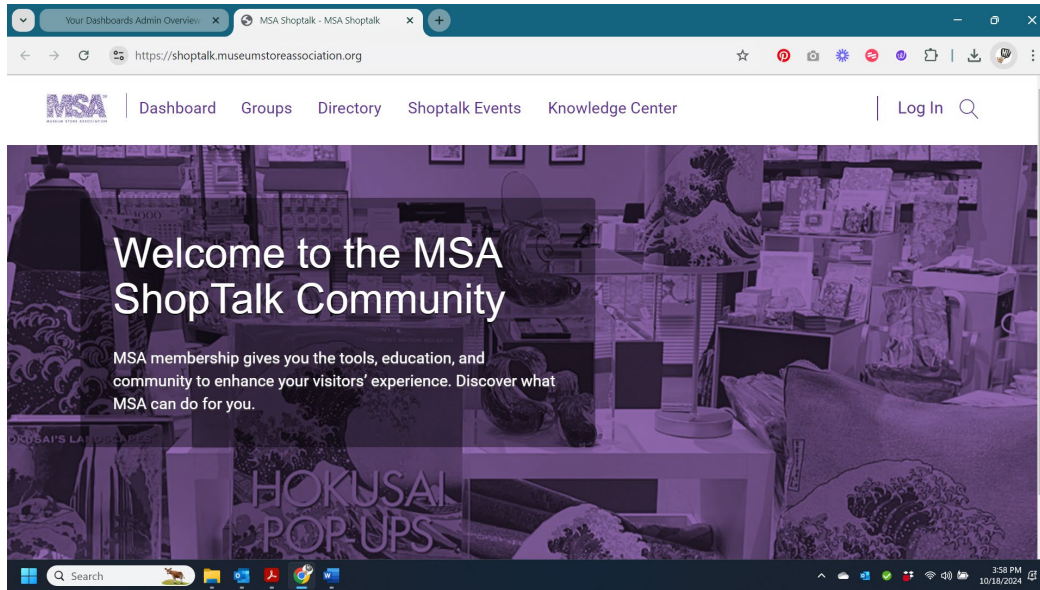


Accessing the MSA ShopTalk Portal

Login

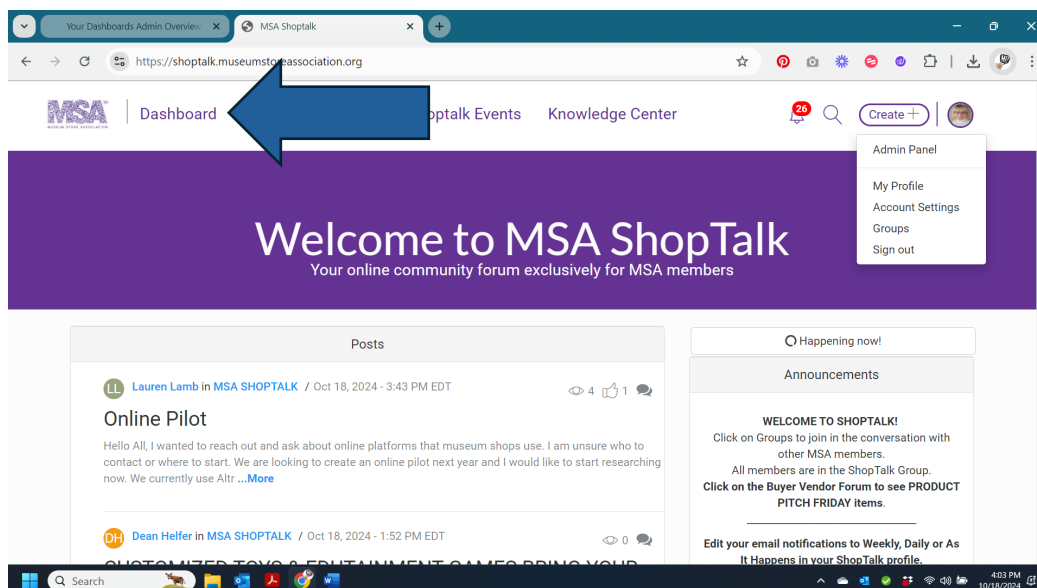
Login to the Shoptalk platform: <https://shoptalk.museumstoreassociation.org/>

Use your membership account credentials.



SHOPTALK HOMEPAGE – Navigation Menu Explained

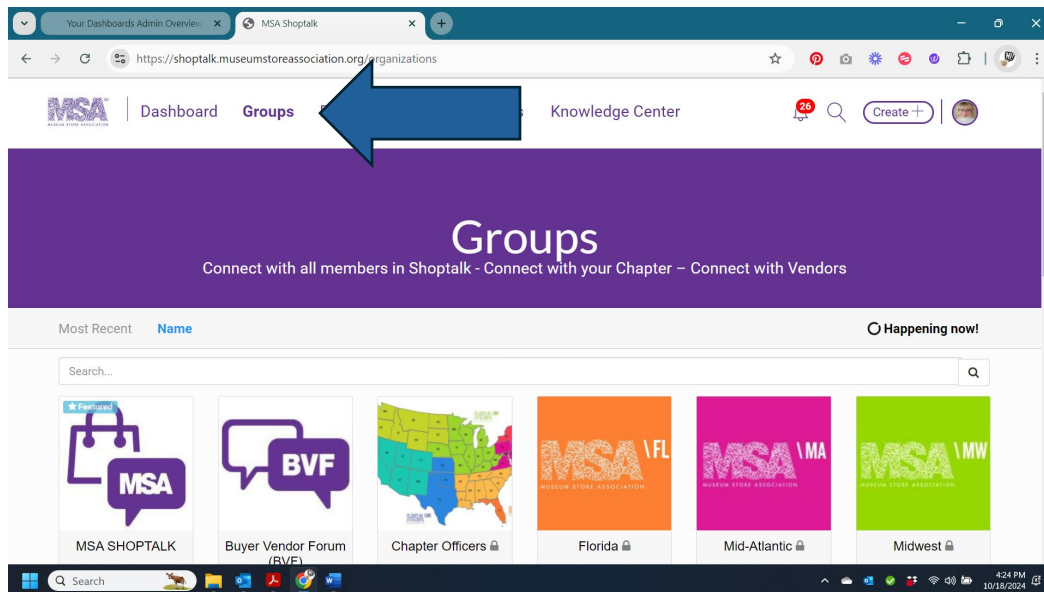
- **DASHBOARD:** The first page that opens when you log in is called the Dashboard. This is unique to you. This page will show all the “discussions” happening in the groups you belong too.



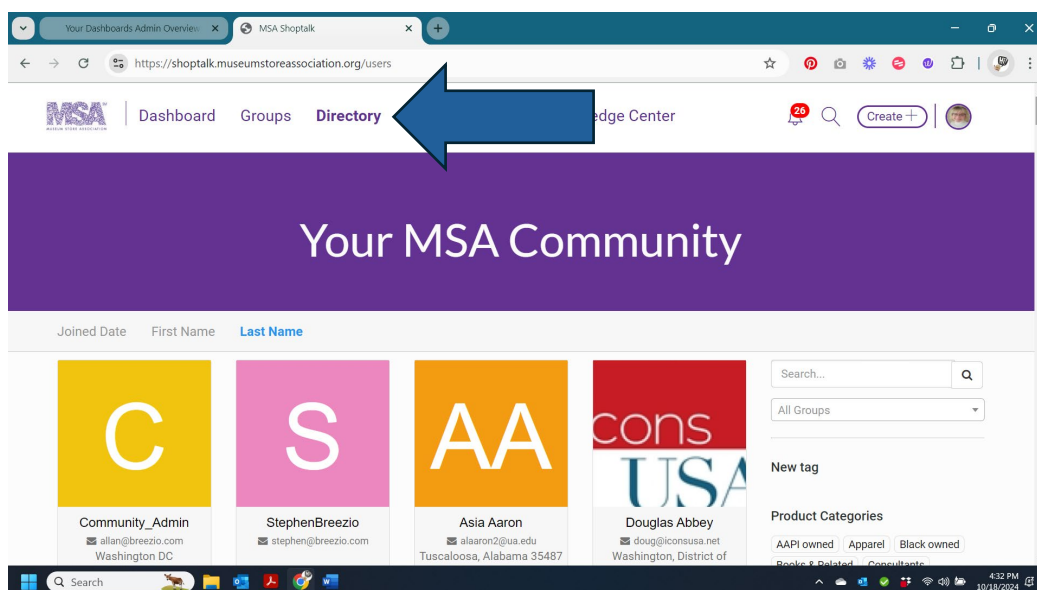
- **GROUPS:** You will see all the groups you belong to.

MSA SHOPTALK: All members belong to this group, and it is the main online community for MSA members to communicate with each other.

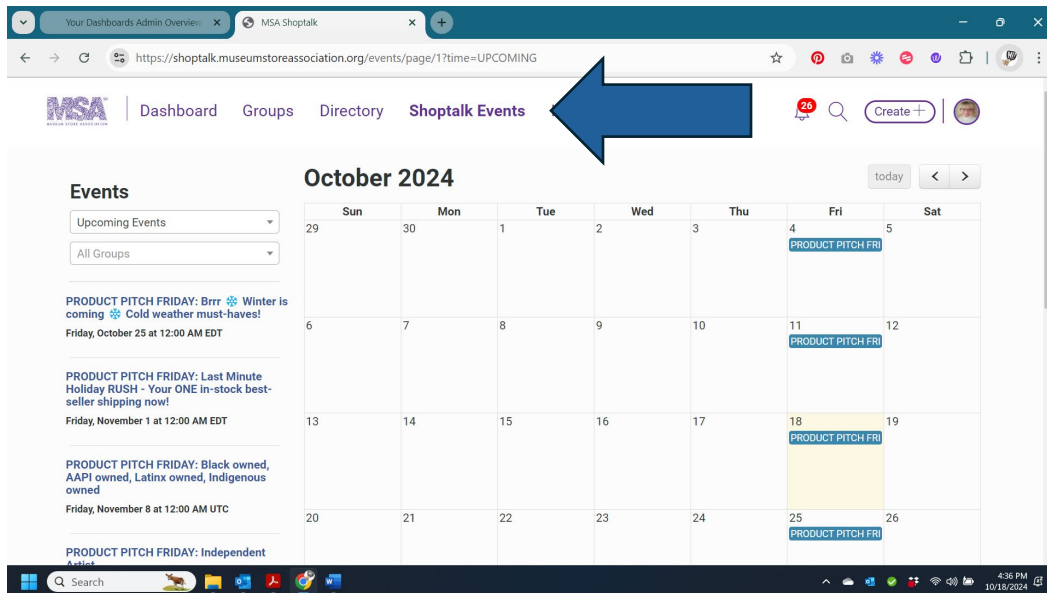
BUYER VENDOR FORUM: All members belong to this group, but this group specializes in our vendor community. It is home to **PRODUCT PITCH FRIDAY**, Vendor Introductions and where Buyers can reach out to Vendors with questions.



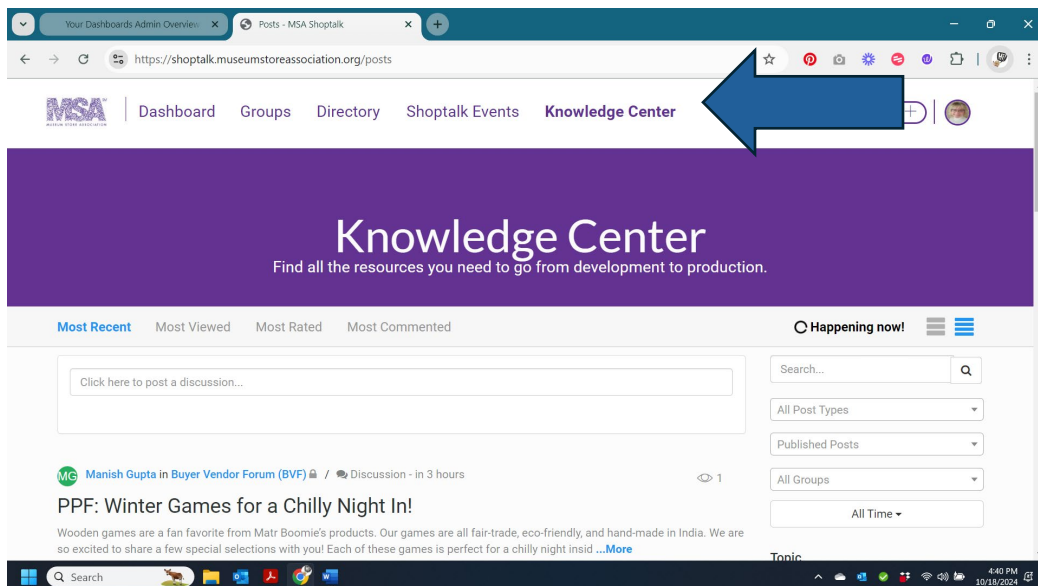
DIRECTORY: You can search for members. By Name, Institution Type, Product Category, Member Type



- **SHOPTALK EVENTS:** This is a calendar of all the PRODUCT PITCH FRIDAY themes. (Vendors post products that match the Friday theme in the BUYER VENDOR FORUM GROUP).



- **KNOWLEDGE CENTER:** This is basically a “search” area. You can search posts keywords, or Topic (this is the topic tag)

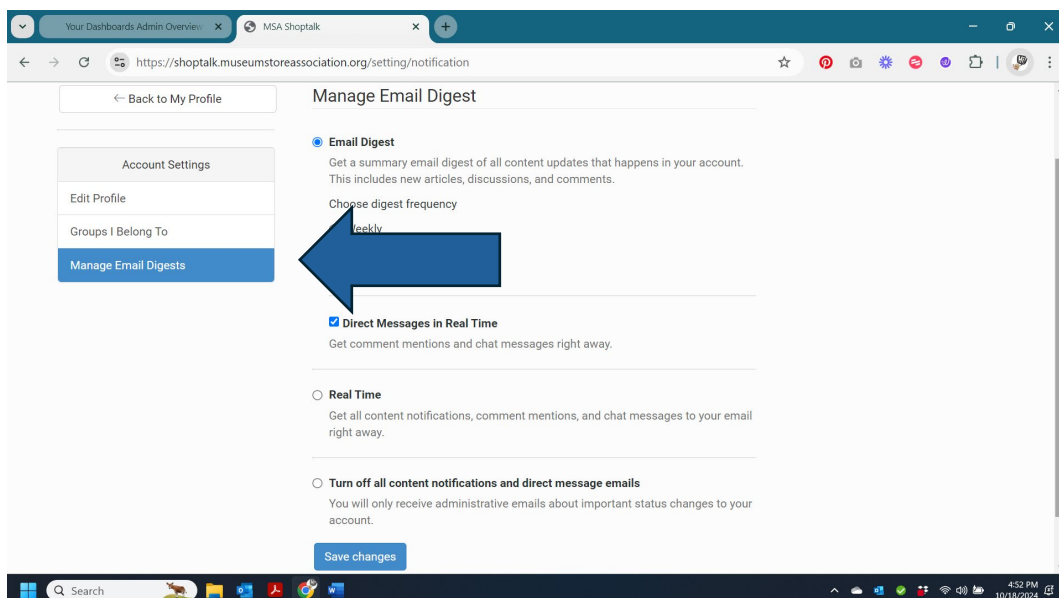
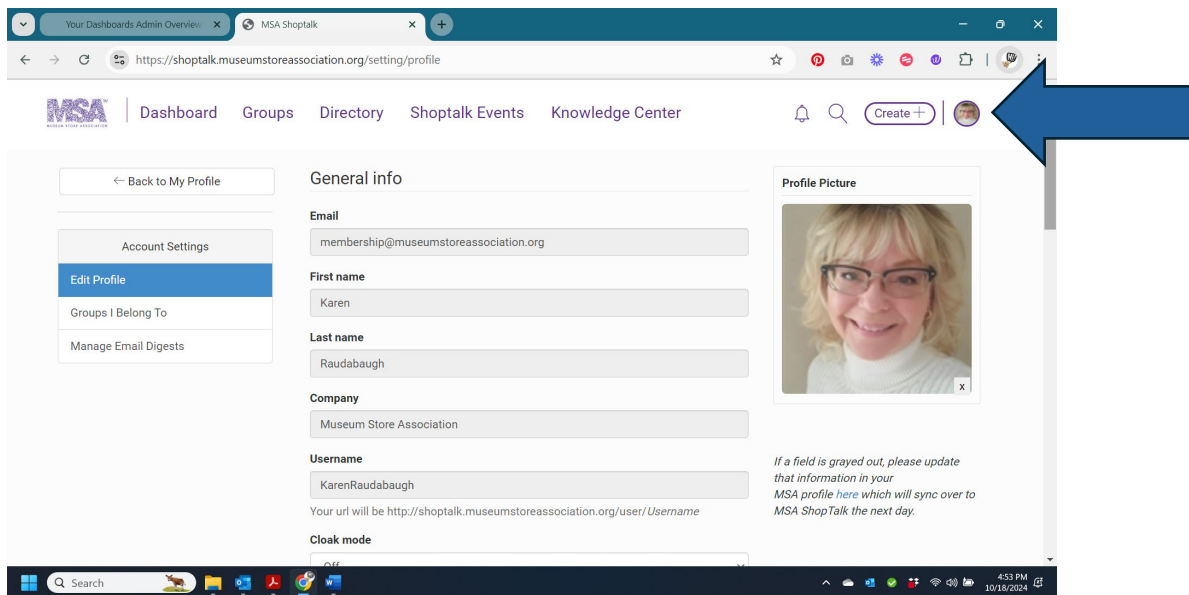


- **PROFILE ICON:** This is your profile on ShopTalk.

Account Settings: This information is pulled from your MSA membership account.

The only fields you can update in ShopTalk are your social media urls. Any changes to your profile will need to be made in your membership account.

Manage Email Digest: This area is where you control your email notifications you received from the ShopTalk platform. Set it to “As it Happens”, Weekly, Daily, Hourly or turn off your notifications.



Creating Content

Overview

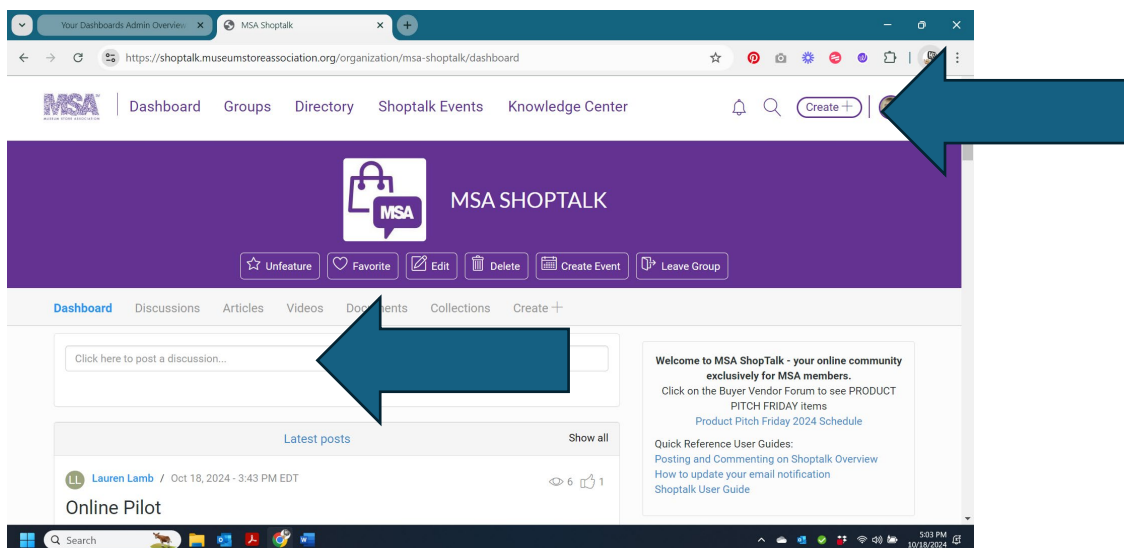
Creating content is one of the most important parts of the online community, so learning what you can create and how to take full advantage of these new tools is vital!

To create a piece of content (**post**), click the “Create +” button on the top right of any page (highlighted below)

The other way to create a discussion is by using a quick post box (see below). These may be available on select pages in your community. Posting a discussion here is the same as posting using the “Create +” button, the difference is that the quick post box is quicker and easier in certain situations.

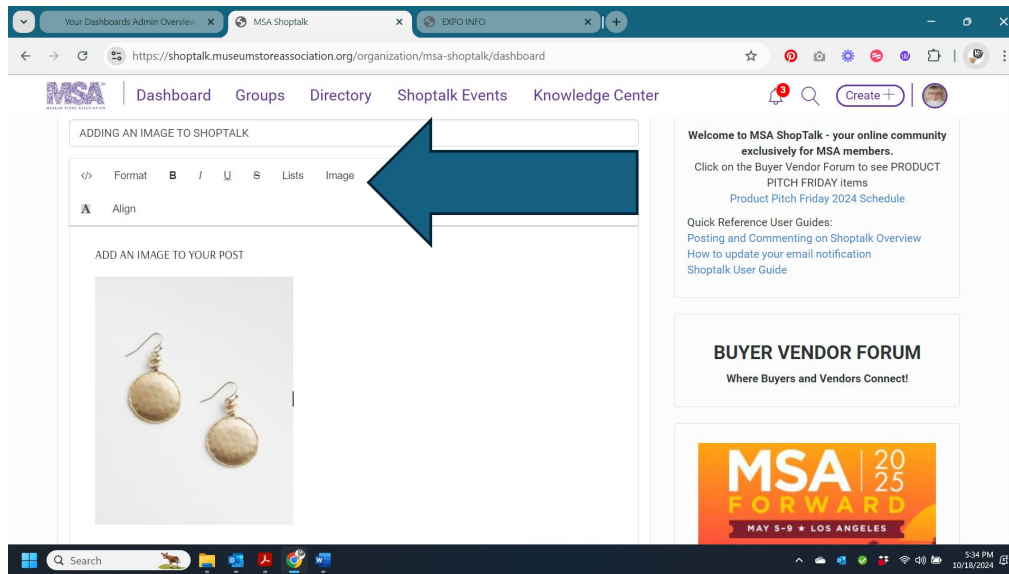
Discussions

- 1.**Title:** This is where you can add the title of your post
- 2.**Subtitle: OPTIONAL** Add a subtitle to your post (optional)
- 3.**Tags:** These short labels can be added to a post to categorize it and help users when searching for a post
- 4.**Body:** This is where you can ask your question, put resources, start a conversation, etc...
- 5.**Editing Options:** Use these tools to help build out your discussion. Here you can embed things using and HTML embed code, change formatting, add images, hyperlink text, build lists/tables, etc...
- 6.**Posting:** Once you are finished creating your discussion, select the group you would like it to go to. To post the discussion click “Post”! You can also click “Save Draft” if you are not ready to post yet.



To add an image to your post: Click on **IMAGE** in the editor and upload your image.

You can also upload a PDF document or add URL LINKs to your post.



Interacting with Content

*Do not directly reply to the email notification – **click on the REPLY TO POST** in the email notification to reply to a discussion.

*If you would like to see the whole post discussion you will need to click on the **GO TO NOTIFICATION CENTER** or **CLICK ON THE MESSAGE TITLE**.

[Reply to Post](#)

[Go to Notification Center](#)

Commenting

On any post type there will be a section at the bottom where you can leave comments. This comment section works a lot like a Facebook comment section, where you can leave a comment, reply to other comments, like comments, @mention other users, and attach files to your comment!

Create an Article

When it comes to creating an “Article” it is no different from creating a “Discussion”, it’s just that this post will be categorized as an article. If you need clarification on when to post a discussion vs an article, ask your portal administrator.

Import an Article

If you are looking to share an article with the community, we recommend that you use the “Import Article” feature. This will automatically bring the article on the other website in as a post in the community and reference the article for you.

To import an article, copy and paste the link to the article you want to post, select the group you want it to go to and click “Import”.

Enter the url here we'll do the rest!

Link of the article

Organization

☐ Private

We'll attempt to import the content from the 3rd party website based on the url entered and generate the article automatically. You'll have a chance to review the article before publishing it.

Import!

We suggest that you review the imported post to make sure everything is there and formatted correctly. When you are ready to post, click “Post”.

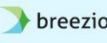
Disclaimer: Not all articles can be imported.

← ↻ Format Style B / U S Lists Image Video File Table Link Line Breezio Group ☐ Private Publish Save Draft Open

Community Platforms are Needed Now More Than Ever

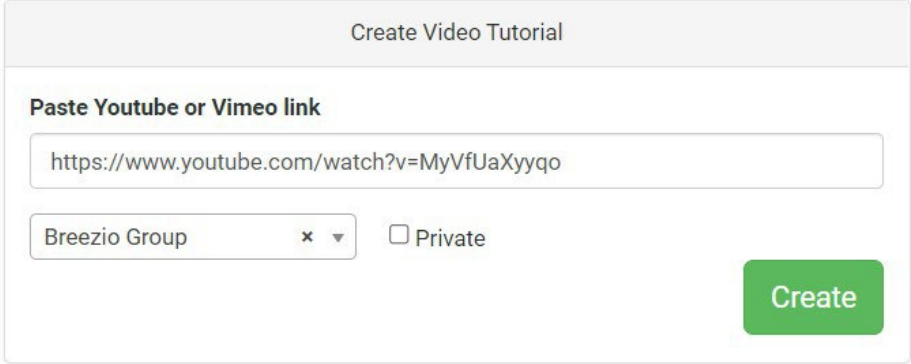
Subtitle

Tags

**Community Platforms**

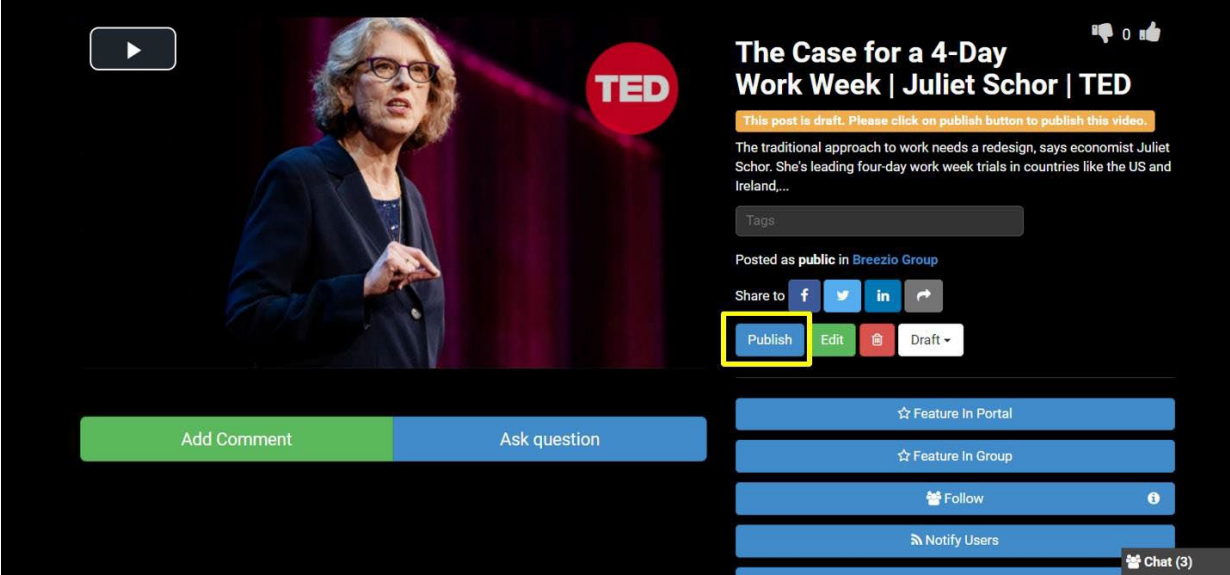
Create a Video

Click “Create +” then “Video” to import a YouTube or Vimeo video. All you have to do is copy the YouTube or Vimeo link, paste it into the box shown below, select the group you want the post to go to, and click “Create”.



The screenshot shows a form titled "Create Video Tutorial". It has a text input field labeled "Paste Youtube or Vimeo link" containing the URL "https://www.youtube.com/watch?v=MyVfUaXyyqo". Below the input field is a dropdown menu showing "Breezio Group" with a close button (x) and a privacy checkbox labeled "Private" which is currently unchecked. A green "Create" button is located at the bottom right of the form.

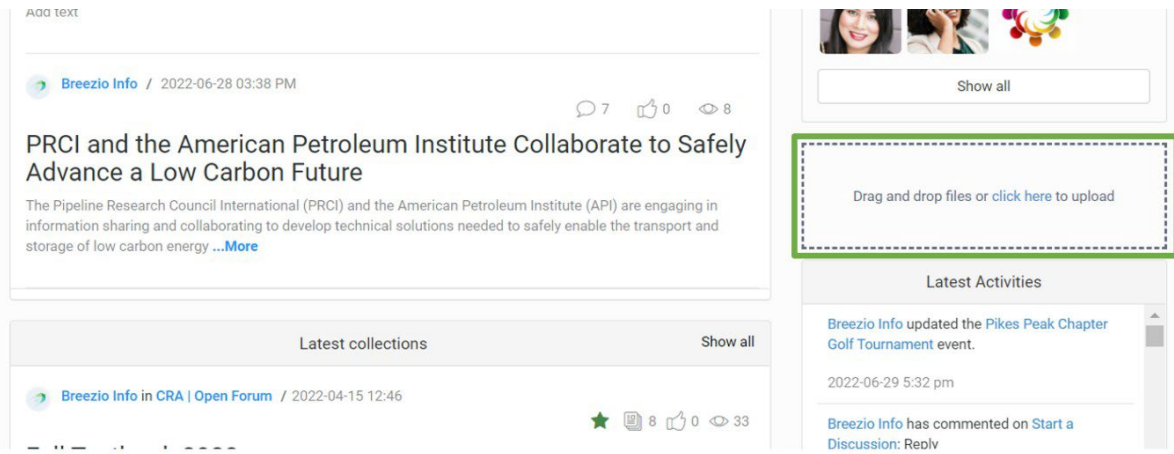
You can edit the title and subtitle of the video, as well as add tags to help users find the resource. Once you are ready to post, click the “Publish” button highlighted below and the video will be posted!



The screenshot displays the video post creation interface. On the left is a video player showing a woman speaking on a stage with a TED logo. To the right of the video, the title "The Case for a 4-Day Work Week | Juliet Schor | TED" is displayed. Below the title is a draft notice: "This post is draft. Please click on publish button to publish this video." A short description follows: "The traditional approach to work needs a redesign, says economist Juliet Schor. She's leading four-day work week trials in countries like the US and Ireland...". There is a "Tags" input field. Below that, it says "Posted as public in Breezio Group". A "Share to" section includes icons for Facebook, Twitter, LinkedIn, and a generic share icon. Below the share icons are four buttons: "Publish" (highlighted with a yellow box), "Edit", "Draft", and a dropdown arrow. At the bottom left are two buttons: "Add Comment" (green) and "Ask question" (blue). On the right side, there are four blue buttons: "Feature In Portal", "Feature In Group", "Follow", and "Notify Users". At the very bottom right, there is a "Chat (3)" button.

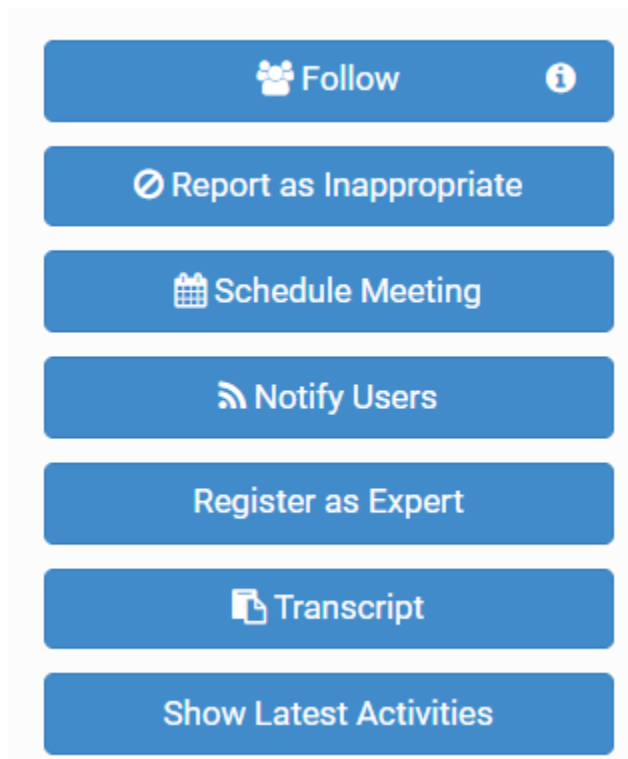
Create a Document

To upload a document to the system you first must go to the group you would like to post the document to. On the right-hand side of the main group page, there should be an option to drag and drop or click to upload a file (see below):



The system accepts all common file types including PDF, PNG, JPG, Word, PowerPoint, Excel, etc... but there is a max file size of 20 MB, so be mindful of the size of the document you are uploading.

Tip: If you are uploading a file and you want other users to see & interact with the file without having to download it, try uploading a PDF!



You can find a description of each button's function below:

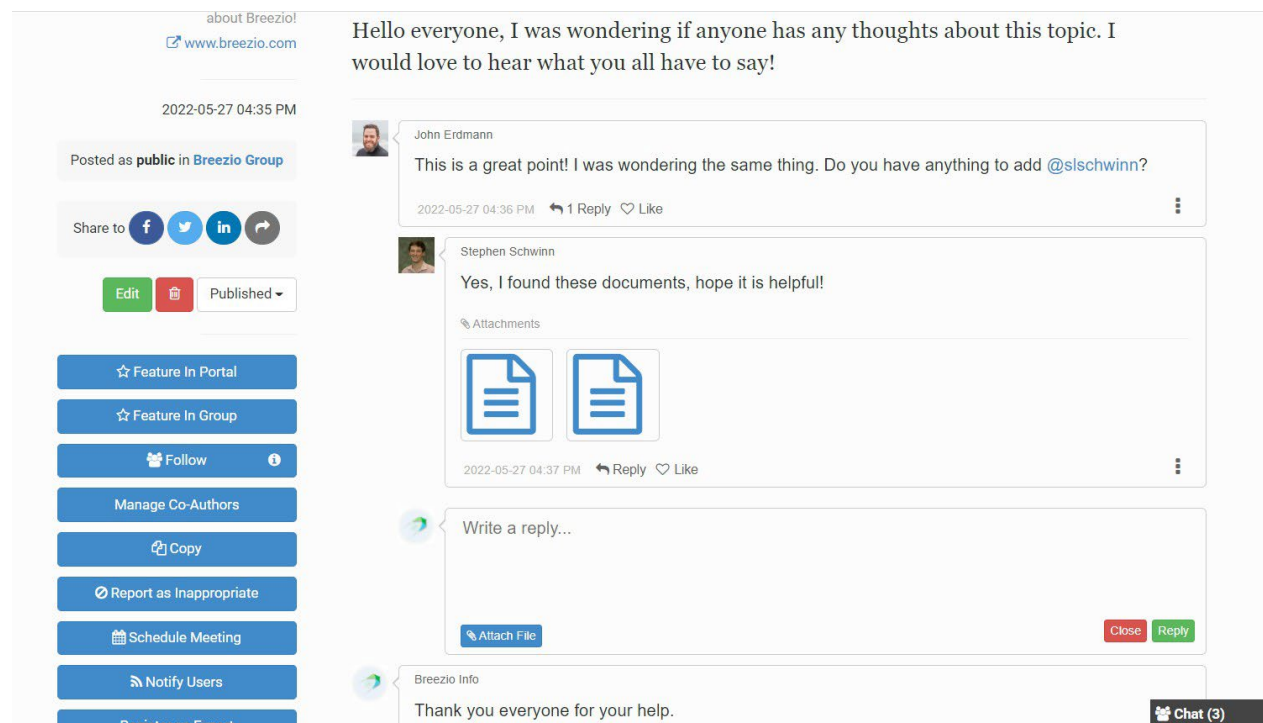
- **Follow:** By clicking this, all updates with this piece of content will be added to your email digest if it was not in there already. This will also add the piece of content to the “Followed Content” tab on your user profile.
- **Manage Co-Authors:** If you created this post this button will appear. This allows you to invite users to a piece of content and grant them different levels of access to it (Viewer, Editor, etc...). An interesting thing about this is that you can add co-authors to pieces of content that are still in “Draft Mode”, which means you can work on a post together without it being posted yet.
- **Co-Authoring Request:** If you didn't create a post, then this option will appear in your content panel. You can request access to edit the post by clicking this button.
- **Copy:** This button may or may not appear based on your level of access in the system. Using this, you can copy the content over to one or as many groups as you'd like. Users can only copy content to other groups that they have access to. Copying content will take the most recent version, remove the comments, and create a new post in the groups selected.
- **Report as Inappropriate:** This will “Flag” the post and send an instant email notification to admins that something needs to be reviewed.
 - *NOTE: Users can also report comments as inappropriate by clicking the three dots on a comment and selecting “Report as Inappropriate”.*
- **Schedule Meeting:** This creates an event around a piece of content.

- **Notify Users:** After clicking on this button, a form will pop up asking you to fill in a message that you want to send to other users. This sends instant email notifications to select individuals, notifying them of the post.
- **Register as Expert:** This will make your profile visible as a part of the content. It is commonly used when a user sees a piece of content that is talking about a specialty of theirs, and they will click it to make themselves available as an additional resource on the topic.
- **Transcript:** This will open a tab where you can see comments woven into the content itself. From this screen you can print the page or save it as a PDF.
- **Show Latest Activities:** This will open a section at the top of the page that will show the most recent [activity](#) on the post.

Interacting with Content

Commenting

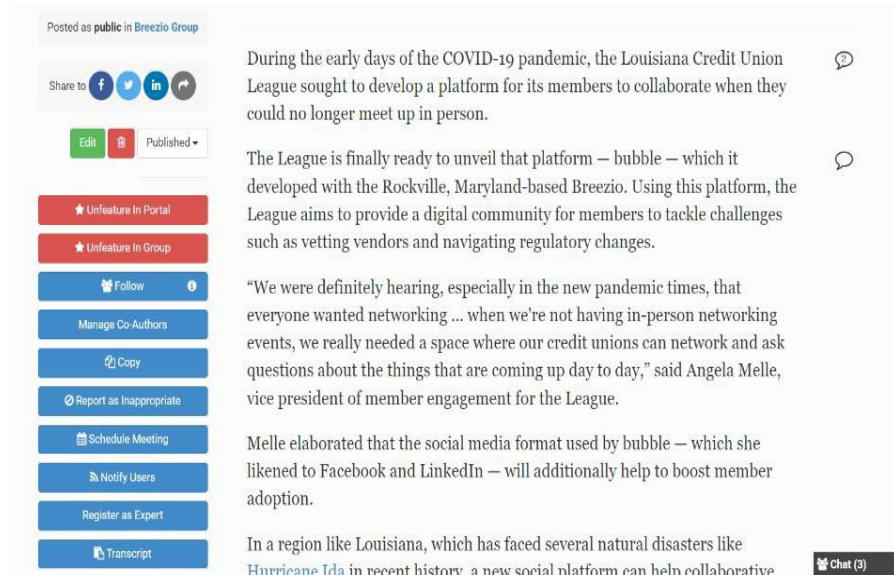
On any post type there will be a section at the bottom where you can leave comments. This comment section works a lot like a Facebook comment section, where you can leave a comment, reply to other comments, like comments, @mention other users, and attach files to your comment!



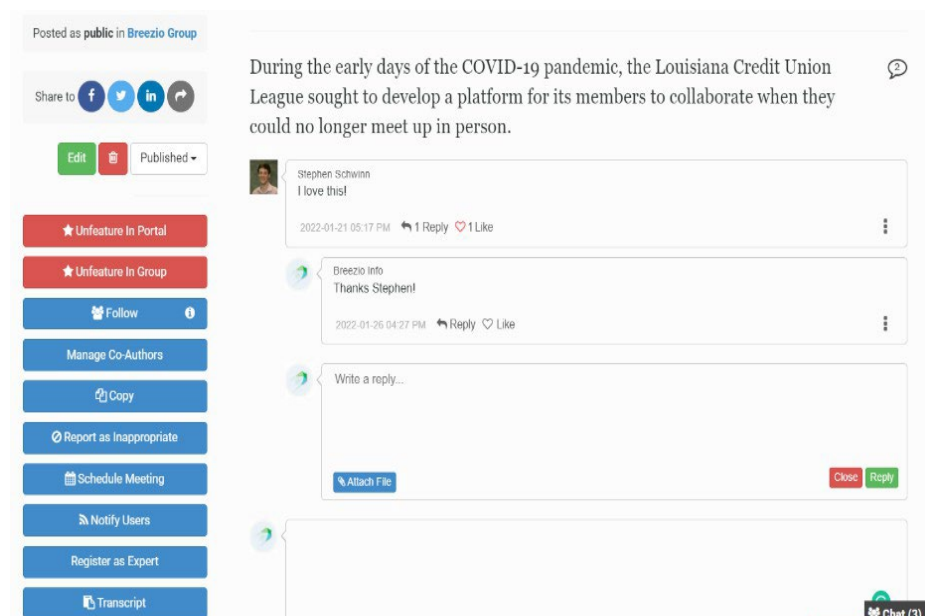
Text Posts (Discussion, Article)

On text posts you will be able to comment at the bottom just like any other post type, but you

can also leave “inline” comments. To open a paragraph’s comment section, hover over the right side of a paragraph and click the comment bubble that shows up (see below).



Simply click the comment bubble to open the inline comment section.



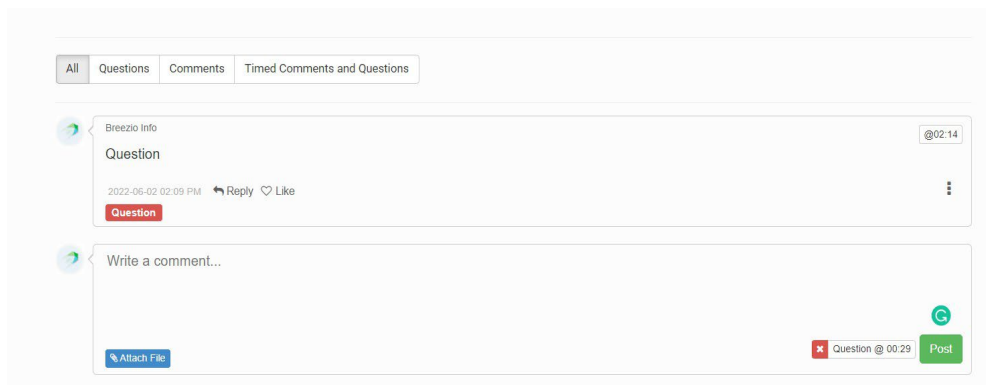
Videos

Just like any post you can leave a comment on a video. If you have a comment on a specific point in a video, click either the “Add Comment” or “Ask Question” button beneath the video player (see below).



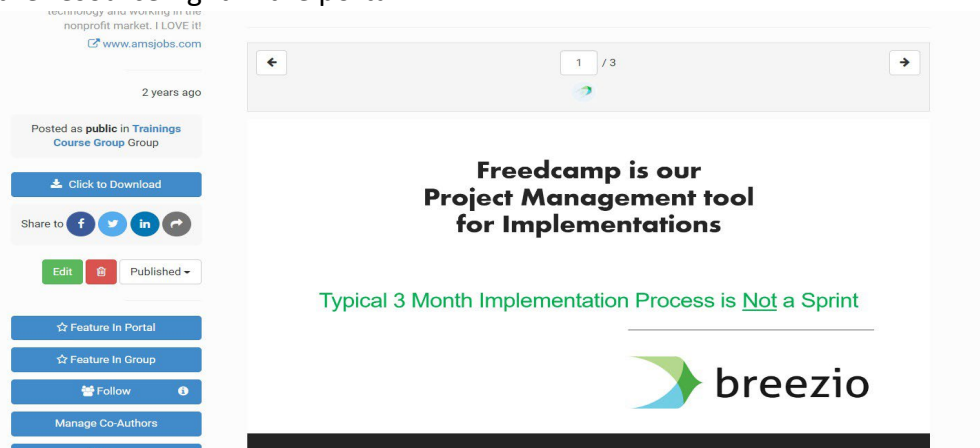
When you click one of these buttons, it will timestamp your comment with where you are in the video.

Note: You can easily skip to the referenced section of the video by clicking a timestamp.



PDFs

The system has a built-in PDF viewer that gives other users the ability to see and comment on the resource right in the portal.



To move to the next page in a PDF, simply click the right or left arrow above the document. You can also type in the page number you want to go to in the box above the document listing what page you are currently on, and when you click the enter button on your keyboard you will be taken to that page of the PDF.

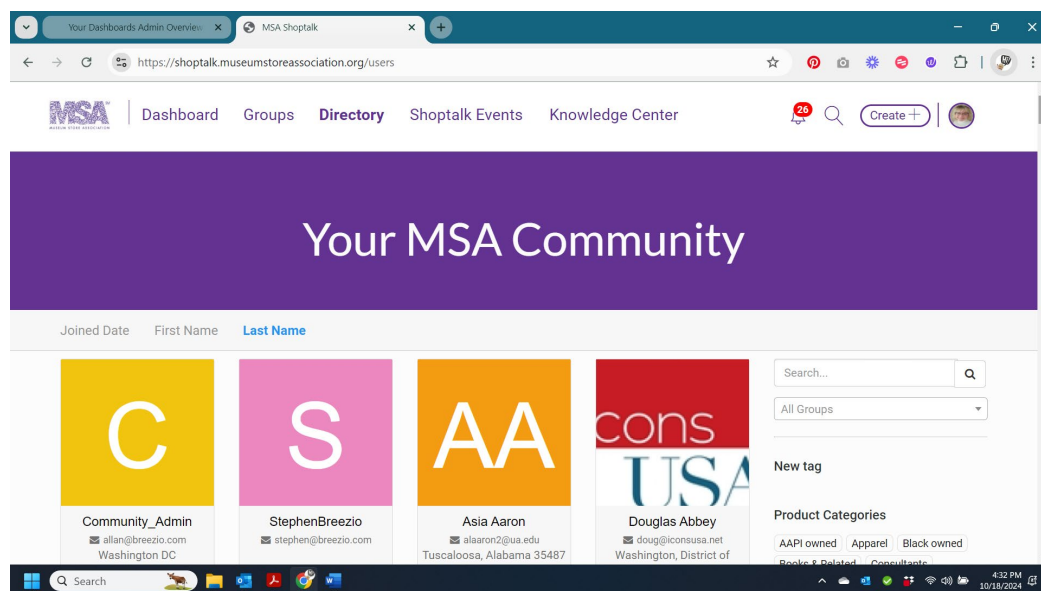
We recommend uploading PDFs to make interacting with the file easier for other users!

Search

There are a few different search pages, let's go through them!

Directory

The Directory is where you can go to search for other individuals in the community.

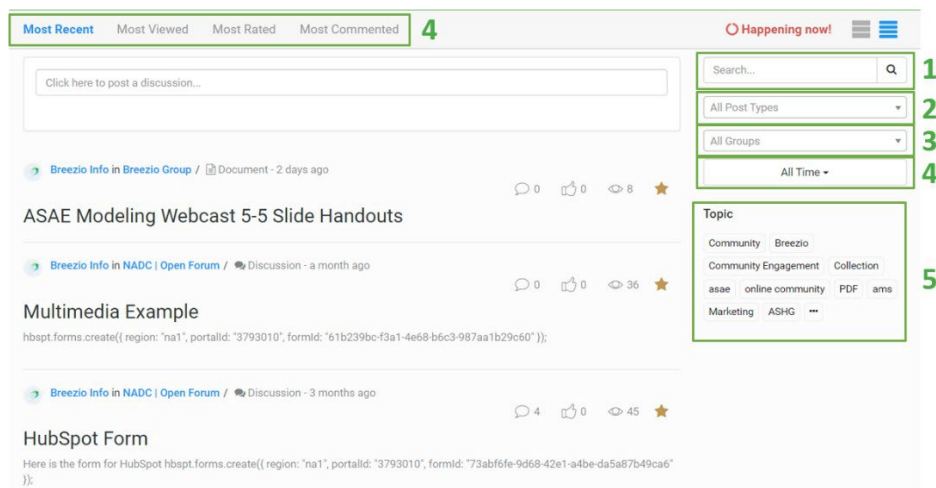


You can search for users in the following ways:

1. **Keyword:** This will scrape all profiles searching for this keyword. This can be a location, job title, name, or any other fields on a user's profile.
2. **Group:** This will let you search for users within a group that you have access to.
3. **Tags:** Click on a tag to search for all users labeled with that tag.

Knowledge Center

The Knowledge Center is a great place to search for all the posts that you have access to. You will not be able to search for posts in private groups that you are not a part of.



You can search for posts in the following ways:

1. **Keyword:** This will scrape all pieces of content that you have access to, searching for this keyword. *Note: This does not search within the content of a document or video, it will only search for the title, subtitle, description, and tags.*
2. **Post Type:** Click the dropdown to select a post type to search by.
3. **Group:** This will let you search for content within a group that you have access to.
4. **Popularity:** Select “Most Recent”, “Most Viewed”, “Most Rated”, and “Most Commented” to search for popular posts. You can also select to search within a specific time by clicking the “All Time” button on the right.
5. **Tags:** Click on a tag to search for all content labeled with that tag.

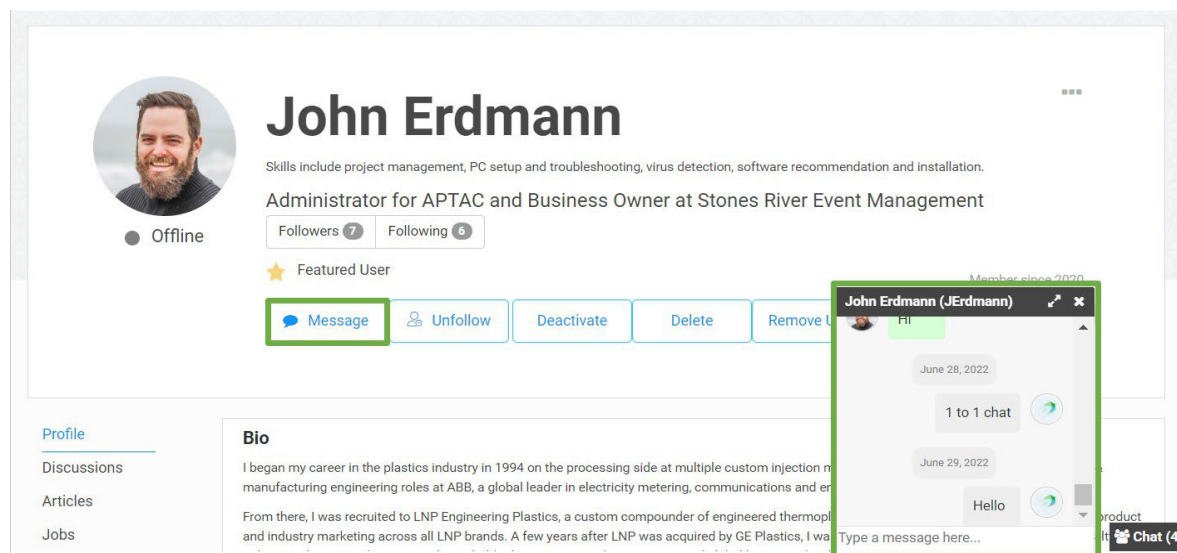
ShopTalk Events

On the Events page you can find all the PRODUCT PITCH FRIDAY Themes and Dates.

Interacting with People

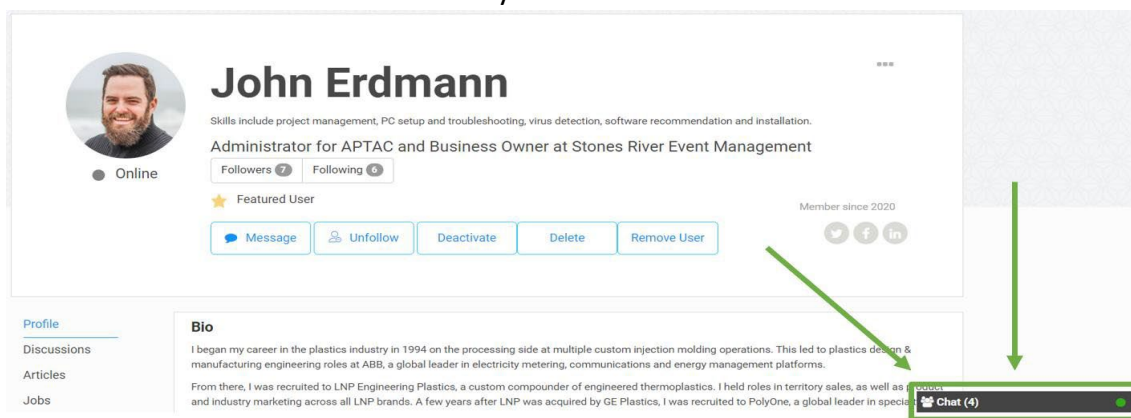
Chat

There are a couple of ways to chat another user in the system. When on a user's profile, you can click the "Message" button, to start a "general chat" with that user.

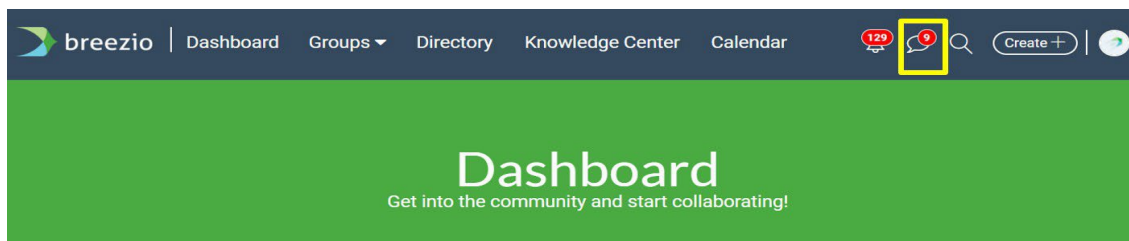


The general chat will be a constant conversation you have with another user. You have a couple of options when it comes to accessing your general chat with another user after initiating the conversation on their profile.

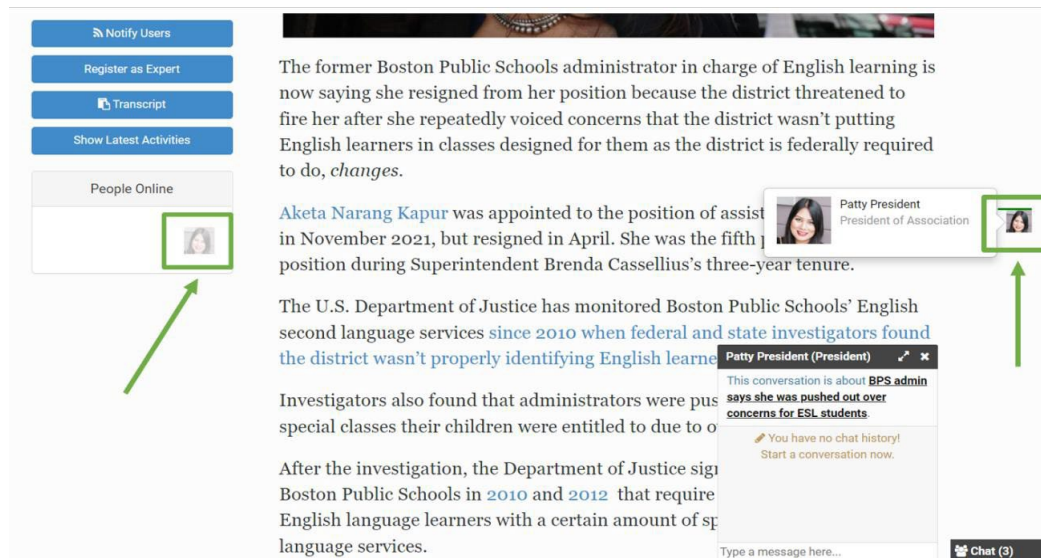
The first would be by clicking your chat bar (see below). This will open a list of every user you have initiated conversation with already.



You can also head to your Messaging Center by clicking the message icon in your navigation (see below) to see all chats you have had in the past.



You can also initiate a “Content-Specific Chat” while on a discussion or article with another user. You can do this by clicking on a user’s icon while you are in a post together.



You can see that the chat box that was opened says that “This conversation is about”, then it highlights the name of the resource we were in when we started the conversation. That way, when searching for a conversation you had around a post, you just have to look for the chat that is linked to that post.

Note: You can find both general chats and content-specific chats in your Messaging Center.

Profile Settings

Edit Profile

Your profile comes from your membership account. Any changes are made in your membership account and will sync to ShopTalk within 24 hours. You can only update or edit your social media accounts in your ShopTalk profile.

If you need any assistance with your profile email:

membership@museumstoreassociation.org.

← Back to Profile

Personal settings

- Profile
- Password
- Notification
- Groups

General info

Email
info@breezio.com

First name
Breezio

Last name
Info

Username
BreezioInfo
Your url will be <http://assoc.breezio.com/user/Username>

Cloak mode
Off

Timezone
(GMT-04:00) Eastern Time

Profile Type
Person

Profile Picture

Upload

Chat (2)

On the left-hand side you will see a “Personal Settings” menu. This is where you can also go to update your notification preferences.

Notifications – Email Digest

Manage Notifications Options

Email Digest

Get a summary Email digest of everything that happens in your account.

As-it-happens

Get email notification right away.

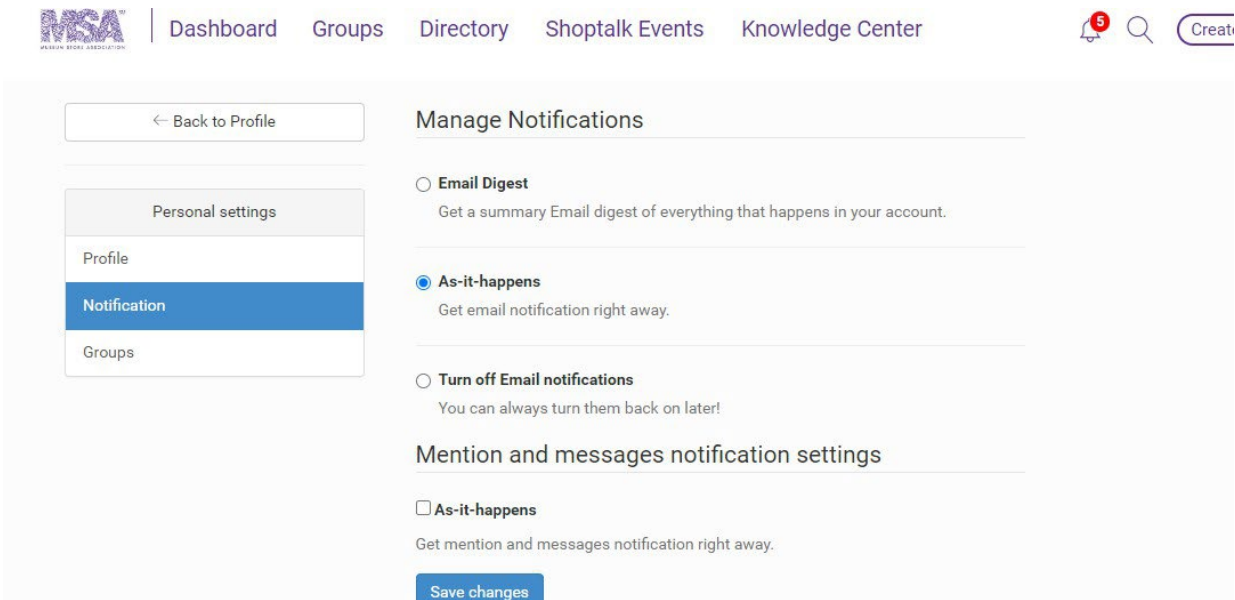
Turn off Email notifications

You can always turn them back on later!

Mention and messages notification settings

As-it-happens

Get mention and messages notification right away.



Glossary of Terms

Activity: This is the generic term for any new creation of information in the community. Examples: new posts, new comments, event posts, editing of past posts, etc.

Article: Document or webpage used for collaboration.

Collection: Grouping of content arranged together on specific topic or narrative. Sometimes used as a repository for resources

Comment: Any additional opinion, observation or remark added to an existing post.

Dashboard: This is the homepage for users to enter their respective workspaces. This is the personal homepage for each user.

Discussion: Content type created to begin a conversation. Generally, this would be text heavy but can also include images, files, embedded content (videos, polls, social media posts).

Document: File of any type shared with the community. Note: the system can preview .pdf and image files but cannot preview .doc, .xls, or .ppt file types.

Chatting/Messaging:

In portal module that allows users to message one another directly. Currently, this module only allows one to one chat/messaging.

Notification: Communication from the system informing the user of activity in the community. There are two forms of notification: Email and in-portal.

Email - Based on the user's profile setting, the community sends an email to the user when activity occurs in the portal. The emails can be set to send immediately or in intervals (hourly, daily or weekly).

In-Portal: On the user's dashboard page at the top, there is a bell icon. Clicking on the icon will report all new activity that the user is allowed to see.

People: List of all members to whom a user is connected.

Post: Any type of content that has been added to the community (e.g., discussion, video, document, imported article, or comment).

Threads: Multiple comments originating from a single post or comment.