

# WOB Social Media Aggregator System

Revision 1.0 Friday, February 10, 2012

## 1. Social Media Aggregator Overview

The social media aggregator ([hellotxt.com](http://hellotxt.com)) is a system that allows quick deployment of social media status updates to a large number social media platforms where we have established accounts. The system acts as a centralized control panel for social media operations that bypasses the need to go to each social media profile individually in order to make status updates. These status updates can be made directly through [hellotxt.com](http://hellotxt.com)'s website or via [hellotxt.com](http://hellotxt.com)'s apps (available for both iPhone and Blackberry.)

Status updates made through [Hellotxt.com](http://Hellotxt.com) are ideally formatted in the standard 140 character text string that is adopted by Twitter and most other social media platforms. While [Hellotxt.com](http://Hellotxt.com) can post to the Wear One Body's Facebook page, we recommend making Facebook posts separately so that Facebook's unlimited text area, video, image upload and linking tools can be used.

In short, [Hellotxt.com](http://Hellotxt.com) is most useful for broadcasting 140 character status updates to Twitter and most other social media networks. As an overview, the Facebook page will feature the following types of fan posts:

## 2. Login Information

Nearly all of the social media accounts, and [hellotxt.com](http://hellotxt.com) account, are tied to the email address: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com). This email account can be accessed at:



[www.gmail.com](http://www.gmail.com)

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Cyber4675 (case sensitive.)

Access to hellotxt.com can be established at:

[www.hellotxt.com](http://www.hellotxt.com)

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Cyber4675

Login information for the social media accounts that have been setup is shown below:

www.facebook.com

(Use personal Facebook account to access the profile. You must be an admin of the Wear One Body's Facebook page.)

www.twttier.com

Userid: wearonebody

Pass: Wob1123

www.youtube.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Cyber4675

www.plurk.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123



www.myspace.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.friendfeed.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wear1123

Remote Key: bucks479plumb

www.crunchbase.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.bebo.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.hi5.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.tumblr.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.identi.ca

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123



www.sharenator.com (Fazkut)

Userid: wearonebody

Pass: Wob1123

www.flickr.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Cyber4675

www.hictu.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.livejournal.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.meemi.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.orkut.com

Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

www.plerb.com

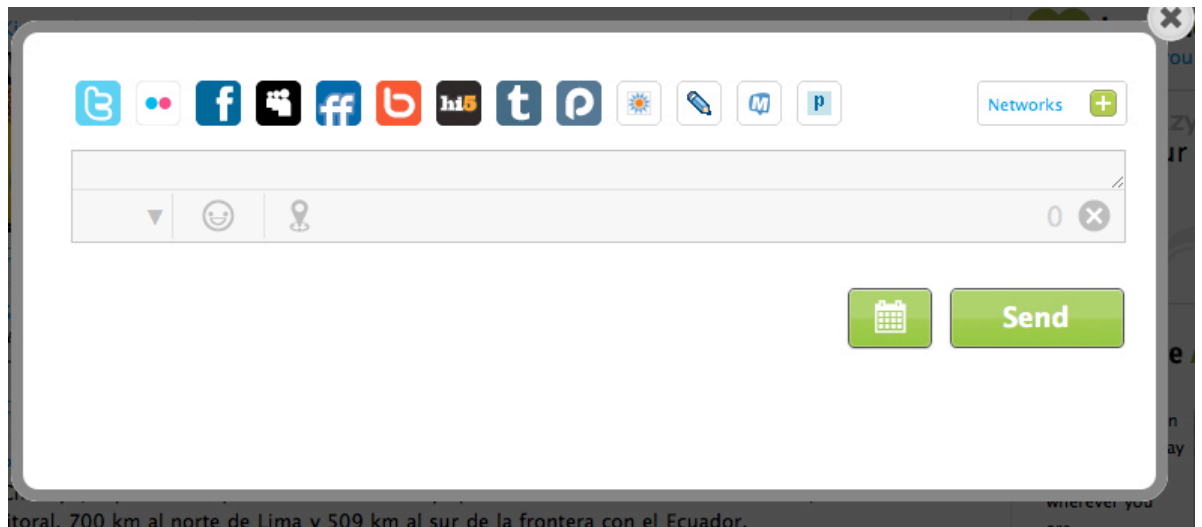
Userid: [socialmedia@wearonebody.com](mailto:socialmedia@wearonebody.com)

Pass: Wob1123

### 3. Posting Procedure

To make status updates to all social media profiles, please use the following procedure:

1. Log into [www.hellotxt.com](http://www.hellotxt.com).
2. Click on the "What are you think?" bar at the top. This will open up a dialogue screen as shown below.



3. Type your message into the text box.
4. Select the social media profiles that you want to update. (Note, by default, all will be activated. To deactivate a profile, simply click on its icon and it will get grayed out.)
5. Click Send.

## 4. Miscellaneous Details

Hellotxt.com has the capability of sending to over 100 social media accounts. The most widely used social media platforms have been for use with Wear One Body, even if they are somewhat irrelevant to Wear One Body's target audience.

It is important to note that there is a benefit to keeping updates going to these profiles. Each profile is indexed by Google and most have a link to [www.wearonebody.com](http://www.wearonebody.com). Continual updating of the profiles may help Wear One Body by 1) exposing certain social media audiences to WOB and 2) help boost [www.wearonebody.com](http://www.wearonebody.com)'s SEO standings by having multiple active social media profiles that link back to [www.wearonebody.com](http://www.wearonebody.com).