

LSU Foundation Issuu.com User Guide

Contact:

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OVERVIEW OF ISSUU.COM

LSU Foundation's Issuu newsstand is available by visiting <http://issuu.com/lsufoundation>.

What is Issuu.com?

The service provided by www.issuu.com converts an electronic document into an interactive online publication in just a few minutes. No technical skills are required, and the end result enables readers to enjoy content in a Web browser without any download or installation. Issuu.com hosts documents from major corporations, universities, newspapers and magazines. Three current users on campus are Student Life (www.issuu.com/lsustudentlife), *The Daily Reveille* (www.lsureveille.com) and www.lsusports.net are three current users on campus.

How will the LSU Foundation newsstand be organized?

LSU Foundation's Issuu.com newsstand is a resource library for publications that you want to share with donors and prospective donors. Items with a very short shelf life, like fliers, will not be included. Publications that do not have a tie to donors (e.g., staff handbooks) will also not be included. Donor-centered handbooks, reports, guides, informational brochures and any other donor materials with a long shelf life are welcome! As documents are submitted, organization will be determined on the basis of emerging topic trends, publication popularity and/or date-sensitivity of publications.

How will people find, view and interact with my content?

There are several ways users can visit your documents on the LSU Foundation newsstand:

- They can click a hyperlink that has been e-mailed to them or included on a Web page.
- They can view an embedded Issuu document on a Web page.
- They can visit the LSU Foundation newsstand directly (www.issuu.com/lsufoundation).

When a user visits the LSU Foundation newsstand, s/he can see both the document that originally brought him/her to the site and a sidebar with all of the LSU Foundation's digital documents. Readers may rate, comment on, download and print documents. User-driven distribution via blogs, Facebook, MySpace, Digg, Reddit, etc., is also available to users. Users who subscribe to our newsstand will be notified when a new publication is posted and can receive notifications by an RSS feed. Issuu.com is optimized for search engines; the site makes content available and high-ranking on all major search engines (Google, Yahoo!, etc.) for greater exposure to audiences worldwide.

INCLUDING YOUR PUBLICATION ON THE LSU FOUNDATION NEWSSTAND

How do I post my document?

Sara Crow is the account administrator. To submit a document, e-mail all of the following to Sara:

- The document to be posted, in an accepted format: PDF, Word, PowerPoint, OpenOffice, RTF, or Word Perfect. Correct file types should have one of the following file name extensions: PDF, DOC, PPT, ODT, WPD, SXW, RTF, ODP, SXI.
- Timeframe of when the document should go live, and when it can come down. Since documents can be uploaded very quickly, a lead time of two business days is sufficient.
- The document title that you would like users to see on the newsstand. Note that this should be clear and short; the title you use will be used to build the URL for your document.
- A brief description of the document.
- A Web address to which traffic should be directed from this document.
- At least two keywords for the document.

Can I embed a file on my site?

Yes, Issuu.com provides HTML code for embedding documents. Contact Sara for the code you will need to embed a document on a Web page. To see an example of an embedded document, please visit <http://www.lsufoundation.org/content.php?display=cornerstone>.

Statistics

Issuu.com provides statistical insight about readers: views (total, by document and by document page), bookmarks, ratings, comments, links and geographical information. Contact Sara for a statistical report on your document.