

How to Use Offerpop

Offerpop is a powerful service that will allow you to create engaging activities like photo contests, video contests, quizzes, polls, raffles and more. The platform is set up to be for Facebook pages and Twitter accounts, however you can also place activities on a webpage.

In order to use Offerpop, you must have a personal Facebook account and one page. Visit the following links to learn how to set them up.

Creating a personal Facebook page:

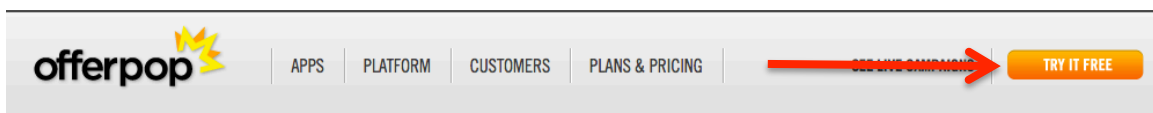
<https://www.facebook.com/help/345121355559712>

Creating a Facebook fan page:

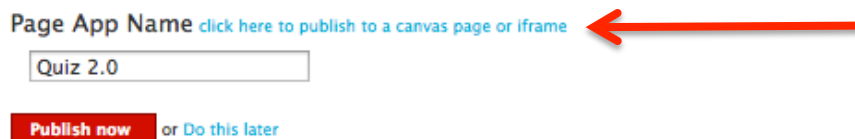
<https://www.facebook.com/help/382987495087424>

You can set up a fan page that promotes ridesharing around your office. Even if people don't have access at work, they can still visit the page when they do use Facebook.

1. Create a personal Facebook page. (Most people already have one)
2. Create a Facebook fan page.
3. Visit <http://www.offerpop.com>.



4. Click on the "log into Facebook apps" button.
5. Choose from one of the apps and create your activity. Each campaign starts with pre-filled examples that are easy to change and customize.
6. Click on the blue "Publish" button when your activity is ready.
7. You will then be taken to a confirmation screen. Instead of saying "Publish Now", click on the link that says, "click here to publish to a canvas page or iframe".



8. Select the button that says, "Publish to an external iFrame".
9. Copy the code and give it to the individual who maintains your Intranet. They will paste it into the HTML code to add it. Be sure to add the Intranet URL to the page

that will house the activity in the External URL box. Otherwise, it may not function properly.

⊕ **Publish to an external iframe**

This is an advanced option for users who want to publish to their website or blog, instead of Facebook. To use this feature, you will need to set up an HTML Page on your website with an iframe pointing to this Offerpop campaign. Copy and paste the following code to your blog or website:

```
<iframe src="//offerpop.com/Contest.pcp?c=326947&u=195257&a=128546743959405&p=112914715457&rest=1" width="760" height="1500" frameborder="0"></iframe>
```

To publish your campaign, you must enter the URL for the Page on your website or blog where you will embed the code above. This must be set correctly or your campaign will not function properly. If you have questions, please contact support by clicking the Get Help button.

External URL:

Publish now or [Do this later](#)

10. Click on the red button to publish the page.
11. Share a link to the page to your co-workers!

This service is free if your Facebook fan page has less than 100 fans. Once your page has more than that, it starts to charge a fee per campaign. However, the cost is relatively low until you have more than 1,000 fans.

Please contact the rideshare team at sharetheride@octa.net for assistance.