

Yellow Connect Guide

How to post content and respond
to reviews in Yellow Connect.

Engage your audience with content publishing.

As well as boosting your findability, Yellow Connect gives you a single point of control to manage your online presence, reply to reviews and publish content.

Engage with customers by sharing relevant news, promotions and events, and responding to feedback the right way. All with a single click. In this guide you will see step by step how to:

Publish

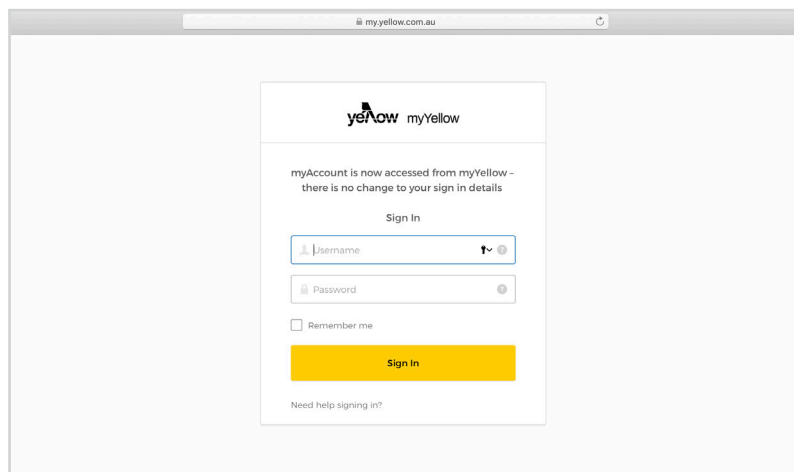
- Create a new post
- Share any new updates and news
- Publish any offers
- Add Q&As on Google Search
- Track your post progress
- Edit or remove posts

Customer Feedback

- Respond to reviews and Q&A's
- Filter and download feedback

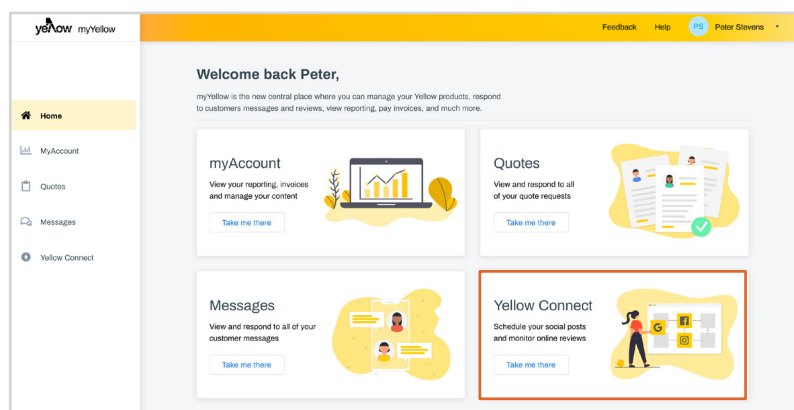
NOTE: To be able to publish to Google and Facebook you must have your accounts linked within Connect.

Logging in to Yellow Connect:



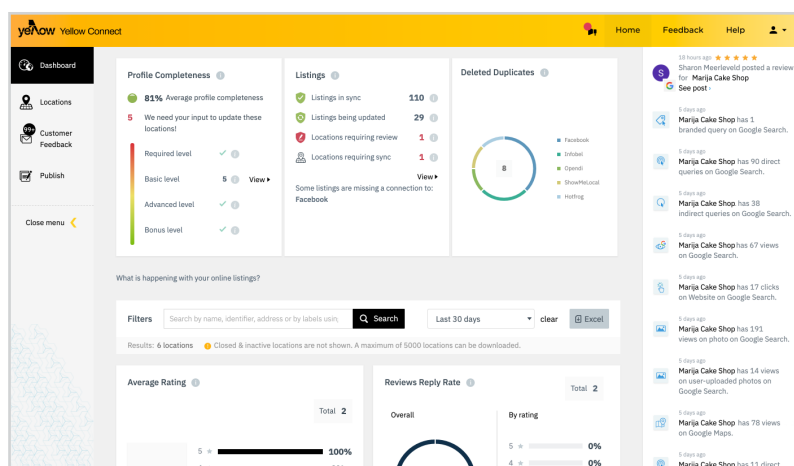
1. Login

Enter your login details on myYellow. To log in click [here](#).



2. Access Connect

Once you've logged in, click on the Connect tile on the homepage.



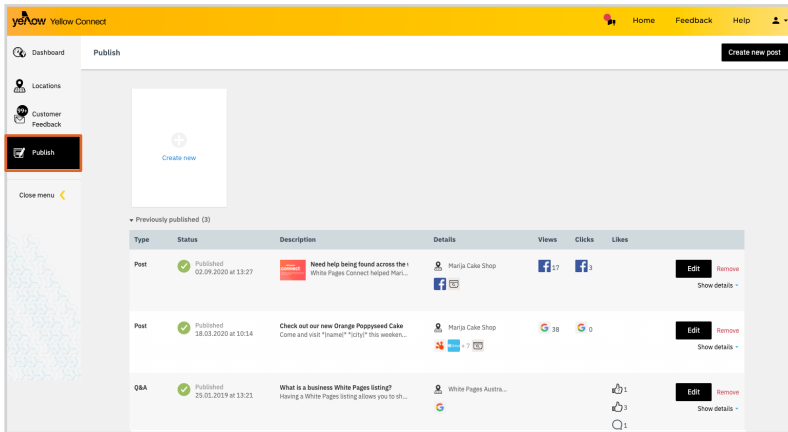
3. Dashboard

You should now see your Connect dashboard.

If you have multiple business locations, select under which location you wish to add or change details to under 'Locations' to the side of your dashboard.

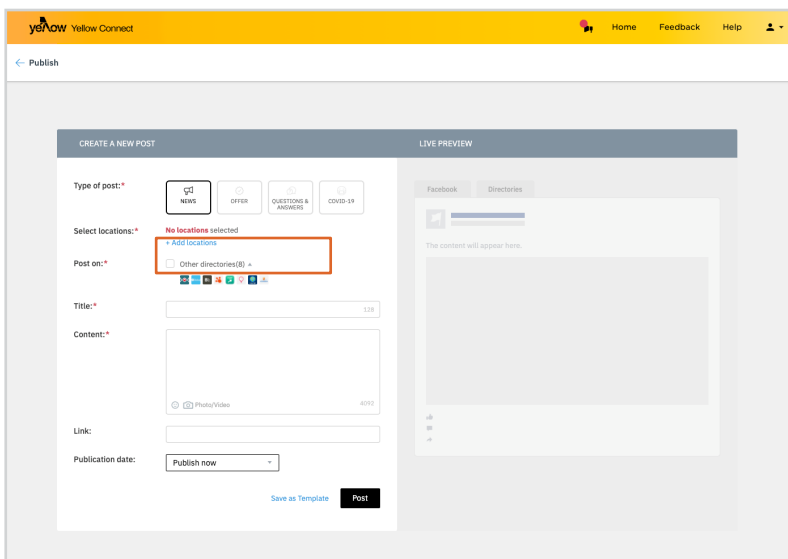


How to post in Yellow Connect:



1. Create a new post

Click on the 'Publish' tab. Then click 'Create new post' to get started!



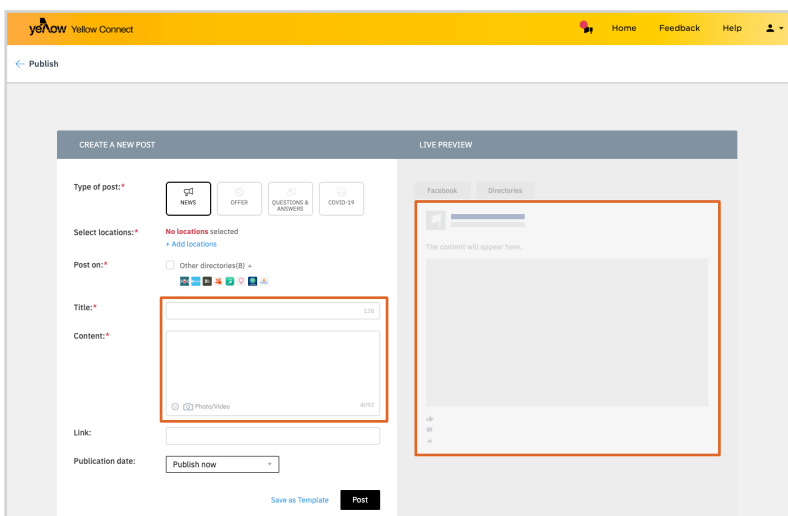
2. Type of post and where to post

News post: post on Facebook or share updates on search engines like Google.

Offer: promote a time-limited campaign or sales promotion on search engines.

Questions & Answers: post FAQs on Google to help your customers.

To share your update across multiple places, select where you'd like it to appear by clicking the boxes in 'Post on'.

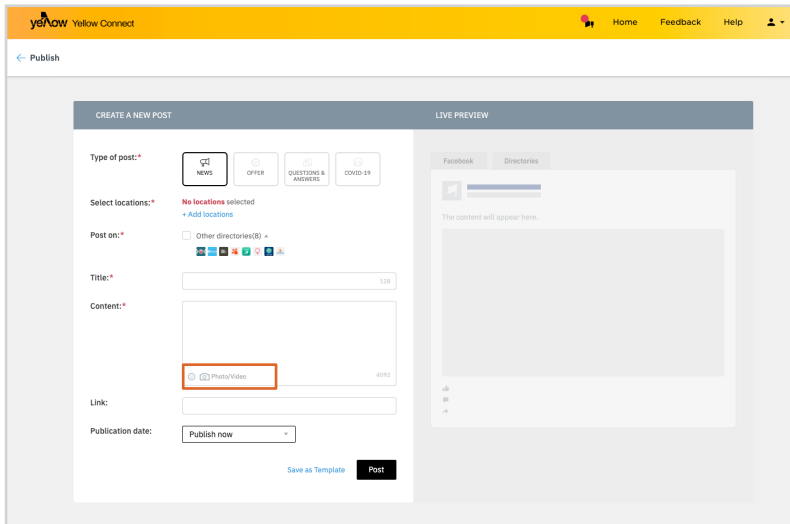


3. Add your content

Enter a title for your post and write your main message in the content box.

You will be able to see your content and changes as you go in 'Live Preview' on the right side panel.

Click between multiple tabs to see the preview across the different sites and platforms.

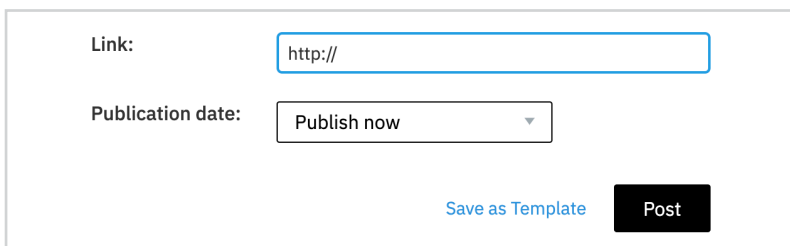


4. Add an image

Click the camera icon and upload one or more images or a video to accompany your content.

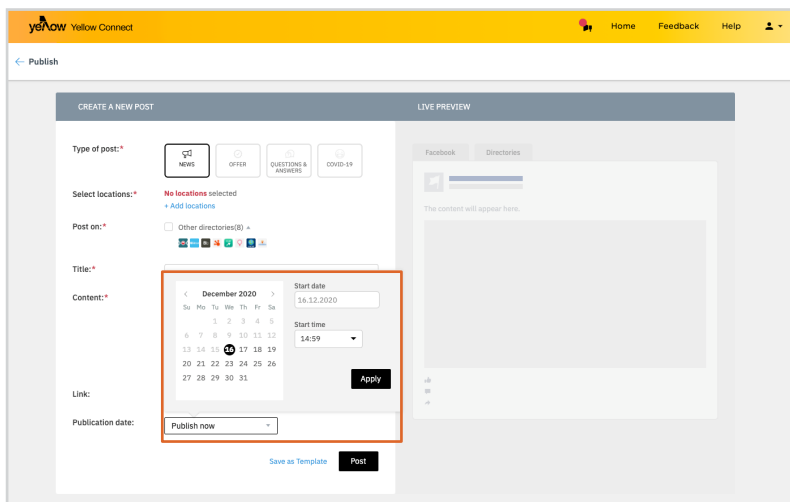
(Image file must be JPEG under 4MG or PNG under 1MB. Video is only available for Facebook MP4 or MOV files under 200MB.)

You also have the choice to add emoji's by clicking the smiley face button. Using emoji's is a nice way to help your content reflect the tone you're wanting to achieve.



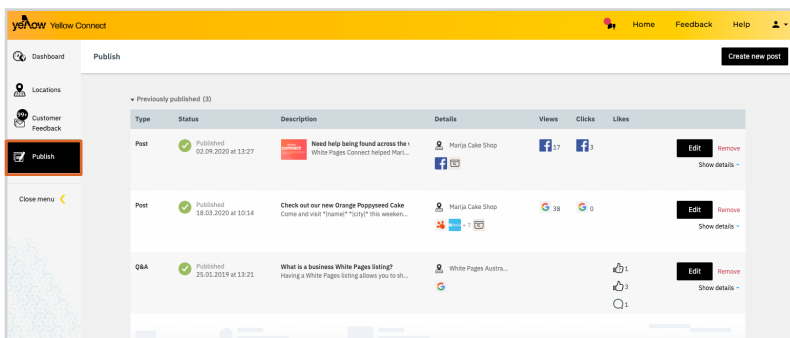
5. Add a link

Include a website address that you want to link to – this could be your business' website or an external site.



6. Publish your post

Refer to the side preview on the right of the screen to ensure you're happy with your post. Once you're ready, click post to publish immediately. If you want to schedule your post, click the arrow next to publish now and select a date and time. If you're posting an Offer, you'll need to set a start and end date for your post under the time range option.



7. Track progress, edit and remove posts

To see how your posts are performing, click 'Publish' to go back one page. This will show you how customers are engaging with your posts through views, clicks and likes. To edit or remove posts, click the 'Edit' or 'Remove' button on the right of each post's progress.



How to read and respond to customer reviews in Yellow Connect.

1. Customer feedback

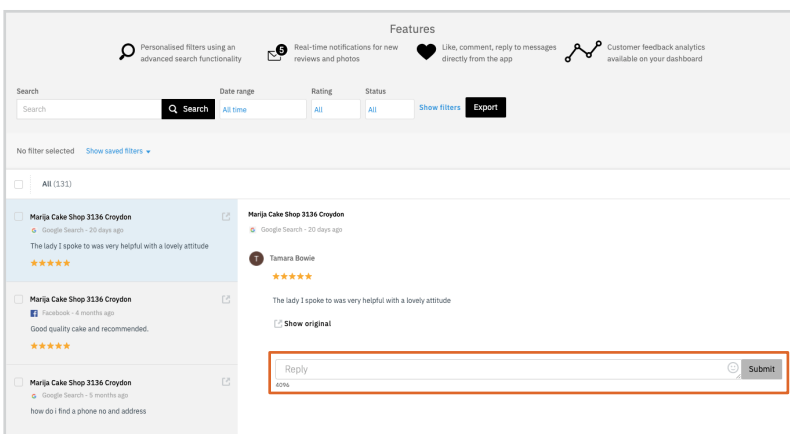
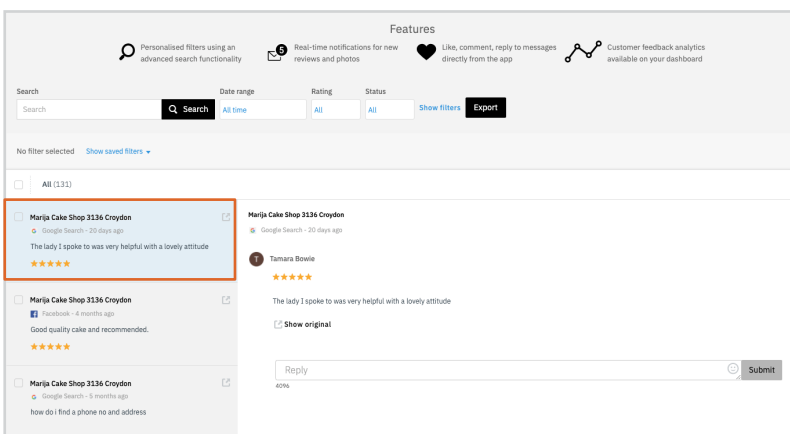
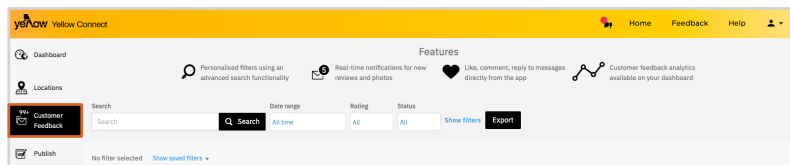
To see your reviews click 'Customer feedback' in the left side panel.

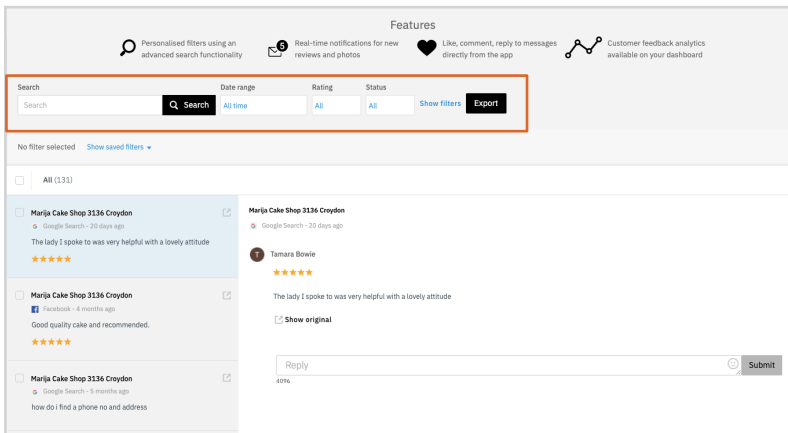
2. Respond to a reviews

To respond, click your selected Google or Facebook review.

3. Post your reply

Once you've clicked on the review you'd like to reply to it will open to the right. This will display the full review as well as a reply text box. Type your reply there and click 'Submit'. The same process applies to either Google or Facebook reviews.





4. Filter and download feedback

To export your reviews, use the filters available and select what you want to report on. This includes:

Date range- over what period or month you want to report.

Rating- you can select from 1-5 star reviews.

Labels- if you have included labels to any posts you can select and include them to a report.

Status- this allows you to choose from read, unread, replied and unreplied reviews. Once you have selected your requirements click 'Export' for your report.

