



# Cisco at RSA Social App Game Instructions

# Cisco Global Events Mobile Social App

## Features

- Social media networking tools and activities integration by event
- Geo-location integration
- Unique Cisco virtual and onsite “check-in” gaming activities
- Rating / commenting capabilities
- QR code functionality
- Networking and chatting functionality

## Downloading Instructions

- Available for iPads, iTouches, iPhone 3Gs and above, Blackberries with 6 OS/HTML 5, Androids 2.0 and above with HTML 5, and Windows 7/HTML 5.
- Download the Cisco Global Events app directly from you mobile device:
  - iPhones: iTunes or <http://ddut.ch/CiscoEvents>
  - Androids: Android Market or <http://ddut.ch/ciscoevents-and>
  - Blackberries and Windows 7: <http://bit.ly/CiscoEvents>
- Reference slide 3 for usage tips and slide 19 for frequently asked questions.

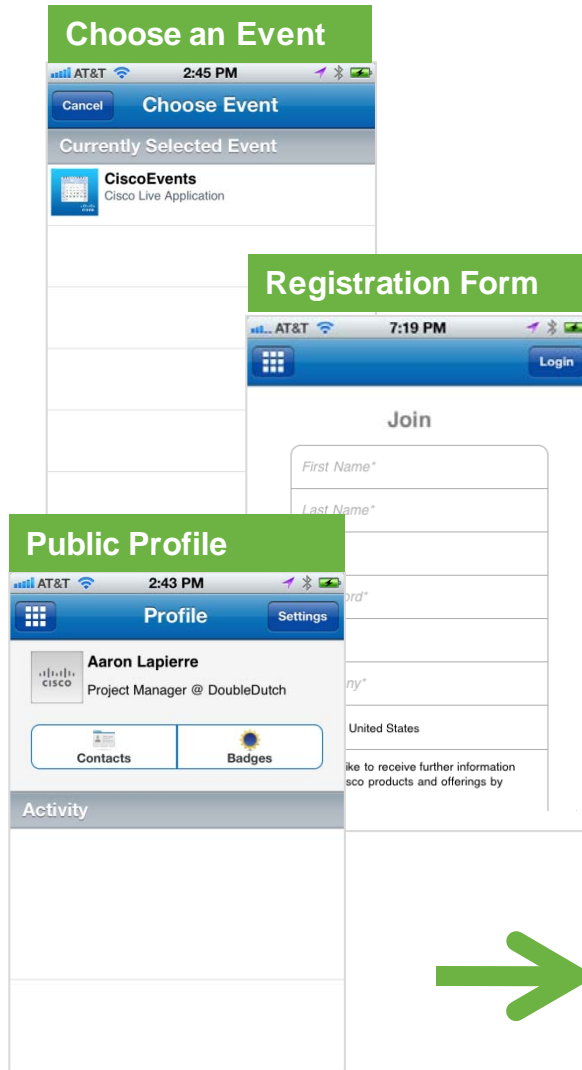
## Support

- Contact: [cisco\\_social\\_media\\_for\\_events@external.cisco.com](mailto:cisco_social_media_for_events@external.cisco.com)

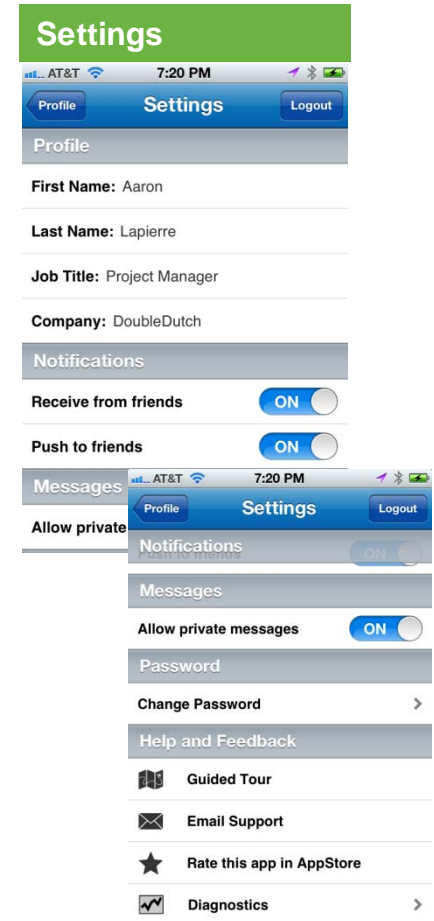


# Setting Up

- After downloading the app, select the program you will be participating in.
- Fill in the short registration form.
- Access all of the sections in the program view.
- Update your profile using the “Settings” instructions. (I.e. include a photo and add in your Twitter, Facebook, and LinkedIn accounts).

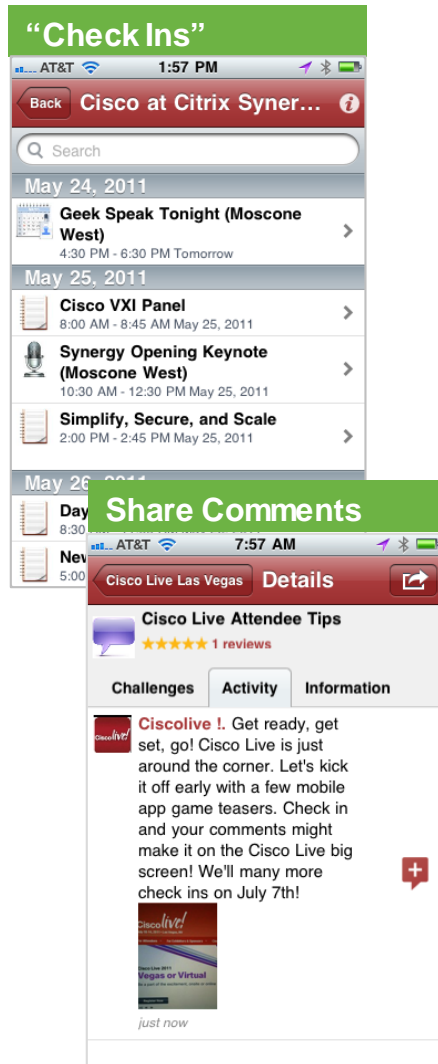


- iPhone and Android users: Click on the profile section to update your settings.
- HTML5 users: Add your Facebook, Twitter, and LinkedIn accounts during the registration process or as you check in to share posts and information with your peers.
- Add a picture to your profile (iPhone), go back to the main screen and click on “Profile”. HTML5 users can upload from Facebook or Twitter accounts.
- Click on the top left-hand corner box and select a photo from your photo library.

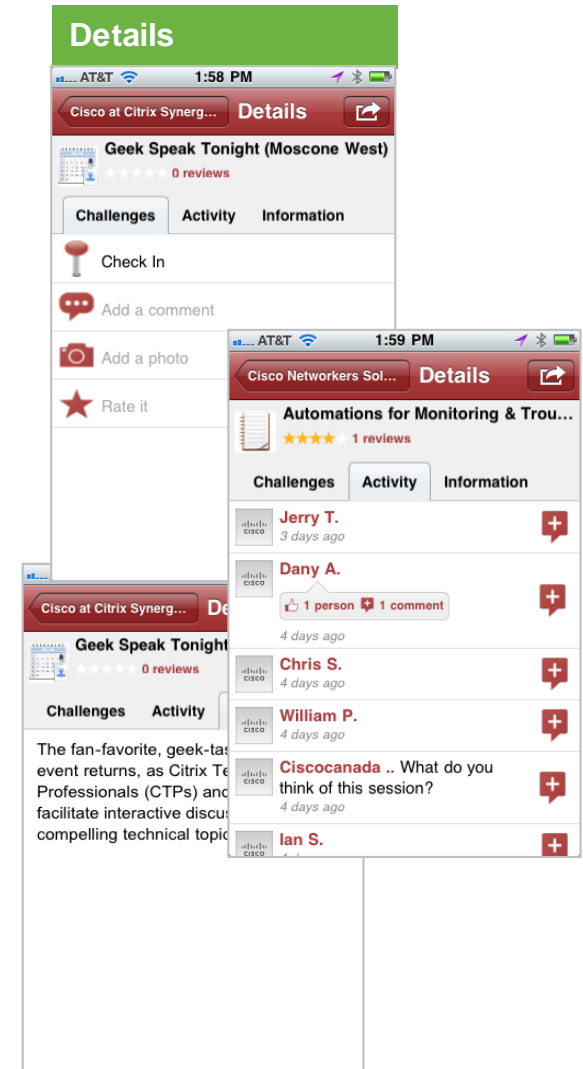


# Participating

- Prizes are awarded for participating in Cisco-related check ins.
- Click on a specific activity to “check in”.
- Share comments and photos with either others participating in the app, in your Twitter stream, on your Facebook page, or with your LinkedIn connections. (Select any of these options as you “check into” each item. Add social media accounts using the profile “settings” view.

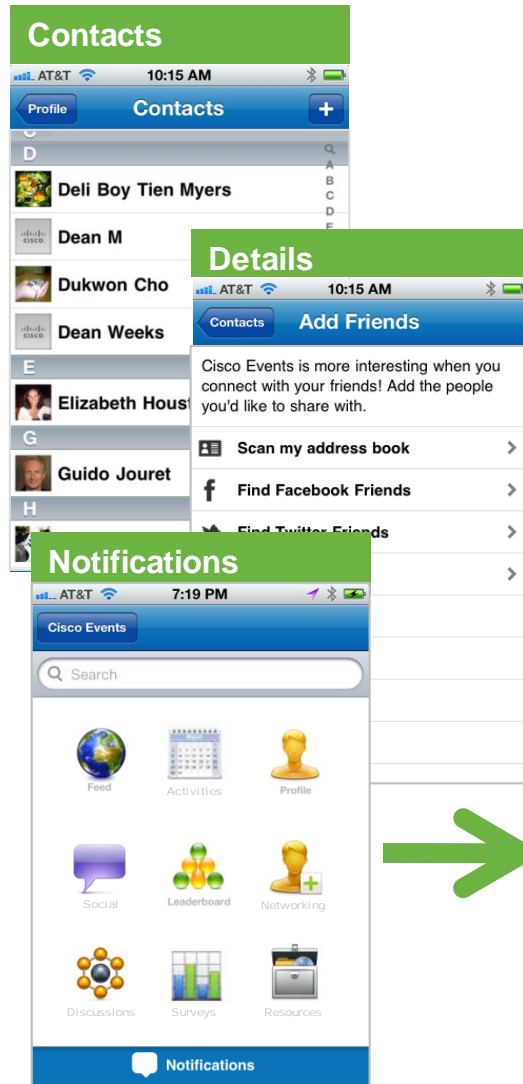


- On the “Challenges” tab, add a comment, a photo, and rate the activity for additional points.
- On the “Activity” tab, see what others are posting and network with them.
- On the “Information” tab, learn more about the activity.
- At the top of any of these areas, click on the “reviews” to read and add ratings.

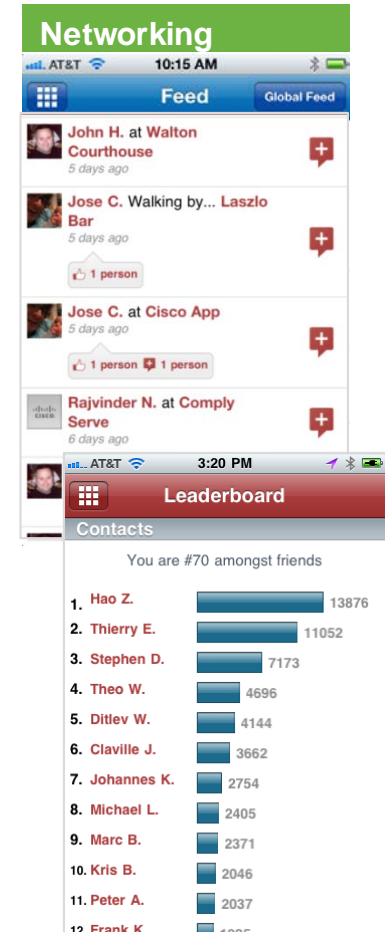


# Contacts and Networking

- Build your mobile network by clicking on the “Contacts” icon from the home screen (only for iPhone and Android users).
- Add new contacts through a variety of social media channels, email, or by searching for the person’s name or company (only for iPhone and Android users).
- Keep up with new contact requests and comments through the “Notifications” section on the home screen (only for iPhone and Android users).



- See all community member postings through either the “Feed” section on the home screen (iPhones). Click on “Global Feed” to access your network and local feeds.
- Find others by topic interests or expertise tags. (Profile tags can be configured in the “settings” area).
- HTML5 users can see the global feed using the “Cisco Community” section or the just the contact activity in the “Network Feed” section.
- Check out the leaderboard from the home screen using 2 views: global leaderboard and your own network leaderboard.



# “Check In” Gaming Details



# Game Guidelines

## Overall Guidelines

- The Cisco at RSA social app game will begin on Monday, February 20.
- Participants earn points for each Cisco program check in listed in the mobile app.
- Check in activities are organized in several categories identified by symbols.
- Participants receive additional points for adding pictures, comments, ratings, and reviews.
- **Participants are entered into a random drawing to win an iPad. Random prize drawing will take place on Thursday, March 1 at 1 p.m. PT in the booth.**
- Winners will be notified by email. (See official terms and conditions in the booth for more information.)

## Game Structure

- Participants earn standard points for each check in.
- Check into at least 2 items in 3 or more categories (minimum 6 check ins) and earn a program badge.

Description	Points	Description	Points
Check In New Location	50	New Review	20
Check In Previous Location	10	First Review Bonus	25
First Check In of the Day Bonus	15	Add Profile Photo	10
Multiple Check Ins In a Day Bonus	20	Add Location Photo	30
Multi Day Check In Bonus	25	Add a Comment	10

# Frequently Asked Questions





# Frequently Asked Questions

- **How do I download the Cisco Global Events social app onto my smart phone?**

This application is currently available for iPhones 3.0 and above, iPads, iPod Touches, Android phones (2.1 and above) and Blackberry devices (running 6 OS) with GPS update capabilities, on the HTML 5.0 platform. If you do not have a compatible mobile device, please visit the Cisco booth information counter to participate in other passport programs. (The application only needs to be downloaded once and can be used as you participate in various Cisco Global Events.)

**iPhone Application Download:** visit the Apple app store on your mobile device and search for “Cisco Global Events” or by visiting [ddut.ch/CiscoEvents](http://ddut.ch/CiscoEvents) (not case sensitive) from your mobile phone.

**Android Application Download:** visit the Android App Market on your mobile device and search for “Cisco Global Events” or by visiting <http://ddut.ch/ciscoevents-and> (not case sensitive) from your mobile phone.

**Blackberry Application Downloads:** visit [bit.ly/CiscoEvents](http://bit.ly/CiscoEvents) (not case sensitive) directly from your mobile phone.

- **How can I edit my name or email or other account info?**

Go to “settings” to edit any personal information or account settings. Click on “edit” next to account info to reset your password, update your name, email, or phone number, or to change or upload a photo.

- **How do I reset my password?**

To reset password upon sign in, click the “send me a password link”. To reset your password when logged in, click the “more” tab, then “settings”, followed by “change password.”

- **How do I change my current location?**

The Cisco Global Events social app uses the GPS in your smart phone to find your current location. If you would like to change this location, click the “check in” button to launch a search for nearby locations. If the location you are looking for cannot be found, pull down on the menu and enter it in the search bar.

- **How do I upload or change a profile photo to my account?**

Within the Cisco Global Events social app, click on “more” and then “settings”. Click on the camera icon and load a picture stored in your picture library on your smart phone (next to account information). **\*Please Note:** Photos must be 200 KB or smaller (jpg, gif, or png format).

# Frequently Asked Questions

- **How do I find friends?**

The Cisco Global Events social app has the capability to selectively add your friends from your address book and by email. Click on the “contacts” icon and click on the “+” symbol in the right-hand corner. This action will bring up either your address book list or a new email window, depending on the option you choose. You also can connect with others by clicking on the participant’s name either in the feed stream or from the “Leaderboard” sections. Lastly, as you check into a location, you can see who else has also checked in and connect with them. Once you add the contacts and they accept your request, they will be listed in your contact list.

- **How do I sign up for the Cisco Preferred Access program?**

You can sign up both online and in-person. To join online, visit [www.ciscopreferredaccess.com](http://www.ciscopreferredaccess.com) and follow the prompts. Or visit us at an upcoming Cisco activity to sign up online.

- **Who can I contact if I have questions about the application?**

The Cisco team is happy to assist you. Visit the information counter at the Cisco booth for more information or send questions to [cisco\\_social\\_media\\_for\\_events@cisco.com](mailto:cisco_social_media_for_events@cisco.com). If you have a question related to the Cisco Preferred Access program, please send your questions to [ciscopreferredaccess@external.cisco.com](mailto:ciscopreferredaccess@external.cisco.com).

- **How do I get pings or notifications when my friends check in?**

On Apple and Android devices, you can activate to receive “push notifications” by going to the “more” tab. Click on “settings”, then turn “on” the “receive from friends”. You can also enable/disable receiving push notifications from specific users by going to their profile page and turning the “receive alerts” switch to “off”.

Make sure that you’ve allowed “pings from the application” in your phone settings and those notifications are turned “on”. (Go to the device “settings”, then “notifications”, and make sure notifications are turned “on”. Then click on “Cisco Global Events” to make sure alerts are turned “on”. **\*Please Note:** you can only receive pings from friends that are in the same city that you’re in. You will also receive notifications from your friends no matter where they are located. (HTML5 applications for Blackberry do not have “push notification functionality”.)

- **How do I add a location?**

Go to the “check ins” tab to search for nearby venues in case the location already exists in our system. If not, try searching using a key word. If you still can’t find the location, click on “still can’t find the place?” to add a new item. **\*Please note:** Added locations that are not already listed as a main Cisco activity will not be eligible for points or prizes.

# Frequently Asked Questions *(con't)*

- **What is a check in and how do I check in?**

Using the Cisco Global Events social app, you can notify the tool that you are at a specific location, called a “check in”. After loading the application on your smart phone, select the program you would like to “check in” to and choose an activity from the list. During “check in”, you can simply “check in and notify others” active in the application or extend awareness to your Twitter followers and Facebook friends. You can also post a picture of your “check in” location. To post an image, take a picture using your smart phone and then click on the camera icon during the “check in” process. Each time you “check in” to a Cisco specific activity listed on this screen, you will earn extra points towards prizes. The point values are listed as part of the “check in” activity.

- **How do my check ins show on Facebook, Twitter, and LinkedIn?**

Click on the “settings” button to add in your Facebook and Twitter account information. Once this information is loaded into the application, it will ask you if you want to broadcast your “check in” to these channels each time.

- **How do I earn badges?**

Program badges are earned once a number of category check ins are accumulated. Here is a current list of check in categories:

Cisco Booth



Cisco Demonstrations



Cisco Receptions



Cisco Social Media



External Cisco Sites and Links



Special Cisco Activities



Cisco Keynote



Cisco Meetings



Cisco Sessions



- **How can I see what contact information I share with friends?**

On an Apple device, just your first and last name initial, picture, Facebook, Twitter, and LinkedIn account links will appear.

On the Android, there is an “about me” field on the “me” tab. You can edit this info by going to the “me” tab, at the bottom of this page there is an “about me” text box where you can share contact information.

On the Blackberry, you can edit shared content by going to the “me” section at the bottom of the screen, in the “edit about me” box.

# Frequently Asked Questions *(con't)*

- **The Cisco Global Events social app has the incorrect location listed. How do I fix it?**

Smartphone mobile phones use various combinations of GPS, Wi-Fi, and cell tower triangulation to estimate a phone's location. Depending on which of these signals is available, the reported location can be very accurate (down to 10m/30ft if GPS is turned on and you are outside in the open where satellites are visible) or wildly approximate (somewhere in a 5km/3mi circle).

This application uses these location estimates to deliver lists of “check ins” and friends that are near you. If a place you expect to see isn't in the nearby list, it may be because your phone thinks it is somewhere other than your current physical location. The black status bar near the bottom of the “check in” views shows the approximate address where the phone thinks it's located. If this address seems wrong, you can refresh the location by pulling down on the current view and releasing.

If the location is still incorrect after you refresh, try to make the phone use a different type of signal to construct the location estimate. If you are inside a building, take the phone outdoors so it has line of sight to GPS satellites. If you have WiFi disabled, turn WiFi networking on. If the phone's reported location remains far away from where you are, you will probably still be able to find the place you want to check into by searching for it by name in the “check ins” view.

- **The social app is showing me empty “friends”, “check ins”, and “review” screens. How do I fix this?**

Verify that you have enabled “location services” for the application in your device's settings. Open the “settings” tab, click on “general”, and then “location services”. In the list, make sure the switch is set to “on”. Next, verify that your device has a working data connection. (Can you open web pages? If not, check the “settings” tab by clicking on “general”, then “network”, “cellular data: and/or “settings Wi-Fi”).

Lastly, if using an Apple device, quit and restart the Cisco Global Events social app. (To find any running applications, double click the “home” button and a dock will appear showing all of the open applications. Scroll sideways and when you find the Cisco Global Events social app, click and hold until you see the red minus sign pop up. Then click on the icon to close the application down completely. Once that's completed, you can launch it from your home screen.)

- **My Apple or Android device is having trouble with the Cisco Global Events social app. What can I do?**

It's possible you have many applications running in the background that are a memory or battery drain. Try shutting some down completely and restarting the application. To find any running applications, double click the “home” button and a dock will appear showing all of the open applications. Scroll sideways and when you find the Cisco Global Events social app, click and hold until you see the red minus sign pop up. Then click on the icon to close the application down completely. Once that's completed, you can launch it from your home screen.

# Frequently Asked Questions *(con't)*

- **How do I give the Cisco Global Events social app permission to get my location?**

On your Apple device, go to the device “settings”, then “general”, and lastly “location services”. Make sure “location services” and the “Cisco Global Events” social app settings are turned “on”.

Also, you may want to close running applications. (To find any running applications, double click the “home” button and a dock will appear showing all of the open applications. Scroll sideways and when you find the Cisco Global Events social app, click and hold until you see the red minus sign pop up. Then click on the icon to close the application down completely. Once that’s completed, you can launch it from your home screen.)

On the Android, a browser is needed to give the Cisco Global Events social app permission to access your location. Open the browser, click on the menu, then “more”, then “settings”. Lastly select “enable locations.”

On the Blackberry, go to the “home” screen and click on the “browser” icon. From there, click on the “menu” button, select “options” and select “browser configuration”. Once these steps are completed, check the box to support location, and then click “change option”. Lastly, click the trackball and then click “save options”.

- **What do I do if the HTML5 social app freezes?**

If you've bookmarked the application, try deleting the bookmark and clearing your history and cache in settings. Then try browsing to the link again. Or, you can try signing out and back in. If both of those options do not work, turn your phone off and back on.

**Thank you.**

