

Top 10 Best Practices for Public Portal

The Brainshark Public Portal is designed for you to be able to display your public Brainshark Content in an environment that makes it simple for viewers to find the content they desire without having to log into a website. The presentation content on the Public Portal is organized by the viewing, rating and commenting behavior of those visiting the portal. Viewers do not have to be Brainshark users to access content on the Public Portal. Viewers will be able to access the content in the Public Portal simply by navigating to your Brainshark Site link. (i.e. <http://www.brainshark.com/YOURCOMPANY>)

1. Create Public Folder for Public Portal Content

Create a folder nomenclature to include the word "Public"

➤ Example: Public: Marketing

The purpose of this is naming convention is to be absolutely certain that every user (both Administrators & Authors) knows that content stored in the folder, which does not require login, will be available for public viewing in the Portal.

2. Set Folder Option to Enable Public Portal Content

Only **public** (no login required) presentations stored in folders enabled for display in the Public Portal will appear in the Portal. Company Administrators have access to Manage Folders and can modify the property of a Folder to enable this setting.

Public content in this folder will be available on public company content portal (no login required)

3. Alert Authors

With the Folder enabled for the Portal, it is important to communicate to Authors who have authoring rights in this Folder: all public presentations Authors create in this Public Portal enabled folder will be displayed in the Portal. For a list of the Authors who have access to this Folder, go to Manage Folders and check the Folder Permissions.

4. Use a Variety of Opening Slides

The Public Portal uses a thumbnail view of the opening slide of the presentation and displays it as a clickable link for viewers to access the content. Having a variety of opening slide templates/images will help viewers differentiate between presentations, as well as provide an appealing visual palette for the audiences that come to the portal.

5. Create Topics

Topics are pre-defined categories the Administrator creates to facilitate the organization of content from a high level. Examples of topics include: *Wellness, Events, Products, Education, Best Practices, etc.* Authors are able to further categorize presentations by using Tags when creating presentations. Tags can be any word that the Author thinks viewers may use to search when trying to locate particular presentations.

6. Configure Settings for Commenting & Rating

The ability to comment and rate on presentations is only available to those who have a login to your Brainshark site. Authors have the ability to enable/disable commenting and rating when creating presentations. Comments and Ratings on presentations are available to public viewers and are included in search criteria.

7. Keep Company Highlights Fresh and Up to Date

One of the easiest things you can do to encourage viewership of your Content Portal is to keep the content dynamic and engaging. The bar of presentations across the top of the Portal is populated by highlighted presentations. Rotating this content will present a dynamic page to viewers who visit on a regular basis. Administrators and Authors have the ability to change the Company Highlights section on your Portal.

8. Descriptions are Important

Write clear and concise descriptions for each presentation. Tell viewers what the presentation is about so that they will want to open it and learn more.

9. Pay Attention to Titles

As you likely know, Brainshark does its best to create slide titles for you based on the PowerPoint™ slides you upload; however, in some cases, slides will import as *Untitled*. Be sure to give those slides appropriate titles as Slide Titles display in the content outline on the presentation's landing page. If your presentation is longer than 15 slides, use Chapter Titles to break up the Table of Contents and assist viewers in finding content that is important to them. Attachments are shown on the landing page as well; be sure that Attachment Titles are clear and easy to decipher.

10. Hear the Difference

Although it is not specific to the Public Portal, great audio will go a long way in making your content (and by extension, the Portal) an effective and desirable destination for your viewers. If you have not done so already, watch the [Audio Best Practices](#) section of the Best Practices for Authors Tutorial. When a viewer clicks on a presentation, make sure that the audio sets the tone to encourage viewing. All you have to do to accomplish this is be engaging and interested in the topic being discussed. This feeling will come through and be infectious to the viewer. Not only will it encourage them to stay and listen to more, it will also increase the likelihood that they will return for another visit.