



Instructions for Free 'Local Deals' Mobile Ads During May 2011

1. Go to the website <http://www.1stfriday.mobi> on your desktop or laptop computer.

The screenshot shows an iPad browser interface. At the top, the status bar displays 'iPad', signal strength, Wi-Fi, '8:25 PM', and '53%' battery. The browser's address bar shows 'Socialight: login_signup' and the URL '1stfriday.mobi/login_signup'. Below the address bar is a navigation bar with 'SOCIALIGHT ADMIN BETA' and a 'Log In' link. A secondary navigation bar contains links for '1st Friday Mobile', 'New fPlaces.com Notes', 'Directories', 'Networkers', 'Comments', and 'Client Apps'. The main content area features the heading '1st Friday Mobile' on the left and 'Help | Back' on the right. The central focus is a 'Sign Up & Join 1st Friday Mobile' form. This form includes a 'f Connect' button, a 'Feedback' button, and a link for 'Already on Socialight? Log In'. The form fields are: 'Username:', 'Email:', 'Password:', and 'Confirm Password:'. A 'Create' button is positioned below the 'Confirm Password' field. At the bottom of the screen is a social media and utility bar with icons for 'no video', 'Facebook', 'Twitter', 'Fireplace', 'Popular', 'Reader', 'Like', and 'Share'.

2. Fill out the form to sign up (if you are already a member just click “log in”) and click “create.”

The screenshot shows the admin interface for 1st Friday Mobile on an iPad. At the top, the browser address bar shows '1stfriday.mobi/admin'. The navigation menu includes: 1st Friday Mobile (view featured communities), Dashboard, Places, Notes, Directories, Networkers, Comments, and Client Apps. The main content area is titled 'Dashboard' and features buttons for 'New Note', 'New Place', and 'New Directory'. Below this is a 'Recent Activity' section listing actions by 'reshard' such as creating directories and notes. On the right, there is an announcement for '1st Friday Mobile' and a statistics sidebar showing: Places (1156), Notes (1162), Directories (147), and Networkers (43). The bottom dock contains icons for video, Facebook, Twitter, Fireplace, Popular, Reader, Like, and Share.

1st Friday Mobile Help

Dashboard

New Note New Place New Directory

Recent Activity

reshard created a new directory Cultural Places	about 2 hours ago
reshard created a new directory AA Historic Site	about 2 hours ago
reshard created a new directory Press Release	about 2 hours ago
reshard created a new note Cemetary at Old Plateau Cemetary Africatown Graveyard	1 day ago
reshard created a new note Cafe at Cafe' Amapola	1 day ago
reshard created a new note Description at Commonwealth National Bank	1 day ago
reshard created a new note Free Gift Wrapping at Black Classic Books & Gifts	1 day ago
reshard created a new note POC, Description and Fax at Black Classic Books & Gifts	1 day ago

1st Friday Mobile Announcement

1st Friday Mobile helps you culturally explore, discover, build and connect the world around you. See Past Announcements

Places	Notes
1156	1162
Directories	Networkers
147	43

no video Facebook Twitter Fireplace Popular Reader Like Share

3. Click the “New Place” link and add your business information.

The screenshot shows the '1st Friday Mobile' app interface on an iPad. At the top, the status bar displays 'iPad', signal strength, '8:28 PM', and '53%' battery. The browser address bar shows '1stfriday.mobi/places/new' and a 'Google' search bar. The app's navigation bar includes 'SOCIALIGHT ADMIN BETA' and links for 'myfirstfriday', 'Your Communities', and 'Log Out'. A main menu bar contains '1st Friday Mobile (view featured communities)', 'Dashboard', 'Places', 'Notes', 'Directories', 'Networkers', 'Comments', and 'Client Apps'. The main content area is titled '1st Friday Mobile' and includes a 'Help | Back' link. The 'New Place' form contains the following fields:

- Name:** *Name of place**
- URL:** *URL of place*
- Phone:** *Phone number of place*
- Tags:** *Add tags for this place*
- Address:** *Address for location* (e.g. 123 Main Street, Anytown, NY or 866 Broadway, 10003)*

A 'Show Lat/Lng' link is located below the address field. A vertical 'Feedback' button is on the right side of the form. Below the form is a section titled 'Add a Note at this Place'. At the bottom, a social sharing bar includes icons for 'analyzing', 'Facebook', 'Twitter', 'Fireplace', 'Popular', 'Reader', 'Like', and 'Share'.

4. Click "Add A Note at this Place" and then click "Add Title."

The screenshot shows an iPad browser interface. At the top, the status bar displays "iPad", signal strength, "8:28 PM", and "53%". The browser address bar shows "Sociallight: new" and the URL "1stfriday.mobi/places/new". A search bar with "Google" is visible. The main content area is divided into two sections. The top section is a form for adding a new place, with fields for Name, URL, Phone, Tags, and Address. The bottom section is titled "New Note" and contains fields for Title and Message, along with checkboxes for adding the note to various directories. At the bottom of the screen is a navigation bar with icons for "no video", "Facebook", "Twitter", "Fireplace", "Popular", "Reader", "Like", and "Share".

Name: *Name of place**

URL: *URL of place*

Phone: *Phone number of place*

Tags: *Add tags for this place*

Address: *Address for location**
(e.g. [123 Main Street, Anytown, NY](#) or [866 Broadway, 10003](#))

[Show Lat/Lng](#)

New Note

Title: *Title of note*

Message: *Message for note**

Directories: [Business Networking Events \(View Channel\)](#) *Add this Note to Directories*
 [Social Events \(View Channel\)](#)

no video Facebook Twitter Fireplace Popular Reader Like Share

4. Fill in the "Local Deal" ad information the Check all the "Directories" i.e. channels that apply including the "Local Deals" channel.

The screenshot shows an iPad browser interface. At the top, the status bar displays "iPad", signal strength, "8:28 PM", and "53%" battery. The browser's address bar shows "Sociallight: new" and the URL "1stfriday.mobi/places/new". A search bar with the text "Google" is visible to the right of the address bar. Below the browser interface, the main content area displays a list of directories under the heading "Directories:". To the right of this list is the text "Add this Note to Directories". The list includes the following items, each with an unchecked checkbox:

- Business Networking Events ([View Channel](#))
- Social Events ([View Channel](#))
- Organizational Meetings ([View Channel](#))
- Religious Events ([View Channel](#))
- Sporting Events ([View Channel](#))
- Businesses ([View Channel](#))
- Woman Owned Businesses ([View Channel](#))
- African-American Owned Businesses ([View Channel](#))
- Who's Who ([View Channel](#))
- Who's Who In Medical ([View Channel](#))
- Who's Who In Legal ([View Channel](#))
- Who's Who In Government ([View Channel](#))
- BIG "Blacks In Government" ([View Channel](#))
- Who's Who In City Government ([View Channel](#))
- Who's Who In County Government ([View Channel](#))
- Who's Who In State Government ([View Channel](#))
- Who's Who In Federal Government ([View Channel](#))
- Who's Who In Entertainment ([View Channel](#))

At the bottom of the screen, there is a navigation bar with several icons: "no video", "Facebook", "Twitter", "Fireplace", "Popular", "Reader", "Like", and "Share".



1stfriday.mobi/places/new



Google



- Museums [\(View Channel\)](#)
- Local Deals [\(View Channel\)](#)
- Kappa Alpha Psi [\(View Channel\)](#)
- Local Resources [\(View Channel\)](#)
- Women Telling Their Business [\(View Channel\)](#)
- Pensacola African American Enterprise Directory [\(View Channel\)](#)
- Press Release [\(View Channel\)](#)
- AA Historic Site [\(View Channel\)](#)
- Cultural Places [\(View Channel\)](#)

[Set Note Visibility](#)

[Add event details](#)

[Images](#)

[Audio Files](#)

Create



no video



Facebook



Twitter



Fireplace



Popular



Reader

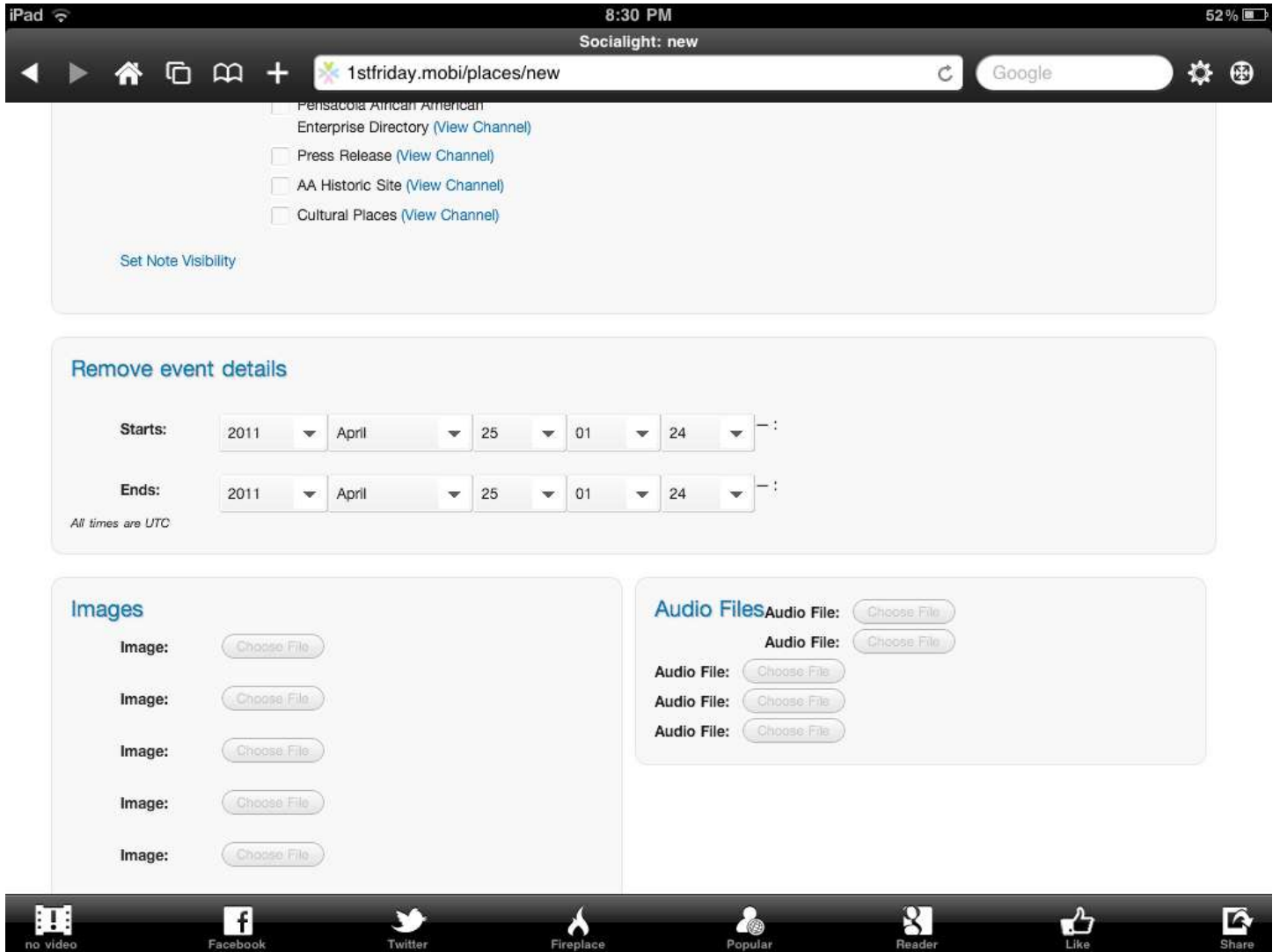


Like



Share

5. Optionally put your Local Deals start and end date (you can delete the local deal when it's over) and optionally upload images and audio file describing your local deal.



6. Click "Create" and you are done.

iPad 8:29 PM 53%
Sociallight: new
1stfriday.mobi/places/new Google

- Museums ([View Channel](#))
- Local Deals ([View Channel](#))
- Kappa Alpha Psi ([View Channel](#))
- Local Resources ([View Channel](#))
- Women Telling Their Business ([View Channel](#))
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no video Facebook Twitter Fireplace Popular Reader Like Share