



**MEDIA**hive

# How to 'HIVE'

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**Your comprehensive guide to getting  
the most from SnugZ USA's new video platform!**

**<http://snugz.videofarm.tv>**

## Welcome to Media Hive!

Congratulations for choosing to soar into the future of video with SnugZ USA as your copilot! SnugZ USA's new video platform will be your one stop destination for everything SnugZ from useful product videos you can send to your own customers to entertaining videos, educational content and MORE.

Media Hive will allow you to view, send and share all of our great and creative content like never before! Soon we will be adding the ability for you to even download flyers and other great content directly from the platform... but let's not get ahead of ourselves!

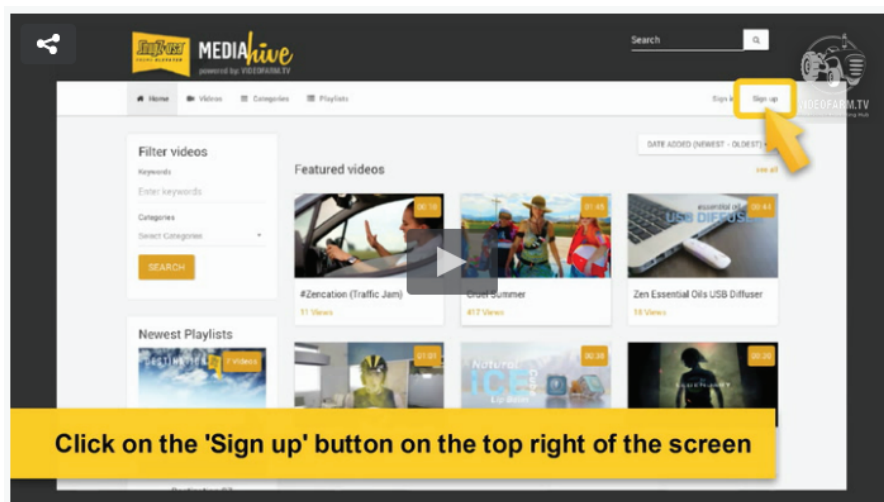
**Lets GO!**

## Chapter 1:

# So we hear you wanna HIVE? Let's get started!

**To get started, you will need to set up a new account.**

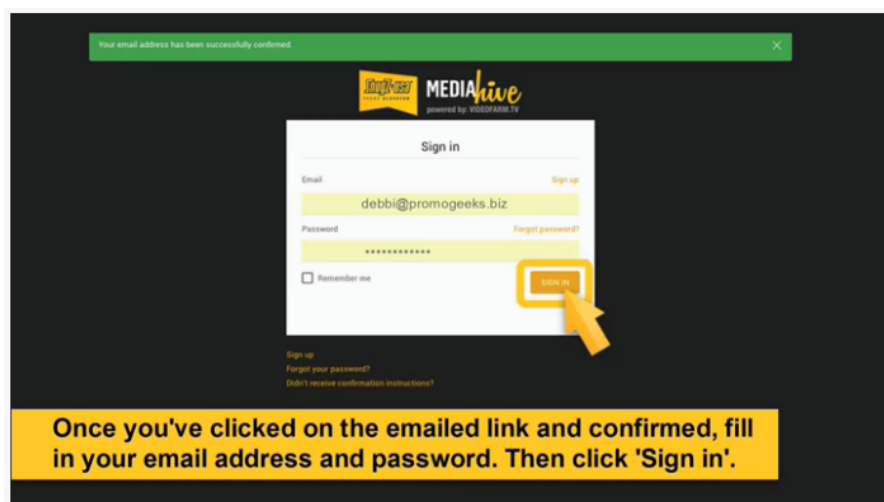
First click on the 'Sign up' button on the top right of the screen. You will see a form field appear that will allow you to fill in special information about YOU, like your name, email and create a password! Click the friendly yellow 'sign up' button at the bottom of the screen.



Simple, right? Oh it gets better!

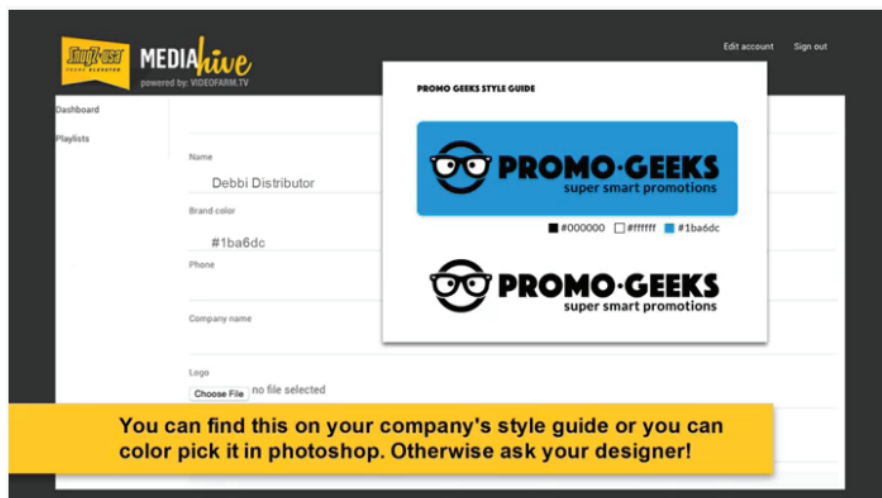
Check your email for a confirmation link that will be sent to you from VideoFarm.tv. Make sure that you click the link provided in the email - this way we know you are who you are, and not someone who is not you.

Once you have been confirmed, you will be able to sign in with your email and that password you created.



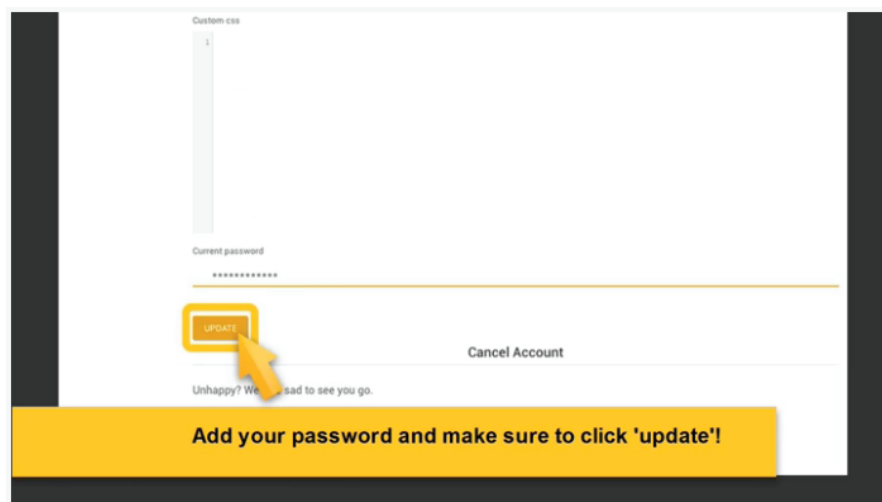
Now you are off and running!

This is your very own brand spankin' new dashboard. The first thing you will want to do is edit your account so you can add more information about yourself and your company, including uploading your logo and pick a custom brand color to go along with your personal brand. You will want to add the color as a hexadecimal color - this is a color number starting with a '#' and followed by 6 numbers/letters.



If you have trouble finding out what your color is, you can color pick this in a program like Photoshop or online using a website like <http://imagecolorpicker.com>. Here you can upload your logo and click on the color you want to convert to a hex value and BINGO!

When you have added all of your details on the form provided - scroll down and make sure to click 'update'.



**Need further assistance? Just mosey on over to  
<http://snugz.videofarm.tv/videos/428>  
 and check out the video tutorial!**

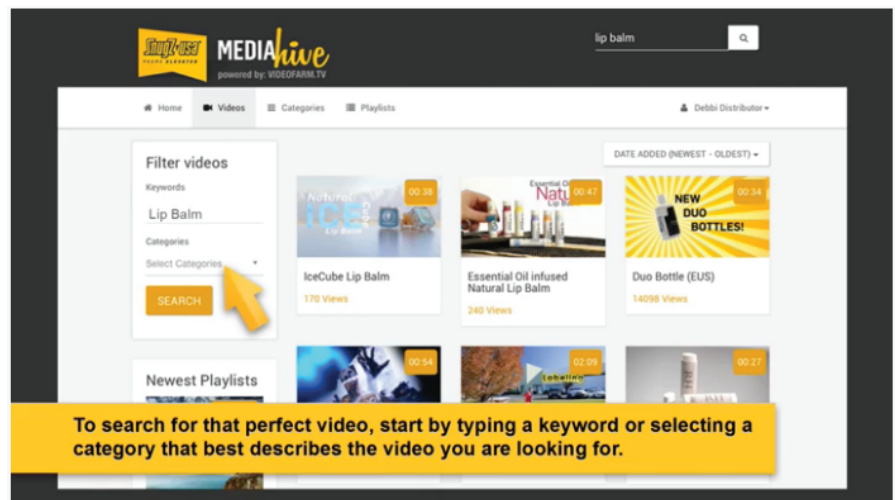
## Chapter 2:

## HIVING like a BOSS!

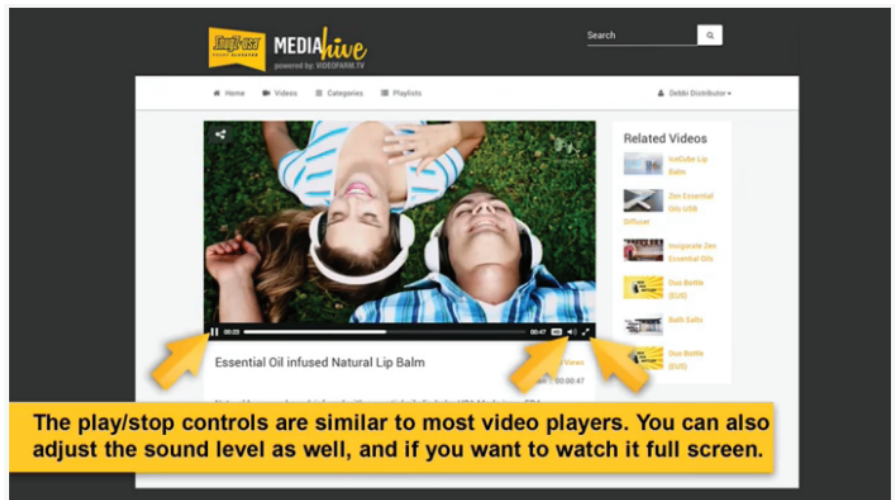
## How to search, view and share a video!

**So you are ready to take that one giant leap into the video world with us? Well, we are flattered!**

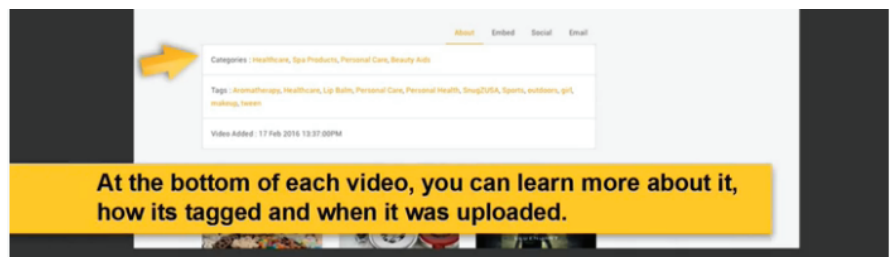
Hiving is easy! Just like on YouTube, you can easily search for videos you might be interested in using Keywords or select from a drop down of categories... or just browse away!



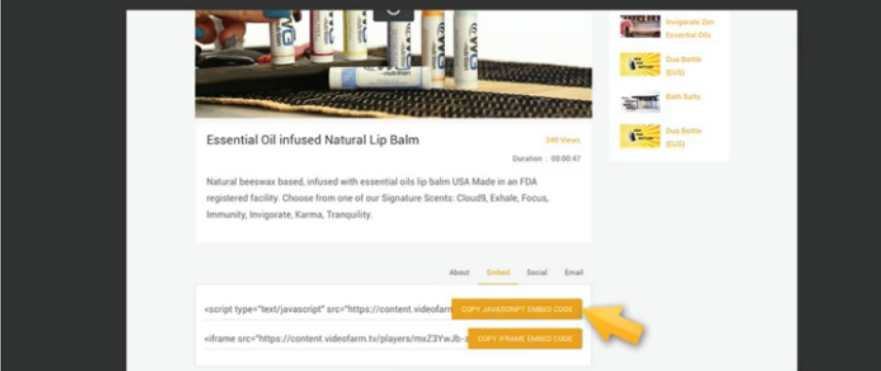
When you find a video you would like to view, just click on the video thumbnail to open the player and hit 'Play' to play! Our player is easy to operate; there are buttons to pause the playback, adjust the volume, and even watch at full screen!



Below the player you can learn a little more about the video under the 'About' tab; what category it falls under, tags and it's birthday (no presents please).



If you would like to embed the video on your own website, you can! There is both javascript code and iframe code listed under the Embed tab.



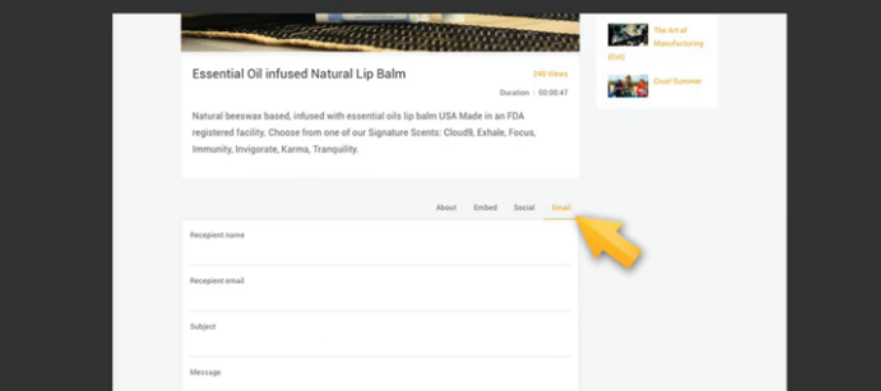
**If you wish to embed this video on your own website, just copy the code under the 'embed' tab.**

If you are feeling social (and really who doesn't now a days), click on the share icon at the top of the player - click on the Facebook or twitter icon to share that video directly to your own page (additional embed code is also located here as well... sharing is caring when hiving!)



**The best way to share this video on social media, is by clicking this button on the screen.**

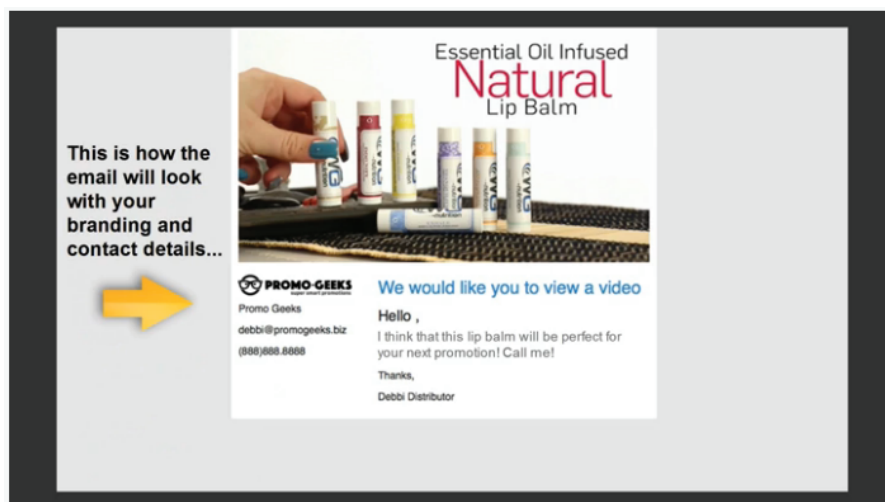
And for something NEW!! Feel like sending that video on to that someone special.. one of your potential customers? hmmm? Now you can! Remember how you added in your logo and brand color? Click on the email tab. This will allow you to add your customers name and email address, subject and even a personalized message.



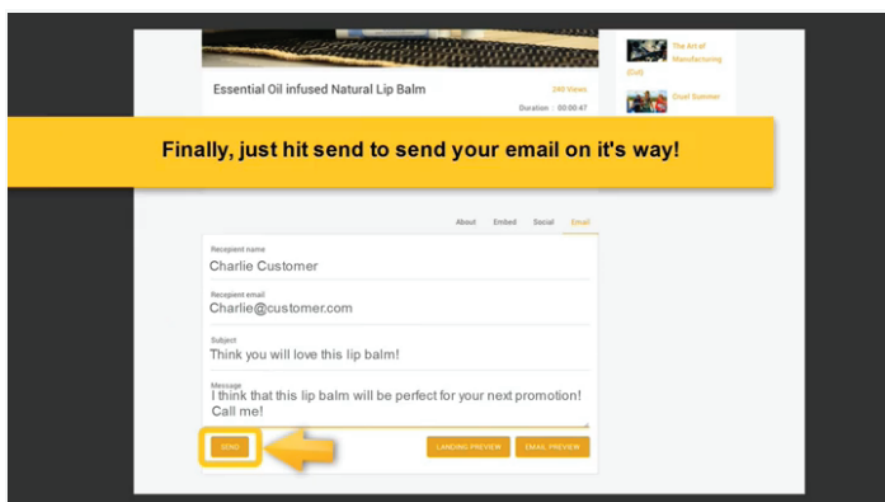
**If you want to send this video as a personally branded email, after logging in to your account, click on the email tab at the bottom of the page.**



Click email and landing preview to check how it will look before you send it. And Voilà! just like magic, you will get to see your brand/logo and your contact details will be wondrously displayed before your customer with the helpful video you chose to send.



When you are ready to go, hit the 'send' button to send the email straight to your customer! Video emails are better than regular ol'emails ... A picture might be worth a thousand words, but a video is worth a BILLION! Let SnugZ really help you sell that product or show your customer how AWESOME you are!



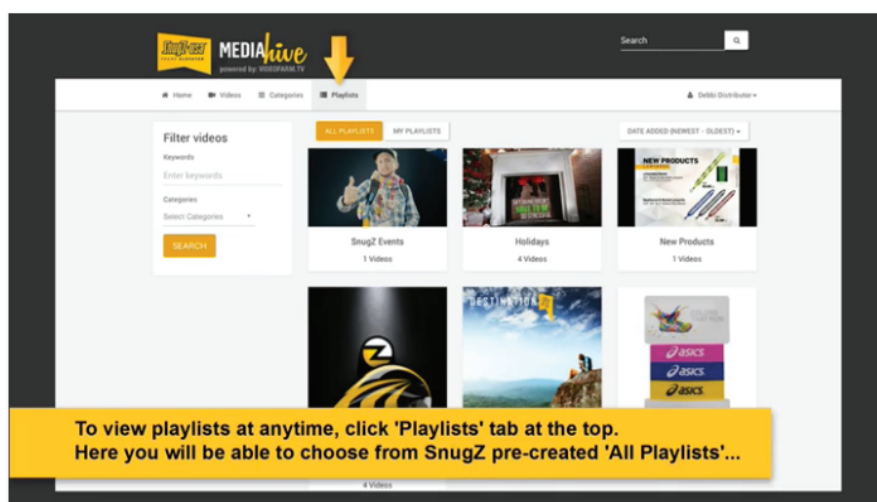
**Need further assistance? Just mosey on over to  
<http://snugz.videofarm.tv/videos/426>  
 and check out the video tutorial!**

## Chapter 3:

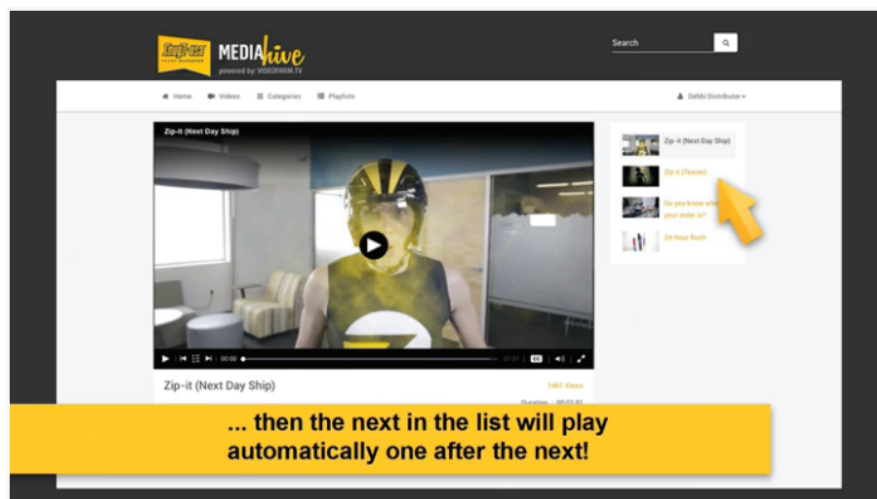
# HIVE Fiving: When just ONE wont do! Share custom branded content (playlists)

**Another cool thing about the HIVE, is our playlist section.**

Many of our videos not only compliment our products, but also each other. We have created playlists - groups of videos that we feel really go well together, like mac and cheese. To view them, click on the Playlists tab at the top of the page.

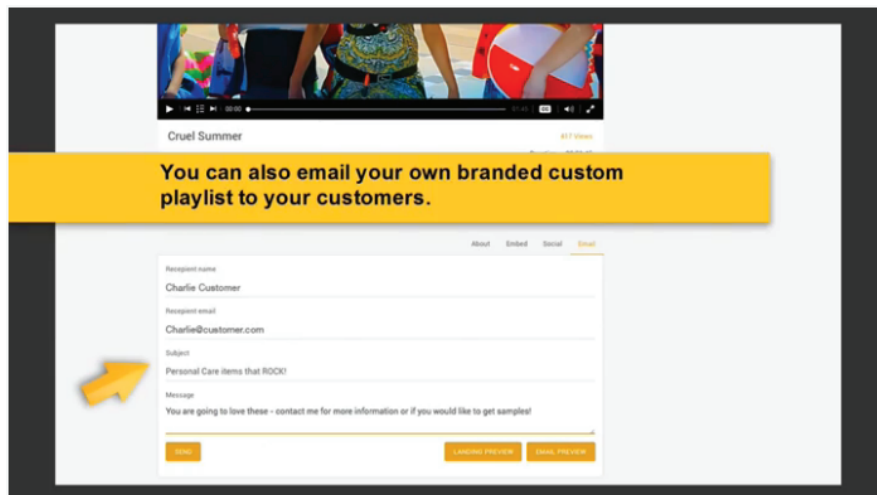


When you click on a playlist that you feel might tickle your fancy, click the thumbnail to play and this will open the player. You will notice at the side of the player a list of videos that are contained in that playlist that will follow the rest of the videos in order. Each will play automatically after the first has finished.. again.. magic.

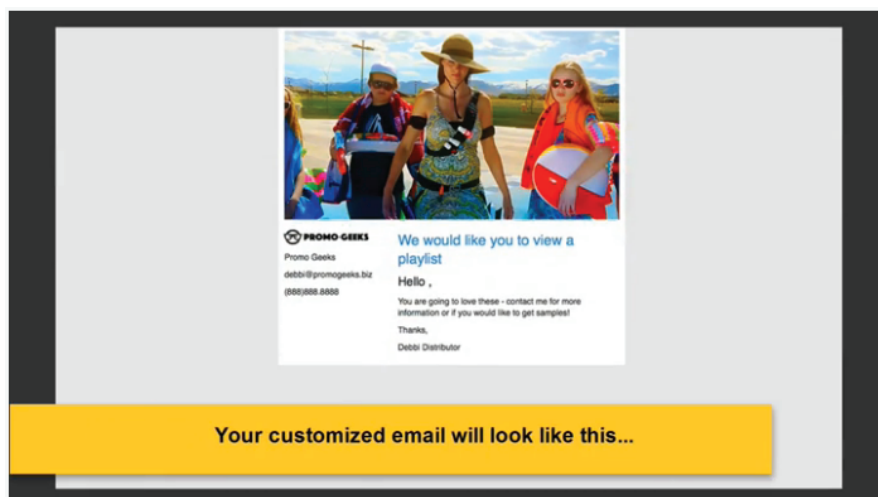




If you feel a SnugZ created playlist would be perfect for your customers viewing pleasure, just as you were able to send a single video, you can send the whole she-bang to your customer as well via your own custom branded email. Just fill out all the fields as before.



You will still be able to preview your email as well as how your customer will see it when they click through.



Hit send and you are ON YOUR WAY!

**Need further assistance? Just mosey on over to  
<http://snugz.videofarm.tv/videos/427>  
 and check out the video tutorial!**

Got additional questions or need even more help? Just call or email and one of our friendly customer assistance reps will be there for you!

Bye now! Bu-bye!...