

CONTAGION



Te Māngai Pāho

Te Māngai Pāho – Meta Tag Implementation Instructions

Version: 1.2
Date: 01/07/2022

Process:

If you are only tracking web pages **with video** you need to:

1. Implement the Google Tag Manager on either:
 - o All Pages
 - o Pages with TMP funded content
2. Add the TMP Meta Tag to help us identify which content is TMP funded content. This should only be applied to TMP funded content.

```
<meta name="tmp" content="tmp-projectID">
```

3. Follow the below instructions specific to your video host, if the host is not listed – please contact kali.pentecost@contagion.co.nz
4. Once configured, please send a test page with a video to test/approve the configuration.

If you are only tracking **video** via on-demand platforms or via **app environments**, you need to:

1. Set up a time with kali.pentecost@contagion.co.nz to run through steps to push events through to BigQuery.

Note: this meeting should include the person in charge of content production (i.e the person aware of projects and their estimated timeline) and the developer (the person who will need to set up the events and push them through to us).

2. Post this meeting, we will provide detailed instructions on next steps.

If you are only tracking **social** you need to:

1. Ensure that all TMP content is tagged with Te Mangai Paho to make it easy for you to identify when extracting the monthly report.
2. Navigate to Meta Business Suite, Insights, Content Report and download a csv file including the previous months data (1st of the month through to 30th or 31st) before the 4th each month.
3. Send to kali.pentecost@contagion.co.nz with the title: TMP | Social Data | {add month of data included i.e April} | {add hostname or producer} | {add **tmp-ProjectID**}

Email Title Example: TMP | Social Data | April | Whaakata Maori TV | tmp-0099

Note: you can have multiple project IDs, so please list them all.

Detailed steps included for Facebook&Instagram and Youtube

Web Pages & Video: Step One: Google Tag Manager Implementation /

Purpose	Allow Te Māngai Pāho to capture and collect data about TMP content in Google Analytics.
Pages to implement to	All webpages on the website. OR: All pages with TMP funded content.
Code location on page	Two code snippets, one in the <head> tag & the other in the <body>
Within the <HEAD>	<pre> <!-- Google Tag Manager --> <script>(function(w,d,s,l,i){w[l]=w[l] [];w[l].push({'gtm.start': new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0], j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src= 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j, f); })(window,document,'script','dataLayer','GTM-WQSNPQK'); <!-- End Google Tag Manager --> </pre>
Within the <BODY>	<pre> <!-- Google Tag Manager (noscript) --> <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM- WQSNPQK" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript> <!-- End Google Tag Manager (noscript) --> </pre>
Notes	<p>If you already have a Google Tag Manager configured for the website, please implement the additional code, they will not interfere with one another.</p> <p>Google Analytics code will fire within this container – it will not interfere with any existing analytics or cause duplication.</p>

PLEASE contact kali.pentecost@contagion.co.nz once this container is configured – as we need to whitelist your website for testing.

Web Pages & Video Method: Step Two: Map Pages & Author Name to correct fields.

Purpose	To correctly map Author Name to the correct dimensions.
Pages to implement to	All webpages containing text articles with PIJ funded content.
Implementation required:	<p>Ensure the <title> tags contain the article title.</p> <p>Ensure the Authors name is configured to one of the following configurations.</p> <ol style="list-style-type: none"> Open Graph Meta Tag If you use Open Graph, we can capture this data from your existing tags. <meta property="og:author" content="{{authorName}}"> ItemProp Tag If you use Itemprop schema, please ensure this field is correctly configured to the Authors full name. <meta itemprop="author" content="{{authorName}}"> Meta Tags The name is uniquely named & content has the author's name: <meta name="author" content="{{authorName}}"> Element ID If the information is only present on the page, please give that element a unique ID i.e. <div id=author> {{authorName}} </div>
Notes	<p>{{authorName}} field to be dynamically inserted.</p> <p>Please share an test article that is tagged with TMP article with kali.pentecost@contagion.co.nz to test/approve the configuration.</p>

Web Pages & Video Method: Step Three A [Enable Video] / YouTube, Vimeo, Wisitia, JW, Vidyard

<p>Purpose</p>	<p>To correctly capture specifics of video projects hosted by YouTube, Vimeo, Wisitia, JW Player, Vidyard.</p>
<p>Where to Implement</p>	<p>All TMP funded videos hosted by the aforementioned video hosts.</p> <p>THIS DOES NOT INCLUDE BRIGHTCOVE.</p>
<p>Configuration instructions</p>	<p>Please ensure Name of video content aligns with the project name.</p> <p>Please ensure all pages hosting PIJF content has the below Meta Tag: <code><meta name="tmp" content="tmp-XXXX"></code></p> <p>Please embed your video using Javascript instead of an iFrame.</p>
<p>Notes</p>	<p>Please set up a test page with the video player and share with kali.pentecost@contagion.co.nz prior to go-live to verify the set-up.</p>

Web Pages & Video Method: Step Three B [Enable Video] / Brightcove

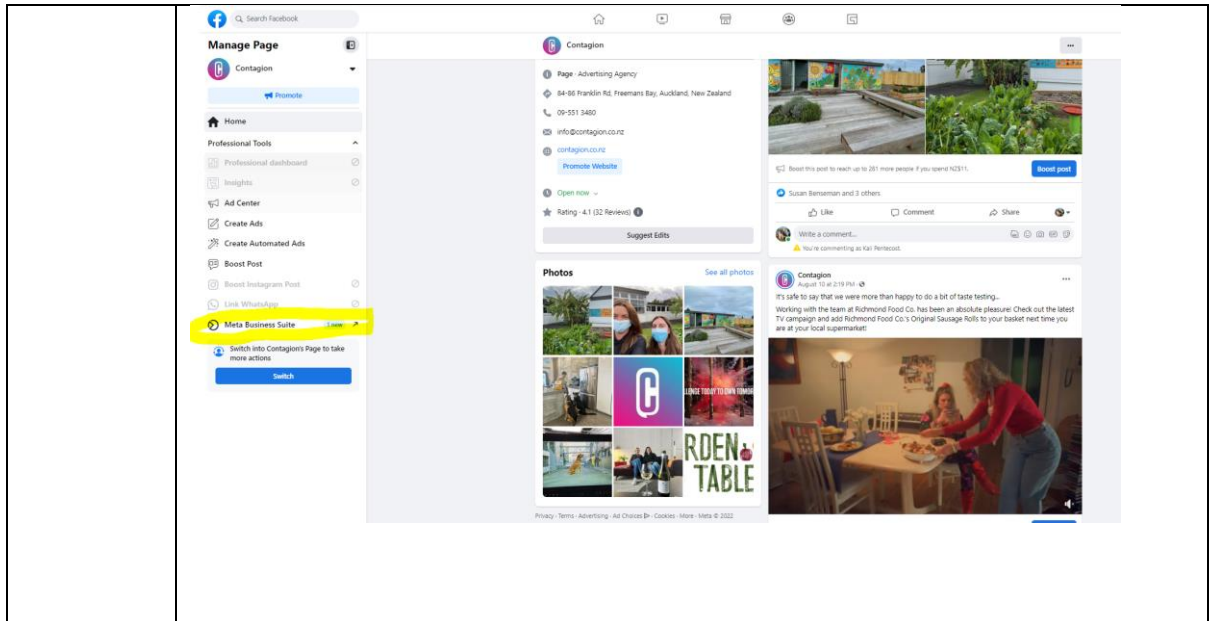
Purpose	To correctly capture specifics of video projects hosted by Brightcove
Pages to implement to	All Brightcove Players with TMP funded video content
Configuration instructions	<ol style="list-style-type: none"> 1. Select the player with TMP funded video content 2. Navigate to 'Plugins' under the player 3. Select 'Add a Plugin' 4. Select 'Brightcove Plugins' 5. Select 'Google Tag Manager' 6. Insert the below code into the Options (JSON) field 7. Save
Options (JSON):	<pre> { "tracker": "GTM-WQSNPQK", "paramsToTrack": { "bcvideo_video_seconds_viewed": "video_seconds_viewed", "bcvideo_video_playhead": "video_playhead", "bcvideo_account": "account", "bcvideo_player": "player", "bcvideo_player_name": "player_name", "bcvideo_video": "video", "bcvideo_video_name": "video_name", "bcvideo_session": "session", "bcvideo_platform_version": "platform_version", "bcvideo_range": "range", "bcvideo_video_duration": "video_duration", "bcvideo_video_percent_viewed": "video_percent_viewed", "bcvideo_error_code": "error_code", "bcvideo_video_milestone": "video_milestone", "bcvideo_destination": "destination" }, "eventsToTrack": { "video_impression": "Video Impression", "video_view": "Video View", "video_complete": "Video Complete", "play_request": "Play Request", "video_engagement": "Video Engagement", "ad_start": "Ad Start", "ad_end": "Ad End", "player_load": "Player Load", "error": "Error" } } </pre>
Notes	<p>Please set up a test page with the video player and share with kali.pentecost@contagion.co.nz prior to go-live to verify the set-up.</p>

Big Query Push Events Method: /

Purpose	Allow Te Māngai Pāho to capture and collect data about TMP content.
Events to push	Hostname, Content, Content type, Reach, Likes and reactions, Sticker taps, Replies, Link Clicks, Comments, Shares, Results
Overview of process	BigQuery Google Cloud enables publishers to push events through to us prior to the data being cleaned and then visualised in our dashboard.
Notes	<p>1Set up a time with kali.pentecost@contagion.co.nz to run through steps to push events through to BigQuery.</p> <p>Note: this meeting should include the person in charge of content production (i.e the person aware of projects and their estimated timeline) and the developer (the person who will need to set up the events and push them through to us).</p> <p>2Post this meeting, we will provide detailed instructions on next steps.</p>

Social method: Step by step process in exporting the data from social (Facebook & Instagram)

Purpose	Allow Te Māngai Pāho to capture and collect data about TMP content.
Variables	Hostname, content title, video title, author, pageview or pageload, time on page, video start, video end
Overview of process	Manual export of content and performance delivered over previous month. For easy filtering all Te Mangai Paho content to be tagged with @te_mangai_paho
Step One	<p>Navigate to your Facebook Page “navigation bar” found on the left-hand side of the screen.</p> <p>Click Meta Business Suite</p>

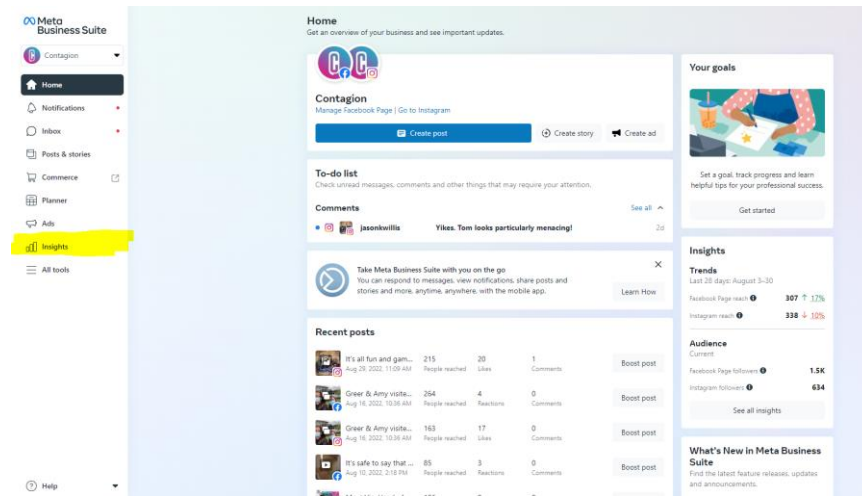


Step Two

Meta Business Suite window will then open.

Navigate to the “navigation bar” on the left side of the screen.

Click “insights”



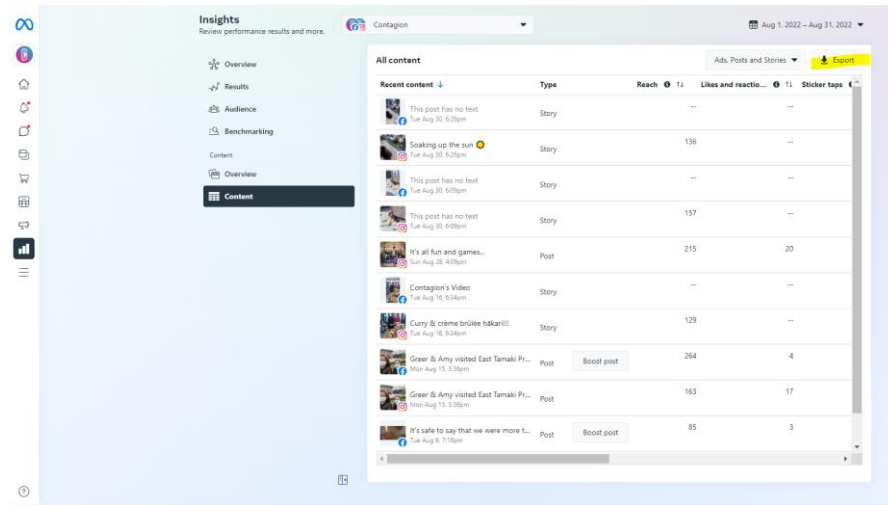
Step Three

Insights will then open.

Click “Content”

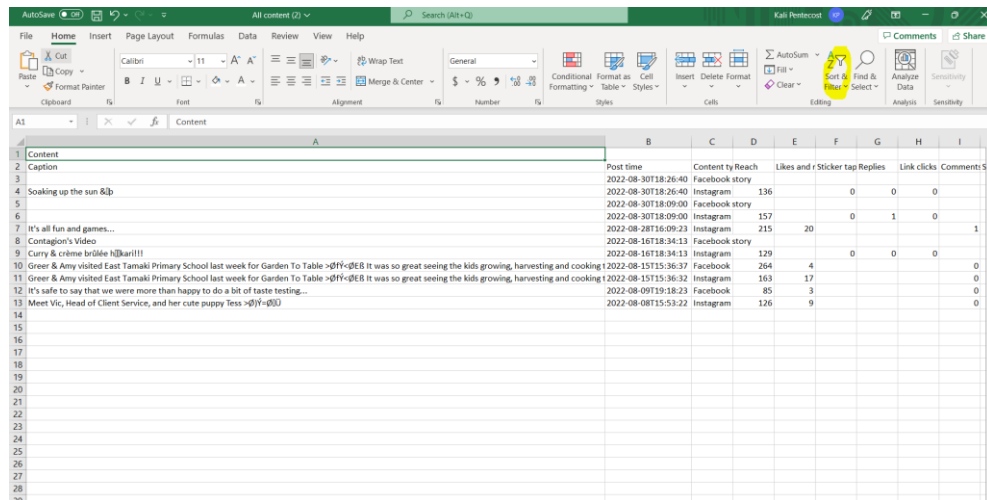
Step Five

Then export the content via a csv file



Step Six

Once exported, the csv file will be downloaded. Open the file and then add a filter to the excel doc.



Step Seven

Once the filter has been applied, a down arrow will appear along the titles of the column. Navigate to "Content". Click the arrow

	<p>The screenshot shows an Excel spreadsheet with two columns: 'Content' (Column A) and 'Post time' (Column B). The content items include 'Caption', 'Soaking up the sun &...', 'It's all fun and games...', 'Contagion's Video', 'Curry & crème brûlée hōkari!!!', and several entries about visiting East Tamaki Primary School and meeting Vic, Head of Client Service, and her puppy Tess.</p>
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Step Eight

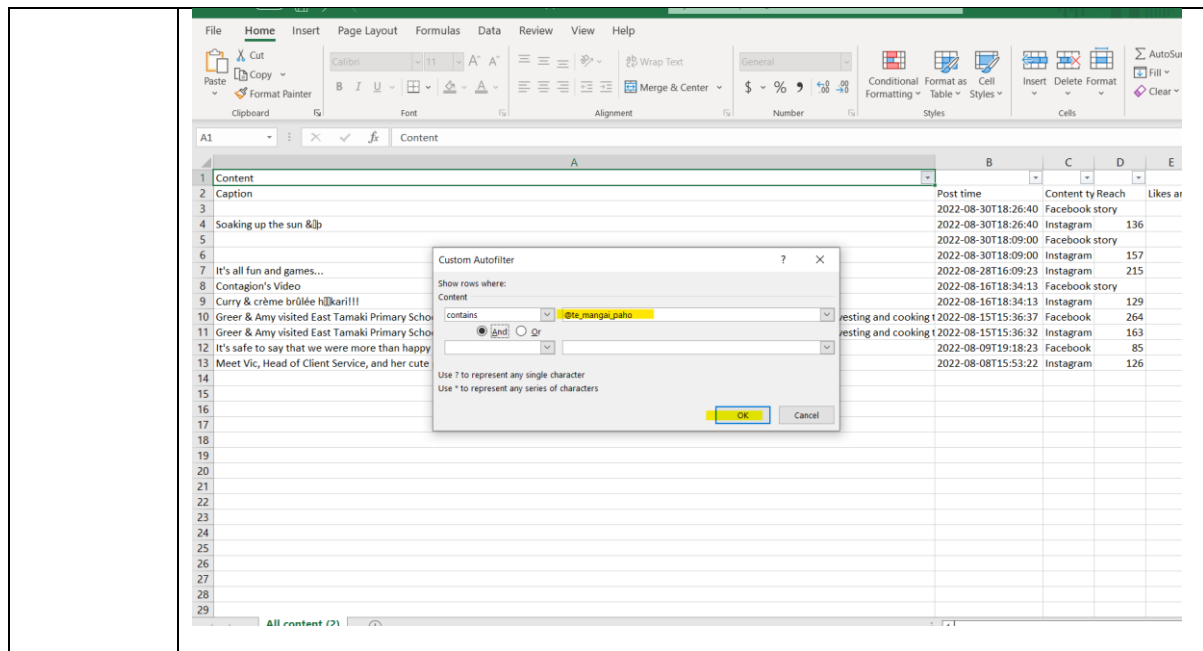
A box will appear with additional filtration options.

Click “Text Filters” and the “Contains”

<p>The screenshot shows the 'Text Filters' dialog box open over the spreadsheet. The 'Text Filters' section is highlighted, and the 'Contains...' option is selected. The dialog also shows a list of content items with checkboxes next to them, all of which are checked.</p>	<p>This is a close-up of the 'Text Filters' dialog box. The 'Text Filters' section is highlighted in yellow. The 'Contains...' option is selected and highlighted in yellow. Other options like 'Sort A to Z', 'Sort Z to A', and 'Filter by Color' are also visible.</p>
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Step Nine

Then add in tag @te_mangai_paho. This will filter out non funded content and results.



Step Ten

Create a second tab in the same excel

Copy all the remaining data once filtered and paste in the new tab as values (the paste option with 123)

Delete the original tab and only include the second tab that has TMP only content & results.

Save As

Step Eleven

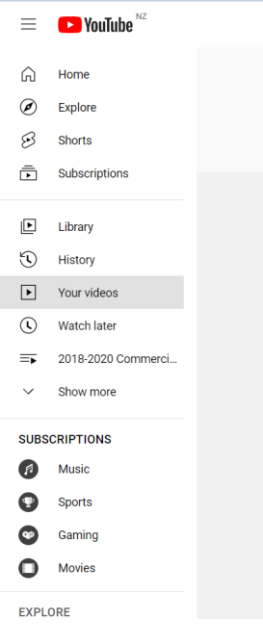
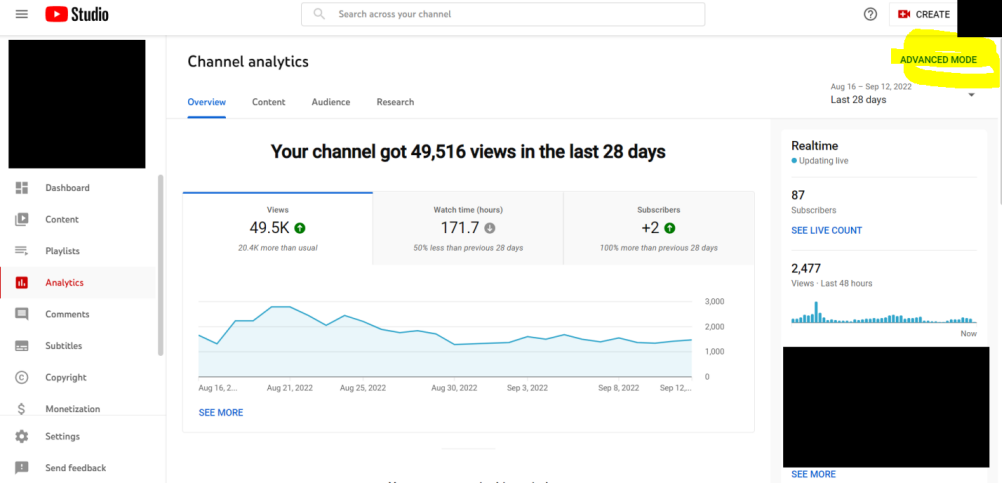
And then send to kali.pentecost@contagion.co.nz with the title: TMP | Social Data | {add month of data included i.e April} | {add hostname or producer} | {add tmp-ProjectID}

Email Title Example: TMP | Social Data | April | Whaakata Maori TV | tmp-0099

Note: you can have multiple project IDs, so please list them all.

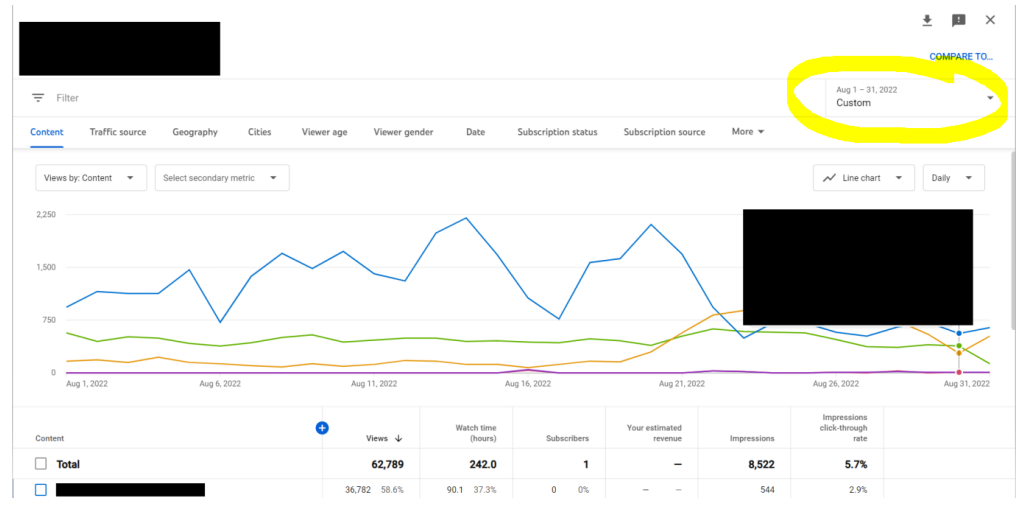
Social method: Step by step process in exporting the data from social (YouTube)

Purpose	Allow Te Māngai Pāho to capture and collect data about TMP content.
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<p>Variables</p>	<p>Video title, views, watch time, average view duration, impressions, ctr</p>
<p>Overview of process</p>	<p>Manual export of content and performance delivered over previous month.</p>
<p>Step One</p>	<p>Login to your YouTube account and navigate to “Your Videos” located in the left hand menu bar</p> 
<p>Step Two</p>	<p>Channel Content view will open.</p> <p>Then click “Analytics” in the left-hand menu. The below view will open. Then navigate to the top right corner and click ADVANCED MODE.</p> 

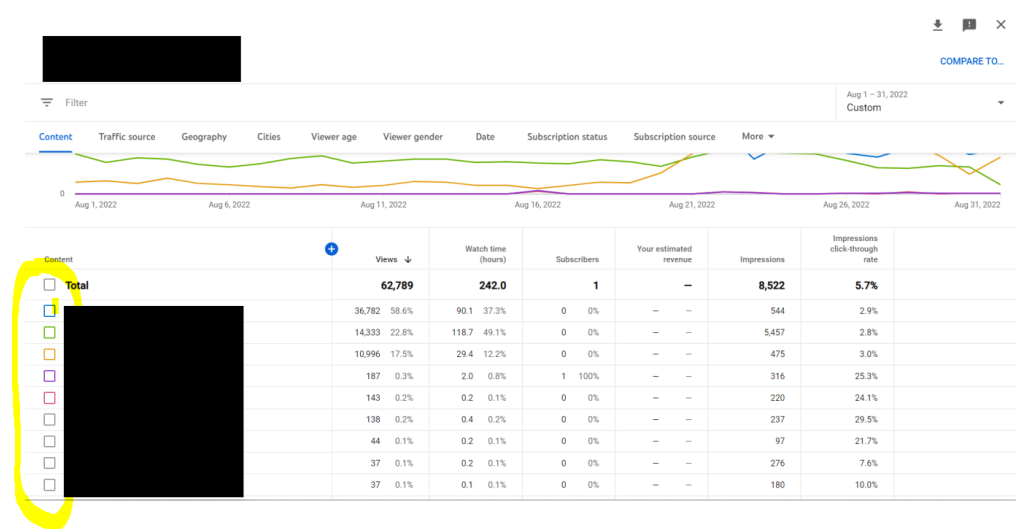
Step Three

The below view will open. Then navigate to the top right again and change the date range to custom (1st – 30th or 31st of previous month)



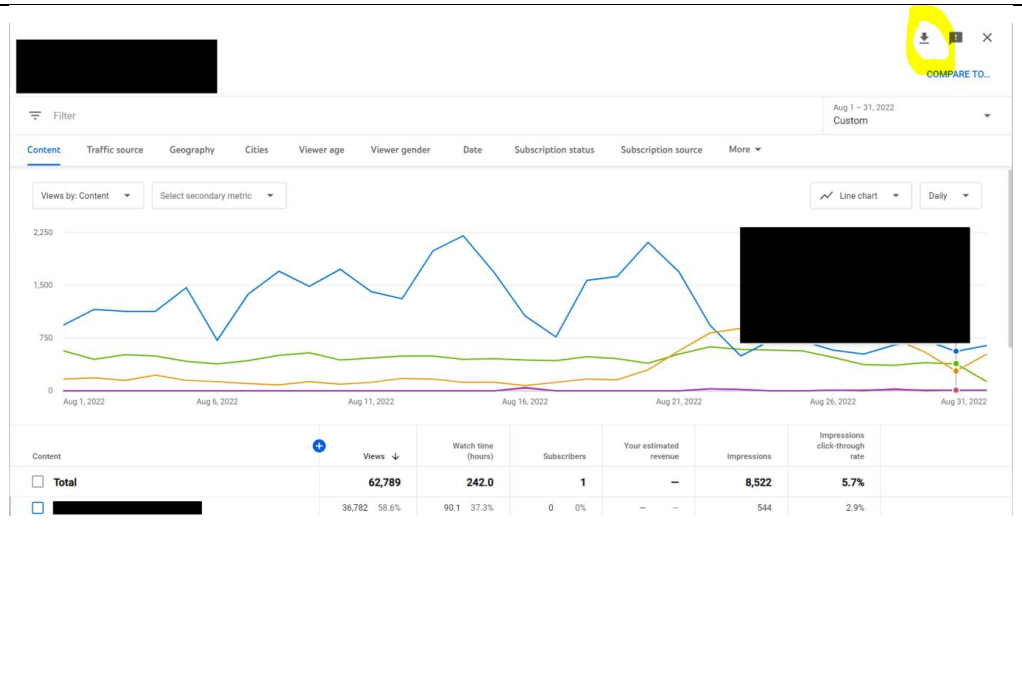
Step Four

Scroll down and click the videos that are TMP funded



Step Five

Then click the down arrow to download. (screen shot of next page)



Step Six

Open the zip file that has downloaded and open the Table data.csv file



Step Seven	<p>And then send to kali.pentecost@contagion.co.nz with the title: TMP Social Data {add month of data included i.e April} {add hostname or producer} {add tmp-ProjectID}</p> <p>Email Title Example: TMP Social Data April Whaakata Maori TV tmp-0099</p> <p>Note: you can have multiple project IDs, so please list them all.</p>
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Appendix / Variables

Variable Name	Definition	Example
{{Hostname}}	<p>In a web environment it refers to the clean hostname</p> <p>In a social environment it refers to the name of the channel or page</p>	i.e contagion.co.nz
{{AuthorName}}	The name of the author for a written content piece.	John Smith
{{ArticleTitle}}	The title of the article within the project.	What should the future of money look like?
{{VideoTitle}}	The title of the video within the project.	Part 1 – Understanding Money.

Frequently Asked Questions /

Q – Will the additional code increase my page load time?

A – Google Tag Manager is, by itself very lightweight. We have taken active steps to reduce the tags inside the container meaning the container will only minimally impact load times.

Q – Why do I need to install the <meta> tags.

A – These help us to ensure we are *only* tracking the Te Māngai Pāho funded content & allow us to capture data such as Author Name.

Q – I use a video player not listed above, what do I need to do?

A - Contact kali.pentecost@contagion.co.nz who can help determine the next steps for your video player.

Q – I share my content on other websites, how do I ensure they have configured code to allow tracking?

A – We are working on a solution for this, but please share your list of content recipients with kali.pentecost@contagion.co.nz