



Hi Alpro!

Are you ready to  
Blue Kangaroo?



BLUE KANGAROO

Nice to meet you!

# Silke Vanrompay.

**SYNTRA Limburg** - project leader

**De Standaard** - intern

**Blue Zoo** - social media manager



Aangenaam!

**Laurien Celis.**

**RCA** - communicatieadviseur  
**Blue Zoo** - Leading Lady



BLUE KANGAROO



# What is Blue Kangaroo?



BLUE KANGAROO



**B L U E   K A N G A R O O**

**A customized, online and always up to date answer database, that supports community managers to quickly offer the right answers to questions from the community.**



**B L U E   K A N G A R O O**



# Community management.

Community manager sees an incoming question and scratches his head.



What is a proterra certificate?



# Community management.

Community manager is looking for a +1 with more information.



# Community management.

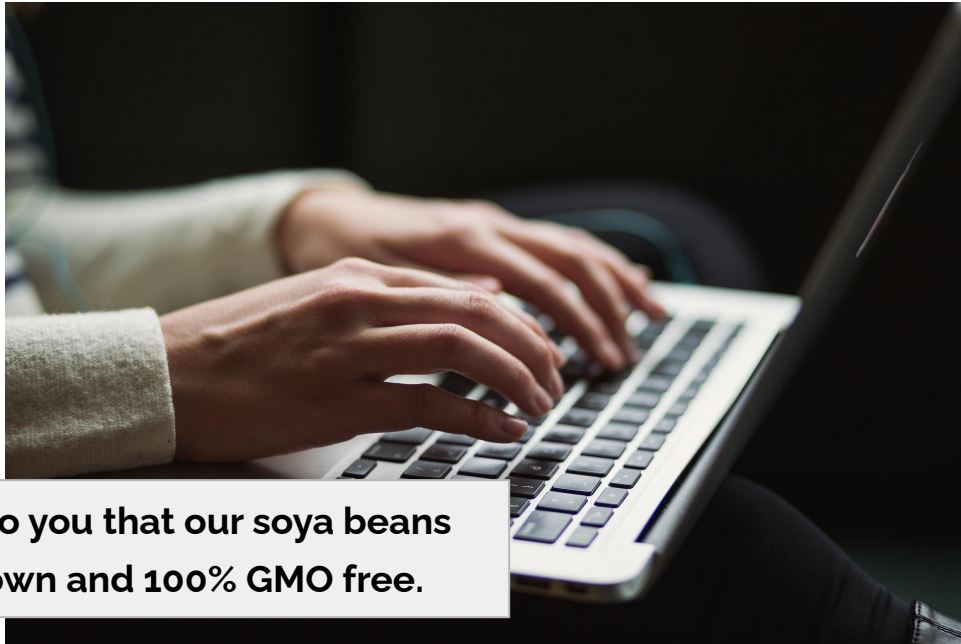
Community manager has to check the information internally with several people, to be sure of correct and up-to-date input.





# Community management.

After half a day (or longer), the community manager can answer based on the available information, to the best of his/her ability.



**It's our guarantee to you that our soya beans are sustainably grown and 100% GMO free.**



BLUE KANGAROO



**BLUE** KANGAROO

# Community management.

Community manager sees an incoming question and opens Blue Kangaroo.



Community manager searches in Blue Kangaroo based on relevant keywords for the particular question.



After a quick search, the community manager formulates a personalized answer, based on input from Blue Kangaroo.





# How to hop with Blue Kangaroo?



BLUE KANGAROO

# 1. HOW TO LOG IN.


To get access to Blue Kangaroo, the administrator of your company has to send you an invite. In that email, you'll find a link to register as a new user.

Access to Blue Kangaroo: <https://tool.bluekangaroo.be>











# DASHBOARD.



BLUE KANGAROO

Alpro

Dashboard

Topics

Breaking

Documents

Contacts

Settings

Languages

Networks

Categories

Tags

Recent updates

#	Category	Title
9	Sustainability	What is the proterra certificate?
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
2	Sustainability	Where do you get your soya beans from? <span>New</span>

Hot topics

#	Category	Title
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
9	Sustainability	What is the proterra certificate?
2	Sustainability	Where do you get your soya beans from? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>

Popular topics


#	Category	Title
9	Sustainability	What is the proterra certificate?


## 2. TYPES OF USERS


- Administrator > Legal > Content expert > Community manager
- What you can do and what you can see, depends on the rights that you've been granted by the administrator *(based on 'user groups')*
  - Creation of topics, breaking topics, hot topics
  - Management of topics, breaking topics, hot topics
  - Seeing topics with certain labels
  - Managing of tags, categories, documents, contacts, users,...





### 3. TYPES OF TOPICS




















Alpro

Dashboard

Topics

Breaking

Documents

Contacts

Settings

Languages

Networks

Categories

Tags

Recent updates


#	Category	Title
9	Sustainability	What is the proterra certificate?
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
2	Sustainability	Where do you get your soya beans from? <span>New</span>

Hot topics

#	Category	Title
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
9	Sustainability	What is the proterra certificate?
2	Sustainability	Where do you get your soya beans from? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>

Popular topics

#	Category	Title
9	Sustainability	What is the proterra certificate?

  
BLUE KANGAROO

# 3. TYPES OF TOPICS

## ON THE DASHBOARD

- **Breaking:** for urgent topics that require a thorough follow up
  - Listing of different updates that can be (de)activated
  - E.g. food crisis, explosion, acquisition,...
- **Hot topics:** labeled as such by the admin (because they're likely to be frequently used)
- **Popular topics:** the most viewed topics in the last 7 days
- **Recent updates:** topics that have been updated since your last login.



# 3. TYPES OF TOPICS

## IN THE TOPIC MENU

### All topics (potentially with a certain label)

- When there's no label attached: this topic is ready to use
- **New:** this topic is new since your last login
- **Draft:** this topic is not finished yet and thus not ready to use *(only visible with appropriate rights)*
- **Translation outdated:** the translation of this case needs attention
- **Awaiting approval:** the topic hasn't been approved yet by the responsible person *(only visible with appropriate rights)*
- **Rejected - needs work:** the topic has been disapproved by the responsible person. Adjustments have to be made by the initiator. *(only visible with appropriate rights)*
- **Archived:** the topic has been archived. You can't use it anymore. *(only visible with appropriate rights)*

Topics

Search

Filter by language

Filter by category

Filter by status

Q Search

-- All --

-- All --


Default


#	Title	Category	Language
9	What is the proterra certificate?	Sustainability	English (en)
7	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>	Sustainability	English (en)
8	How doe glyphosate work? <span>New</span>	Sustainability	English (en)
6	Are Alpro soya beans Fairtrade? <span>New</span>	Sustainability	English (en)
4	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>	Sustainability	English (en)
5	Why is waste from your soya production sold to animal feed makers <span>New</span>	Sustainability	English (en)
1	Do any of your soya beans come from the Amazon rain forest? <span>New</span>	Sustainability	English (en)
3	Do you use genetically modified soya beans? <span>New</span>	Sustainability	English (en)
2	Where do you get your soya beans from? <span>New</span>	Sustainability	English (en)








## 4. HOW TO SEARCH FOR A QUESTION




















Alpro

Dashboard

Topics

Breaking

Documents

Contacts

Settings

Languages

Networks

Categories

Tags

### Recent updates

#	Category	Title
9	Sustainability	What is the proterra certificate?
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
2	Sustainability	Where do you get your soya beans from? <span>New</span>

### Hot topics

#	Category	Title
6	Sustainability	Are Alpro soya beans Fairtrade? <span>New</span>
4	Sustainability	Are you contributing to the deforestation of the Amazon rainforest? <span>New</span>
1	Sustainability	Do any of your soya beans come from the Amazon rain forest? <span>New</span>
3	Sustainability	Do you use genetically modified soya beans? <span>New</span>
7	Sustainability	Do you use glyphosate to grow your soya beans? Do you use glyphosate to grow your soya beans? <span>New</span>
8	Sustainability	How doe glyphosate work? <span>New</span>
9	Sustainability	What is the proterra certificate?
2	Sustainability	Where do you get your soya beans from? <span>New</span>
5	Sustainability	Why is waste from your soya production sold to animal feed makers <span>New</span>

### Popular topics

#	Category	Title
9	Sustainability	What is the proterra certificate?

## 4. HOW TO SEARCH FOR A QUESTION

### TWO APPROACHES

**1. Basic search:** search via the search bar on top of your dashboard (the magnifying glass)

- Search based on: relevant keywords for your particular question, document names, contacts, topic number, tags,... N.B. No search on categories.
- Example:

proterra



# 4. HOW TO SEARCH FOR A QUESTION

## TWO APPROACHES

### 2. Detailed search: search with additional filters

- Search based on: relevant keywords for your particular question, document names, contacts, topic number, tags,...
- Extra filters to narrow your search results: language, categorie, status
- Example:

**Topics**

Search

Filter by language

Filter by category

Filter by status

#	Title	Category
9	What is the proterra cer	Sustaini
3	Do you use genetically	Sustaini
6	Are Alpro soya beans Fa	Sustaini
1	Do any of your soya beans come from the Amazon forest? <span>New</span>	Sustaini



# 5. INFORMATION WITHIN THE TOPIC

## CONTENT

### What is the proterra certificate?

English (en) ▼

Content

Information

Logs

Networks

#### Facebook

You'll see the ProTerra-label on all our soya products. It's our guarantee to you that our soya beans are sustainably grown and 100% GMO free. It's the most advanced mark of planet-friendliness, based on the Basel criteria created by the World Wildlife Fund and COOP in Switzerland. Independent annual checks mean we (and you) can be sure of where every bean has been, from seed to serve.

#### Website

You'll see the ProTerra-label on all our soya products. It's our guarantee to you that our soya beans are sustainably grown and 100% GMO free. It's the most advanced mark of planet-friendliness, based on the Basel criteria created by the World Wildlife Fund and COOP in Switzerland. Independent annual checks mean we (and you) can be sure of where every bean has been, from seed to serve.

Tags

gmo

proterra

soya

Comments

Add a comment

Message \*

😊



# 5. INFORMATION WITHIN THE TOPIC

## INFORMATION

### What is the proterra certificate?

English (en) ▼

[Content](#)[Information](#)[Logs](#)

**About the topic**

**Number (#)**  
9

**Language**  
English (en)

**Category**  
Sustainability

**Translations**

**Translation status**

- ✗ Frans (Belgium) (befr)
- ✗ Nederlands (Belgium) (benl)
- ✓ English (en)
- ✗ Français (France) (frfr)
- ✗ Nederlands (The Netherlands) (nlnl)

**Approval**

**Approval expires on**  
16 September 2021

[Back to overview](#)





## 5. INFORMATION WITHIN THE TOPIC

### LOGS

### What is the proterra certificate?

English (en) ▼

[Content](#) [Information](#) [Logs](#)

Date	User	Message
23 hours ago	Silke Vanrompay	Topic created

Back to overview



# 5. INFORMATION WITHIN THE TOPIC

## SWITCH LANGUAGE

### What is the proterra certificate?

[Content](#)[Information](#)[Logs](#)

English (en)

English (en)

Networks

#### Facebook

You'll see the ProTerra-label on all our soya products. It's our guarantee to you that our soya beans are sustainably grown and 100% GMO free. It's the most advanced mark of planet-friendliness, based on the Basel criteria created by the World Wildlife Fund and COOP in Switzerland. Independent annual checks mean we (and you) can be sure of where every bean has been, from seed to serve.

#### Website

You'll see the ProTerra-label on all our soya products. It's our guarantee to you that our soya beans are sustainably grown and 100% GMO free. It's the most advanced mark of planet-friendliness, based on the Basel criteria created by the World Wildlife Fund and COOP in Switzerland. Independent annual checks mean we (and you) can be sure of where every bean has been, from seed to serve.


Tags

[gmo](#)[proterra](#)[soya](#)

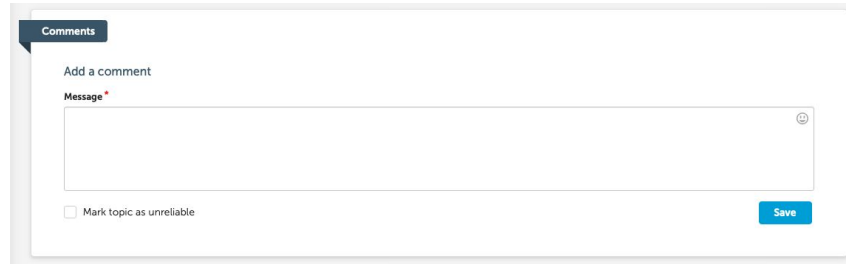
Comments

Add a comment

Message\*

 BLUE KANGAROO

## 6. HOW TO ENTER FEEDBACK



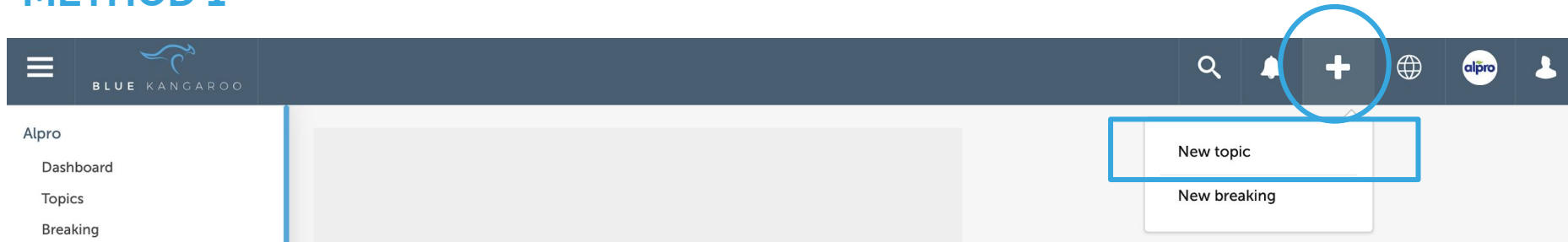
The screenshot shows a feedback form with a dark blue header labeled 'Comments'. Below the header, the text 'Add a comment' is displayed. A text input field is labeled 'Message' with a red asterisk indicating it is required. To the right of the input field is a small circular icon containing a smiley face. Below the input field, there is a checkbox labeled 'Mark topic as unreliable'. At the bottom right of the form is a blue button labeled 'Save'.

- When inserting feedback: clarify whatever information you think is incorrect or outdated, allowing the responsible users to check your feedback and make adjustments if necessary.
- When you think the topic is incorrect to such an extent that it is no longer reliable, you can tick the box “the topic is no longer reliable” when entering your feedback.

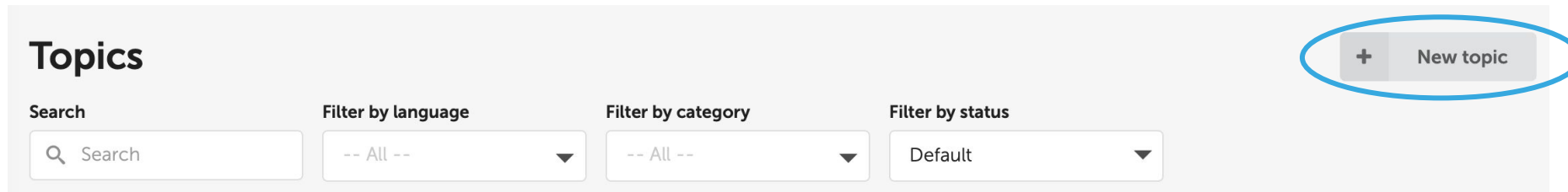


# 8. HOW TO CREATE A NEW TOPIC.

## METHOD 1



## METHOD 2



You can only create topics if you've explicitly been granted the right by the administrator.

## 7. HOW TO CREATE A NEW TOPIC.

- Title: will be shown in the list of topics.
- API: do you want this topic to be available?
- Language: in which language do you create the topic?
- Category: select one from drop down menu
- Status: select one from drop down menu
  - Draft
  - Pending approval
  - Approved
- Hot topic: select if the topic is a hot topic
- Networks: fill in the appropriate answers for all the networks
- Tag: select one from drop down menu or create a new one
- Documents: select one from drop down menu or add a new one
- Contacts: select one from drop down menu or create a new one

The screenshot shows a 'Create topic' form with the following fields and sections:

- Title \***: A text input field.
- Language \***: A dropdown menu with 'English (en)' selected.
- Category \***: A dropdown menu with 'Nutrition' selected.
- Status \***: A dropdown menu with 'Draft' selected.
- Instagram**: A text input field with a small circular icon on the right.
- Instagram**: A second text input field with a small circular icon on the right.
- LinkedIn**: A text input field with a small circular icon on the right.
- Snapchat**: A text input field with a small circular icon on the right.
- TikTok**: A text input field with a small circular icon on the right.
- Twitter**: A text input field with a small circular icon on the right.
- Tags**: A section with a 'Tags' dropdown menu.
- Documents**: A section with a 'Documents' dropdown menu.
- Contacts**: A section with a 'Contacts' dropdown menu.
- Save**: A blue button at the bottom left.





# Questions?



BLUE KANGAROO

# Thanks!

## Questions?

Call, write, whatsapp, whatever.

[silke@bluezoo.be](mailto:silke@bluezoo.be)

0476 58 41 98

[www.bluekangaroo.be](http://www.bluekangaroo.be)