

App for Facebook

MailUp App for Facebook

We've built a new, flexible **email and SMS subscription app for your Facebook** pages. You can find it at <https://apps.facebook.com/mailupapp/>

With the new MailUp App for Facebook, you can:

- Add an email and/or SMS sign up form to your Facebook page(s)
- Pick which fields to show on the form
- Set which type of fields they should be (drop-down, text, radio buttons, etc.)
- Pick which MailUp list subscribers will be added to
- Collect more precise subscription preferences using groups (e.g. *Send me updates on: "Running", "Tennis", "Skiing"*)
- Add a hero image and background image to set the right "look & feel" for the page

Cost

The App for Facebook is free for all MailUp users.

Browser Compatibility

We strongly recommend using **Chrome** or **Firefox** to set up the app.

Does your Facebook app work on mobile?

Like any Facebook app, ours is limited to desktop usage. For your mobile visitors, we recommend adding a [call to action](#) and linking it to an existing [subscription form](#) created in MailUp, or to a page of your site that hosts a subscription form.

How it works



Facebook page tabs, such as our App, are available only for pages with a fan base greater than or equal to 2,000.

This change is live since February 2018 and does not affect pages that started using MailUp App for Facebook previously.

Allowing the MailUp app to connect

The first step is to go to <https://apps.facebook.com/mailupapp/> and connect your Facebook account with the MailUp App for Facebook. Don't worry, the app will not post anything on your Facebook timeline. It will only publish the email subscription form that you will create to the Facebook tab that you will select, and only when you are ready to do so.

When you see this screen, click on *Connect* to proceed.

On this page...

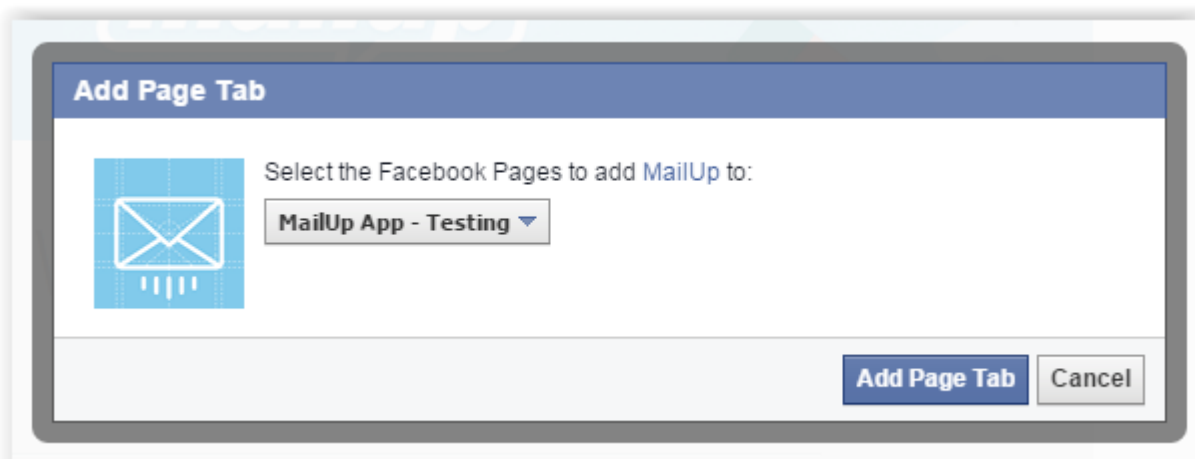
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The system will prompt you to select which of the pages for which you are an administrator you want to use. The new email subscription form will become **a new tab** on the selected page.

If you manage multiple pages, you can add the app multiple times, once to per page that you manage. You cannot add the app twice to the same page (i.e. you cannot create two new tabs for the same page).

Click on *Add Page Tab* to continue.



The page will reload and will show a link to the page that you selected. Click on it and select the new tab on the page to start working on the form.

Facebook Connect

Well done! Click on the tab to which you added the app to start building your new email signup form.

MailUp App - Testing

Don't worry! We will not post anything to your Facebook account without your permission.

Connecting the App to your MailUp account

Next, the system will ask you to connect the App to your MailUp account:

- Enter the credentials that you normally use to log into your MailUp account.
- If you don't have a MailUp account, sign up for [MailUp free trial account](#). You can use a free trial account to connect, as long as it has not expired.
- Select the language for the App (you can later select a different language for the subscription form if needed)
- Click *Log in* to connect to your MailUp account



The image shows the MailUp login interface. At the top, there is a blue banner with the MailUp logo and the tagline "BE RELEVANT". To the left of the logo is a "BETA" badge and a pencil icon. To the right is a red and green marker icon. Below the banner, the text "Please sign in" is centered. Underneath, there are two input fields for "Username" and "Password". Below these is a "TOOL LANGUAGE" dropdown menu currently set to "English". A large green "Log in" button is positioned below the dropdown. At the bottom, there is a link for "Forgot your MailUp User name or Password?"

Choosing the list

The App will now connect to your MailUp account and retrieve several pieces of information:

- Lists (MailUp supports multiple [lists](#))
- [Groups](#)
- [Custom fields](#) (e.g. *First name, Last name, Zip code, etc.*).

Select the recipient list to which you wish to add those that will subscribe to your communications using this new form. Next, choose if you want to collect emails, mobile numbers or both. You can change this setting at any time.

Ok, let's build your new form!

Add fields to your form, configure its settings, preview it, and then publish it to your Facebook page.

MAILUP LISTS

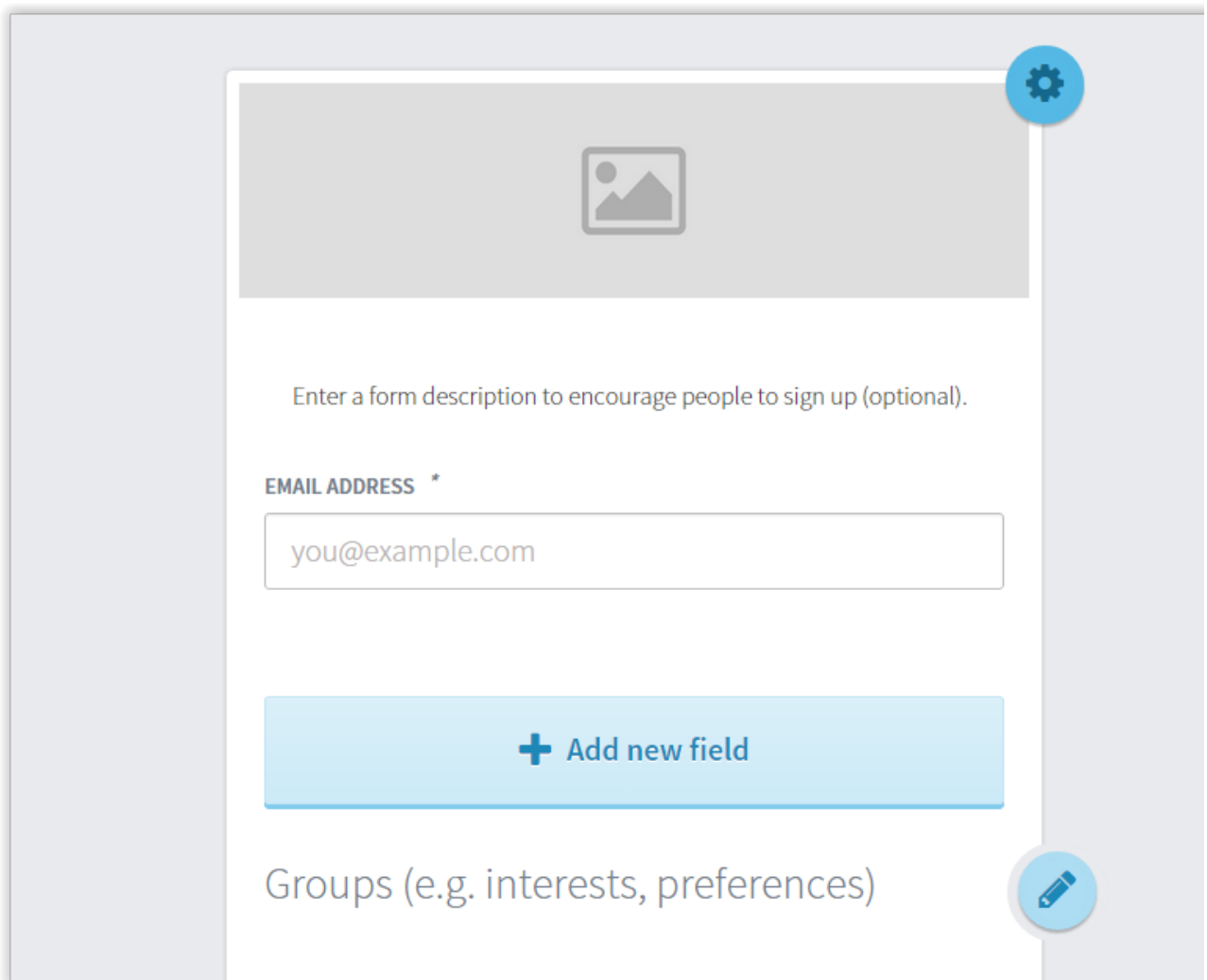
-- Select a list --

WHAT DO YOU
WANT TO
COLLECT

- Email address
- Mobile phone
- Email address + Mobile phone

Building the form

The App now has all the information it needs: you can start building your new subscription form!



The image shows a form configuration interface. At the top right, there is a blue gear icon for settings. Below it is a grey header area with a placeholder image icon. The main content area contains a text prompt: "Enter a form description to encourage people to sign up (optional)." Below this is a label "EMAIL ADDRESS *" followed by a text input field containing "you@example.com". A light blue button with a plus sign and the text "Add new field" is positioned below the input field. At the bottom, there is a section labeled "Groups (e.g. interests, preferences)" and a blue pencil icon in a circle on the right side.

Form configuration

Click on the form settings icon at the top-right corner of the form to configure a few form settings.

Form configuration

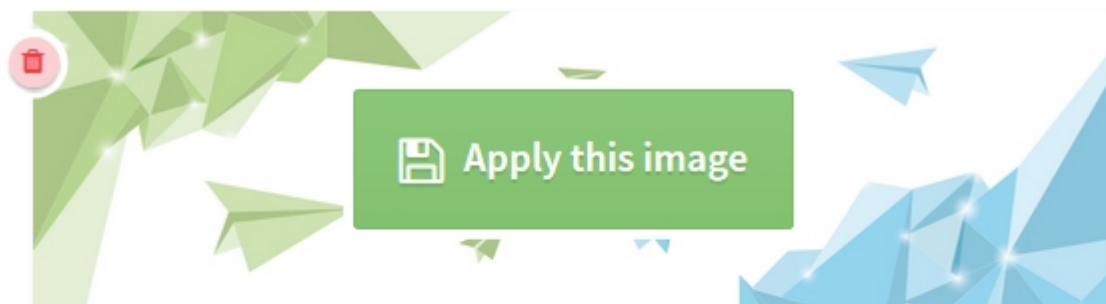
FORM LANGUAGE

English ▼ Change

HEADER IMAGE Well done! ✓

1100x300.jpg Change

Supported file formats: .jpg, .png | Recommended Size: 1100x300 px



BACKGROUND IMAGE

Select file

Supported file formats: .jpg, .png | Recommended Size: 1100x800 px

Form settings include:

- **Language:** pick the language to be used on the form. For example, you may speak English, but you may be adding a form to your Spanish-speaking Facebook page. Supported languages:
 - French
 - English
 - Italian
 - Portuguese
 - Spanish
 - *More languages may be added in the future.*
- **Header image:** this image will be displayed at the top of the form. Supported file format: jpeg, png. Recommended Size: 1100x300 px
- **Background image:** this image will be displayed behind the form, filling up the Facebook tab. Supported file formats: .jpg, .png | Recommended Size: 1100x800 px




Field settings

You can now select which fields you wish to include in your form. The email field is added by default and cannot be removed. It is also a required field.

For each field you add to the form:

- Click on the field label to edit the label text (e.g. "First name")
- Click on the field itself to edit the placeholder text (e.g. "Enter your first name").
- Click on the pencil icon to edit the field properties

The image shows a vertical form builder interface. At the top is a field labeled "EMAIL ADDRESS" with a red asterisk and a placeholder "Add your email". Below it are three text input fields: "PHONE" (placeholder "Add your phone number"), "FIRSTNAME" (placeholder "Add your first name"), and "LASTNAME" (placeholder "Add your lastname"). Each of these three fields has a red trash can icon to its left and a blue pencil icon to its right. Below these is a "MUSIC" section with four checkboxes: "Rock", "Jazz", "Hip Hop", and "Dance". At the bottom is a large light blue button with a plus sign and the text "+ Add new field".


What is this icon for?	Use
	Reorder fields on the form by clicking on the icon and dragging the selected field in the new position.
	Use the delete button to delete a previously added field.
	Use the pencil button to edit a field's properties.

By clicking the pencil button you can:

- Choose if the field is required
- Select a default international prefix (only for mobile number field)
- Select the field type, choosing from a variety of options: radio buttons, checkboxes, dropdown, text, and date
- ...if you select radio buttons, checkboxes or drop-down style you will have an extra step to define the field options

Edit field ✕

Required field

 Edit field options

Select field type

Radio buttons

Checkboxes

Dropdown

Text

Date

Edit field validation messages:

Warning! This field need your attention.

Close

Save changes

When adding field options to the checkboxes, dropdown, and radio buttons field types:

- Enter the label to be shown (this is also the value that will be saved to the MailUp field when the form is submitted and that option has been selected)
- Drag and drop options to a new position to re-order them
- Add new options or save the existing list of options

Group settings

Use the groups' settings to use MailUp groups on the form. Groups can be:

- Visible
- Invisible

Groups (e.g. interests, preferences)



Visible groups allow you to ask your new subscribers to better specify their interests or preferences. For example:

- Which sports they like the most
- Which kinds of music they prefer
- Whether they wish to hear from you daily or weekly
- etc.

Groups (e.g. interests, preferences)

Monthly newsletter

Weekly newsletter

Invisible groups allow you to automatically assign a new subscriber to one or more groups. For example, you could create a group in MailUp called "Subscribed on Facebook", add it to the form as an invisible group, and - therefore - have new subscribers automatically be assigned to it. This will allow you to easily segment in MailUp subscribers that signed up on your Facebook page.

Press the "eye" button to make a group hidden and automatically assign new subscribers to it.

Privacy settings

If you need your new subscribers to agree to your privacy policy at the time of subscription, you can do so by activating the Privacy Policy form element.

I have reviewed and agree to the [Privacy Policy](#) *



By clicking the pencil button you can:

- enable or disable the feature by making it *Active* or *Inactive*
- edit the text link (ex Privacy Policy)
- add the link to your privacy policy page. Remember to use a full URL (including the HTTP:// or HTTPS://)

Active Inactive

TEXT LINK *

Privacy Policy

LINK URL *

http://www.yoursite.com/privacy.html

Edit field validation messages:

Warning! This field need your attention.

You can edit the first part of the text shown (e.g. "I have reviewed and I agree...") by directly clicking on it, just like with every other text element shown on the form.

Custom response messages and subscribe button

The last part of the settings for your form comes with the Custom Response messages that you can customize as you prefer:

Custom response messages:

Thanks! Please check your email to confirm your subscription.

Heads up!

Warning! One or more fields need your attention.

Oops! An error occurred. Please try again in a few moments.

...and the sending button that has the text "subscribe" as default, but it can be also changed

Subscribe

Previewing the form

At any time you can click on the *Preview form* button to view a preview of the form.

Note that the preview shows how the form will look to visitors to the page tab where it will be hosted, but it does not let you test the form (i.e. if you click on the *Subscribe* button, nothing happens).

Publishing the form

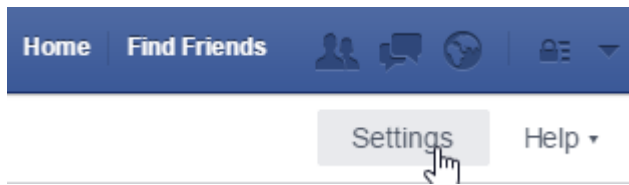
When everything looks good, click on *Publish form* to make the form live.

To view what visitors to the page tab will see and test it, refresh the page tab.

Renaming the tab

It is possible to rename the tab, whose default name is **Sign Up!**.

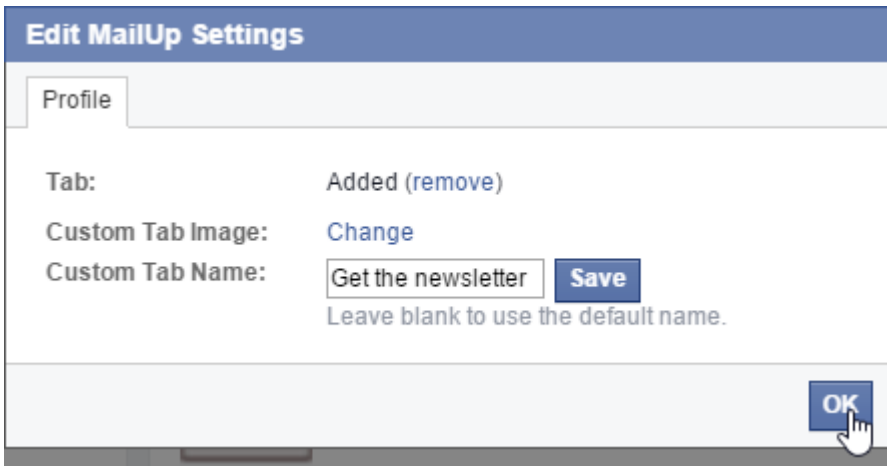
To do so, navigate to your page and click on *Settings* in the upper right corner, just below the blue bar at the top.



Click on *Apps* in the left side menu, then click on *Edit Settings* below the Mailup App.

A screenshot of the Facebook Settings page. On the left is a vertical sidebar menu with options: General, Page Info, Post Attribution, Notifications, Page Roles, Preferred Page Audience, Apps (highlighted), Suggested Edits, Featured, Mobile, Banned Users, Page Support, and Activity Log. The main content area is titled 'Added Apps' and shows the 'MailUp' app with a blue envelope icon. Below it, under 'Apps You May Like', are 'Events' and 'Notes' apps. The 'Events' app has a red calendar icon with the number '31' and a description: 'With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.' The 'Notes' app has a blue notepad icon and a description: 'With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.' Both 'Events' and 'Notes' have an 'Add' button to their right.

Input the name you have chosen in *Custom Tab Name* field, click *Save* and then *Ok*.



Edit MailUp Settings

Profile

Tab: Added (remove)

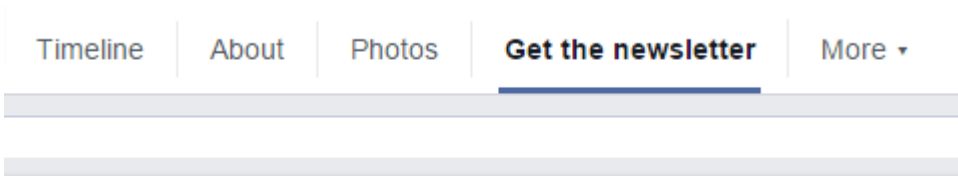
Custom Tab Image: Change

Custom Tab Name: Save

Leave blank to use the default name.

OK

That's it! Now your Mailup App tab has a custom name.

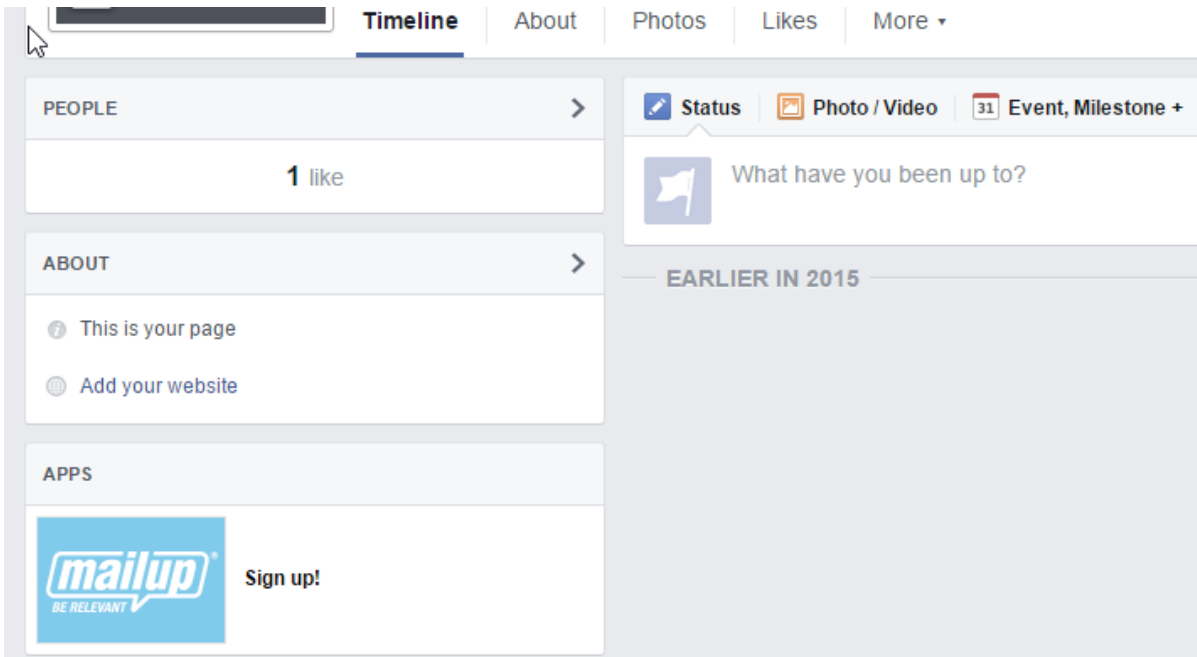


Timeline | About | Photos | **Get the newsletter** | More ▾

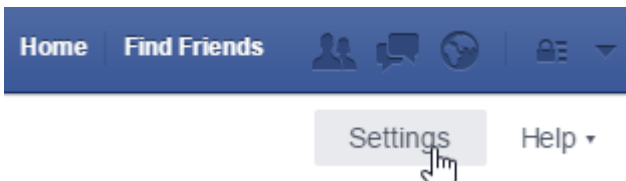
EMAIL ADDRESS *

Changing the tab image

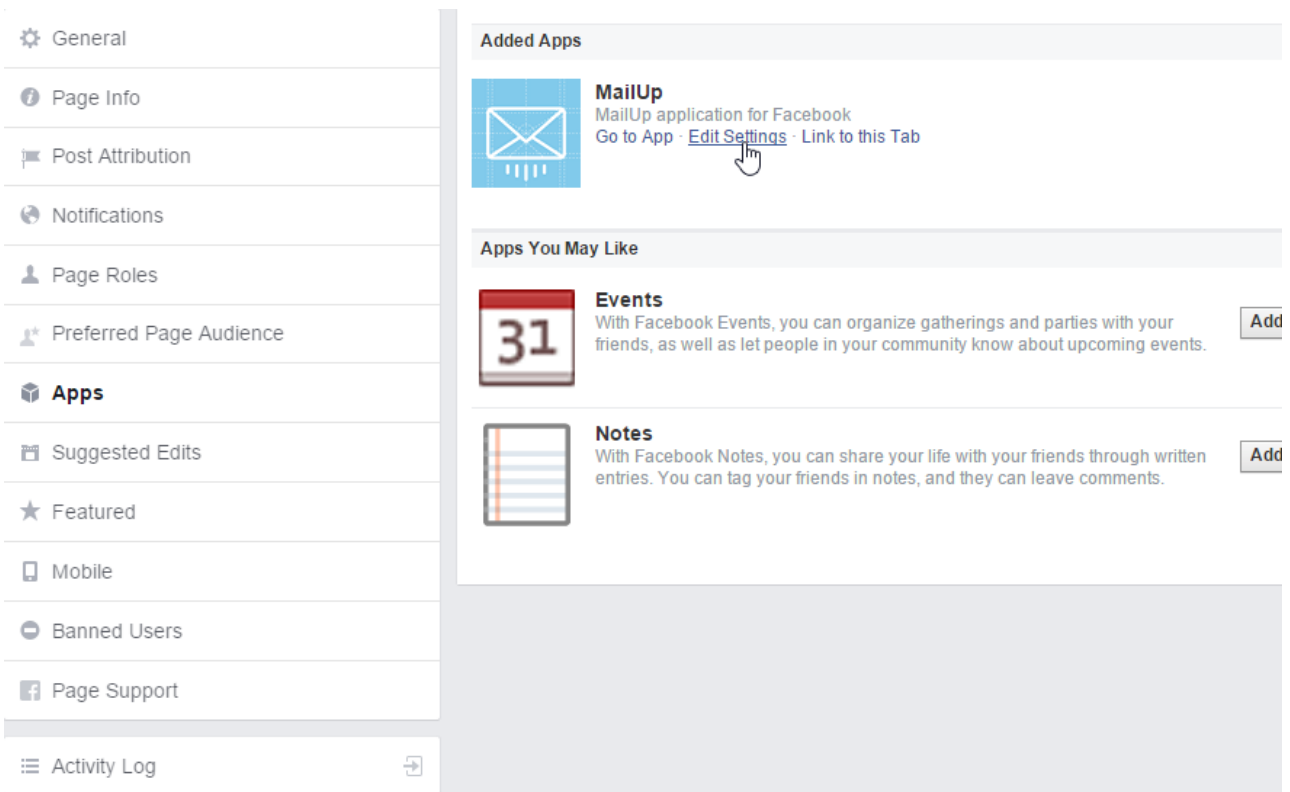
It is possible to change the image displayed in the "Apps" section on the left side of the Facebook Page, whose default is:



To do so, navigate to your page and click on *Settings* in the upper right corner, just below the blue bar at the top.



Click on *Apps* in the left side menu, then click on *Edit Settings* below the Mailup App.



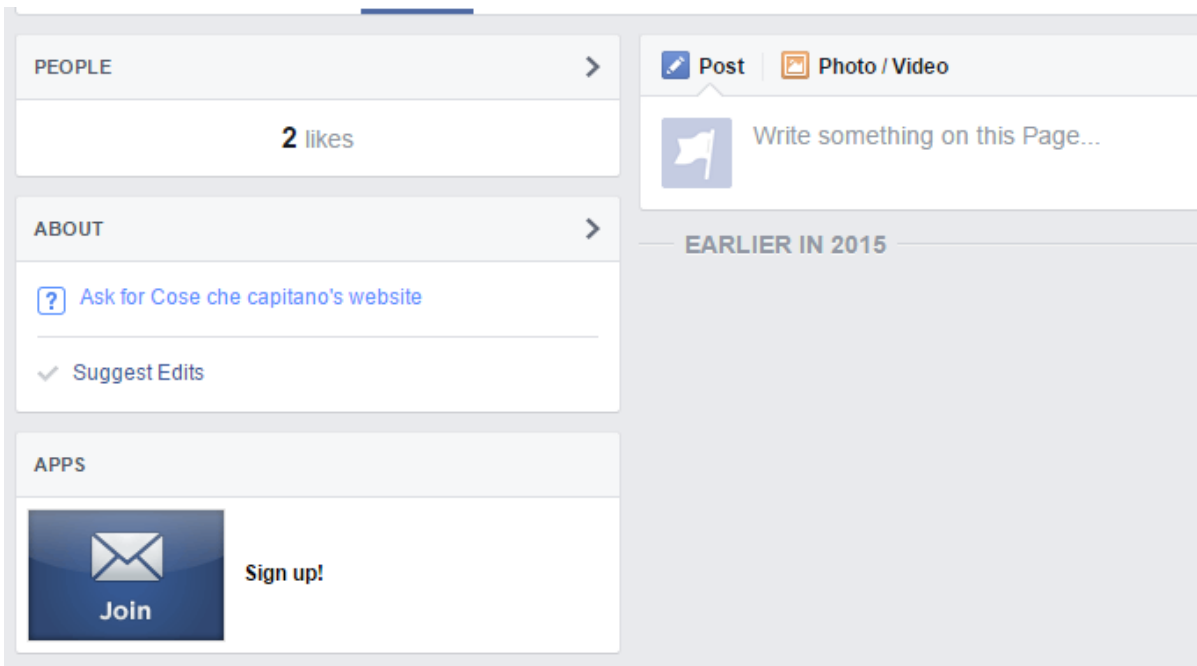
Click on *Change* next to *Custom tab image*.

A new browser tab will open: move the pointer over the image and click on the *Edit* button that will appear.

Upload a Custom Image



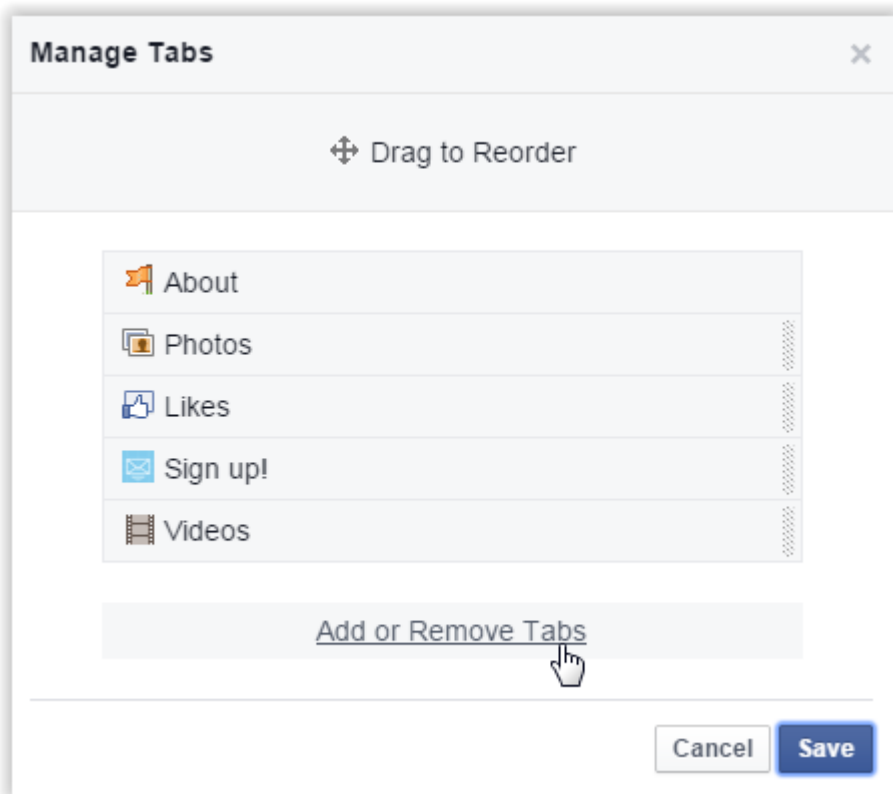
Once the upload is finished, close the tab and go back to your Facebook page, where you will see the image you just uploaded.



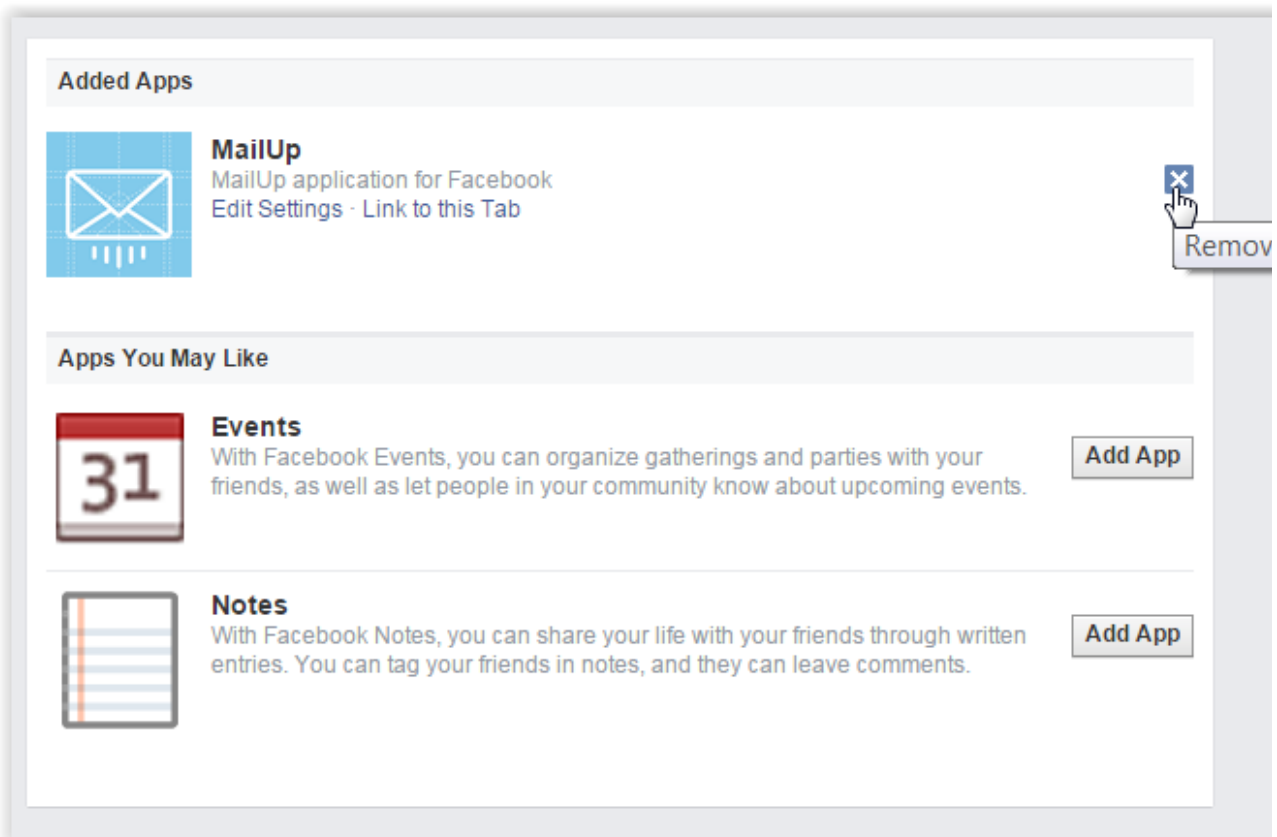
Removing the App

To remove the MailUp App for Facebook from your Facebook page you simply need to remove its tab.

To do so: navigate to the page and click on *Tabs > Manage Tabs*



Click on *Add or Remove Tabs*



Locate the MailUp App and click on the *Remove* icon. Please note that this cannot be undone. You can certainly add the App later, but you will need to recreate the form.