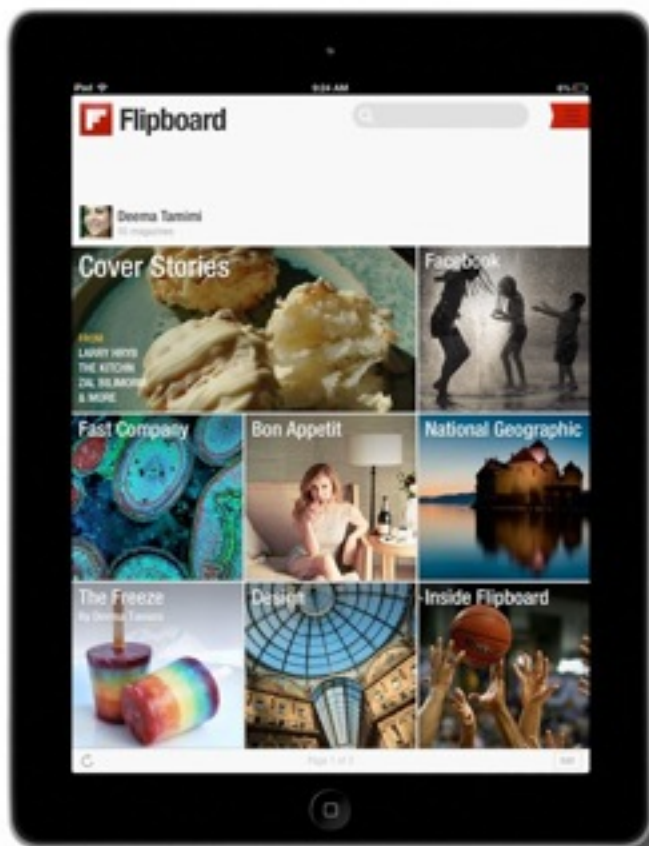




# Flipboard is Your Personal Magazine



Flipboard is a visually rich magazine that allows you to:

- **Access all your social networks** in a single place
- **View top publishers' web content** from anywhere and in a beautiful magazine format
- **Discover content** in curated sections (by topic and events like Tech, News, US Elections, etc)
- **Enjoy personalized Cover Stories** that includes content from your social networks and the publications you've subscribed to
- **Save and collect content** you love into magazines of your own that can be easily shared with friends

## Get Started

If you haven't already, download Flipboard, pick a few topics that you'd like to subscribe to and create an account. You'll need an account to create magazines.

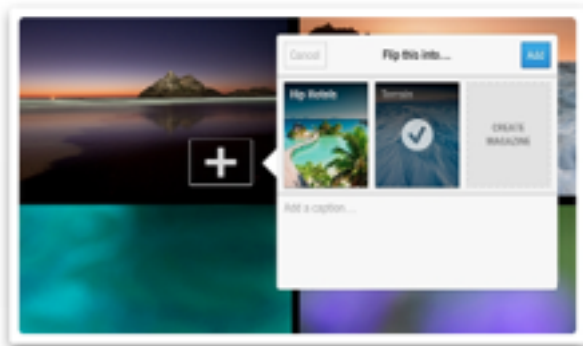




# Create Your Own Magazines on Flipboard

## Steps to Get Started

### 1. Find great content for your magazines in three simple ways.



#### Tap the [+].

As you flip through stories, images and videos on Flipboard, you'll see a small [+] button on every item. Tap the [+] to save any item into a magazine.



#### Use Flipboard Search.

You can find great content on any topic to flip into your magazines.

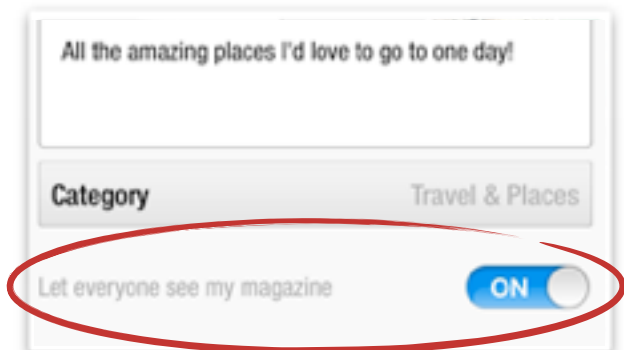


#### Save Things from the Web

Flip articles, images, audio tracks, videos and products from the Web into your own magazines with the **"Flip It" browser bookmarklet**.

## 2. Give your magazine an interesting title and set your privacy settings.

Be sure to add a description and select a category for your magazine. This will help other readers discover your magazines through search. You can also make a magazine private until you are ready to publish it.



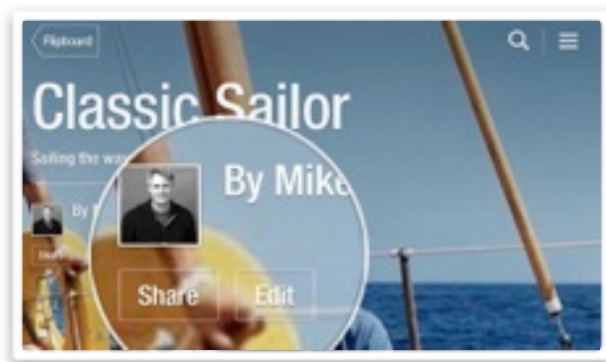
## 3. Set an amazing cover and upload your profile picture.

You can also select a cover for your magazine. Just tap and hold any piece of content in your magazine and select “promote to cover.” Upload a profile picture from settings to ensure it shows on your cover and profile.



## 4. Share your magazine with friends and followers.

Tap the Share button on your magazine's cover. From there, you'll be able to email or post it to your social networks with a personalized message.



## 5. Create a magazine—together.

Invite friends that share your interests to contribute and co-curate magazines with you.



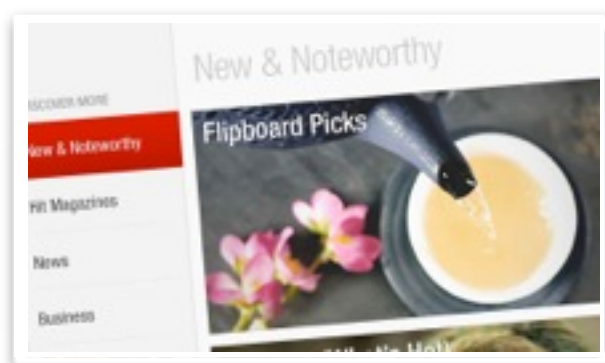
## 6. Then, do it all from the Web.

The Flipboard Editor allows you to manage your magazines from a convenient dashboard. Rearrange and delete items, set covers and share your magazines with friends — all from [editor.flipboard.com](http://editor.flipboard.com).



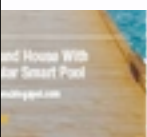
## 7. Want more readers?

If you'd like more visibility for your magazine, read our [Tips for Building an Audience on Flipboard](#) guide.





# Tips for Building an Audience on Flipboard



## Focus, Focus, Focus

Give your magazine a clear topic or point-of-view. You can create a magazine about whatever you want, of course, but if attracting an audience is a priority, avoid all-purpose or general interest magazines. Readers respond best to magazines that provide consistent, focused treatment of a subject (or set of subjects) — the more specific, the better.

## Create Multiple Magazines

There's lots of interesting content to discover via Flipboard or the web, but not all of it will be a good fit for the focus of your magazine. No problem. If you find yourself drawn toward a different subject or storytelling style, just create a new magazine to build an audience around a different topic. You can create dozens of magazines if you'd like, so don't be afraid to experiment.

## Keep Your Magazines Fresh

Change is exciting, so add new content to each of your magazines as often as you can. Flipboard recommends updating your magazine with 1 to 3 new pieces of content a day. Adding new items to your magazine on a regular basis implicitly teaches your readers that they should visit the magazine on a regular basis. Plus, when you add new content to a magazine, your subscribers see it in their Cover Stories feed.





## Share and Promote Your Magazine

Tell potential readers about your magazine by using the Share button on the cover. The Share button creates a unique URL that you can post wherever you'd like: in an email, on Twitter or Facebook. The Share link takes people directly to your magazine on the web, where they can choose to open the magazine on the Flipboard app if they are on device with Flipboard.

## Provide a Clear Description

It's good to give your magazine a fun or whimsical name. Don't be shy! But to ensure that potential readers can find your magazine if they use Flipboard's search features, your magazine should also include a description that clearly explains what it's about and what subjects it covers. Be specific. You'll also want to select a relevant topic category for it. To add or update a magazine's description or topic category, tap the Edit button on the cover of each of your magazines.

## Engage with Other Magazine Makers

One of the most effective ways to get Flipboard users to read and engage with your magazine is to read and engage with their magazines. Search for magazines about topics that match your interests. If you like what you see, subscribe to some of the magazines you find. Comment on articles that inspire you. Use @mentions to call attention to articles that other Flipboard users might enjoy. Flipboard is a community of magazine makers, so join the conversation.

Do you have a magazine you think we should know about?

We are always interesting in hearing about great magazines to feature and share with the Flipboard community. Send us your suggestions at [featured@flipboard.com](mailto:featured@flipboard.com)

