

AUGUST 26, 2011

Dropping DropBox: A Relocation Guide

by **Alli Blotter** with **17 comments**

If you have recently switched from DropBox to SpiderOak, we'd like to take a few moments to welcome you to the secure side of backup. We know that switching backup providers can be a lot like moving to a new place.

It can be exciting and maybe a little intimidating too. We at SpiderOak would like to provide you with a relocation guide that will make the transition a little easier. There's no map or moving boxes required, just the opportunity to start living your new and improved life on the cloud.

Know the Territory:

You may be accustomed to the DropBox landscape, but at SpiderOak, security is our foundation. We have a strict, zero-knowledge privacy policy and an extensive, layered **encryption system**. Your data will remain secure on our servers in your very own SpiderOak safe house and we don't even have the keys! Your password is the only key to unlock the encryptions and we have no way of ever knowing your password. At SpiderOak, we take security seriously.

Learn the Language:

With DropBox, you created a central folder on your hard drive for backup. You dragged and dropped your files into the main DropBox folder. SpiderOak has a completely different approach that allows you to keep your current file structure. Our client allows you to select data from your folder hierarchy using the **'BackUp' tab**. SpiderOak uploads a mirror copy of your selection to our servers.

As you can see below, it's easy to select files for backup.



No need to move folders around anymore. 'Drag and Drop' becomes 'Select and Save'

Practice the Customs:

Security is the backbone for all of our features. To ensure security, backup must occur before **syncing** and **sharing**. Anytime you modify a file, SpiderOak must first upload the changes and build encryption blocks before any other process can begin. This requires you to back up every device you would like to sync. It also requires a little bit of extra time for the upload process. The motto to remember: 'Security is our number one priority'.

Get to Know the Locals:

Learn more about the SpiderOak community by visiting our **FAQs** and **Forum**. The FAQ is a great place to learn how SpiderOak can meet your individual needs. You can also learn about the variety of special features that SpiderOak has to offer. Our Forum provides an interactive community where our more experienced users can help you get acquainted with your new surroundings. If you have specific questions or requests, please contact our **SpiderOak Customer Relations department**.

Embrace Your New Home:

SpiderOak offers our free 2GB plan to backup your data for as long as you like. When you're ready, you can expand your new space and upgrade to our paid plans in 100GB increments. We provide 100GB for \$10 per month or \$100 per year. SpiderOak doesn't discriminate. You can back up as many devices as you like, even external drives. We support all major platforms and have no file size limit. The space is yours. The security is yours. Welcome to SpiderOak!

MARCH 20, 2015

A Toast To Privacy at SxSW – #TakeBackYourInternet

by **Alli Blotter** with **0 comments**



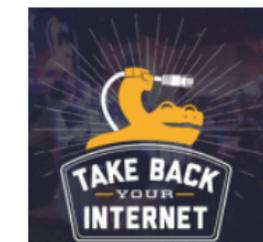
SxSW Panel Discussion on Net Neutrality.

SpiderOak raised a glass to privacy at the 3rd Annual “Take Back Your Internet” party on Monday, March 16th. The free event, presented by **GoldenFrog**, was open to anyone and everyone at the SxSW Interactive Festival. Guests enjoyed free drinks, music and the discussion of Net Neutrality.

SpiderOak co-sponsored the event along with 14 other proponents of privacy. Thanks to the **CDT** and the **Electronic Frontier Foundation**, guests had the opportunity to talk directly with experts on the topic of Internet regulation.

The panel discussion addressed the battle for an open, yet competitive Internet that respects user privacy. The five experts examined the recent proposals by the FCC and how those regulations will affect the future of the Internet.

- Marvin Ammori – **Ammori Group and Affiliate Scholar at Stanford Law School CIS**
- Edward Henigin – **CTO of Data Foundry**
- Chip Pickering – **CEO of Comptel**
- Gigi Sohn – **FCC Special Council for External Affairs**
- James Waterworth – **Vice President, CCIA Europe**



#TAKEBACKYOURINTERNET

Everyone seemed to agree that there needs to be a balance when it comes to regulating ISPs. “We need both competition and Net Neutrality rules,” said Ammori.

SpiderOak encouraged guests to get involved in the fight for privacy. We enjoyed handing out some swag – our new ‘Privacy Matters’ stickers and custom **CamPatches** (to cover your camera on your computer so no one can watch you).

SpiderOak SMB Tutorial Scripts

#1 Create Your Small Business Account

To begin, select the 'Business' drop-down menu at Spider dot com and then click on 'Small Business'. Select the 'Get Started' Button.

Complete the form by entering your Company Name, Full Name, Email address, Phone number, Username and Password. These are the credentials you'll use to access the management console. Review the Terms and Conditions, select 'Agree' and click 'Sign Up'. SpiderOak will encrypt your password and you'll be taken to a confirmation page.

Within 5 minutes you will receive a welcome email from 'SpiderOak Blue SMB'. Click on the 'Access Management Console' button in the email.

The Management Console login page will open in a new window. Remember to bookmark this page so you can access it later. You won't be able to login from SpiderOak dot com, so it's important to save your unique company URL."

Enter your administrator username and password then Login. You can now navigate through the Management console and are ready to create user accounts.

#2 Access The Management Console

As an administrator, you can access the Management Console by locating the Welcome email you received on the day you created your Small Business account. Click on the 'Access Management Console' button in the email.

If you don't have the email, you can determine the URL by using this formula.

Enter your company name, (use hyphens instead of spaces) dash MGMT dot SpiderOakBlue dot com.

This unique URL is designed specifically for your company account. Please bookmark this login page so you can access it later. You can not access your unique login page from SpiderOak dot com. The Sign-In button is designed for individual users, not administrators.

On your saved login page, enter your administrator username and password then Login. You can now navigate through the Management console.

#3 Create A User Account

To create a user account, go to the 'Users' tab in the management console. You can either add users manually, one by one, or automatically by importing a CSV.

To add a user manually, click the 'Add User' button. Enter the user's email address, name and assign the user to a group. If you do not have groups already created, the user will be assigned to the default group with your company name. Click 'Create User' and SpiderOak will generate the account.

You can then select 'Detail' to make adjustments and add additional storage.

The user will be emailed a confirmation with instructions on how to complete the setup process.

To add a user via CSV, or Comma-Separated values,

Create a plain text file or CSV file. The format should include the email, first and last name and group name for each user. If you have not already created your user groups, then you must include your company name for the group value.

Click the 'Add CSV' button under the User's tab. Select the 'Choose File' button, select the file and upload CSV. SpiderOak will automatically input the values and create each user account. You can then click 'Detail' and have the option to add additional storage for a user. Each user will be emailed a confirmation with instructions on how to complete the setup process.

#4 Create A User Group

To setup a user group, click on the "Manage" tab in the Management Console. Click on 'Manage Groups' to view your existing groups. SpiderOak automatically provides a default group with your company name. Click 'Add Group' to create a custom group.

Enter the name and choose the storage amount for each user in this group. You can disable access to the web and mobile api, allow only Windows installation, assign the group priority over other groups, or enable access to the management console.

After the group has been created, you can go to the Users tab to add accounts. Select the group from the drop-down menu for each user and save changes.

#5 Access User BackUp

You can access the data uploaded by an individual user, from the Users tab in the Management Console.

Click on the 'Detail' link to view the account summary. Then click the 'Access User's Data' button. You will be transferred to the user's dashboard and can browse through the backup and shares. To access an individual file, hover over the file and the Download option will appear to the right.

#6 Tour the Management Console

After you sign up for your Small Business account, you can access the management console by locating the Welcome email you received on the day you registered. Click on the 'Access Management Console' button in the email. The login page will launch in your browser.

Enter your administrator username and password then Login.

The management console allows you to maintain your company account and monitor user activity.

The 'Users' tab displays a list of each user account. You can add or delete accounts, or view details to modify an individual account.

The 'Shares' tab displays all Shares from all users. You can manage the Shares or view details to access a URL.

The 'Manage' tab allows you to manage user groups, authentication codes, backup preferences, billing information and access the encryption key fingerprint.

The 'Reports' tab displays statistics for your entire account and provides access to admin log files.

The management console makes it easy to manage your team and your keep track of your company data.

October 2011: Halloween

Subject: Don't be scared! The Spider's here to help! OR Don't let the vampires get a byte out of you!

Copy:

Greetings!

Thank you for choosing **SpiderOak!** Halloween is this weekend and we know that losing your data can be quite a scary experience. Don't be haunted by the fear of data loss! Keep your data safe from things that go bump in the night with our new monster discount. No tricks, just treats and 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like.

This offer is only valid for today - Thursday, October 27th (Thursday, October 27th at 5 am GMT to Friday, October 28th at 5 am GMT). To receive your discount, just enter the promotion code 'pumpkin' when purchasing more space.

The 25% discount is just our way of making this holiday a little more sweet and a little less scary.

For additional information, please feel free to visit our website <https://spideroak.com> and/or send an email to: <mailto:support@spideroak.com>.

We appreciate your patronage & thank you for choosing **SpiderOak!**

The **SpiderOak** Team

December 2011: Holidays

- **Subject:** Happy Holidays!

Copy:

Seasons Greetings!

Thank you for choosing **SpiderOak**! Tis the season for giving and **SpiderOak** would like to offer the gift of security. Protect those precious family photos with our new holiday discount. We're offering 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like.

This offer is only valid for today - December 16th. To receive your discount, just enter the promotion code 'gift11' when purchasing more space.

The 25% discount is just our way of spreading the holiday cheer.

For additional information, please feel free to visit our website <https://spideroak.com> and/or send an email to: <mailto:support@spideroak.com>.

We appreciate your patronage & thank you for choosing **SpiderOak**!

The **SpiderOak** Team

December 2011: New Years

Subject: Have a Safe and Secure New Year!

Copy:

Greetings!

Thank you for choosing **SpiderOak**! It's New Years Eve and **SpiderOak** would like to ring in the new year with a gift for you. Keep all of your data secure and safe in 2012 with our new years discount. We're offering 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like.

This offer is only valid for today - December 31th. To receive your discount, just enter the promotion code 'newyear12' when purchasing more space OR simply click on the link below to take advantage of this offer immediately:

The 25% discount is just our way of celebrating another year of security

For additional information, please feel free to visit our website <https://spideroak.com> and/or send an email to: <mailto:support@spideroak.com>.

We appreciate your patronage & thank you for choosing **SpiderOak**!

The **SpiderOak** Team

January 2012: New SpiderOak

Subject: SpiderOak Reloaded

Copy:

Greetings!

It's a new year and SpiderOak has many new and exciting services to offer. We're launching our new enterprise client, SpiderOak Blue, and our open source alternative, Nimbus.IO. We're also launching a new and improved website to showcase all of our backup solutions.

To celebrate these new services SpiderOak is offering our "Reloaded" discount. We are offering a special discount of 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like.

This offer is only valid for thru January 30th. To receive your discount, please enter the promotion code 'reloaded12' when purchasing more space.

For additional information, please feel free to visit our website - <https://spideroak.com> - and/or send an email to: <mailto:support@spideroak.com>.

We appreciate you choosing SpiderOak!
The SpiderOak Team

February 2012: Leap Year

Subject: Take A Leap Forward with Secure BackUp!

Copy:

Greetings!

Today is Leap day and in celebration of earth's rotation, **SpiderOak** would like to help protect your data for years to come. We are offering a special discount of 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like. This offer is only valid thru February 29th. To receive your discount, please enter the promotion code '366days' when purchasing more space.

For additional information, please feel free to visit our website - <https://spideroak.com> - and/or send an email to: <mailto:support@spideroak.com>.

We appreciate you choosing **SpiderOak**!

April 2012: Space

Subject: Aim High with **SpiderOak**

Copy:

Greetings,

SpiderOak offers the most secure backup in the galaxy and today we'd like to offer you a chance to blast off into the cloud life! We're offering a stellar discount of 25% off ALL yearly storage plans. That is just \$6.25 per month - allowing you to backup and sync as many computers and external hard drives as you like.

This offer is only valid for 24 hours upon receipt of this message. To receive your discount, please enter the promotion code '321backup' when purchasing more space.

For additional information, please feel free to visit our website - <https://spideroak.com> - and/or send an email to: <mailto:support@spideroak.com>.

We appreciate you choosing **SpiderOak**!



Intro to ACEA Marketing Platforms

ACEA uses primarily three digital tools to advertise and promote our organization.

- [WordPress](#) is our website platform.
- [MembershipWorks](#) is our membership database and payment portal.
- [MailChimp](#) is our email platform.

WORDPRESS

WordPress functions as a central hub for all public-facing ACEA information. The marketing agency Creative Pickle designed our Wordpress website. The website is managed by the Executive Assistant and edited by the Marketing Consultant. Most updates will happen on the Events and Resources pages.

Internally, we use the abbreviation “WP” for short.

[Intro to the Events Page](#)

[How to Create/Update](#)

MEMBERSHIPWORKS

MembershipWorks offers an integrated solution for membership management and event registration. It is a Wordpress plugin and embedded into the Wordpress dashboard. The plugin is managed by the Executive Assistant and edited by the Marketing Consultant. Most updates will happen in the Members and Events databases. MembershipWorks includes a variety of advanced features including directory listings, invoicing and emailing.

Internally, we use the abbreviation “MW” for short.

[How to Create an Event Invoice](#)

[How to Export an Event Contact List](#)



MAILCHIMP

MailChimp offers an aesthetically-pleasing solution to communicating with the entire ACEA community. The platform is managed by the Executive Assistant and edited by the Marketing Consultant. Most messages will be sent in the ACEA Members audience.

Internally, we use the abbreviation “MChimp” for short.

[Intro to MailChimp Audiences](#)

[How to Create/Send a Newsletter](#)

[How to Select a SubGroup when Sending a Campaign](#)

AUTOMATIONS

The three platforms are not 100% integrated/auto-connected. Most projects require manual updates. However, there are a two automations...

- MW will automatically add new member emails to the MChimp “ACEA Members” audience.
- WP will automatically add new subscriber emails to the MChimp “Subscribers (Non-Members)” audience.

Every other task needs to be handed manually.

MULTI-PLATFORM TASKS

The following tasks are the responsibility of the Executive Assistant and require basic knowledge of all three platforms.

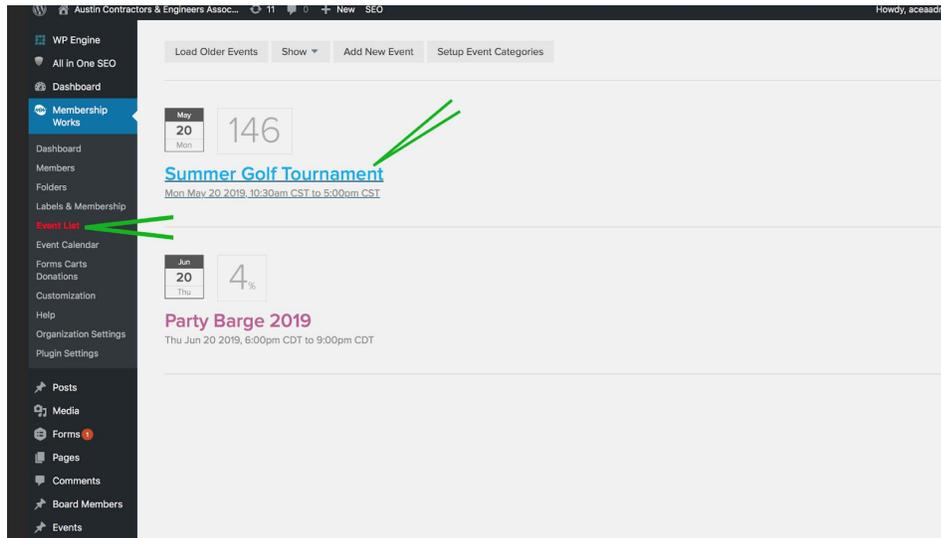
[How to Create a Luncheon Event](#)

[How to Export/Import a Member Contact List](#)

[How to Manually Add a New Member](#)

How to Create an Event Invoice

1. Login to MembershipWorks. Select Event List from the left side menu. Select the Event



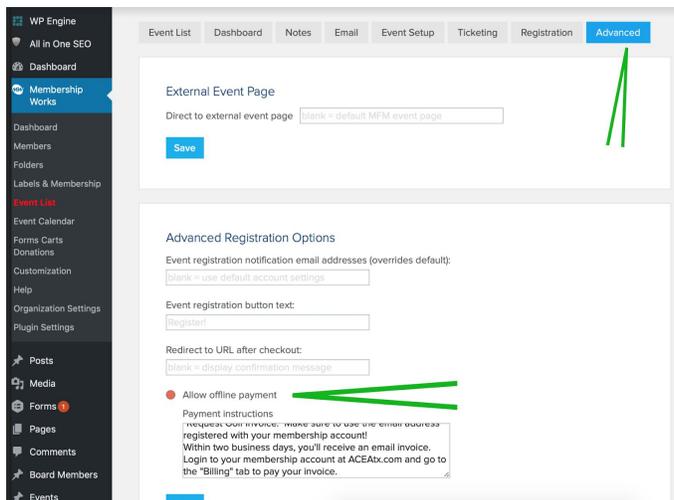
2. Select the Advanced tab. Enable "Allow Offline Payment". Add the event name and copy/paste the following instructions into the field...

PAY BY INVOICE

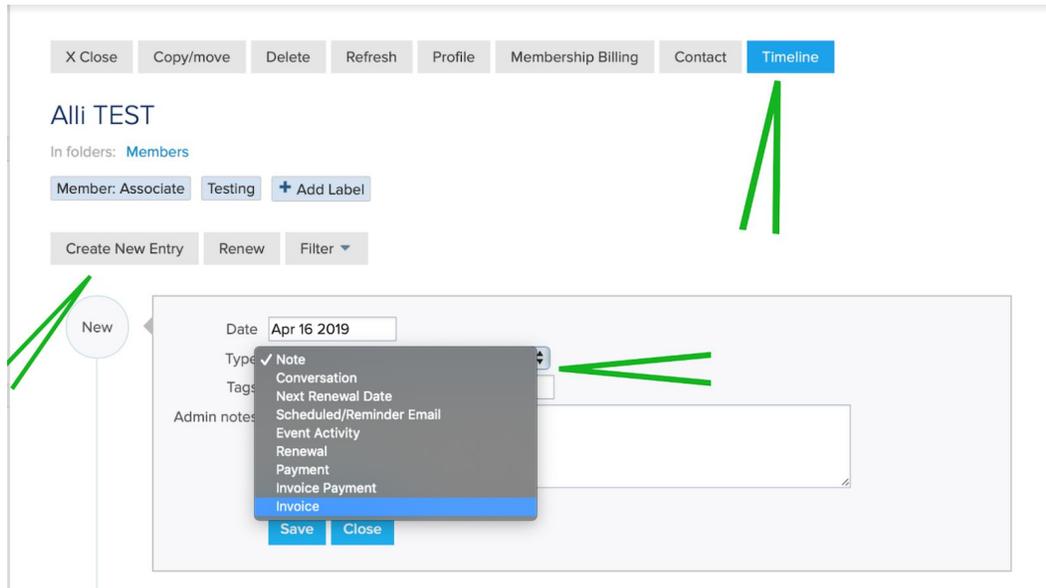
Send email to info@aceatx.com with subject line "Request <INSERT EVENT NAME> Invoice."

Make sure to use the email address registered with your membership account!

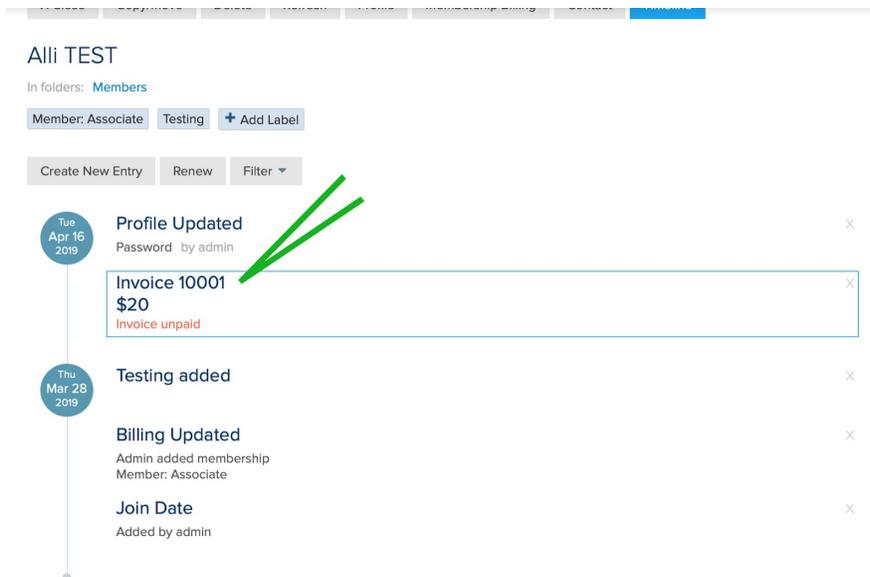
Within two business days, you'll receive an email invoice. Login to your membership account at ACEAtx.com and go to the "Billing" tab to pay your invoice.



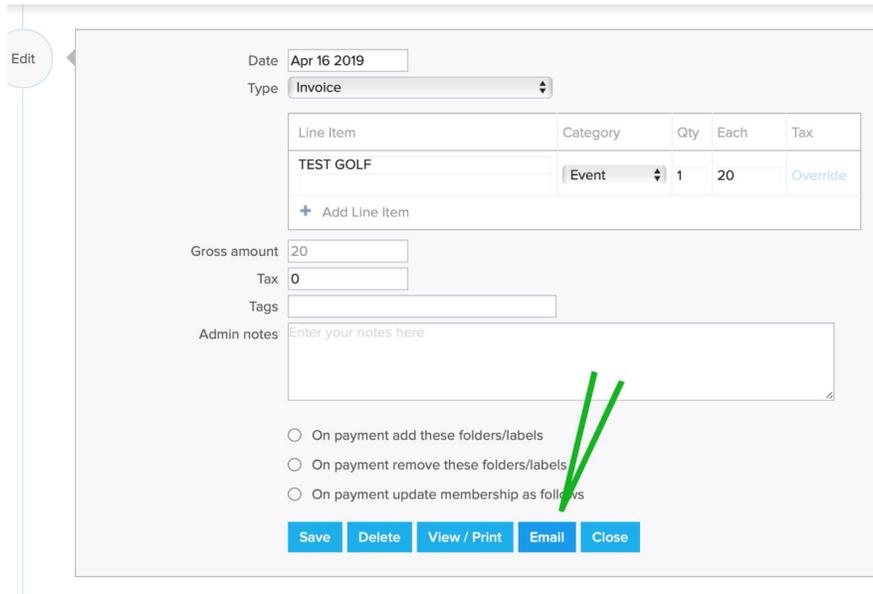
- When a member sends you an email, search for their account in MembershipWorks using their email address. Select the Timeline tab and then “Create New Entry.” Select the “Type” drop-down menu and choose “Invoice.” Add admin notes if necessary and select the “Save” button.



- The Invoice will appear in the member’s timeline. Select the Invoice again.



5. Click the Email button and Confirm to send the invoice to the member.



Date: Apr 16 2019

Type: Invoice

Line Item	Category	Qty	Each	Tax
TEST GOLF	Event	1	20	Override

+ Add Line Item

Gross amount: 20

Tax: 0

Tags:

Admin notes: Enter your notes here

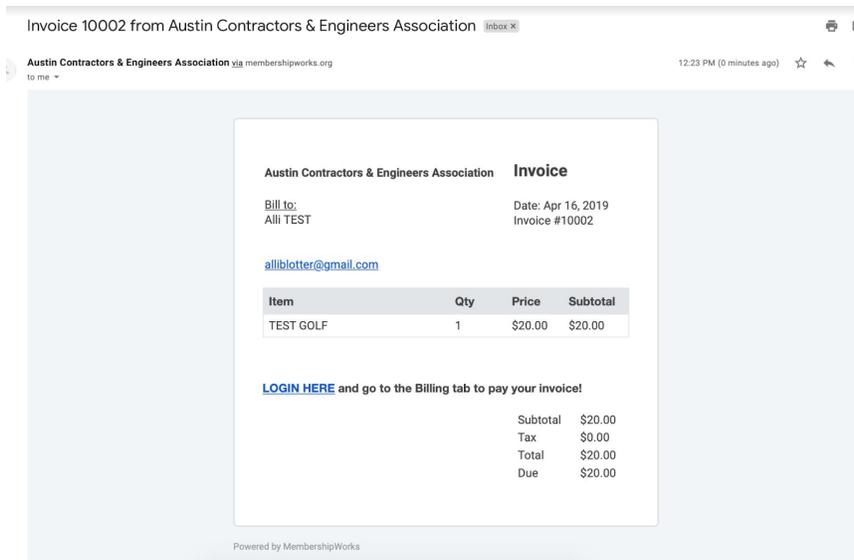
On payment add these folders/labels

On payment remove these folders/labels

On payment update membership as follows

Buttons: Save, Delete, View / Print, Email, Close

The member will receive the invoice email and click the LOGIN HERE link to login to their MembershipWorks account.





The member clicks the Billing tab to view and pay by credit card.

MANAGE ACCOUNT

- Account
- Profile
- Categories
- Preferences
- Billing**
- Sign Out

Payment History

Review membership payments

Pay	Date	Description	Amount	
<input type="radio"/>	Apr 16 2019	 Invoice #10002	\$20	Unpaid

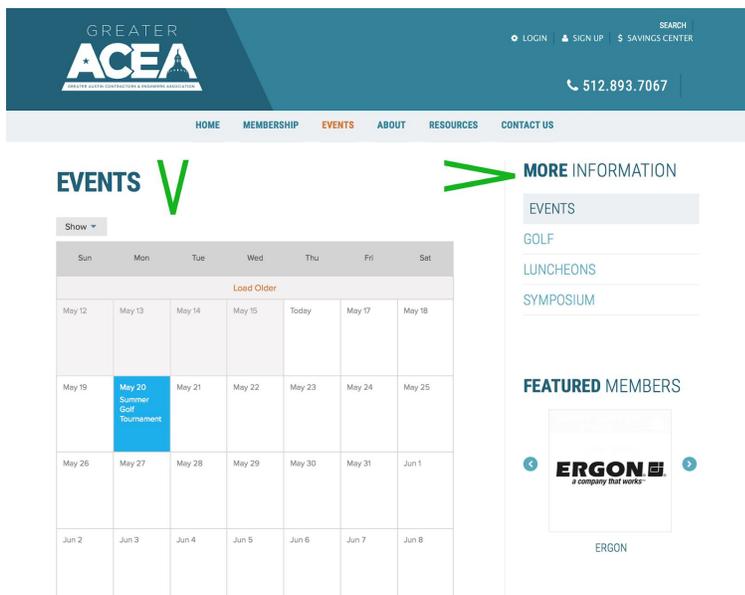
- Save & Continue
- Skip



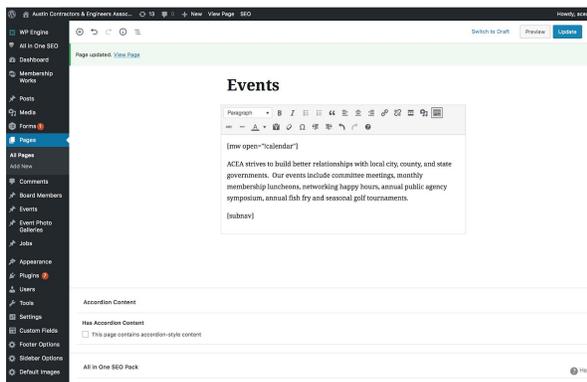
Intro to the Events Page

The [ACEA Event web page](#) allows members to review and register for upcoming luncheons, fundraisers, conferences etc. It includes two major parts:

- **The MW Events Calendar:** Links to MW Registration Pages
- **The WP Events Side Menu:** Links to WP Archive Event Pages



The [WP Events Page itself](#), only includes the MW Calendar Shortcode. (The text copy is only for SEO purposes and doesn't display on the public page.)





THE MW EVENTS CALENDAR

The [MW Events Calendar](#) displays upcoming events automatically.

The only way to add events to this calendar is to [Create an Event in MW](#).

If you select the “Show” button on the [Events Page](#), all event categories will appear in the menu. A member can choose which event categories he or she wants to view. (Keep the color-coding in mind, when you create an event!)

EVENTS

Show ▾

- Show All
- Membership Luncheon
- Regulatory Oversight Committee
- Community Involvement Committee
- Fish Fry Fundraiser
- Symposium
- Golf Tournament
- Member Networking Event
- Membership Committee
- Board meeting

				Thu	Fri	Sat
				May 17	May 18	
				May 23	May 24	May 25
May 26	May 27	May 28	May 29	May 30	May 31	Jun 1
Jun 2	Jun 3	Jun 4	Jun 5	Jun 6	Jun 7	Jun 8

MORE INFORMATION

- EVENTS
- GOLF
- LUNCHEONS
- SYMPOSIUM

FEATURED MEMBERS

CONSTRUCTION
ECO
SERVICES

CONSTRUCTION ECOSERVICES



THE WORDPRESS EVENTS SIDE MENU

The WP Events Side Menu provides members with quick and easy navigation to locate archived event content. For instance, Symposium is an event several months in the future, the side menu makes it easy to review details without scrolling through the entire calendar.

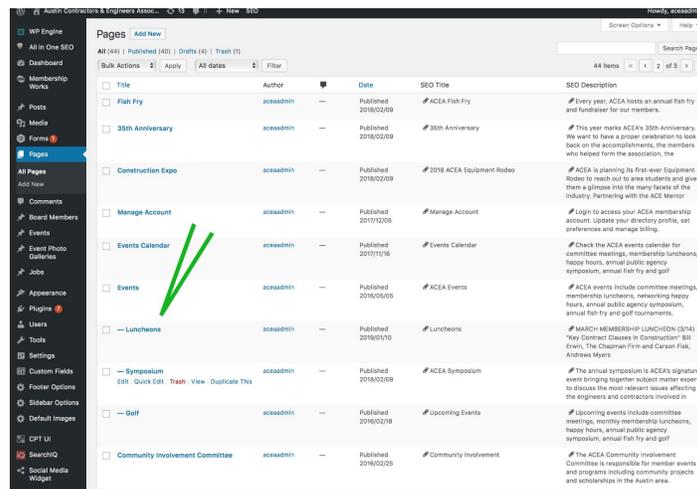
MW event pages are clunky and not aesthetically pleasing. We use WP pages view event photos, videos and documents.

MW does not automatically create WP pages. If you create an event in MW, you also have to manually update the corresponding WP page.

Page Parents

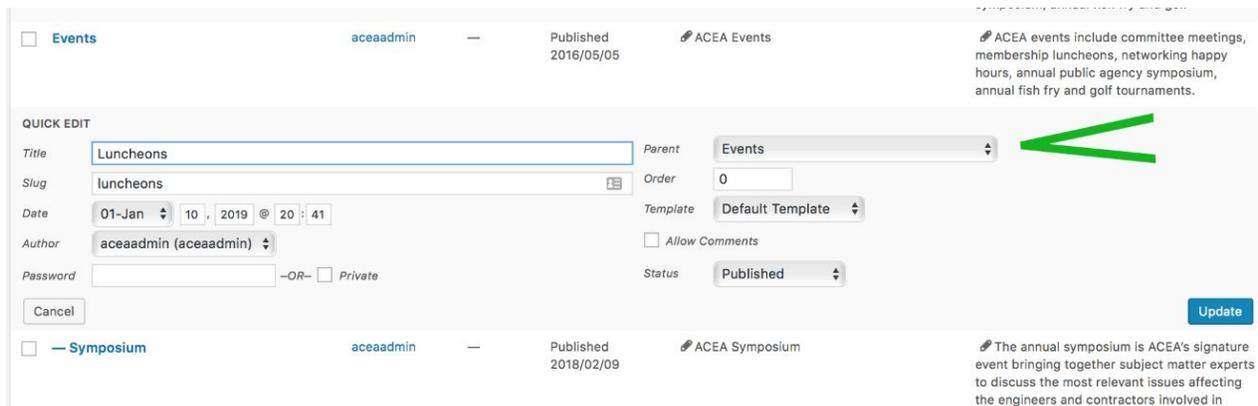
The WP Events Side Menu includes WP pages that have the “Event” parent. “Parent” pages are main directories with links to other pages. Parent pages are often in the main menu of the website such as Home, Events, Membership, About, Resources etc. Every parent page has a different side menu.

If you go to Pages in WP you can scroll through and locate the pages under Events that have dashes such as -Luncheons, -Symposium and -Golf. The dash indicates the page is a “child” of that parent category.



When you hover over -Luncheon, select “Quick Edit”. The Parent drop-down menu displays “Events”.

- If you ever want to add a page to the WP Side Menu, change the page’s parent to “Events”.
- If you ever want to remove a page from the WP Side Menu, select “Main Page (No Parent)” from this drop-down menu.



The screenshot shows the WordPress Quick Edit interface for a page titled "Luncheons". The "Parent" dropdown menu is set to "Events", which is highlighted with a green arrow. Other fields include Title, Slug, Date, Author, Password, Order, Template, Allow Comments, and Status. The page is published on 2016/05/05. Below the "Luncheons" entry, there is another entry for "Symposium" published on 2018/02/09.