* **Tip of the week**: during the end-users survey done in Q4 2011, it was clear that when users are prompted for “new” features, most of them were asking for existing features! It means that we need to help them getting the most out of TB.
  + Tip of the week provided by Mozilla: task force JenZed, Roland or Ludo
  + Tip of the week provided by crowdsourcing (from end-users) with a weekly/by monthly reward on “To be Determined page” and FB page for the best tip.
    - Start page design to be refreshed to feature the Tip of the Week program and link to Webpage/FB where the actual Tip will be explain in details
    - Webpage & Facebook page where the Tip of the week will be featured and where the users will see their contribution rewarded.
    - Tip of the week submitted by end users will need copy re-writing probably. Submission mechanism to be worked out?
      * It can eventually be done on <http://support.mozillamessaging.com/en-US/forums/knowledge-base-articles/8?last=28>

* + - To be addressed with JenZed. (JenZed to leverage Knowledge base)