



Class Site Administrator Manual

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Manage Newsletter

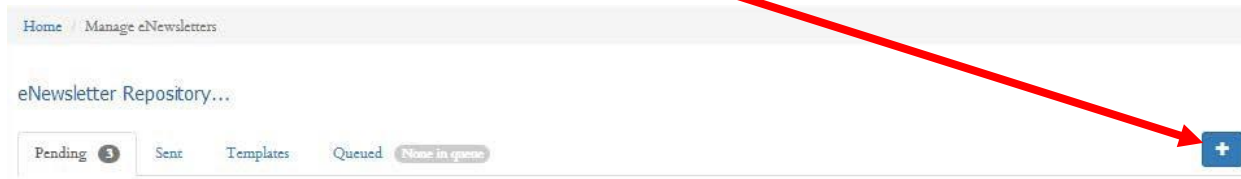
Any email you send from your Class Site is referred to as a 'Newsletter'. After you login with your HarvardKey, you will see the blue button to the left of where the Login link had been in the top Menu Bar. Click on the blue button and select 'Manage Newsletter'.



Newsletters are organized on four tabs:

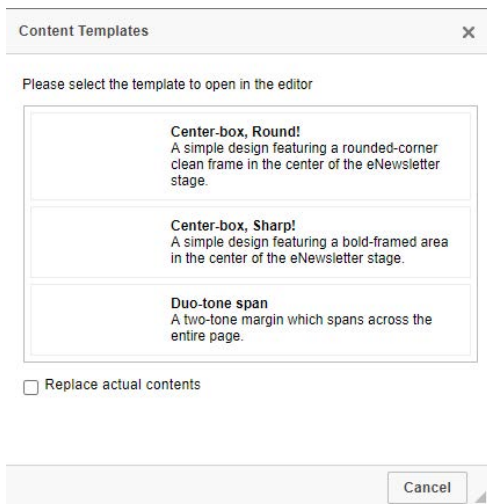
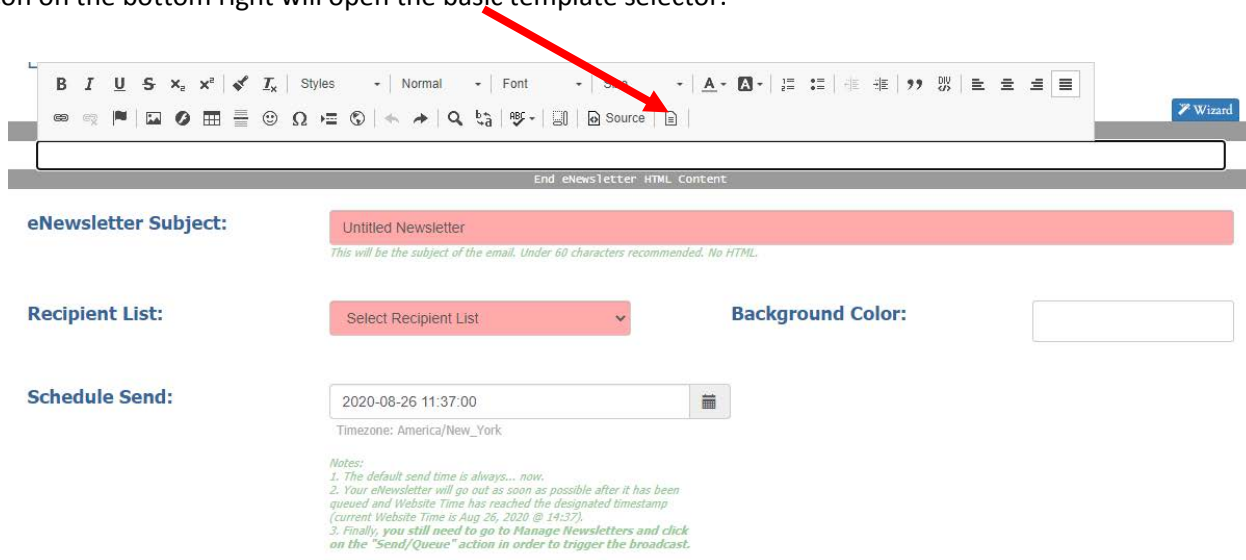
1. Pending – Newsletters that are in process or not yet sent.
2. Sent – Newsletters that have been deployed. You may use these as a starting template for a new email.
3. Templates – Newsletters you have saved to be used as future templates.
4. Queued – Newsletters that have been scheduled for deployment.

Click on the plus sign ('+') to create a new Newsletter



Create Newsletter

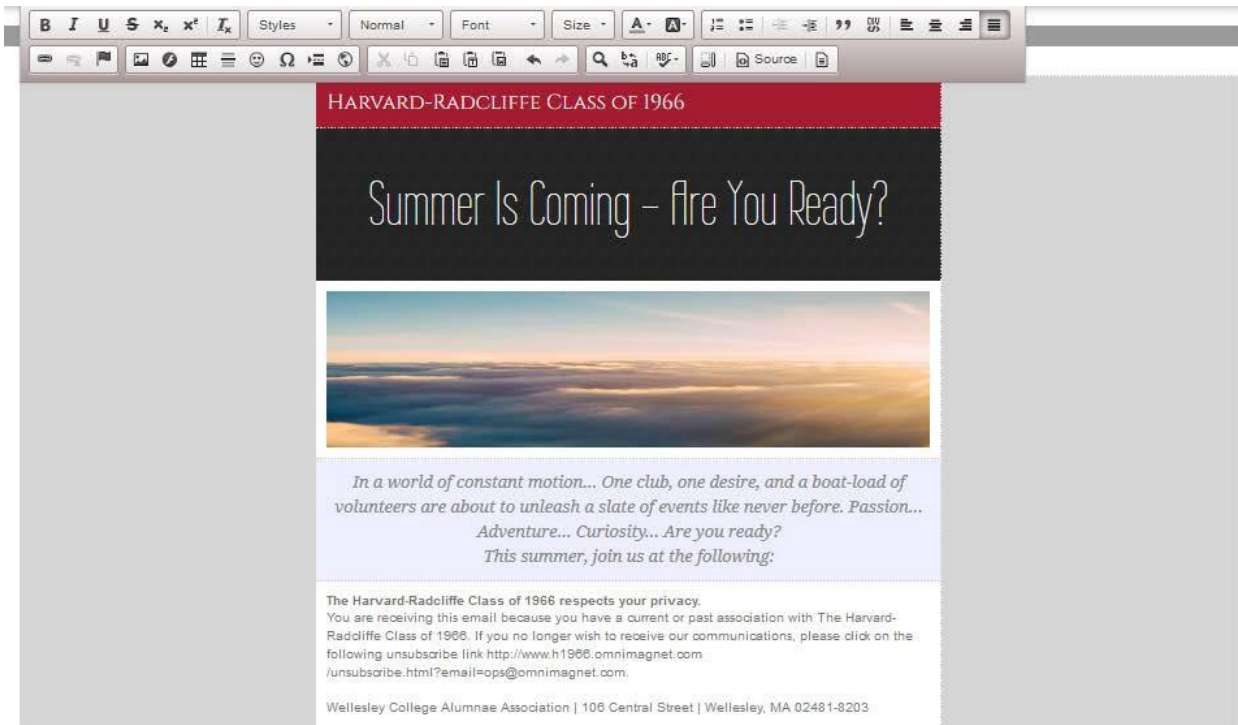
Click in the space between the gray bars labeled 'Begin Content' and 'End Content' and an edit bar will appear. The icon on the bottom right will open the basic template selector.



Select the template format you'd like to use by double clicking.

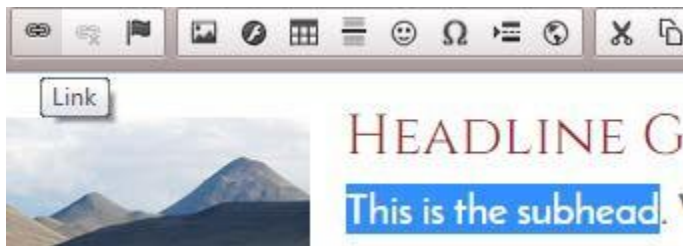
Placeholder template will be created. Simply delete and type over existing text to create your content. Tools in the tool bar can be used to change font style, add bullets, links, etc.

You can write your message directly on the website. If your text is in Word, you can copy the text, then place your cursor between the two gray bars, and paste in your content. Any previous formatting will be lost, so highlight the text and select the appropriate size and color from the task bar. If blocks of text have the same formatting, they can all be highlighted at once. The task bar icons should be familiar from Microsoft Office products, but you can roll over them with your cursor to figure out anything new.



Links

To add links to your text, highlight text and then click the 'Link' Ic



Add Link type (URL or email) and destination (address).

Link
✕

Link Info

Target

Advanced

Display Text

Link Type

URL
▼

Protocol

http://

OK

Cancel

Link
✕

Link Info

Target

Advanced

Target

New Window (_blank)
▼

OK

Cancel

For additional template sections and photos, click the tool drawer icon at the very top left of your browser window.



The tool drawer will open.



The tool drawer will close.



The first tool drawer icon indicates pre-existing event and news articles from your article library that you may wish to include in your Newsletter. To use an event or news article, hover over it with your cursor until a hand icon appears, then drag the event or news summary section to the location you'd like it to appear in your page.

Once placed, you can use the tool bar to edit and style the image and text for the pre-existing article. The link to the full article is already included in the headline.



QUARTERLY CLASS DINNER -
BOSTON AREA



6:00PM Tue 20 Oct 2015

Regular cash bar social hour followed by buffet
dinner.

Quarterly Class Dinner - Boston Area

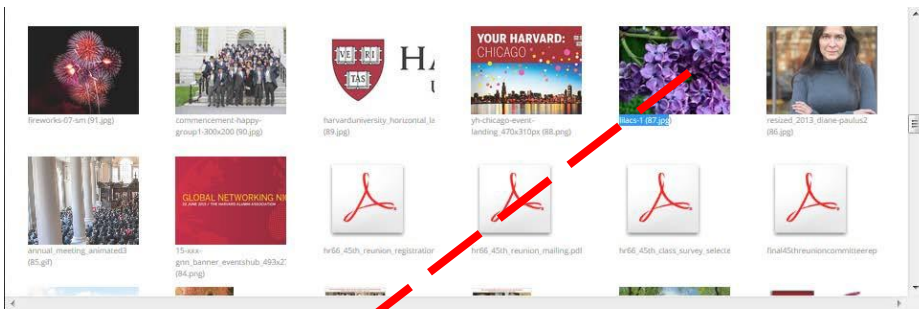


6:00PM Tue 20 Oct 2015

Regular cash bar social hour followed by buffet
dinner.



The second tool drawer icon indicates the image library. To use a photo, hover over it with your cursor until a hand icon appears, then drag the photo to the location you'd like to appear in your Newsletter. You may also be able to paste in photos that are not uploaded to your site already directly into the email.



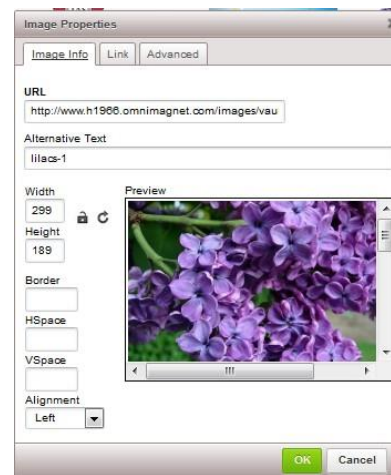
This is the subhead. We recommend two or three descriptive sentences.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae urna. In hac habitasse platea dictumst. Sed du. Aliquam auctor. Proin et nibh. Donec condimentum lobortis dolor. Quisque urna ipsum, tempus quis, convallis id, tincidunt ut, risus. Nunc bibendum, mauris sit amet nonummy ultricies, pede mauris scelerisque augue, vitae sodales libero eu diam. Donec ac orci. Integer nulla lorem, ornare id, sodales ut, gravida in, nisi. Pellentesque consequat velit vitae massa. Nullam scelerisque. Morbi consequat nonummy eros. Suspendisse ac pede in neque rhoncus pharetra. Donec iaculis lectus id risus. Vestibulum lacinia. Morbi sodales sem vitae lectus malesuada pretium. Nullam ac est a massa dapibus molestie. Vivamus nisi purus, bibendum vel, aliquet eget, placerat vitae, nunc. Pellentesque volutpat faucibus magna. Nunc sit amet velit. Quisque ante elit, porttitor a, convallis eget, malesuada non, tortor. Duis aliquet, enim a varius tincidunt, urna nunc fermentum nisi, at tempor elit erat id urna. Phasellus cursus orci ac enim. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla est.

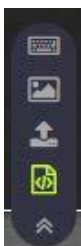
Images

Once placed, resize the image by clicking on it and dragging the corners to the size you desire. Delete the image by clicking on the image and then hitting your backspace or delete keyboard key.

Right click on the image and go to 'Image Properties' to change image title or add a link to the image.



The third tool drawer icon indicates a file upload section. If you find the image you'd like to use is not yet in your file vault, you can upload it here, rather than having to go to the File Vault. Add your image as you would in the 'Upload Files' section of your website (click the whirly gray circle, navigate to the file on your computer, and click Open. You will know the upload is successful when an image of your file appears to the left with a big check mark over it), then return to the image icon to find the image and drag and drop into your Newsletter. Remember that the file limit is 2 mb. Note that when you send a test email, photo sizes might look slightly different than they do in the editor. Adjust the photo size once placed in the email message if you need to make it smaller or bigger.



The fourth tool drawer icon indicates an advanced code section. This functionality is reserved for advanced users who are experienced with HTML and should otherwise be ignored.

Unsubscribe and Physical Mailing Address

An unsubscribe link and physical mailing address are required in all mass-emails from your class per CAN-SPAM laws. When you use a Newsletter template these items are placed in your Newsletter automatically. **Do not remove the unsubscribe link or mailing address from the footer.**

Newsletter Settings

Below the Newsletter creation section is the Newsletter settings section.

eNewsletter Subject

Enter a subject line for your Newsletter. This will also be the name of the Newsletter in your Newsletter list.

Recipient List

Choose the group from the dropdown menu you wish to send the Newsletter to. Choices valid for Class Sites:

- All Who Opted In: Your full class, minus anyone who has opted-out of a previous Newsletter
- Any group you have created in the 'Manage Users' section of your website. See 'Manage Users' document.
- Note: Membership and other pre-created lists do not function on Class sites and should be ignored.

Schedule Send

Enter the day/time you wish to deploy the email send. The time is based on a 24 hour clock.

Buttons

Save

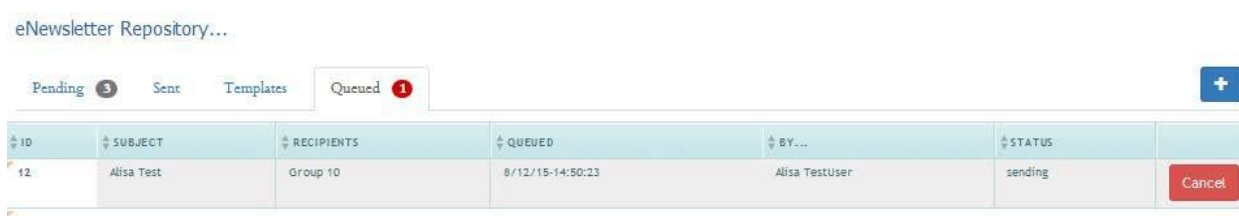
Save the Newsletter to return to working on it at another time.

Send Test

A test version of the Newsletter will be sent to all users with 'Manage Newsletter' rights for your website. This will include all Class Site admins. **It is highly recommended that you test and review your email before deploying to your recipient list, especially so that you can see how the formatting looks in an email versus what is on the website.** Review it carefully, then go back to your message and make any needed changes. You can Send Test as often as you like, until you are satisfied with your message.

Queue/Send Now

Queue the newsletter to be sent at the time indicated in the 'Schedule Send' section. This will be grayed out and unusable until the rest of the pieces are ready. **Note that if a time was not indicated the email will be sent immediately.** A confirmation message will be displayed. The newsletter will appear in the 'Queued' tab of 'Manage Newsletters'. If the Newsletter was scheduled for a future time, it is possible to click 'Cancel' in the interim to cancel the send.



eNewsletter Repository...

Pending 5 Sent Templates Queued 1

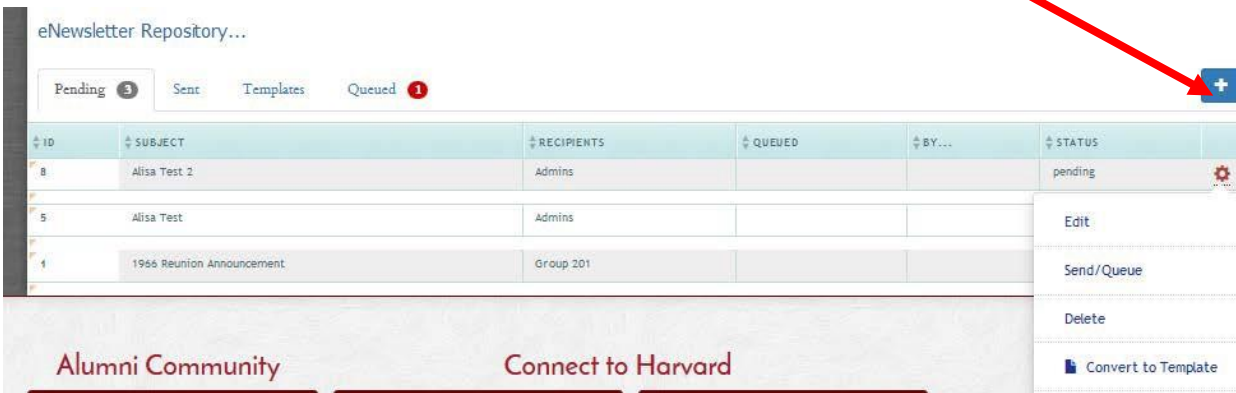
ID	SUBJECT	RECIPIENTS	QUEUED	BY...	STATUS	
12	Alisa Test	Group 10	8/12/15-14:50:23	Alisa TestUser	sending	Cancel

Mail-Merge Dictionary

Fields from classmate user profiles that can be used to personalize the Newsletter. Cut and paste the tag, including the brackets (ex. [first_name]) into the location you'd like the personalization to appear. Do not use the [password] tag; this functionality will not work.

Edit Newsletters

To edit a Newsletter you created, click the gear icon to the right of existing Newsletters. Use this to access and edit an email after viewing a test send.



The screenshot shows the 'eNewsletter Repository' interface. At the top, there are tabs for 'Pending' (3), 'Sent' (1), 'Templates' (1), and 'Queued' (1). Below the tabs is a table with columns: ID, SUBJECT, RECIPIENTS, QUEUED, BY..., and STATUS. The table contains three rows of data. A red arrow points to a gear icon in the top right corner of the table. A context menu is open over the first row, showing options: Edit, Send/Queue, Delete, and Convert to Template.

ID	SUBJECT	RECIPIENTS	QUEUED	BY...	STATUS
8	Alisa Test 2	Admins			pending
5	Alisa Test	Admins			
1	1966 Reunion Announcement	Group 201			

You will be given the choice to edit, send/queue, delete, or convert to template.

Edit – Open the Newsletter as when it was first created so you can edit content and settings.

Send/Queue – Works the same as the Send/Queue button from within the Newsletter. After confirmation, this option will send the Newsletter immediately.

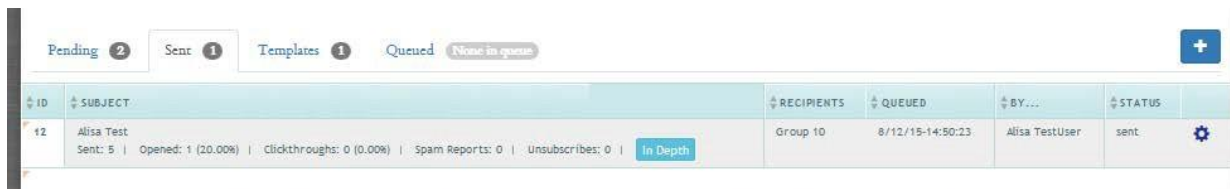
Delete – Remove the Newsletter permanently from your Newsletter list and website.

Convert to Template – If you wish to use this Newsletter as the basis for a template, this options allows you to save it so it may be used in the future. Templates will appear on the 'Templates' tab. Once a template has been saved, you can select 'Create Campaign from Template' on the 'Templates' tab to create a new Newsletter using the template design. This is a great option for regular or recurring emails, like monthly newsletters.

Sent Newsletters

Sent Newsletters will appear on the 'Sent' tab. Basic stats on the email send will appear on screen. Click on the 'In Depth' button to view additional click through statistics. The window will expand with details. Click 'In Depth' again to close the window.

Click on the gear icon to the right of sent Newsletters to view, duplicate, delete, or convert to template. Note that once a Newsletter has been sent you cannot edit it, only duplicate.



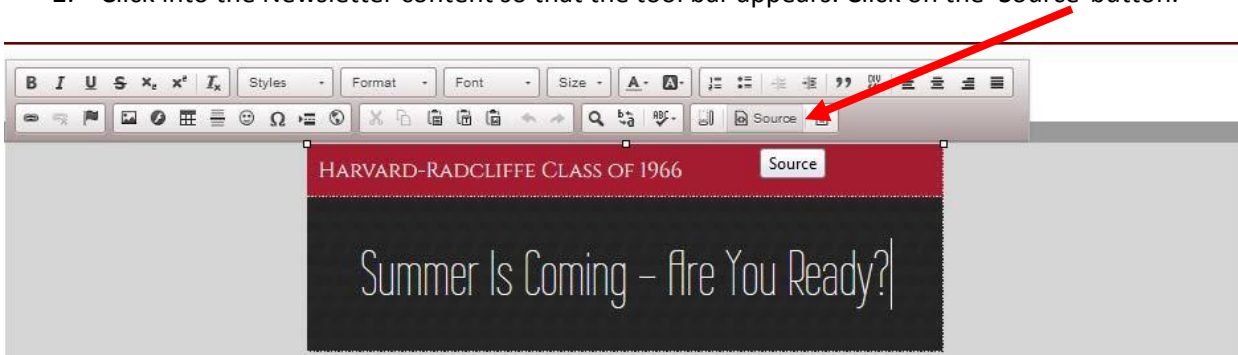
The screenshot shows the 'eNewsletter Repository' interface with the 'Sent' tab selected. The table shows one row of data for a sent newsletter. The 'STATUS' column shows 'sent' and a gear icon. An 'In Depth' button is visible below the row.

ID	SUBJECT	RECIPIENTS	QUEUED	BY...	STATUS
12	Alisa Test Sent: 5 Opened: 1 (20.00%) Clickthroughs: 0 (0.00%) Spam Reports: 0 Unsubscribes: 0	Group 10	8/12/15-14:50:23	Alisa TestUser	sent

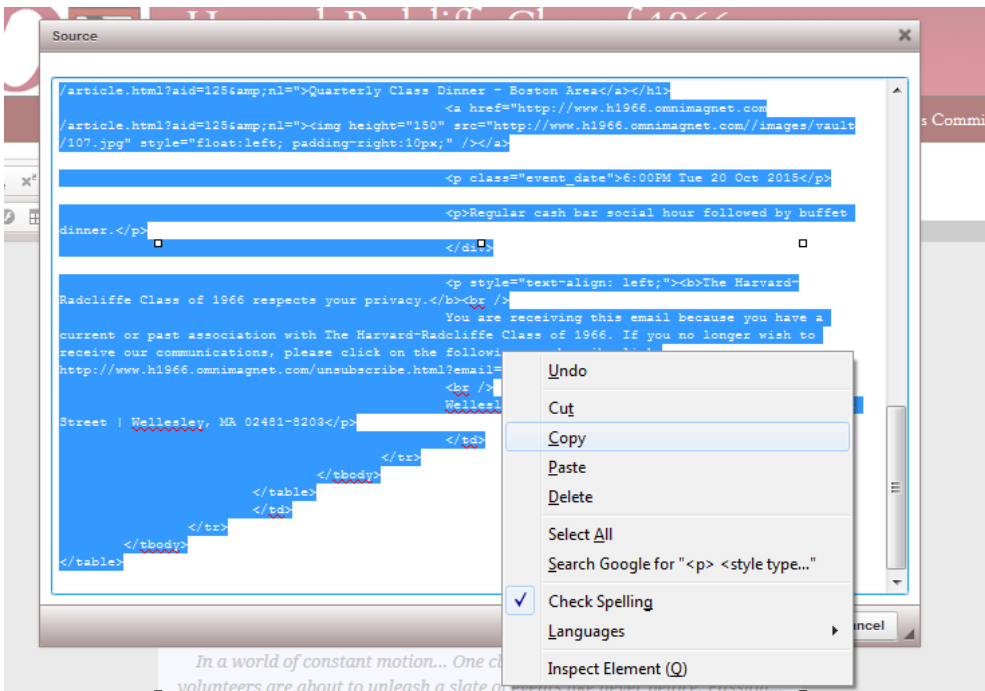
Link to Newsletters on your Class Site

You can embed your Newsletter into an article so that the Newsletter can be archived on your site and accessed by site visitors.

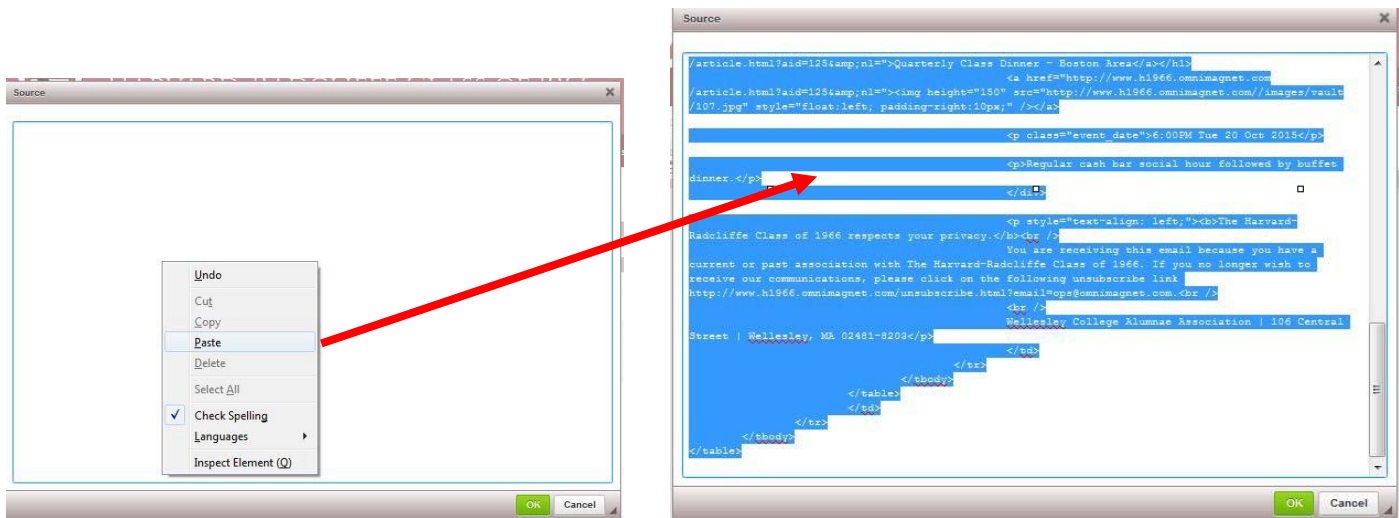
1. When you have the final version of a Newsletter you are ready to turn into a webpage, 'View' the newsletter.
2. Click into the Newsletter content so that the tool bar appears. Click on the 'Source' button.



3. Window will appear with the full content of the Newsletter. Click into the window.
 - a. Right click on the window. In the menu that appears, click 'Select All'. All text should become highlighted.
 - b. Right click again. In the menu that appears, click 'Copy'.



4. Click 'Cancel' in the bottom right of the window.
5. Go to the Admin menu and select 'Manage Articles'.
6. Create a new Article. Click into the Article content area so that tool bar appears. Click on the 'Source' button.
7. In the window that appears, right click and choose 'Paste'. The newsletter source code will appear.



8. Click 'OK'.
9. In the 'Headline' section indicate which Newsletter this is (i.e. July 2015).
10. Assure 'Generic' topic is chosen.
11. Scroll down and click 'Publish'.
12. You can now link to this newsletter with the Article ID by appending `/article.html?aid=XXX`, where "XXX" represents the article number, to your URL. An example would be 1966.classes.harvard.edu/article.html?aid=999.
13. Create a library of past Newsletters at the Our Class → Newsletters page by adding links to the Newsletter articles with summary information.