<u>E-Newsletter Administrative Manual</u>

Manual Version 1.0

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Getting Started

The E-Newsletter system provides a method for developing and delivering richly formatted newsletters via e-mail. Knowledge of HTML coding or programming is not required to utilize the system. Any user who is proficient with a Web browser can build an E-Newsletter issue and deliver it with ease to recipients on a mailing list.

The E-Newsletter system is available to Telusys clients via their Sitemanager account. Delivery of issues is handled via Telusys' Tel/Serv Mailing List Management software. Telusys clients must host all or part of their e-mail with Telusys in order to utilize the software.

Getting started couldn't be easier, just sign into your Web site or SmartSite, access your Sitemanager account, and then click on the Register link next to the E-Newsletter Administration Sitemanager link.
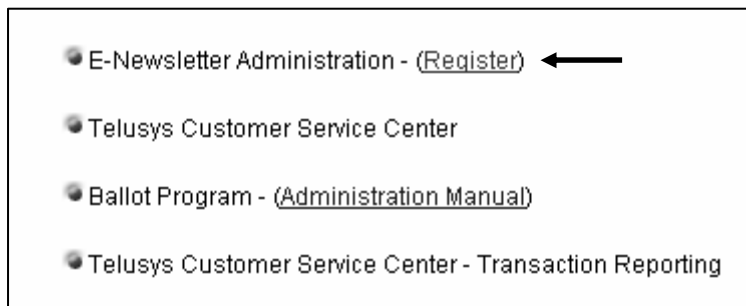
Next, fill in your contact information, as the E-Newsletter administrator, and click the Click to Register button:

Creating an E-Newsletter

After you have registered for an account, you will be able to click on the Sitemanager E-Newsletter Administration link to begin creating and editing newsletter issues.

On the opening screen, you will see a blank form for adding a new issue of your E-Newsletter. Every issue must be assigned a date. This date is used to chronologically organize the files associated with each issue. The Issue Date Text to Display field represents the date or issue information that will appear at the top of the issue. The Issue Title or Name field represents the title that will appear at the top of the issue next to the date.

Each issue may start with a clickable table of contents. When a user clicks on the title of an article they are taken down to the full article text. This feature may be activated by clicking Yes in the Create "In This Issue" table of contents field.

The E-Newsletter system supports multiple templates for E-Newsletters. Simply select a template type for an issue as new templates become available.

Finally, if you wish to create customized versions of of an issue that shares identical information to any degree, you can copy articles and photos from a previously created issue to save time and effort.

Working With The Existing Issues List

Existing issues are listed on the main administration screen. The settings for a previously created issue may be changed by clicking on the issue's title.

Articles for an issue may be added, edited, and deleted by clicking on the Edit Articles link on the same line as the issue's title.

An issue may be deleted by clicking on the corresponding Delete Issue checkbox, typing the word Delete in the confirmation box, and then clicking on the Delete button. A word of caution: there is no undo feature for deleting an issue, please utilize this feature with great care.

Working With The Existing Article List

There are three major sections in the Edit Articles administrative section. The first section, which displays at the top of the screen, lists all previously created articles. Clicking on the Edit link next to an article makes it possible to change the text for the previous article. Clicking on the Add button displays a blank form and allows a new article to added. Selecting a Delete Article checkbox and clicking on the Delete button permanently removes a previously entered article. The Go Back button can be used to return to the Main E-Newsletter Administration screen.

Adding a New Article

Articles are entered one at a time by filling out a blank add article form. If you are using the In This Issue table of contents feature, you must enter an In This Issue Heading, which will become the clickable text that will display in the table of contents.   All articles may have a Main Heading, Secondary Heading, and a Byline.

Next, an <u>Article Type</u> must be selected. The supported article types are
<u>Main Article</u>, <u>Sidebar/Sponsor</u>, <u>Text-Only Sponsor</u>, and <u>Personalized Greeting</u>.

Most E-Newsletter templates follow a two column layout, with <u>Main Articles</u> displaying in
sequential order in the left-hand column and smaller <u>Sidebar or Sponsor Articles</u>
displaying in the right-hand column. The E-Newsletter system simultaneously generates
text-only versions of all E-Newsletter issues. The <u>Text-Only Sponsor Article</u> option
allows an advertisement to be displayed only in the text version of the E-Newsletter
issue.

The Article Text area is the point at which your article text should be entered. The E-
Newsletter system allows for plain text or plain text with HTML to be entered. If the
system recognizes the use of HTML <br> or <p> line break or paragraph coding, it
defaults to require that all line breaks or paragraphs be specified with HTML codes.
Otherwise, the system looks for manually typed line breaks and determines the
appropriate formatting.

Articles may be assigned a status of <u>Offline</u> or <u>Online</u>. Offline articles will not be pub-
lished until their status is set to <u>Online</u>. The sequence of the articles is determined by
the <u>Article Number</u> field. Numbers may be entered in this field to specifiy the order that
articles will be displayed.

Article Type
Main Article

Article Text (Reference Guide)

Join us at the Arizona Parkside 18-hole golf course for a day of
fun, sun, and chapter networking. Please visit our Web site for
full registration and outing details.

Article Status Online   **Article Number** 6   (used to determine the order of articles)

PREVIEW ARTICLE   PREVIEW ISSUE   PUBLISH

CONTINUE

Preview Article, Preview Issue, Publish and Continue Buttons

Four buttons are displayed at the bottom of the Add Article form. The Preview Article button makes it possible to preview an article and save your information without making it necessary to publish the information and generate the final issue that will be delivered to recipients. The Preview Issue button allows you to preview an entire issue as it currently exists. One or more articles must be published before an issue may be previewed. The Publish button utilizes the currently displayed article, and all other saved articles, to create an issue that can be previewed and e-mailed to recipients. Publishing physically generates files that are stored on your Web site. These are the files that are then utilized during delivery to e-mail recipients. The Continue button saves the currently entered information but does not display a preview and does not generate a revised version of your E-Newsletter. The Publish button must always be utilized to generate the latest draft of your E-Newsletter.

Article Status Online ▾   Article Number 6   (used to

PREVIEW ARTICLE   PREVIEW ISSUE   PUBLISH

CONTINUE

Adding Article Photos or Graphics

Any number of photos may be entered into your e-newsletter template and used in conjunction with an E-Newsletter article. Always create an article before attempting to add photos to the article. An error will occur if you have not saved your article first. Complete the top form first, with the article headings and article text, click preview, publish, or continue to save your information, then proceed to work with the list of photos.

Add a photo, image, or logo by selecting a GIF or JPEG graphic from your computer's hard drive by clicking the Browse button (see next page for example). Assign each photo a unique number by using the Photo Number field.

Utilize the Photo Size field to adjust the size of you photo up or down so that it fits the screen. Always use 72 dpi (dots per inch) images in the E-Newsletter system, if your images or photos are high resolution and are created for print purposes, they may be too large for the system to process and scale properly. The Photo Alignment field allows you to specify how the photo or image will display in relation to the text around it. Photos may be positioned flush-left, centered, or flush-right, with or without text wrapping around the photo. The Photo Caption field can be used to optionally display a caption below your photo.

The Photo Link field may be utilized to make your image or photo clickable, but remember to always utilize a full Web address that begins with http:// and contains the server name. Example Photo Link: http://www.telusys.net/index.html

Article Photo
Update or delete this article photo using this form.

[   ] Browse...

Photo Number 1   **Photo Size** 100%

Photo Alignment Style   ○ ☐ ○ ☐ ○ ☐ ◉ ☐ ○ ☐

Photo Caption (Reference Guide)

Jan Caldwell

Photo Link (http://..../)

http://www.telusys.net/

Image Tag (copy this tag into your article text to position your photo and caption)

<image:1>

UPDATE PHOTO   DELETE PHOTO

After you have entered you photo information click the Add Photo or Update Photo buttons to save your additions or changes. The Delete Photo button can be utilized to remove a photo.

Photos that have been previously added are all listed on the screen and may be updated at any time. Each photo has an Image Tag field that contains a tag that can be copied and pasted into your Article Text field at the exact location where you would like the image to appear.

Article Text (Reference Guide)

<image:1>Welcome to the Associatio
over 1,000 members, we are one of
United States. Our goal is to prov
with beneficial information. This
members on the latest health care
information that will improve mana
an environment of network resource
exchange ideas in dealing with eme
and begin to enhance your manageri
We cordailly invite you to join ou

Welcome to our first issue!!!
June Anouncements
Harry Anastopoulos

Welcome to the Association Chapter E-Newsletter. Wi
members, we are one of the largest chapters in the U
goal is to provide current and future leaders with ben
This includes: educating our members on the latest h
providing information that will improve management
an environment of network resources as a forum for
exchange ideas in dealing with emerging issues. Plea
to enhance your managerial and leadership skills now
invite you to join our association. Please use the Cont
join our chapter. Visit us in exciting Denver, CO on A
August 20th! Stop by and say hello to Cherre.

Jan Caldwell

Visit Denver!

Previewing Your Issue

Preview, Publish, and adjust your E-Newsletter as often as needed to achieve the best visual appeal. Excellent results can be achieved very quickly with minimal effort.

A printer-friendly version of each E-Newsletter issue is automatically created when an issue is published. A Printable Format icon and link is automatically displayed at the bottom of the issue, usually below the Main Article list in the main content area.

Advanced Options: E-Newsletter Personalization Features

The E-Newsletter administration program lets you create personalized messages. The following is a description of how this optional capability can be utilized.

The Article Type field, in the pull-down menu, has an option labeled Personalized Greeting. If you add an article to an issue, specifying this article type, the text will appear before the first Main Article in the main content column.

The personalization capability was created by creating a series of keyword tags that can be used similarly to the way MS Word data fields can be used when creating a MS Word mail merge document. The description might sound complex, but the usage is quite simple. Anywhere in the Personalized Greeting text (or in any other article) that you would like personal information to appear, place one of the following four tags:

<First Name>   displays the e-mail recipient's first name
<Last Name>   displays the e-mail recipient's last name
<Email Address>   displays the e-mail recipient's e-mail address
<Member ID>   displays the e-mail recipient's member ID code

When the document is e-mailed out, the tag is replaced with the recipient's information obtained from the Tel/Serv mailing list database.

For example, if you wish to have the following greeting for Joseph Martinez:

Welcome Joseph Martinez!

The text in the Personalized Greeting article would be:

Welcome **<First Name> <Last Name>**!

The tags must be entered exactly as shown above, including the brackets "<" ">". The text is not case-sensitive, meaning <First Name> and <first name> would both work as tags. The tags may also be typed into the Subject line in Tel/Serv 2.0 when delivering a message.

Instead of: Subject: Chapter Update

By using the **<First Name>** and **<Last Name>** tags, you could have an e-mail subject that says:

Subject: Chapter Update for Joseph Martinez

Tel/Serv 2.0 has been enhanced to allow for the input of first name, last name, e-mail address, and member ID information. This creates the personalization capability. Each mailing list must have this contact information included in order to perform properly. Tel/Serv 2.0 does not share the user's information across multiple lists. The Manage Mailing List Members functions under Tel/Serv 2.0 now allow this information to be manually keyed in, or to be uploaded via a file.

Mailing List Member Data Files

Files in the original Tel/Serv 2.0 format contained only e-mail addresses:

Original Format:

user1@isp.com
user2@isp.com
user3@isp.com

Files in the new format must contain records with four fields each. The fields, in order, must be first name, last name, e-mail address, and member ID. The only format accepted is ASCII tab-delimited format. Most Windows applications are capable of exporting or saving data in this format.

New Format Example:

Joseph	Martinez	jmartinez@telusys.org	12345
Harry	Anastopoulos	anastos@telusys.net	678910
Cherre	Netzka	cln@telusys.net	444555

Fields should not be enclosed in quotation marks or any other special characters. Comma delimited format, which features commas separating the data fields, will not be accepted by the program. Only tab delimited format will be accepted.

Choosing Between The Original Format and New Format

Additional information regarding Tel/Serv 2.0 and the management of mailing list members can be found in the Tel/Serv 2.0 help system.

If you are not utilizing the personalization features of the E-Newsletter system, we recommend that you create and manage mailing lists that contain only e-mail addresses. If you wish to utilize the personalization feature, you should utilize records that contain all four fields. The member ID field is required for each record, even if it is blank for all records.

The E-Newsletter system and Tel/Serv will not eliminate the personalized greeting for records that are missing a first name or last name. Records that are missing information should be omitted from your list of recipients.

Sending Your E-Newsletter

After you have registered for the E-Newsletter system, a new option will automatically appear in Tel/Serv 2.0. The new option is Post an E-Newsletter to a Mailing List. Click on the Execute button to access this feature.

Posting an E-Newsletter to a mailing list is a simple four-step process. First, Select an Existing Mailing List using the pull-down menu in section one. Next, enter a Subject Line for your message. Third, Select an E-Newsletter Issue that you wish to have delivered. Finally, click on the Post E-Newsletter to Mailing List button. As a final check and review procedure, we suggest posting to a small test list before sending out to your actual full mailing list.

Managing Mailing List Members Changes in Tel/Serv 2.0

The <u>Manage Mailing List Members</u> function in Tel/Serv 2.0 contains additional features after your E-Newsletter account is activated. These new features support the new personalization capabilities of the E-Newsletter system.

The first change is under the <u>Add and Delete Individual Mailing List Members</u> section. This manual entry section now allows input of First Name, Last Name, and Member ID information, although this data is optional.

The second change occurs in the <u>Upload Members</u> section. By selecting either <u>File Contains E-mail Addresses Only</u> or <u>File Contains Personalization Fields</u> you may upload a standard Tel/Serv 2.0 file containing only e-mail addresses, or you may upload an ASCII tab delimited file containing First Name, Last Name, E-mail Address, and Member ID fields.

Add and Delete Individual Mailing List Members

E-mail Address: [   ]

First Name: [   ]   Last Name: [   ]

Member ID: [   ]

[Execute]   Add Mailing List Member (e-mail address field is required)

[Execute]   Delete Mailing List Member (specify e-mail address above)

Upload Members

[Execute]   Upload E-mail Addresses to the Server

[   ] [Browse...]

Identify the Type of File Your Are Uploading:

(•) **File Contains E-mail Addresses Only**
The file you upload must contain one e-mail address per line. It must not contain quotes or other special characters. Invalid e-mail addresses will not be inserted into the mailing list database.

( ) **File Contains Personalization Fields**
The file you upload must contain in each record, the first name, last name, e-mail, and member id of the user. It must not contain quotes or other special characters and must be in ASCII tab delimited format. Invalid e-mail addresses will not be inserted into the mailing list database.