MISSION PUBLIC WEBSITES

Guide for Users

[NEWSLETTERS SECTION]

Contents

PART 4 – NEWSLETTERS

Overview of Newsletters Functionality

The newsletter feature on the site is flexible and provides several options for you to distribute content via email to your subscribers. You can create newsletters for your mission in one of the following ways: you can create content specifically for each newsletter issue or you can have a newsletter issue populated with other site content. You can also set up newsletters to be distributed on a schedule, if required.

We recommend that you plan in advance the basic steps, which are listed below. Each of these steps is described in detail in the pages which follow.

- **Create a newsletter category**. This is the subject of the newsletter: it can cover any aspect of your mission's operations – news, job openings, community events, etc. Additional newsletter categories can be added at any time.

- **Create a newsletter**. This is an issue of the newsletter, for which you will need to create content and select the mode of distribution.

- **Decide how you will create newsletter content**.
  - **Create/Draft newsletter content only**. With this method, you directly input the specific content for the newsletter. This method is used for a single-instance or occasional newsletter; and newsletters created this way cannot be scheduled.

  - **Use Token only**. A token is a means of automatically adding/pulling content from the site into the newsletter. It lets you create links from the newsletter to content which appears on your site. Tokens are required for scheduled newsletters, but can also be used for single-instance or occasional newsletters.

  - **Create/Draft newsletter content and use tokens**. You can create a newsletter using a combination of drafted and automated content. This method can e used for a single-instance, occasional or scheduled newsletters.

- **Decide how the newsletter will be distributed**.
  - **Direct distribution**. You can send the newsletter yourself. This method is used for single instance or occassional newsletters.

  - **Scheduled distribution**. You can have the system send the newsletter (with site content using tokens) in accordance with a schedule you define. This method is used for newsletters which are sent on a recurring basis; for example, weekly, daily, monthly, etc.

- **Manage your subscription lists**. Newsletters are distributed to the email addresses which appear on your subscription lists, and you can manage these lists to insure optimum visibility for your newsletters.
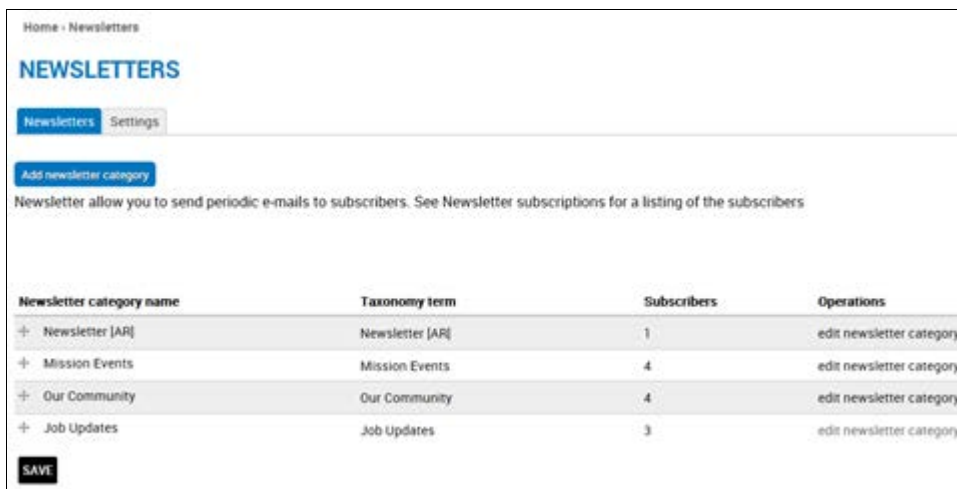
Manage Newsletter Categories

This function lets you manage the categories of newsletters for your mission. Any newsletter which is created must be added to a newsletter category.

1. In the **ADMINISTRATION DASHBOARD**: click the **Structure** tab, then click **Manage newsletter categories**.
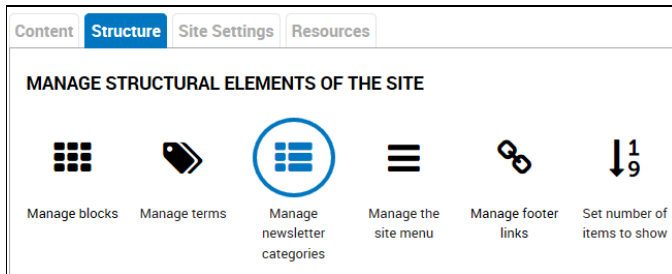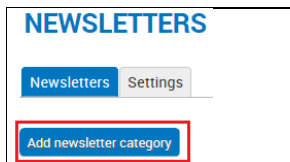

2. *The **NEWSLETTERS** screen is displayed.* It shows the list of existing newsletter categories.

Add a Newsletter Category

1. Click **Add newsletter category**.

2. *The **ADD NEWSLETTER CATEGORY** screen is displayed.* This is where you provide general information about the newsletter category, including its name and description, subscription options, and email options.

- **Name:** Enter a name for the newsletter category. (Autotext is not allowed in this field.)
- **Description:** Enter a description for the newsletter category.
- **Subscribe new account:** Select an option from the dropdown list. The options are defined on the screen.

- **Opt-in/out method:** Select an option from the dropdown list. The options are defined on the screen.
- **Email format:** Select **HTML**.

ADD NEWSLETTER CATEGORY

Newsletters	Settings

You can create different newsletters (or subjects) to categorize your news (e.g. Cats news, Dogs news, ...).

Name *

UNMISC Media Monitor

Description

References to our mission's activities in regional media

Subscription settings

Subscribe new account

Silent ▾

None: This newsletter is not listed on the user registration page.
Default on: This newsletter is listed on the user registion page and is selected by default.
Default off: This newsletter is listed on the user registion page and is not selected by default.
Silent: A new user is automatically subscribed to this newsletter. The newsletter is not listed on the user registration page.

Opt-in/out method

Double ▾

Hidden: This newsletter does not appear on subscription forms. No unsubscription footer in newsletter.
Single: Users are (un)subscribed immediately, no confirmation email is sent.
Double: When (un)subscribing at a subscription form, anonymous users receive an (un)subscription confirmation email. Authenticated users are (un)subscribed immediately.

☑ Subscription block
    A subscription block will be provided for this newsletter category. Anonymous and authenticated users can subscribe and unsubscribe using this block.

Email settings

Email format
○ Plain
● HTML

Email priority
none ▾

☐ Request receipt

3. Scroll down to the **Sender information** section. This is for the email which will accompany the newsletter.

- **From name:** Edit the default sender name, if necessary.
- **From email address:** Edit the default sender address, if necessary.
- **Email subject:** Enter the subject line for the email. You can add autotext to this field. *Refer to the section: Add Automated Text to a Field for more information.*

4. Click **SAVE.** *The newsletter category is created and added to the list of categories.*

Add Automated Text to a Field

You can add autotext to certain input fields. These are:

- **Email subject** -- on **ADD NEWSLETTER CATEGORY** screen
- **Title pattern for new edition nodes** -- on Schedule details panel, **NEWSLETTER** screen.

The following example illustrates this procedure.

1. In the **Email subject** field: click where you want the automated text to appear.

2. Click **Replacement patterns**.
3. Expand the category of text you want to include, then click the specific format.

4. The text string for that format is added to the field.

5. When the newsletter is delivered to subscribers, the email subject line appears as below.
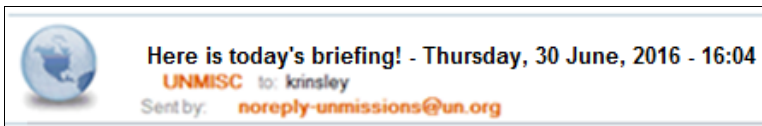
*Note – Issues are delivered as per the time zone of the sending mission.

Edit a Newsletter Category

1. Select the category in the **NEWSLETTERS** screen, and click **edit newsletter category**.

2. *The **NEWSLETTERS** input screen for the newsletter is displayed.* Make the desired changes, and click **SAVE** at the bottom of the screen.

3. *The newsletter category is saved with the specified changes.*

Delete a Newsletter Category

1. Select the category in the **NEWSLETTERS** screen, and click **edit newsletter category**.

2. *The **NEWSLETTERS** input screen for the newsletter is displayed.* Click **DELETE** at the bottom of the screen.

3. A *confirmation query is displayed*. Click **DELETE** to proceed.

ARE YOU SURE YOU WANT TO DELETE CATEGORY *JOB UPDATES*?

Note: All subscriptions associated with this newsletter will be lost.

This action cannot be undone.

DELETE CANCEL

4. *The newsletter category is deleted, along with all of its subscriptions.*

Add a Newsletter Category to the Site Menu

1. In the **ADMINISTRATION DASHBOARD**: click the **Structure** tab, then click **Manage the site menu**.

2. *The **MAIN MENU** screen is displayed.* Click **Add link**.

3. *The **MAIN MENU** input screen is displayed.* Complete the necessary fields:

- **Menu link title**: Enter the title of the link to be added to the menu.
- **Path**: To find the path, access the **NEWSLETTERS** screen (**ADMINISTRATION DASHBOARD> Structure tab> Manage newsletter categories**). Point to the newsletter

category in the **Taxonomy term** column. *Its path is displayed at the bottom of the screen.* Enter the text which appears after the slash mark (/) in the site URL.

- **Enabled**: Make sure the checkbox is checked.
- **Parent link:** Select the item under which the link will appear on the Site Menu – in this case **Newsletters**.
- **Language**: Select the correct language for the link.

4. Click **SAVE**. *The newsletter category is added to the Site Menu.*
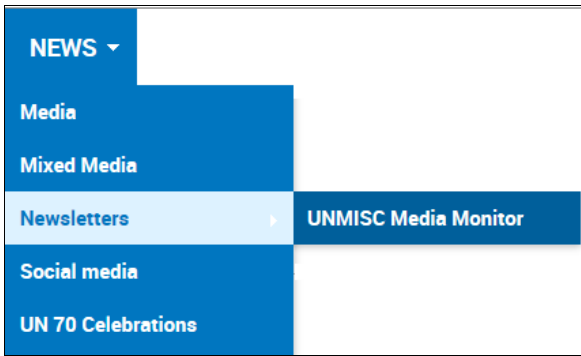
Note – If the newsletter category has been translated into multiple languages, you will need to complete this process for each language.

Manage Newsletter Issues

This function lets you create an issue of a newsletter. Before doing so, you must create the newsletter itself, as described in the section: *Add a Newsletter Category*.

Before creating a newsletter issue, you must decide whether you will need a token. If a newsletter is to be distributed on a schedule, the content for the newsletter must be pulled from the site. To specify which content is pulled into a newsletter issue, you need a token.

Request Tokens

If you want to automate the inclusion of text in your newsletter, you will need a token. This is a string of text which specifies which content you want to include in the newsletter and how it should appear. Please contact the development team to request the token(s) you will need. Refer to the section: *Get Help> Technical Support* for contact details.

➢ For each token you request, you must provide the following information:

- **Content Type:** Articles; Listings; Documents
- **Term:** Press Releases; News Articles; Jobs; Reports. Access the **NEWSLETTERS** screen (**ADMINISTRATION DASHBOARD> Structure tab> Manage newsletter categories**) and use the term in the **Taxonomy term** column.
- **Period of time:** Defines the timeframe for items to be included in the newsletter. This can be expressed as # of hours, days, weeks, months, or years. For example, if a newsletter is to be issued twice a day, you could specify articles posted within the last 12 hours will be included in each issue.
- **Formatting of the content being pulled by the token:**
  - **Fields to be included:** Title; Body; Image; PDF; mp3.
  - **Styles of the fields:** Defines the style for each field. For example: title text should be larger than body text; colors and text attributes (boldface, italic, underline) can be specified; body should be limited to 255 characters, followed by 3 dots...

    This is illustrated in the sample newsletter below:

➢ You can use more than one token for a newsletter. If multiple tokens will be used, you can insert a table to illustrate their onscreen placement, for example:

Token A	Token B
Token C	Token D

• To insert a table: click the Table icon on the formatting toolbar. In the dialog box which opens, specify the properties to be applied, and click **OK.**
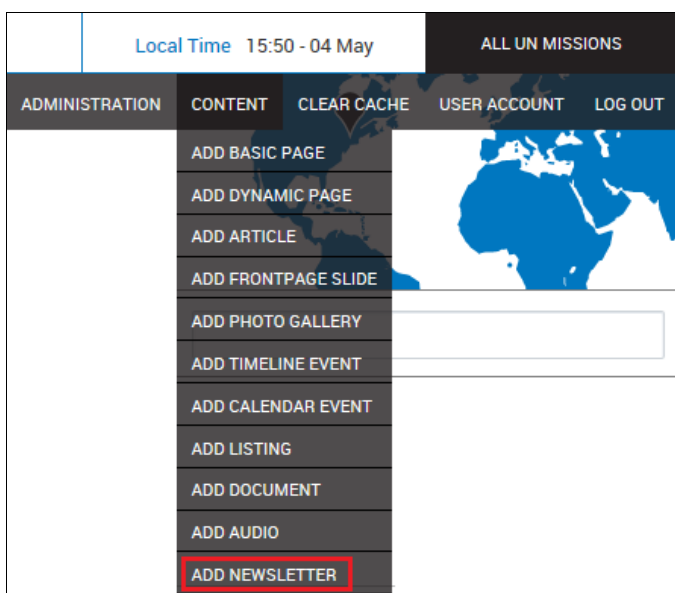

Add a Newsletter Issue

You can create a newsletter issue with draft content only, with token content only, or with both draft and token content.

Add a Newsletter Issue with Draft Content Only

1. In the **ADMINISTRATION MENU:** click **CONTENT> ADD NEWSLETTER**.

2. *The **ADD NEWSLETTER** screen is displayed.* Complete the necessary fields.

   • **Title:** Enter a title for the newsletter issue. (Autotext is not allowed in this field.)
   • **Newsletter category:** Click the correct category for the newsletter.
   • **Body:** Type the newsletter content directly or paste it ffrom another source. Use the formatting toolbar to apply fonts and other text effects.

ADD NEWSLETTER

- Add this newsletter issue to a newsletter by selecting a newsletter from the select list. To send this newsletter issue, first save the node, then use the "Newsletter" tab.
- Set default send options at Administration > Configuration > Web services > Newsletters.
- Set newsletter specific options at Administration > Content > Newsletters.

Title *

This Morning's News - 10 May

▸ Replacement patterns

Newsletter category *
☐ Job Updates ☐ Mission Events ☐ Newsletter [AR] ☐ Our Community ☑ UNMISC Media Monitor

Body

UN refugee agency notes 'profound concern' over Kenya's plan to close refugee camps. The United Nations refugee agency today expressed "profound concern" over the Government of Kenya's announcement this past week that it intends to end the hosting of refugees because of economic, security and environmental burdens, and called on the Government to reconsider its decision.

In Seychelles, Ban calls for global action on climate change and easing humanitarian suffering. Small States like Seychelles have served as a "magnifying lens" for many issues that all nations must face, United Nations Secretary-General Ban Ki-moon told the National Assembly today, calling for the archipelago's continued support as the UN tackles three critical challenges: climate change, global sustainability and easing humanitarian suffering.
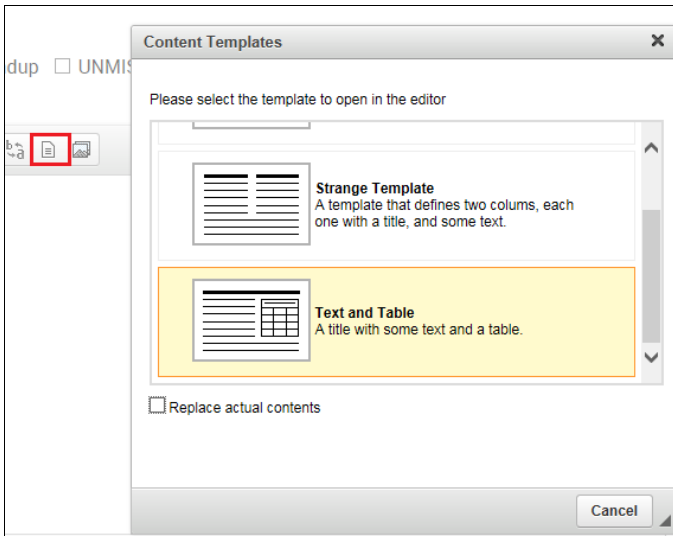
On World Malaria Day, UN says world closer to eliminating 'ancient killer'. A year after the World Health Assembly resolved to eliminate malaria from at least 35 countries by 2030, a new World Health Organization (WHO) report released today – on World Malaria Day – shows that the goal, although ambitious, is achievable.

o **Link:** You can create a link by highlighting the text to be linked, then clicking the **Link** toolbar icon. In the dialog box which opens, enter the URL for the target article, and click **OK**.
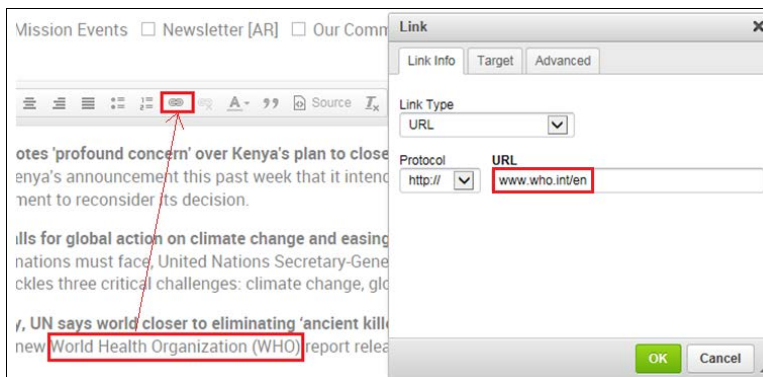
*Note – If the article appears on this site: enter the page name as it appears after the slash mark (/) at the end of the the site URL, i.e. community-outreach. If the article appears on an external site: enter the entire URL of the site.

o **Format using a template:** Click the **Template** toolbar icon. In the dialog box which opens, click the template to be applied to your content. Make sure the option to **Replace actual contents** is unchecked.

3. Click **SAVE AS DRAFT** if you intend to do further work on the issue, or **PUBLISH** if it is complete.

4. *The new issue is displayed with a message at the top of the screen confirming its creation.*
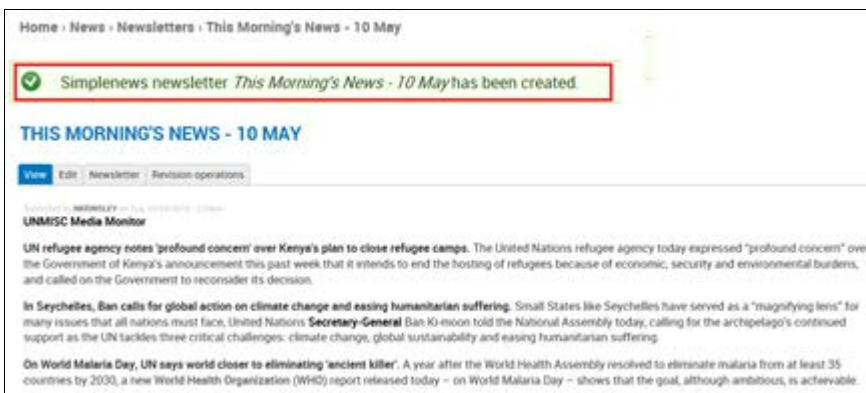
Add a Newsletter Issue with Token Content Only

1. Follow steps 1-2 in the section: <mark>Add a Newsletter Issue with Draft Content Only;</mark> however, instead of inserting newsletter content in the **Body** field, enter one or more tokens. As shown below, your available tokens appear on the screen, beneath the **Body** field.

2. Click **SAVE AS DRAFT** if you intend to do further work on the issue, or **PUBLISH** if it is complete.
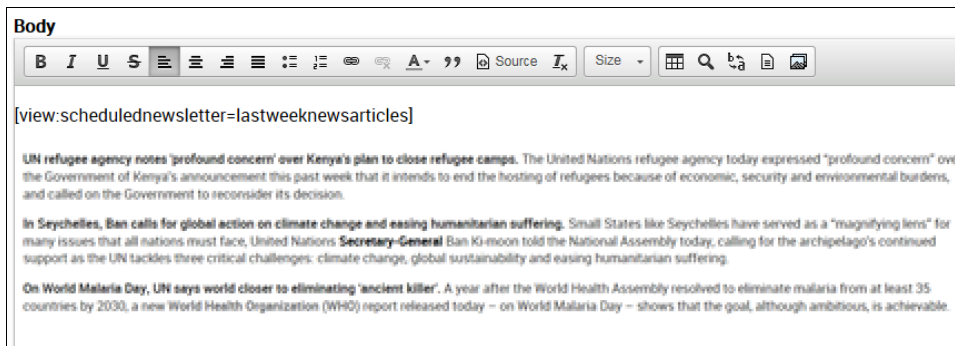3. *The new issue is created, as confirmed in a message at the top of the screen.*

Add a Newsletter Issue with Draft and Token Content

You may want the issue to contain both draft and token text.

1. Follow steps 1-2 in the section: <mark>Add a Newsletter Issue with Draft Content Only</mark>.

2. In the **Body** field: indicate the placement of the components.

3. Click **SAVE AS DRAFT** if you intend to do further work on the issue, or **PUBLISH** if it is complete.
4. *The new issue is created, as confirmed in a message at the top of the screen.*

Edit a Newsletter Issue

You can edit a newsletter to change its content or settings or to publish or unpublish the issue.

1. In the **ADMINISTRATION DASHBOARD**: click the **Content** tab, then click **Manage all content**.
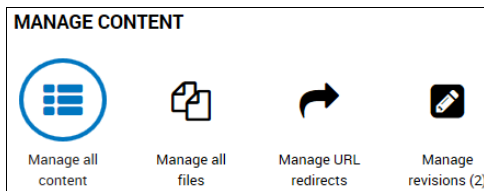
2. *The **CONTENT** screen is displayed.* It shows the list of pages on the site.
   - For additional information about this screen, refer to the section: *Manage all Content*.
   - To display a view showing only newsletters: click the **Newsletters** tab.

3. Select the issue, and click **edit**.

4. *The **EDIT NEWSLETTER** screen for the issue is displayed.* From this screen, you can modify any of the existing components.

5. Make the desired changes, and click **SAVE**. *The update is confirmed in a message at the top of the screen.*
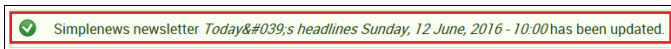
6. To publish the issue: click **PUBLISH**. *The issue is published; however it will not appear on the site until it is sent.*

7. To unpublish the issue: click **UNPUBLISH**. *The issue reverts to draft status.*

Delete a Newsletter Issue

1 In the **CONTENT** screen: select the issue, and click **delete**.

2 *A confirmation query is displayed.* Click **DELETE** to proceed.

ARE YOU SURE YOU WANT TO DELETE *TODAY'S HEADLINES SUNDAY, 12 JUNE, 2016 - 10:00*?

View   Edit   Newsletter   Newsletter Editions   Revision operations

This action cannot be undone.

DELETE   CANCEL

3   *The newsletter is deleted and no longer appears in the newsletter list.*

• Newsletter *Today's headlines Sunday, 12 June, 2016 - 10:00* was deleted.

CONTENT

Content   Files   Newsletters

Title	Type	Author	Published Language		
	- Any -	○	- Any - - Any -	APPLY RESET	

Operations

- Choose an operation -   EXECUTE

| ☐	Title	Language	Type	Author	Published	Post date	Updated	Operations
☐	Today's headlines Monday, 13 June, 2016 - 10:00	En	Simplenews newsletter	NKRINSLEY	Yes	13/06/2016 - 08:00	13/06/2016 - 10:00	edit delete
☐	Today's headlines Saturday, 11 June, 2016 - 10:00 new	En	Simplenews newsletter	NKRINSLEY	Yes	11/06/2016 - 08:00	11/06/2016 - 10:00	edit delete

Manage Newsletter Distribution

You can distribute a newsletter directly (for a single issue) or have the system send the newsletter on a schedule you define (for a recurring issue).
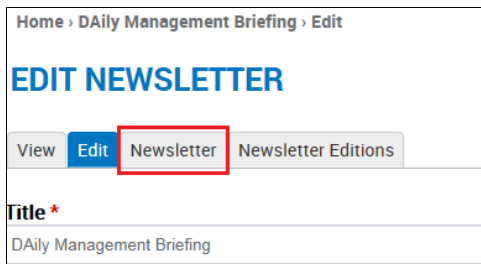
Direct Distribution

1. In the **ADMINISTRATION DASHBOARD**: click the **Content** tab, then click **Manage all content**.
2. *The CONTENT screen is displayed.* Click the **Newsletters** tab.

3. *The NEWSLETTERS screen is displayed.* Select the issue to be distributed, and click **edit**.
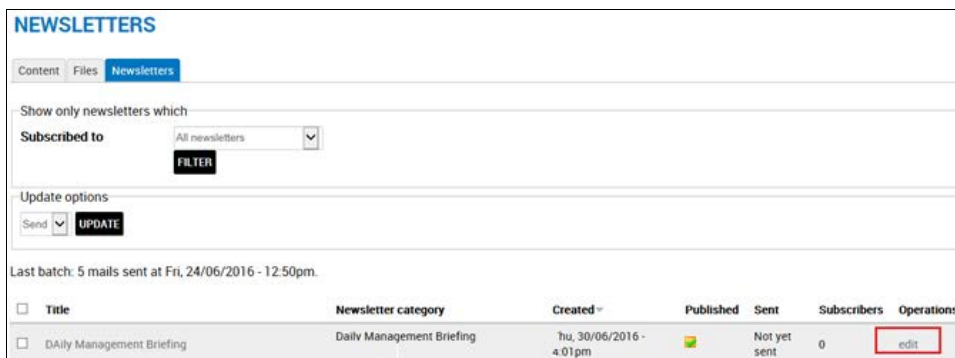
4. *The EDIT NEWSLETTER screen for the selected issue is displayed,* Click the **NEWSLETTER** tab.

5. *The SEND NEWSLETTER screen for the selected issue is displayed.*
6. Click the send option you want to apply:
   - **Send one test newsletter to the test address:** sends this issue to the newsletter's creator. This is helpful for verification purposes before distributing to a wider audience.
   - **Send newsletter:** sends this issue to the newsletter's subscribers.

7. Click **SUBMIT**. *The newsletter is sent.*

Scheduled Distribution
1. Follow steps 1-4 in the previous section: <mark>Direct Distribution</mark> *to display the* **SEND NEWSLETTER** *screen for the selected issue.*
2. Click the send option you want to apply:
   - **Send one test newsletter to the test address:** sends this issue to the newsletter's creator. This is helpful for verification purposes before distributing to a wider audience.
   - **Send newsletter:** opens the Schedule details panel, in which you specify the start and stop dates for the issue and its frequency.
   - **Stop newsletter schedule:** stops future issues from being sent, even if the **Stop sending on** date has not been reached.

*Note – The scheduling options are active only when a token has been created for the site. For further information, refer to the section: <mark>Request a Token</mark>.

3. In the Schedule details panel: specify the start and end dates for the issue and its sending interval.
4. In the **Title pattern for new edition nodes** field: there is default text. This represents the newsletter title, as specified on the **ADD NEWSLETTER** screen and should not be deleted or modified.
   a. You can add autotext to this field, which will appear on all issues after the first. *Refer to the section:* <mark>Add Automated Text to a Field</mark> *for more information.*

6. After defining the schedule: click **SUBMIT**. *The schedule details are saved, as confirmed in a message at the top of the screen.*
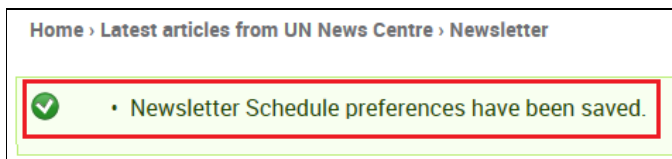
Edit a Newsletter Schedule

You may want to edit the distribution schedule after the newsletter is created and/or distributed. In order to do this, you must do the following: (1.) access the original (first issue) of the newsletter; (2.) stop the schedule; (3.) make the changes; and (4.) re-start the schedule.

1. Follow steps 1-3 in the section: ==*Direct Distribution*== to access an issue of the newsletter.
2. The ***EDIT NEWSLETTER*** *screen for the selected issue is displayed,* Click the **NEWSLETTER** tab.
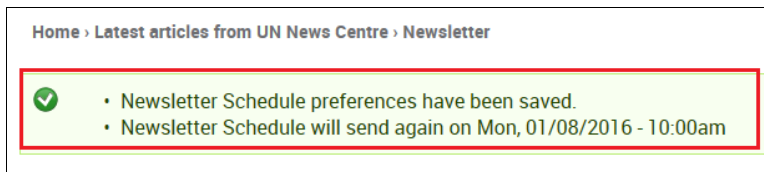

3 *If this is not the original issue, a screen message is displayed.* Click the link to view the original issue.

4. In the **Send newsletter** options section: click **Stop newsletter schedule**.
5. Click **SUBMIT**.
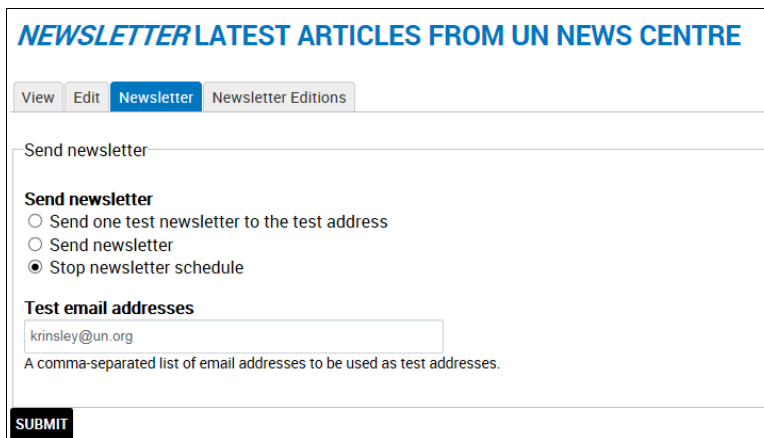
6. Make the desired changes in the Schedule details panel, and click **SUBMIT**.
7. *The updated schedule details are saved, as confirmed in a message at the top of the screen.*

8. Return to the Schedule details panel, and click **Send newsletter**. *The newsletter is sent as per the updated schedule.*
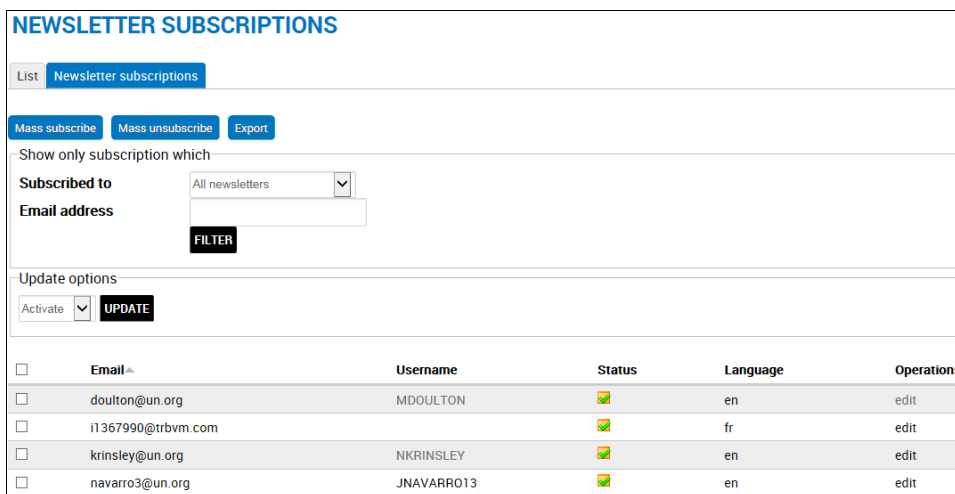
Manage Newsletter Subscriptions

This function lets you manage the email addresses which subscribe to mission newsletters. These addresses may be submitted by users via the **Subscribe** link in the footer bar. *[Refer to the section:* <mark>On Every Page> Footers</mark> *for further information.]* Addresses may also be added manually, as documented in the following sections.

1. In the **ADMINISTRATION DASHBOARD:** click the **Site Settings** tab, then click **Manage subscriptions**.
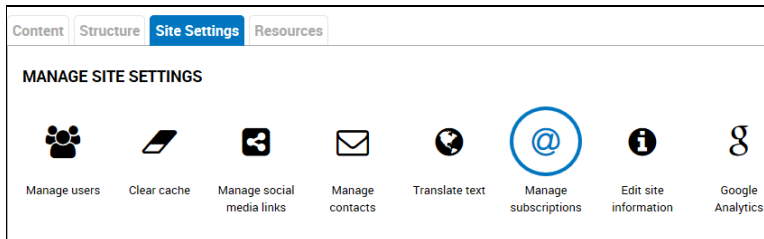
2. *The **NEWSLETTER SUBSCRIPTIONS** screen is displayed.* It shows the list of existing email addresses. You can subscribe or unsubscribe an address to a newsletter; activate or deactivate an address; mass subscribe/unsubscribe all addresses to a newsletter; and export a mailing list.

Edit an Email Address

1. In the **NEWSLETTER SUBSCRIPTIONS** screen: Check the box next to the address, and click **edit**.

2. *The **SUBSCRIPTIONS** screen for the selected email address is displayed.*
   a. Check or uncheck a newsletter to add or remove the email address from its subscription list.
   b. Check or uncheck the **Activated** box to activate or deactivate the address.
3. Make the desired changes and click **UPDATE**.

4. *The subscription is updated, as confirmed in a message at the top of the screen.*

Mass Subscribe to Newsletters

This function lets you manually enter email addresses and subscribe them to one or more newsletters.

1. In the **NEWSLETTER SUBSCRIPTIONS** screen: click **Mass subscribe**.

2. *The **MASS SUBSCRIBE** screen is displayed.* Complete the necessary fields:

    - **Email addresses**: Enter the addresses to be subscribed in the textbox.
    - **Subscribe to:** Check the newsletters for the mass subscription.

3. Click **SUBSCRIBE**. *The email addresses are subscribed to the selected newsletters, as confirmed in a message at the top of the screen and added to the list of email addresses.*

Mass Unsubscribe from Newsletters

This function lets you manually enter email addresses and unsubscribe them from one or more newsletters.

1. In the **NEWSLETTER SUBSCRIPTIONS** screen: click **Mass unsubscribe**.

2. *The **MASS UNSUBSCRIBE** screen is displayed.* Complete the necessary fields:

- **Email addresses:** Enter the addresses to be unsubscribed in the textbox.
- **Unsubscribe from:** Check the newsletters for the mass unsubscription.

3. Click **UNSUBSCRIBE**. *The email addresses are unsubscribed from the selected newsletters, as confirmed in a message at the top of the screen and removed from the list of email addresses.*

Export a Mailing List

This function creates a mailing list of subscribers by displaying email addresses in a text box, which can be copied and pasted into a To: or Cc: mail field.

1. Click **Export**.

2. *The EXPORT screen is displayed.*
3. Make your selections in each category, and click **EXPORT**.

EXPORT

Status *
☑ Active users
☐ Inactive users
Subscriptions matching the selected states will be exported.

Subscribed *
☑ Subscribed to the newsletter
☐ Unconfirmed to the newsletter
☐ Unsubscribed from the newsletter
Subscriptions matching the selected subscription states will be exported.

Newsletter *
☐ Newsletter [AR]
☐ Mission Events
☐ Our Community
☐ Job Updates
☑ UNMISC Media Monitor
Subscriptions matching the selected newsletters will be exported.

EXPORT

4. *Based upon your selections, the **Export results** are shown in a text box near the bottom of the screen.*

Export results

krinsley@un.org, doulton@un.org, navarro3@un.org, jorge_navarro_@hotmail.com, nycgirl429-nak@yahoo.com