

Newsletters

Overview

Newsletters is a component where Hub Administrators and Managers can create and send newsletters to your Hub's community, either sharing big news or the latest published resource. Newsletters offers Administrators and Managers the option to create a template for the newsletter copy, the opportunity to create a mailing list to send the newsletter to individuals outside of the Hub, and the ability to schedule a newsletter to be sent out at a later date.

Displaying Newsletters on the Hub

1. Log in to the backend of the Hub and navigate to the **Components** tab and then click **Newsletters**
2. Locate the newsletter that is to be published to the Hub, and then select the newsletter
3. Click **Edit** to open up the newsletter and inside the *Newsletter Details* go to **Show Newsletter on HUB**
4. Choose from the drop-down **Show** to publish the newsletter to show on the frontend of the Hub
5. Click **Save & Close** to save the new changes

Creating a Newsletter Template

1. Log in to the backend of the Hub and access the **Components** tab and then click on **Newsletters**
2. Select the **Templates** tab and then click **New** to start a new template
3. Type in the name of the new template
4. Insert the primary title color, primary text color, secondary title color, secondary text color
 - a. The colors are in HTML format. To find more colors and the related HTML codes, go here: <http://html-color-codes.info>.
 - b. Note: If you don't fill in HTML colors, black and gray default colors will be used.
5. Fill in the design by using HTML formatting to the template
 - a. Use the suggestions on the side of the page to add content to the template.
6. Click **Save & Close** to save the new template design

Editing a Newsletter Template

1. Log in to the backend of the Hub and access the **Components** tab and then click on **Newsletters**
2. Select the **Templates Tab** and then check the box to select the template that needs editing
3. Click **Edit** to begin editing the material
4. Click **Save & Close** to save the newly edited content

Deleting a Newsletter Template

1. Log in to the backend of the Hub and access the **Components** tab and then click on **Newsletters**
2. Check the box to select the template that is going to be deleted
3. Click **Delete** to permanently delete the template
4. The template will then be removed from the Hub

Creating a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. Click on **New** to create a new Newsletter to send out to your users about new updates or news that is happening for the Hub
3. Under *Newsletter Details* fill in the title of the Newsletter or **Name** and the alias, what appears in the URL, of the Newsletter
4. Fill in the issue number of the Newsletter
5. From the drop-down decide what email format the Newsletter will be sent in
 - a. **HTML**: The Newsletter will be formatted with HTML coding. HTML emails will also auto build a plain text version to send along with the HTML version. This is primarily for avoiding being marked a spammer.
 - b. **Plain Text**: The Newsletter will be formatted with plain text and no coding.
6. Select the template of the Newsletter
7. Select from the drop-down if the Newsletter is to show on the Hub right away
 - a. You may want to hide private email newsletters or plain text email newsletters from showing on the Hub.
8. Select from the drop-down if the Newsletter is to track the emails
 - a. Learn more about email tracking here: <http://kb.mailchimp.com/article/about-open-tracking>
9. Click **Save** to save the new changes and to add to the Newsletter the content
10. Add the **Newsletter Mailing Details**
11. Insert the main content of the Newsletter in the **Newsletter Primary Stories**
 - a. Title: Title of the article

- b. Order: Order of the Issue
 - c. Story: Content of the Newsletter
- 12. Insert the **Newsletter Secondary Stories** for content in the sidebar of the Newsletter.
Fill in the same sections of content as the primary stories
- 13. Click **Save & Close** to save all of the content and to finish the new completed Newsletter

Editing a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. On Newsletter main page, select the box beside the Newsletter that is going to be edited
3. Click **Edit** to begin editing the Newsletter
4. Click **Save & Close** to save the newly edited content

Deleting a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. On the Newsletter main page, select the box beside the Newsletter that is going to be deleted
3. Click **Delete** to permanently delete the Newsletter from the Hub

Copying a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. On the Newsletter main page, select the box beside the Newsletter that is going to be copied
3. Click **Copy** to copy the Newsletter selected
4. The Newsletter and all its stories or content will be copied

Default Mailing List

There is a default mailing list of every user who has agreed to receive emails from the Hub. This mailing list is updated with new users who have modified their settings or who have been blocked every time a new mailing is created. To send a newsletter to the default mailing list, follow these steps:

1. Navigate to the **/administrator** interface
2. Hover over **Components** and from the drop-down select **Newsletter**
3. Click the checkbox next to the newsletter you wish to send
4. Click the **Send** button in the toolbar
5. Select the **Default** mailing list and determine the time when you want the newsletter to be sent
6. Click the **Send** button in the toolbar and your newsletter will be sent to the users who opted in at the time you selected

Creating a Mailing List

1. Log in to the backend of the Hub
2. Navigate to the **Components** tab and click on **Newsletters**
3. Under the Newsletters, click the **Lists** tab
4. Click the **New** button to start creating a new mailing list
5. Fill in the name of the mailing list, and then choose if the mailing list is going to be private or public
 - a. **Private**: Must be invited to join list.
 - b. **Public**: All Hub visitors can view the mailing list and can choose to join the mailing list.
6. Fill in the description describing the purpose of this mailing list and indicate what types of mailings this list will receive
7. Click **Save & Close** to save the basic details of the mailing list

Adding Emails to a Newsletter Mailing List

1. Log in to the backend of the Hub
2. Navigate to the **Components** tab and click on **Newsletters**
3. Under the Newsletters, click the **Lists** tab
4. Select the mailing list that you would like to add emails to, then click the **Manage** button (person icon) in the top right
5. Inside the list, click **Add Emails** to add emails to the mailing list
6. Determine if the user will be prompted into confirming the email or not having to confirm the email
7. If all the emails are stored in an Excel file, upload the file and all the emails inside will be

- added to the list, or select the group from the Hub to add their emails to the mailing list
8. If any extra emails need to be added to the mailing list, manually enter them into the *Enter Emails Here* text box. Leave a comma after each email
 9. Save the content by clicking **Submit**

Mailing Statistics Overview

1. Log in to the backend of the Hub and navigate to the **Components** tab and then click **Newsletter**
2. Select the **Mailings** tab in the Newsletter component
3. Select the newsletter the previously submitted mailings and then click **Stats** to access the statistical report collected from the mailing
4. Inside the mailing statistics, you can view the follow details:
 - a. **Open Rate:** The percentage and total of viewers out of how many emails sent out.
 - b. **Bounce Rate:** The percentage of emails that bounced back, thus the user did not receive the email.
 - c. **Forwards:** The number of times viewers forwarded the Newsletter.
 - d. **Prints:** The number of times viewers printed off the Newsletter.
 - e. **Top Locations:** The top countries with the most Newsletter viewers.
 - f. **World Map:** A total count for each country highlighted on a global map of Newsletter viewers. Hover over each country to view the number of who opened the Newsletter.
 - g. **Click throughs:** The number of times views clicked a link in the Newsletter.

Publishing a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. Under the **Newsletters** tab, select the box beside the Newsletter that is going to be published
3. Click **Publish** to publish the Newsletter
4. The Newsletter will appear on the frontend for all users to see

Un-publishing a Newsletter

1. Log in to the backend of the Hub and access the **Components** tab and then click **Newsletters**
2. Under the **Newsletters** tab, select the box beside the Newsletter that is going to be unpublished
3. Click **Unpublish** to unpublish the newsletter
4. The Newsletter will then be unpublished from the Hub