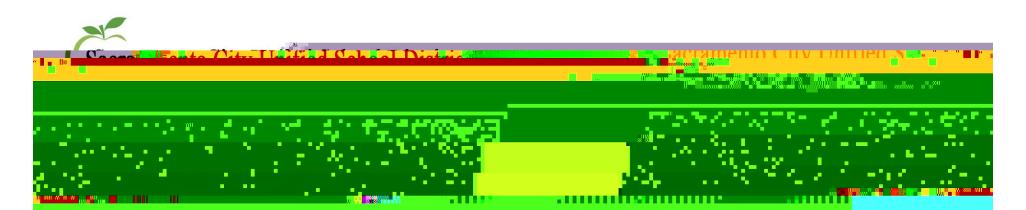


Advanced Web Administrator Training for School Site and District Staff



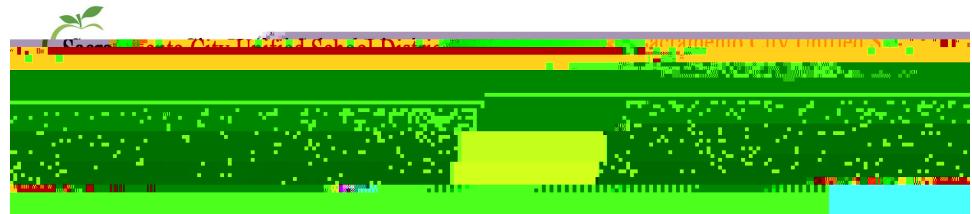
Please log on to your computer workstation using your SCUSD login and password



- 1. Webforms
 - Create, Test & Publish
 - Analyze Results
- 2. Email Blasts
 - Create & Test
 - Send out
 - Analyze
- 3. Related People & Profiles
- 4. Google Analytics



- Website can be viewed and edited with internet connection on any web browser (Internet Explorer, Mozilla Firefox, Google Chrome, Safari)
- Mozilla Firefox is preferred for editing, because there a bugs with others.



• Log into the website by hovo.2



SCUSD Administrators

- Use your SCUSD username and password to log on to the website.
- School Website Administrators
 - Login: <u>name@scusd.edu</u> (or email used to sign up for training)
 - Password: webpage

Webforms & Email Blasts

- Always test it out before publishing.
- Don't be afraid to experiment
- Tweak it until it's right.

- Forms are used to collect data from visitors to your website.
- Forms are not secure and should not be used to collect credit card numbers, social security numbers, or other kinds of secure information.



- Contact us
- Submit a comment or questions
- Training registration
- Field trip form
- Absence form

Webform Interface

- Create a form
 - Add each field as a separate component
 - Each component has it's own properties
- Define recipients
- Add email to subscription group
- Submit behavior
 - Confirmation
 - Redirect

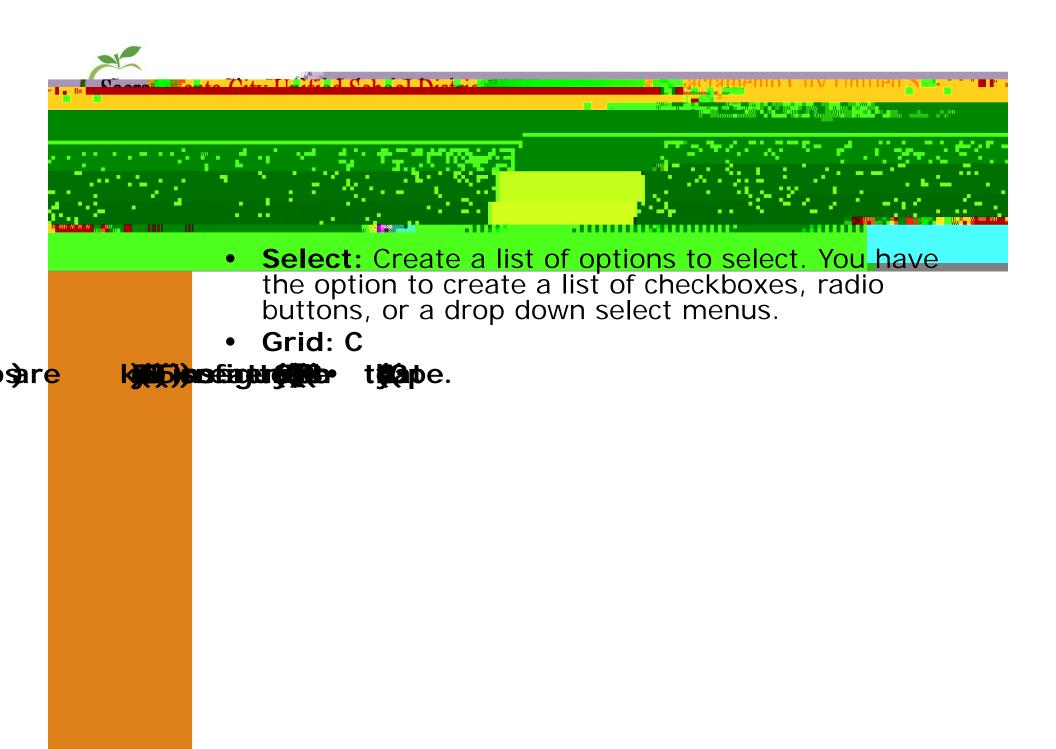
Create a form process

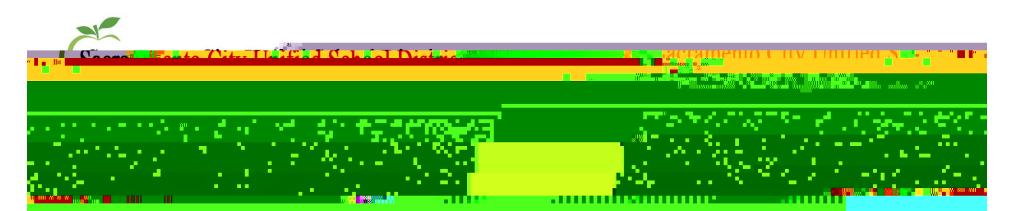
Create

- Create a new post and save
- Edit and add webform components
- Save your form
- Look at draft version then edit
- Test form
 - Add yourself as email recipient for test
- Finalize form
 - Add email recipients

Form Components: Standard Text Fields

- Textfield: Standard field type. Use for a simple field like name, title, etc.
- **Textarea:** Very similar to Textfield, but creates a large text box that allows for multiple lines of input when you want the visitor to respond with a short story or paragraph of information.
- E-mail: Automatically fills in a logged-in user's e-mail, or allows anonymous users to add their e-mail manually.
- Date: Presents month, day, and year fields. Options include format, time zone and available years.
- **Time:** Presents the user with hour and minute fields. Optional am/pm fields.





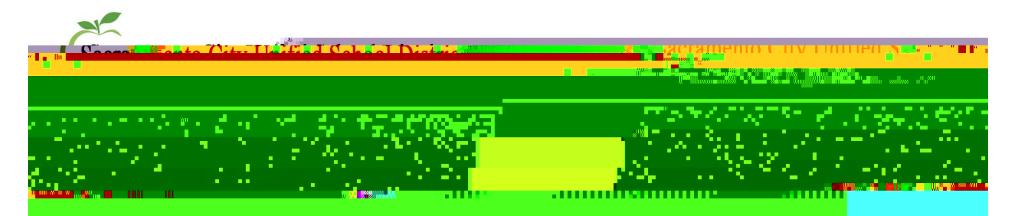
- Markup: Displays text as HTML in the form; does not render a field. For advanced users only.
- **Pagebreak:** Break up a multi-page form.
- Fieldset: Fieldsets allow you to organize multiple fields into groups.

E-mails Tab

- Add each recipient separately
 - Can be person filling out form
 - Staff member or partner
 - As many emails as you like
- Define
 - To address
 - E-mail subject
 - From address
 - Include attachments

Form settings Tab

- Confirmation message or redirect
- Submission limits
- Form status
- Submission access
- Advanced Settings
 - Show form in teaser
 - Save draft
 - Change "submit" to other text
 - Bypass Captcha



Send a standard e-mail campaign

- Standard template.
 - We can create a special header image to brand a specific campaign
- Preview E-mail
- Send email
 - Send a test
 - Send to subscribers
 - Send directly to e-mail addresses

Send a newsletter e-mail blast

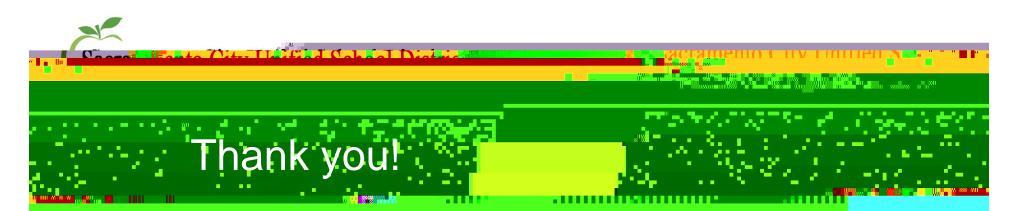
- Post type
 - SCUSD: E-mail blast
 - School Sites: E-mail blast newsletter
- Bundle posts under the Newsletter content tab

E-mail blast process

- Decide on recipient list
 - How many people? Do you need to upload a spreadsheet?
- Always send a test message
- If going to those outside the district email system, send test message to other providers (gmail, hotmail, yahoo) to test as well.
- Send out e-mail

How to Synchronize MailChimp groups with your website

- Log into the sandbox/site
- Navigate to the black bar at the top of your screen and hover over "User Management". Select "subscriptions"
- Now click the tab "Groups". This will take you to the list of MailChimp groups that exist currently on the site.
- Click the "Synchronize with MailChimp" button to sync any changes you have made to the groups on MailChimp that you would like to show through on the site.
- Scroll down and save!



Please log off your machine before you leave.