

Getting your notification message out is now easier than ever with the Summer 2011 Release. Below are details of the new SchoolMessenger release. You may access the embedded Help system for user guides.

Application Enhancements

SchoolMessenger for Android™ Devices

Summary description:

This application for the Android OS allows users to send a job and view reports from their Android device(s).

Feature notes:

This app is available as a few download from the Android Market. To use the Android app, you must have a SchoolMessenger URL and a user account. This is configured from Settings > Apps: SchoolMsgr on the Android device. The "Create and Send" button allows users to send a message via phone, email, and SMS text. Users may use preexisting distribution lists. Phone messages may be recorded on the fly or entered with text-to-speech (TTS). Users may run their job immediately or schedule it for a future time. They may also choose to accept voice replies, confirmation and send an auto-report.

The "Send a Saved Message" button allows users to view a list of Repeating Jobs. Selecting this option allows a user to select and send a Repeating Job from their Android device.

"View Reports" displays pie charts showing the job's delivery outcome. These are the same pie charts the user may view through the web interface.

Branded Email Message Templates

Summary description:

Send notifications using branded email message templates including your institution's name, colors and logo or banner.

Feature notes:

Email templates are selected at the account level and apply for all users within that account and for regular emails and "Message Link" emails. Select and customize one of the four available styles with your institution's name, colors and logo or banner. This feature is

included at no additional charge with most SchoolMessenger packages. Contact your Account Manager for details.

All New Message Builder

Summary description:

The Message Builder has been updated with a powerful new system that guides users through the process of creating messages and allows them to easily view and edit existing message components.

Feature notes:

When creating a new message group from Notifications>Messages, users will have access to a table containing the various message content types (phone, email, sms text, etc.). Clicking the green plus sign adjacent to the selected content type will open a wizard for that content type. From this wizard users will be guided through the process of creating that message part. When a content type contains message content, a green check mark will appear making it easy to see what message content has been created. To edit or preview content, simply click the content type for a dropdown menu containing actionable options.

Improved Social Media Publishing - post SchoolMessenger Audio Recordings to Facebook, Twitter

Summary description:

Social Media posting is now fully integrated into the SchoolMessenger Message Sender. Automatically post any phone/audio message to Facebook as part of the Message Sender process. Additionally, create Pages on-the-fly – these are single web pages that can be linked from various social media sites/posts. These Pages are ideal for messages that are too long for social media sites or for messages with multimedia attachments.

Feature notes:

Note: Posting to Facebook and Twitter must be enabled at the account level and authenticated at the user level. Contact your Account Manager for social media activation details.

Users may now post audio recordings to Facebook pages and Twitter accounts as part of the Message Sender process. In order to post to a social media site using this feature – the SchoolMessenger message must include either a phone or email message in the Message Sender message group. Audio recordings posted to a Facebook page include a

SchoolMessenger embedded player. Audio recordings posted to Twitter are posted using a custom URL-shortener driving traffic back to a centralized player.

From the new Message Editor, users may also create a Page. A Page may be linked to a social media site via a short link and provides users with a way to post messages that exceed character limits imposed by social media sites. Creating a Page is just like creating an email message, except that a Page may not contain dynamic data. Users may also link files to the Page just like they would attach files to an email. Attached files will appear as links in the Downloads section of the Page.

Also from within the new Message Editor, users will see a Page Media message type. This allows users to record audio which can be played using an audio player embedded in the Page.

More control, easier posting to Social Media

Summary description:

System administrators can now lock down the addition of Facebook posts to include only approved Facebook Pages. It is easier to post notifications to social media site with an improved Message Sender workflow and more easily available standard reports.

Feature notes:

System administrators can limit the Facebook pages to which users may post SchoolMessenger notifications through a new option in SchoolMessenger Settings>Facebook Authorized Pages. From here, Administrators may select which Facebook Pages they would like to authorize to allow posting of SchoolMessenger messages. The Facebook account must have administrator privileges on a Facebook Page to authorize the Page.

Once a Facebook Page has authorization to receive postings from SchoolMessenger, users who have permission to post to Facebook will see a "Connect to Facebook" button. The user may connect and post to Facebook, but only if s/he is also an administrator on the authorized Facebook Page. Additionally, Facebook Authorized Pages also contain an option for allowing users to post to their own Facebook Wall. When a users posts to Facebook, their post may appear their own Facebook Wall as well as on the authorized Facebook Page.

Notifications posted to Facebook, Twitter may be scheduled for distribution at a later date/time.

Password Encryption

Summary description:

To enhance security, we've made improvements to our password encryption algorithm.

Feature notes:

All passwords are now encrypted using a salted hashing technique to protect password contents even in the event of a security breach.

And more...

You may notice a number of other enhancements as you use various features.

Enhancements and new features come from requests made by our user community.

Continue to send your suggestions for improvement to feedback@schoolmessenger.com

Some features may be optional. Contact your Account Manager for details.