COMMUNICATING USING ROCK

Welcome

In today's hectic world people expect their communications to be personal and professional. One channel isn't enough; organizations must meet people where they are. Sometimes that means pushing a message through email or text, other times it needs to be pulled from the web or social media. Rock gives you the tools you need to personalize your message through all these channels and more. Let’s jump in and see how Rock can be that communications assistant you’ve always dreamed of.

Sending a Communication

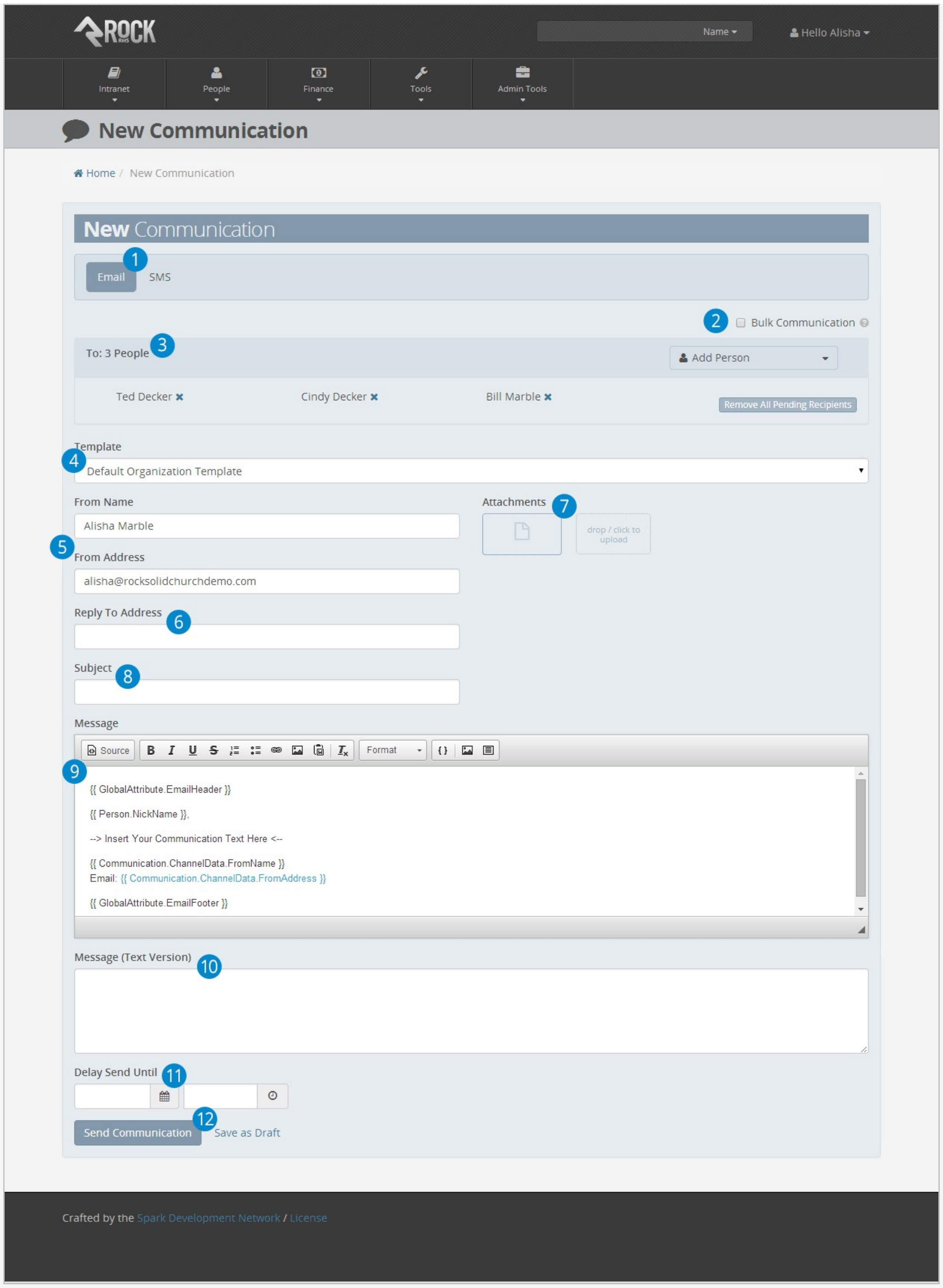
Communications are ways of pushing out messages to your attendees. Today this can be in the form of emails or SMS text messages, but in the future communications could offer many more options. We know you have plenty of great things to say, so let's get started right away.

Sending an Email Communication

There are a lot of ways to start a new communication. The most popular one is to click the `Email` button at the bottom of any grid of people. This will take you to the *New Communications* page and add all of the individuals from the grid to the communication as recipients. This is really powerful when used with *Data Views* and groups pages. If you prefer you can also start a new communication from `Tools > New Communication` and enter your recipients by hand.

Once on the *New Communications* page, you’re ready to start crafting your message. We'll walk through each section of this page highlighting some of the features you have at your disposal.

New Communication



1. Email is the default communication channel, but this can be updated from the communication selector at the top of the page.

2. The recipient list will be filled with all of the people you previously selected as recipients. You can also add and/or remove names from the list at this point. Don’t forget that if you started with a blank communication you'll need to enter all of the names manually. You may notice that some names are in red. These names either do not have an email address or have been marked as not wanting emails or bulk emails.

3. Determine if this message should be treated as a bulk email. Bulk emails will have the unsubscribe link added to them. They will also not be sent to people who have asked that they not receive bulk emails from your

organization.

4. If you would like to use a previously created email template you can select it here. For more information on creating templates see the Email Templates chapter below. This page can be set with a default template. Out-of-the-box this will show your organization's header and footer with the sender's signature.

5. Fill in the email address that you would like the email to be sent from. By default, your contact information will be input, but you can change this as needed.

6. You might want replies to go to a different address than the one you're sending from. For example, when you send emails from the organization's leader, you may want the replies to go to an administrative assistant.

7. You can add any number of attachments you want to the email. Why limit a good thing?

8. Next, enter the subject of your email. A well-written subject can greatly increase the response rate of the email. Here are a few tips: provide context for the content of the message and a hint about the organization sending it. Remember to focus on catching the eye of the reader.

9. Now the fun part - your message. While you can enter any generic message in this box, consider personalizing your message using merge fields. The message editor has a button `{}` for selecting a merge field to add. Personalization is one of Rock's main strengths so be sure to use it to its fullest.

10. For those with text-based mail clients (sigh), you'll want to provide a simple text version of your message. If you don't, they will see a link to a page that displays the HTML version of the message.

11. If you'd like you can delay the sending of your message to a date and time in the future. What a timesaver!

12. Finally, you can send the communication or save it as a draft to be completed later. This draft will be available to complete from `Tools > Communication History`. Take the time to get it right!

Sending a SMS Communication

Sending a SMS text message is very similar to sending an email. The only difference is that you have fewer fields to enter. You still do have the ability to add merge fields to your messages so make sure to use this powerful feature. You can read more about how Rock's SMS feature works below in the chapter SMS In Detail.

Approvals

As your organization grows, you'll find an increasing number of people sending large emails. Chances are good that not all of them understand the intricacies of your communications strategies. Rock has just the thing to help you maintain quality in growth – approval settings for emails that are sent to a large number of people. The default threshold of recipients is 300. This number can be changed by configuring the block settings of the *Communications* block.

When an email is sent that requires approval, the status will be set to *Pending Approval*.

The *Communications Administrator* role has the ability to approve communications. Additional security roles can be added to approve communications by adjusting the block security of the *Communication* block. Simply add them to the *Approve* permission of this block.

Under the Hood of Communications

Channels and Transports

Like everything in Rock, Communications was designed to be extensible for the future. That means the messages of tomorrow won't be limited by the messages of today. The communication's engine is based on two types of components: channels and transports. Let's look at how that works.

You can think of channels as different communication mediums. Today Rock provides an email channel and a SMS channel. Other channels could easily be provided in the future for things like mobile application push notifications. These channels can be written by either the core developers of Rock or by third-party developers. If you don't like it, change it! Channels can be configured under `Admin Tools > Communication Settings > Communication Channels`.

Transports, on the other hand, can be thought of as the worker bees of the channels. They do the actual work of getting the messages to their recipients. Today the *Email Channel* has transports for delivering emails through a normal SMTP server as well as via the Mandrill email service. Settings for the transport are configured under `Admin Tools > Communication Settings > Communication Transports`.

A channel can only use one transport at a time. You select the transport under the channel administration.

Communications Send Job

Usually when you send a communication, it will be sent immediately to a communication queue that gets processed in almost real-time. There is, however, a Rock Job (`Admin Tools > System Settings > Jobs Administration > Send Communications`) that runs every 10 minutes and looks for communications with a pending status. You don't need to worry about this job, but we wanted to point it out so you know more about how communications are sent.

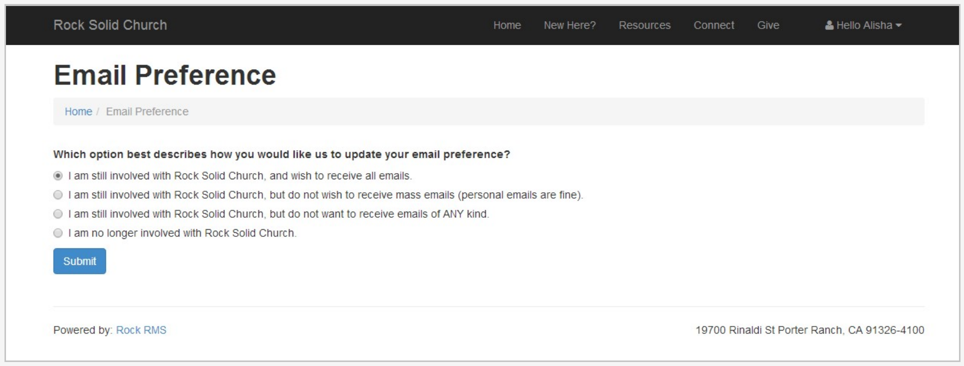
Unsubscribing From Emails

The US government's CAN-SPAM act requires that all "bulk" emails have an unsubscribe link. Rock automates the insertion and processing of these links for you. Here are a few things you'll need to know about how this process works.

- You can place the unsubscribe link anywhere in your email by using the merge field: {{ UnsubscribeOption }}

- If you do not provide this merge field, the link will be added for you at the bottom of your email .
- You can modify the format and destination of this link on the *Email Channel* `Admin Tools > Communication Settings > Communication Channels > Email`. If you blank out this field, then no link will be added to your message. Think about it before you simply delete it. Friendly senders should provide a way to opt-out of messages.
- Below is a view of the page that will be displayed when someone clicks to unsubscribe.

Unsubscribe Page



The unsubscribe block on this page allows you to customize the wording for each of the options on the page. If you want to add more reasons for the "I no longer attend" option, you can do that under `Admin Tools > General Settings > Defined Types > Inactive Record Reason`. The block also allows you to suppress any reasons that might be awkward in this context (e.g. *DeceasedNo Activity).*

Here's a quick overview of each of these options is below:

- ***I'm still involved and wish to receive all emails.*** *This doesn't unsubscribe them from anything. In fact, if they had currently unsubscribed, it would undo that preference.*
- ***I'm still involved but don't want to receive mass emails.*** *This will keep the email address active in the system but will remove them from receiving bulk emails.*
- ***I'm still involved but don't want to receive any emails.*** *This will inactive a person's email address inside Rock. You will still be able to see their address but they will not receive any emails.*
- ***I'm no longer involved.*** *This will inactivate the person's record in the database. They will be asked to select a reason and have the option of providing more information.*

Bounced Mail

We know you have much to share, so let's make sure you have the opportunity to do that. You have to process bounced mail to keep your email addresses accurate and improve your email reputation (a metric used by ISPs to help determine if you're organization's email is spam). Bounced messages are emails that are returned back to you after you send them because an email address is incorrect or no longer valid. Rock can automate this process if you use an email integration that supports the notification of these messages. Currently, the only core integration that supports bounced mail processing is the Mandrill integration (more on this integration is provided under the Integrations chapter of this manual). Third-party provided solutions may be available for other services.

SMS In Detail

While we have already covered how to send a SMS message, the topic of texting deserves more attention.

SMS Replies

Once your message is sent, it's likely that some recipients will. Having a conversation over an application-hosted SMS service is difficult, however. Normally your text conversations occur between two phones. With Rock, the conversation actually occurs between the phone and the SMS phone number you configure through your SMS provider (e.g. Twillio). We've worked hard to provide you with advanced tools to be able to dialogue with your audience. Here's how it works.

When you send a SMS message, you select a number to send from. This number is configured to have a *Response Recipient* that will receive all of the responses for the number. When a response is received, the message will be forwarded to the response recipient along with the sender's name and a response code. The response code consists of the @ symbol followed by a three-digit number (e.g. @347). If further follow-up is required, the response recipient can use this code to reply back.

If your mind is swimming a bit, that's OK. Let's look at an example. In our example Jenny has just sent out a bulk SMS message to several attendees reminding them of the car show that afternoon. Let's walk through a conversation she has with Alisha.

SMS Example

1. The original bulk SMS message. Notice Jenny has cleverly used merge fields to personalize the text message with each recipient's name.
2. Alisha then responds to the message.
3. The response goes back to Rock's SMS phone number. Rock then looks up that number's response recipient and relays the message to Jenny's phone. Because the message is no longer directly from Alisha, Rock adds Alisha's name to the message and also the response code @671.
4. Jenny decides she would like to continue the conversation so she writes a quick message back including the response code. Rock will use this code to match the conversation back to Alisha.
5. Alisha receives Jenny's response. Note how Rock has removed the response code. To Alisha it appears that she is texting Jenny directly.

Notice that both sides of the conversation are texting to Rock's SMS number (555) 351-5391. Little does Alisha know that Jenny's real number is 867-5309.

SMS Number Strategies

Now that you've seen how SMS replies are handled within Rock, let's touch briefly on strategies to implement this effectively in your organization. SMS services like Twillio make it very inexpensive to rent phone numbers for SMS. (A number from Twillio runs only $1 per month.) Don''t limit your organization to a single number. Think about getting a number for each department and/or heavy SMS user. It''s also very easy to turn a SMS number on and off. You might grab a number for a large event and remove it after the event is over. You can also reuse a number internally by switching the *Response Recipient* as needed.

> **Getting Started With Twillio**
>
> See the integrations section for more information on configuring Twillio as your SMS provider.

Configuring Email

Out-of-the-box, the email communication channel is configured to use the SMTP transport. You'll want to be sure that your mail server settings are all correctly configured under `Admin Tools > Communication Settings > Communication Transports > SMTP`.

> ### Broken Images?
> If you're finding the some of your images appear as broken links in your email be sure that your *Public Application Root* organization setting is set to the proper URL. This can be modified under `Admin Tools > General Settings > Organization Attributes > Public Application Root`.

There are several other settings that you should be aware of. While most are preconfigured to best-practices it's good to know that they exist.

Unsubscribe HTML

If you'd like to change the HTML that is displayed at the bottom of all bulk emails your can do so under `Admin Tools > Communication Settings > Communication Channels > Email`. The default is to display a small 'Unsubscribe' link at the bottom right of the email.

Default Plain-text

If you do not provide a plain-text message the recipient will see a generic message with a link to view the rich text email on your website. The contents of this generic message can be configured under `Admin Tools > Communication Settings > Communication Channels > Email`. The default message is:

```
Unfortunately, you cannot view the contents of this email as it contains formatting that is
not supported by your email client.
You can view an online version of this email here:
<link to page>
```

Safe Sender Domains

Many ISPs (cough Yahoo), have implemented new restrictive policies on emails that are sent from a user's account (e.g. yahoo.com) but did not originate from their email server. Because Rock sends email on behalf of others these emails can bounce in these situations. To prevent this, if an Email communication is created with a From Address that is not in the *Safe Sender Domains* global attribute, the *Organization Email* global attribute value will be used instead for the From Address and the original value will be used as the Reply To address.

You'll want to add all of your organization's email domains to the *Safe Sender Domains* organization setting under `Admin Tools > Organization Attributes > Safe Sender Domains`.

Communication History and Analytics

You can view a history of the communications you've sent under `Tools > Communication History`. There you will see a list of each communication that you can filter by type, status and content, among other things.

> **See The Bigger Picture**
> Users with *Administrate* permissions on this block will be able to see every communication in the system and have the ability to filter by a specific person.

Once you select a communication, you can see a page that shows you the status of your message along with any analytics that are available. This is where using one of the email service integrations like Mandrill can provide a ton of value. With these services you can see how many people have opened your message and even what links they have clicked. This gives you a much broader understanding of how well your message was received and what 'calls to action' were engaged.

`image coming soon...`

HTML Emails

With today's design-oriented culture, traditional text-based emails just won't cut it. Adding an image or two isn't even enough. Today's recipient expects a well-designed email that is responsive to the device currently in front of them. That means crafting an email that works well on mobile devices, traditional desktop email applications and web-mail clients. Getting it right can be overwhelming, but don't worry, Rock is more than software; it's processes and best practices. Let us show you how you can score a homerun with a few simple steps.

Understanding The Pitfalls of HTML Email

The state of formatted email is, simply put, a disaster. Clients support different standards and trying to get your email to look right on a mobile device and a desktop is troublesome at best. Fortunately smart people have worked hard to figure out the best way to make this all work, we only have to stand on their shoulders.

One of the best, most responsive HTML email frameworks is called Ink by Zurb Studios. They have developed both templates and a process to help alleviate the pain of formatting HTML emails.

> Note:
>
> Rock has used these templates to create the default header and footer defined in the *Organization Attibutes*.

One of the key pitfalls you should understand is the role CSS plays in HTML emails. If you're at all familiar with web development you know that CSS is what you use to style your web pages. Unfortunately many email clients (most notably Gmail) simply ignores traditional CSS syntax. It strips it out and pretends it never existed. Frameworks like Ink get around this by developing templates in HTML/CSS and then running the templates though an *inlining* process before using them. Inlining takes normal CSS rules and turns them into inline styles (yuck...). Here's an example:

```
Normal CSS
<style>
    h1 {
        color: red;
         font-size: 20px;
     }
</style>
```

```
Inlined CSS
<h1 style="color: red; font-size: 20px;">Title</h1>
```

Yes, after inlining you have a bit of a mess, but it works. When it comes to inlining you have two options. If you're using your own mail server you'll need to inline your email templates before using them. The other option is to use an email service that will inline your email on its way to the recipient. This option is highly recommended as it lets you keep your template in a simple-to-edit format.

> **Note:**
> At this time the only email service that provides inlining is Mandrill. We highly recommend you consider this service if you're interested in inlining emails. Rock provides an advanced integration with Mandrill to help with inlining and much more.

Email Templates

Now that we've learned about the difficulty of sending HTML emails, we know it's not something we want to struggle with for each email we send. Luckily, we can define email templates that we can quickly reuse over and over. Enough talk, let's get started with creating our first email template. For this example we'll create a reusable email template for promoting up-coming events. Let's go.

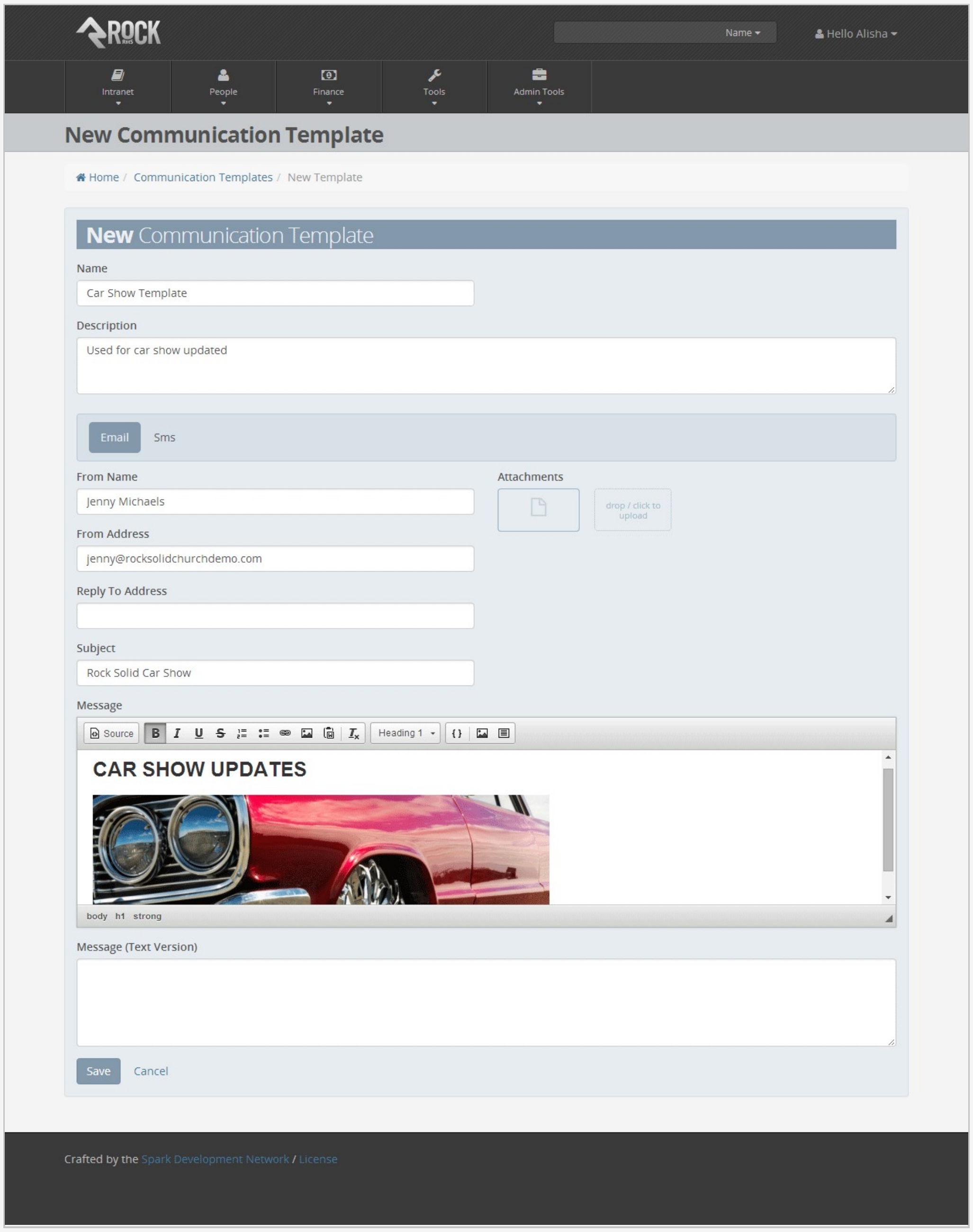
1. The first step is to select an email template from Zurb's Ink website. For this example we'll use their Hero template. Click the `Download` button under this template to get started.
2. After un-zipping the file, open up the hero.html file. Make any styling and content changes you desire. Keep in mind though, you are creating a template not the actual email. You'll want to leave in the sample text and images so you know what to change when you write your actual email. Below are a few tips for you when completing this step:
   - Add the merge code {{ Person.NickName }} or {{ Person.FullName }} where you want the person's name to appear.
   - You can also use merge codes for the organization's contact information. Consider selecting from: {{ GlobalAttribute.OrganizationAddress }}, {{ GlobalAttribute.OrganizationEmail }}, {{ GlobalAttribute.OrganizationPhone }}, {{ GlobalAttribute.OrganizationName }}, {{ GlobalAttribute.OrganizationWebsite }}
   - For the unsubscribe link, it's important that you use the merge field {{ UnsubscribeOption }}

   > There's More Where That Came From:
   >
   > There are plenty of additional merge fields for you to choose from. To see all your options, start a new communication and click the `{}` button on the message editor.

3. If you're not using a mailing service that auto-inlines, then you'll need to do the inlining now. If you are, you can skip this step. Ink provides a great online inlining tool on their website.
4. Now we're ready to add our new template to Rock. To create a new template, navigate to `Tools > Communication Templates` and click the `+` button. On the add screen, you can provide a name and description for your template. Spend a

minute describing your template and when it should be used. Below that, you can fill in the fields that should be a part of the template including the sender and subject lines. When you're ready to enter your email text, be sure to click the `Source` button on the message field before pasting in your HTML template. Consider writing a text version for the hangers-on who haven't upgraded their email client in the last decade or so. Click `Send`, and your template is ready to roll.

Communication Template Screen



> **Security Reduces Clutter:**
> While your template is ready to be used, you may consider adding security to it to limit its usage to a targeted group of people. This can help reduce the inappropriate use of a specific template and reduce the clutter staff sees with they select a template from the *New Communication* page.

Default Email Template

Feel free to edit the default template or create a new one. If you would like to change the template that is treated as the default go to the new communications page (`Tools > New Communication`) and edit the block settings of the new communication block. One of the settings of this block is the template to use as the default.

System Emails

System emails are email templates that are used by Rock to send very specific messages. An example of a system email is the message someone receives with they've forgotten their password and requested to reset it. While Rock sets up these to look professional from the start, you may want to consider modifying them to match your organization's branding. You can edit these emails under `Admin Tools > Communication Settings > System Emails`.

Ad Campaigns

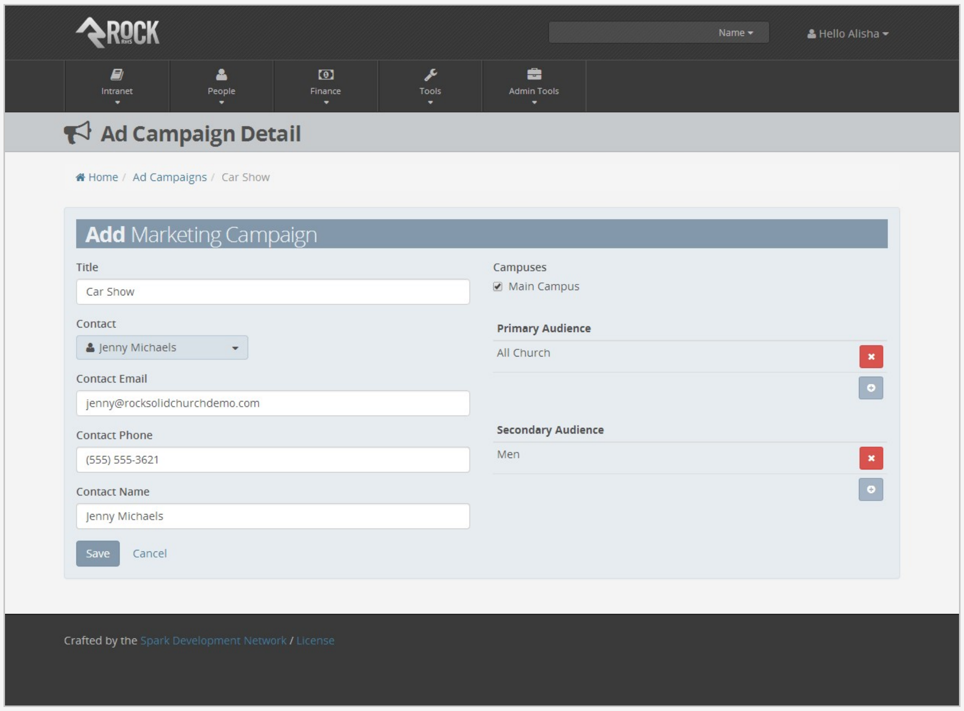
So you have channels and transports all figured out, but how do you keep track of all the communications for each promotion or event? With structured Ad Campaigns, of course. Ad campaigns put you in control of your organization's messaging. They allow you to create schedule promotions that work across several mediums. Out of the box they are configured to allow you to work with promoting in two locations: your website and your bulletin. You can customize each of these mediums or even add your own ad types. Before we jump in further let's consider an example of how ad campaigns can be used.

Rock Solid Church's Car Show

Our fictitious church, Rock Solid Church, is proud of its annual community car show. In preparation for this year's show the Event Coordinator, Jenny Michaels, is about to create a Rock Ad Campaign to help promote the event both internally to attendees and externally to community at-large. She would like to have three bulletin announcements leading up to the event as well as an ad on the church's website. Let’s walk through the setup.

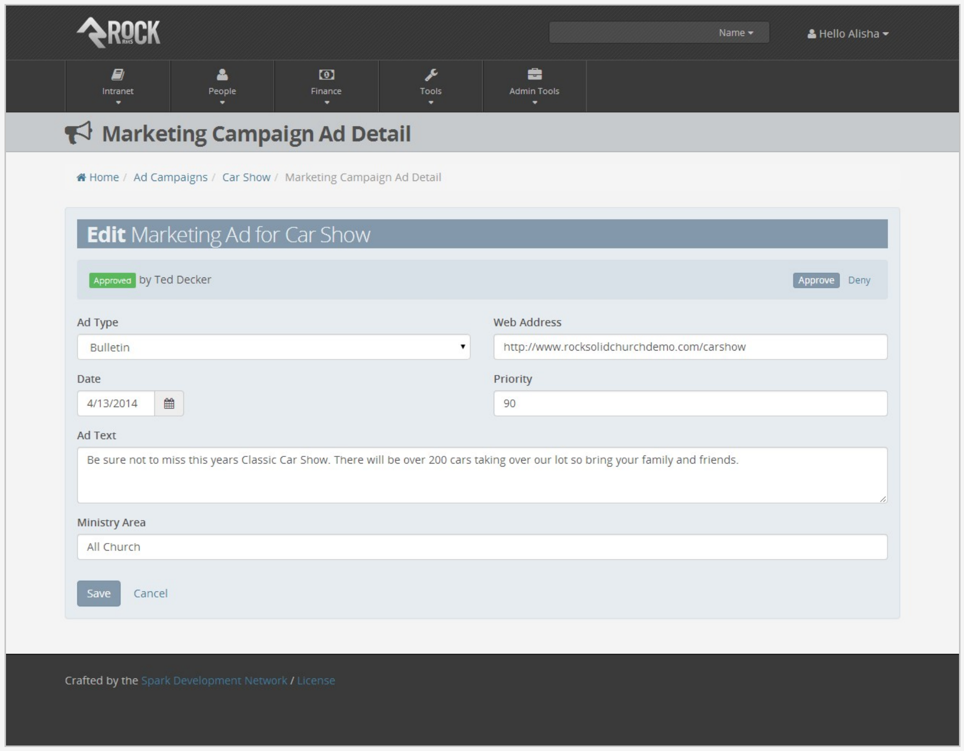
1. Add a new Ad Campaign under `Tools > Ad Campaigns` by the clicking the `+` button.
2. The first step is to add some general information about the event or topic to be promoted. This includes a title and contact information. You also need to select which campuses are relevant. Finally, select the audiences you would like to target for your event. The primary target represent audiences you want to directly target. Think of secondary targets as areas where you will cross-promote. For instance, you might set the primary target of the car show to *All Church* and add a secondary target of *Men*. You can read more about audiences under *Making Audiences Fit*. Once you've entered your details click the `Save` button.

Website Ads on the External Site



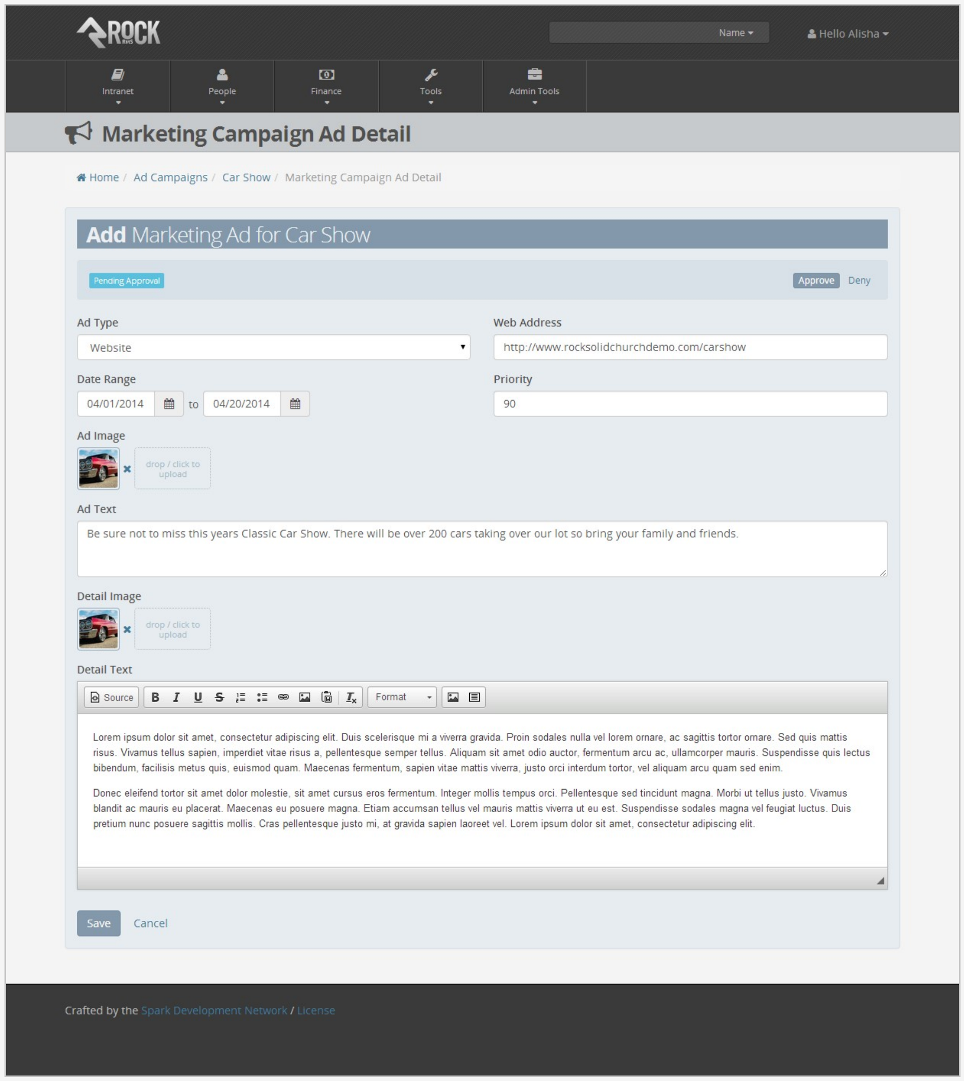
3. You’re now ready to start entering the ads for your campaign. Click the `+` button to get started. The first step is to select the ad type. Rock ships with two ad types, *Bulletin* and *Website*. Let's start by entering a bulletin request. Select a start date. Since we're referring to bulletins, this should be the Sunday publication date. Next, provide a web address. The *Priority* field helps determine which ads will be used when a limited number of spaces are available. The higher the number, the more important the ad. We recommend communicating to your staff that this is just a recommendation, and that the communications director will adjust the priority. Finally, enter the ad text. This will be the content for the bulletin. After hitting `Save`, the ad is complete. Jenny will repeat this process for each ad she needs to enter.

Website Ads on the External Site



4. Finally we'll enter the website ad. Click the `+` again to add another ad and this time select the *Website* ad type. You'll see some of the same fields and some additional fields that are specific to the website ad type. Website ads use a date range to display. They also allow you to enter information for the *Ad* (Think of this as the banner ad on the side of a page.) as well as the *Ad Detail* (This would be for the page that is displayed when an individual clicks on an ad to get more information.) After entering this ad and clicking the `Save` button for *Ad Campaign*, we're done with our Car Show promotion.

Website Ads on the External Site



Ad Approval Process

It's common for organizations to limit the number of ads that are published in bulletins and their website. Obviously, if everyone is shouting for attention it's hard for any message to get through. Also, your communications coordinator may want to proof and edit the ads before they go out, to be sure that they are written in a consistent voice and are prioritized in a way that matches the priorities of the entire organization. To help with this, ads entered by the staff are marked with the status of *Pending* until someone in the *Communications Administrators* role approves them.

The easiest way to manage this approval process is to navigate the *Ad List* screen `Tools > Ad List` and use the grid filters to show only ads that are pending. You can then easily click on each ad to approve it.

> ### Adding More Approvers
> Create a list of people allowed to approve communications by adding them to the *Communications Administrators* role or by adding new people or roles to the *Approval* right on the *Ad Detail* block.

Making Audiences Fit

Rock ships with a limited set of audiences to get you started. No two organizations are the same so feel free to edit this list. Audiences are configured under `Admin Tools > General Settings > Defined Types > Audience Types`.

There are two ways to think about audiences. One way to configure them is to think about the different ministries and demographics that exist within your organization. The second facet to consider is specific content areas that you may want to target for an ad. An example of this would be the main ad rotator your website. A successful audience strategy considers both of these options.

Suggested Bulletin Workflow

Using Rock to streamline your bulletin creation process can save you a lot of work. Your staff will enter their own *bulletin requests* as ads in the system. Your communications coordinator will then adjust priorities, edit and approve these ads before inserting them into the actual bulletin. Below is a sample bulletin schedule for you to consider. Alter it to meet the needs of your organization.

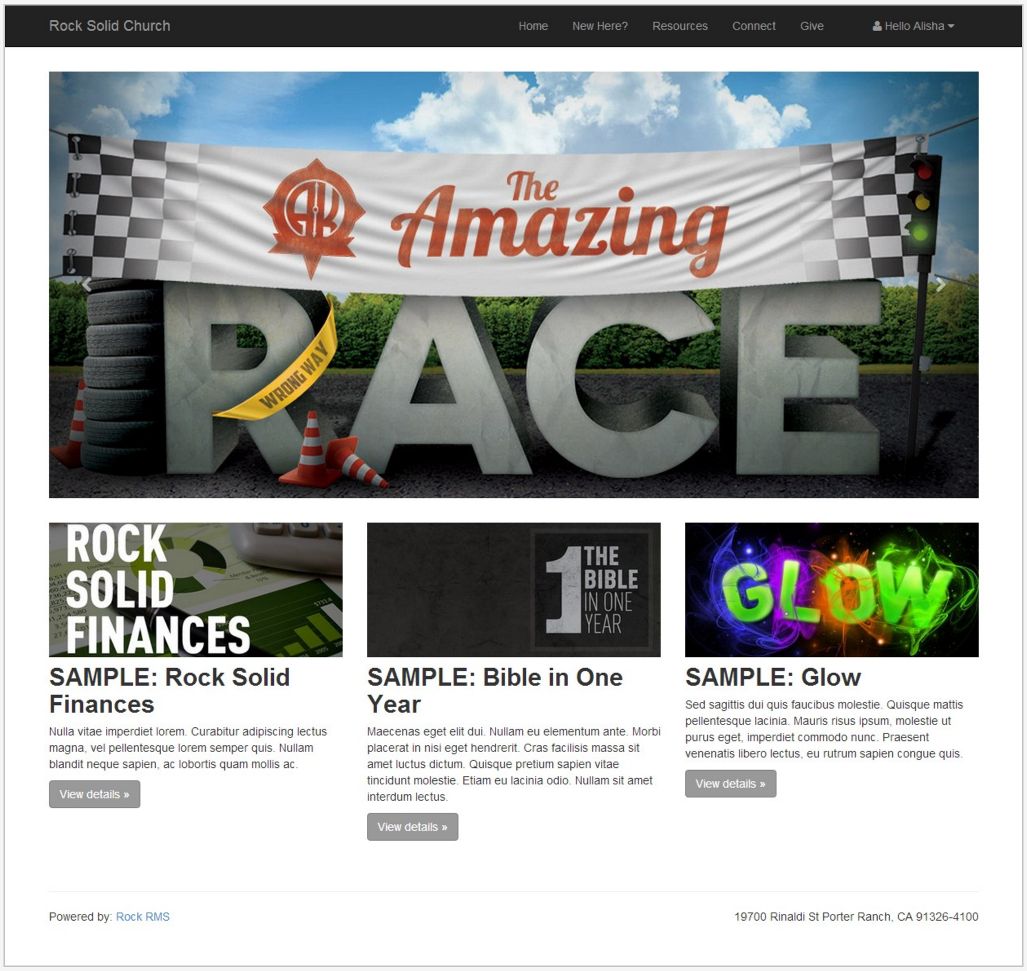
1. All ministries enter and review their bulletin ads in Rock by the Tuesday that is 18 days out from the production weekend.
2. The Communications Coordinator edits, prioritizes and approves the ads in Rock for that bulletin by the Wednesday that is 17 days out.
3. The Designer builds the bulletins with the approved ads on the Thursday and Friday that are 15-16 days out.
4. The Communications Coordinator distributes proofs of the bulletins to all staff members and the volunteer proofing team on the Friday that is 15 days out.
5. All edits and changes are due back to the Communications Coordinator by the Monday that is 12 days out. The Communications Coordinator updates Rock with all edits as they come in.
6. The Designer pulls the ads from Rock again after the edits are completed, to update the bulletin with the finalized content on the Monday that is 12 days out.
7. The Communications Coordinator does a final bulletin edit on the Tuesday that is 11 days out.
8. The Designer orders the bulletins on the Tuesday that is 11 days out.

> Note:
> The steps above may need to be adjusted depending on your print vendor's production timetable and the bulletin volunteer team's schedule for stuffing bulletins with sermon notes, offering envelopes and any other pieces before the production weekend.

Website Ads

We're only covering the basics of website ads here: entry and approval. See the `Designing and Building Websites Using Rock` for more information on how to implement the approved ads on your website.

Website Ads on the External Site



Customizing Ad Types

Ads within Rock are very powerful. While two ad types are available post-install, you can extend these or add your own. Editing *Ad Types* is done under `Admin Tools > Communication Settings > Ad Types`. You can add new attributes to the existing ads or create new ad types here.

When defining new ad types, you'll need to determine if the new type should use a single date or date range. Single dates are a good choice for things like bulletins that have a publication date. Date ranges, on the other hand, are better when an ad will be relevant for a period of time.

The Future of Ads

The current version of Rock is just scratching the surface of ad capabilities. We're looking to add many new uses for ads and expect that third party developers will do the same. In the future you can expect to see ads driving social media pushes and digital signage. Stay tuned for lots of exciting advances in this area.

Integrations

Email: Mandrill

We've already touched on just how great we think Mandrill is, but there's more to know about just what they could do for you.

> Note:
>
> We are not in a business partnership with Mandrill, nor do we receive any form of compensation from them. We are just passing along helpful tips about some quality products and services we've discovered along the way.

Mandrill is an email delivery service that provides several advanced features. Mandrill is operated by the popular email newsletter service MailChimp. While Rock can use any SMTP mail server to deliver its emails, we think you'll find that using a service like Mandrill is more than worth the small cost. The main benefits of Mandrill are:

- Improved deliverability of your emails through advanced reputation features like SPF records, domain-keys and reputation monitoring. If all of this sounds greek to you, don't worry, they handle all of the technical details. You just need to know that they know what they're doing so you don't have to. Whew!
- Email analytics that help you keep track of trends. Through Mandrill, Rock can show you how many of your emails made it to their destination and, even more importantly, how many were opened and internal links clicked. All of this happens for you behind the scenes so you can just sit back and view the reports.
- Not all email addresses work. Mandrill can notify you about incorrect email addresses so you can follow up. These bounced emails will be reported and the person's profile will be flagged to show the incorrect address.
- Mandrill also offers to inline your emails for you as you send. For more information on inlining see the HTML Email Section.

Costs

Mandrill has a free starter package that generously gives you 12,000 emails a month. After that you can pay by groups of 1,000 emails. In our experience, Mandrill's pricing has been very competitive and their features are among the best in their class.

Setting Up Mandrill

Mandrill has spent time making their service easy to configure. Follow the steps below to enable and configure a new Mandrill account for Rock.

> **Things Change:**
> The steps below are based on Mandrill's setup steps as of the writing of this document. Please note that their process could change at any time so the exact steps may be a bit different.

1. Sign up for a new account on the Mandrill website.
2. When asked how you will be sending mail, choose the option `Get SMTP Credentials`.
3. Next, click the button `Add API Key`. Remember this key because you'll need it later.
4. Now we need to tell Mandrill what domains will be allowed to send emails from this account. Click the `Sending Domains` option from the menu on the left.
5. Enter all the domains (e.g. rocksolidchurchdemo.com) that will be using this account to send messages.
6. Now you'll need to make some DNS changes. Use the *View DKIM Settings* and *View SPF Settings,/em> to get directions on how to make these changes. You may need the assistance of your network administrator to make these changes. This is by far the most difficult part of the process. Mandrill's tools in this area are very helpful. Use the Test DNS Settings to check your work and get tips on solving problems.*
7. Take a breather! Once you've completed your DNS settings you're on the home stretch. In order for Rock to know when an email was opened or a link was clicked, you need to set up a webhook. To do this, click the `Webhook` option from the menu.
8. Click the `Add Webhook` button. On the next screen check all the trigger events listed. Now you need to provide Mandrill with the link back to your Rock server. Start by entering your Rock server address followed by */Webhooks/Mandrill.ashx* (e.g. *http://www.rocksolidchurchdemo.com/Webhooks/Mandrill.ashx*.) Then you can provide a description of this hook.
9. Let's head back to your Rock server. First, let's enable the Mandrill Transport under `Admin Tools > Communication Settings > Communication Transports > Mandrill`. Start by checking the `Active` checkbox. Next provide your account's username (usually the email address you entered when you created the account). Finally, enter in your API key in the *Password* field. This should be the API key you created in step 3 (NOT your account's password).
10. Last step and we're done. Now that the email transport is configured, we need to tell Rock to use it for the email channel under `Admin Tools > Communication Settings > Communication Channels > Email`. Select *Mandrill SMTP* under Transport Container.

SMS: Twillio

Twillio is the leading SMS provider. Period. They not only provide the best service but they are also one of the least expensive options available. Again, we don't have a relationship with this organization, but we do know a good thing when we see it! Below are instructions on setting up this service for Rock.

1. From the Twillio website click the sign-up link, then provide your account information. You'll then need to verify that you have a pulse by typing in a

verification code they text to you. Finally, select a phone number to tie to your account and proceed to your account information.

2. On your account page note your *Account SID* and *Auth Token*. You'll need this for Step 4 below.
3. Before you can actually use Twillio for real communications, you'll need to upgrade from the free trial.
4. From Rock navigate to `Admin Tools > Communication Settings > Communication Transports > Twillio`. Enter in your *Account SID* and *Auth Token* and activate the transport. Click `Save` when done.
5. Next set the Twillio transport as the default transport for the SMS channel under `Admin Tools > Communication Settings > Communication Channels > SMS`.
6. Finally, add your Twillio phone number under `Admin Tools > General Settings > Defined Types > SMS From Values`. You can add as many Twillio numbers here as you wish. Be sure that the phone number is in the *Value* field and that it is in the format of "+15555555555" (or similar for international numbers). You also must set a response recipient to get all of the replies to these numbers. Be sure the individual you select has a valid SMS phone number on their record.

That it! Now you're set to send SMS messages from the Rock communications features.