Procedure to Upload Newsletter and Send Campaign
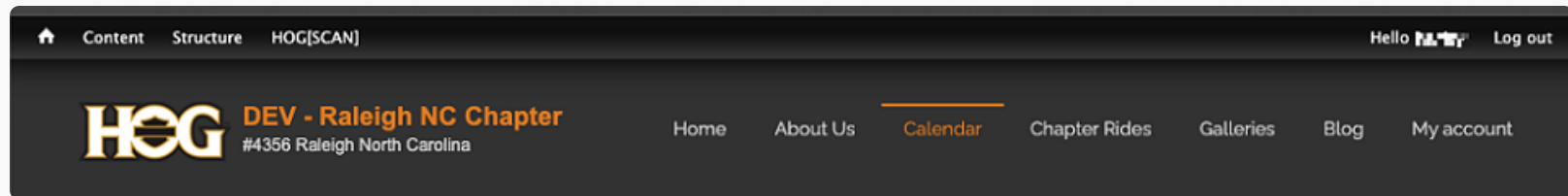
Create Annual Newsletter Container

**Steps in this section only need to be done at the start of the calendar year**.
Once the container has been created and populated with the first newsletter, the remaining newsletters for the calendar year will be added by following the steps in the Upload Newsletter to the Website section.

- Please note that prior to doing anything in the production environment you can test in the sandbox environment first. This environment is used for testing and is not seen by members.
    - Your webmaster will also help with any questions you may have.

1 Login to your account on raleighhog.com and there will be a smaller Navigational Bar (navbar) on top of the Chapter navbar. See image below

2 Hover over **Content** to expand the menu, then hover over **Add Content** to expand then click **Newsletter**. See image below.
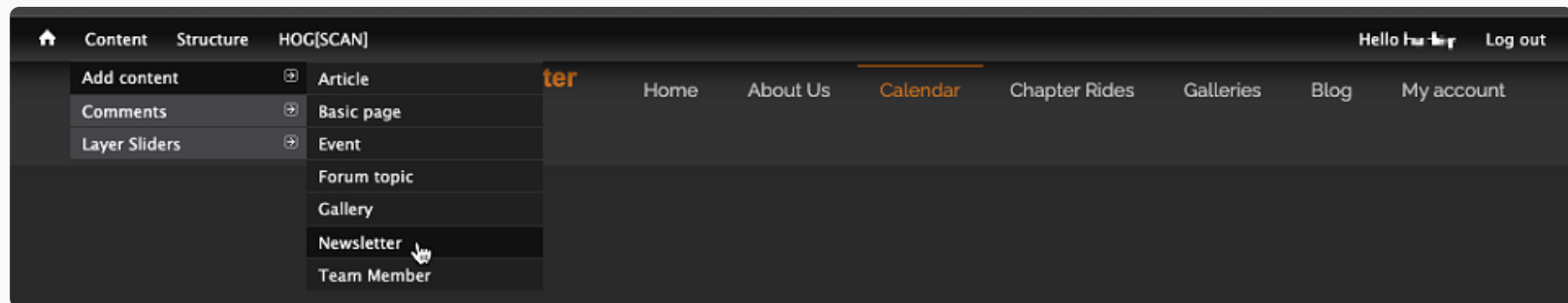
3 The page to create the newsletter container opens. See image below.

Create Newsletter

Annual Container Title *

NEWSLETTER FILE

Add a new file

Choose File   No file chosen   Upload

Files must be less than **250 MB**.
Allowed file types: **pdf**.

Revision information
New revision

Comment settings
Closed

Revision log message

Provide an explanation of the changes you are making. This will help other authors understand your motivations.

Save

4 Fill in the required field, **Annual Container Title**
    4.1 Stay with the naming convention of *20xx HOGWASH Newsletters* where *20xx* is the new calendar
    year
5 Click the **Choose File** button and select from your machine the current newsletter.pdf file that you wish to upload
6 Click the **Upload** button
7 Once it uploads fill in the **Description** field
    7.1 Stay with the current naming convention. *HOGWASH Month YYYY* (where *Month* is the first three
    letters of the month (e.g. Jan) and *YYYY* is the four digit calendar year). See image below

Annual Container Title *

2022 HOGWASH Newsletters

NEWSLETTER FILE

Show row weights

FILE INFORMATION	OPERATIONS
⊹ 📄 January 2022 Newsletter.pdf (6.99 MB) **Description** [ ] The description may be used as the label of the link to the file.	Remove

Add a new file

[Choose File] No file chosen   [Upload]

Files must be less than **250 MB.**
Allowed file types: **pdf.**

---

8 Scroll to the bottom of the page and click the **Save** button
9 You're done. A section for the new calendar year has been created and populated with the Jan edition of the newsletter.
10 Stay on this page. Do not log out yet.
11 Go to the Send Campaign to Members section to send the newsletter announcement.

Upload Newsletter to the Website

- Please note that prior to doing anything in the production environment you can test in the sandbox environment first. This environment is used for testing and is not seen by members.
  - Your webmaster will also help with any questions you may have.

1 Login to your account on raleighhog.com
2 Navigate to the **HOGWASH Newsletters** page
3 With your mouse, hover over the section you want to edit. See image below
    3.1 You will <u>only</u> edit the section in the current calendar year. (Section for "2021 HOGWASH Newletters" is shown as an example)
    3.2 Note: the current section will be outlined when you hover your mouse over the cog icon to the right of the section title

2021 HOGWASH Newsletters

- HOGWASH Jan 2021
- HOGWASH Feb 2021
- HOGWASH Mar 2021
- HOGWASH Apr 2021
- HOGWASH May 2021
- HOGWASH Jun 2021
- HOGWASH Jul 2021
- HOGWASH Aug 2021
- HOGWASH Sep 2021
- HOGWASH Oct 2021
- HOGWASH Nov 2021

2020 HOGWASH Newsletters

4 Click on the cog icon and when it expands, click **Edit**.

5 In **FILE INFORMATION** scroll down to **Add a new file** See image below

6 Click the **Choose File** button and select from your machine the current newsletter.pdf file that you wish to upload

7 Click the **Upload** button

8 Once it uploads fill in the **Description** field. See image below

　　8.1 Stay with the current naming convention. *HOGWASH Month YYYY* (where *Month* is the first three letters of the month (e.g. Jan) and *YYYY* is the four digit calendar year)

November 2021 Newsletter.pdf (6.36 MB)

Description

HOGWASH Nov 2021

Remove

The description may be used as the label of the link to the file.

December 2021 Newsletter.pdf (6.99 MB)

Description

Remove

The description may be used as the label of the link to the file.

9 Scroll to the bottom of the page and click the **Save** button
10 You're done. The current newsletter is appended to the bottom of the list.
11 Stay on this page. Do not log out yet.
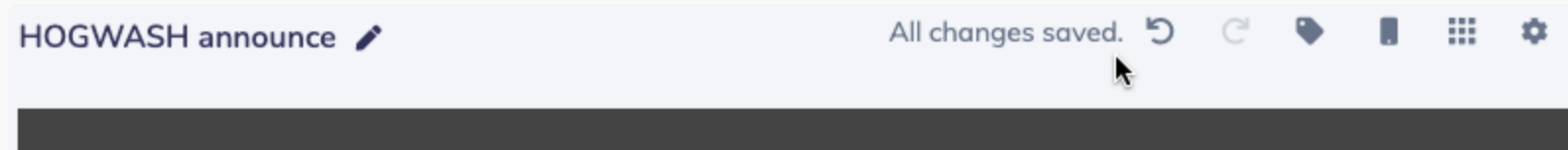
Send Campaign to Members

Currently (4th Q 2021) we use **Elastic Email** to send campaigns to members. We will change to a different emailer in version 2 at which time this portion of the document will be updated.
There is no test environment for Elastic Email. Please do not stray from the steps outlined below.

Edit the campaign

1 In a new browser tab, login to the [Elastic Email account](#) with the email address and password supplied to you via email
2 Select **Templates** from the navigation list on the left
3 If not currently selected, select **My templates** from the Templates list
4 Select the template titled "HOGWASH announce" by clicking on the image or the title. Note: Do not click the white box or the elipsis
5 Left click once on the "Read HOGWASH" button to open the style menu. It will look like the image below
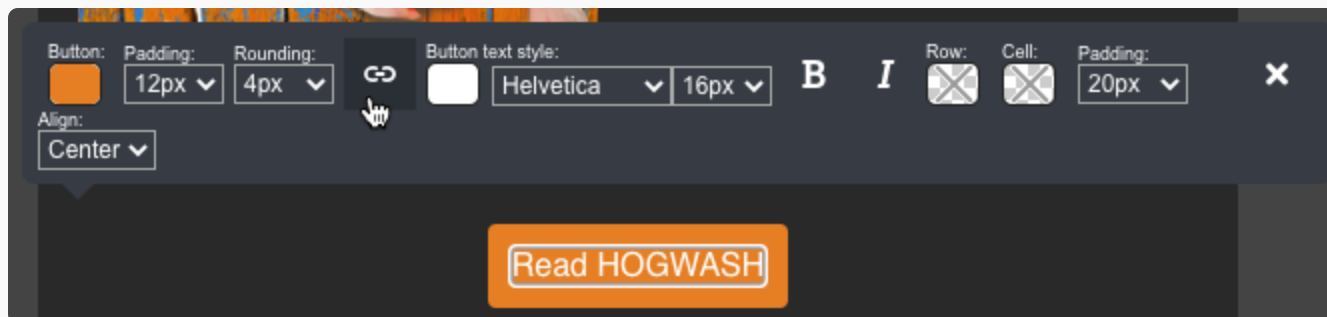
6 Go to the website tab and click to open the newsletter that was just uploaded

7 When it opens, double click in the address bar. This will show the full address which includes the `https` protocol.

8 Make sure the full addess is selected/highlighted and use `CMD + C` (`CTRL + C` in Windows) to copy it to your clipboard.

9 Go back to the Elastic Email tab

10 Click the link icon. The mouse is pointing to it in the image above. It looks like a chain link

11 Delete the link that is there (double click anywhere on the link to highlight it, then hit the Delete button to clear it)

12 Use `CMD + V` (`CTRL + V` in Windows) to paste the link from your clipboard

13 Click the **Insert Link** button

14 Ensure that campaign has saved before moving off the screen. The image below shows the campaign has saved successfully

15 Optional - You can send a test campaign to yourself to see how it looks prior to sending it to all members.

    15.1 Click the cog icon (shown on the right in the previous image) enter your email address then click the **Send** button.

16 You are now ready to send the campaign to all chapter members

Send the updated campaign

1 Select **Campaigns** from the navigation list on the left

2 Ensure **Campaign** is selected in the list. See image below.
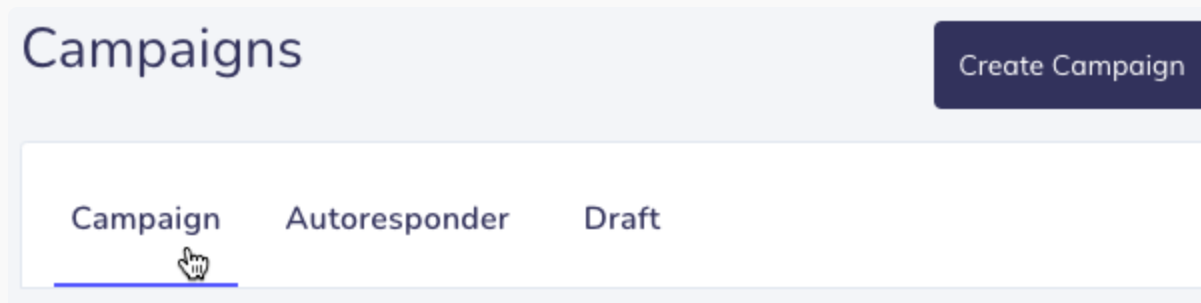
3 Click the **Create Campaign** button. See image above

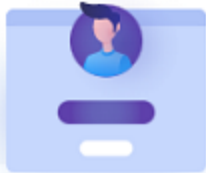4 In the **SEND TO:** section click the chevron to expand the dropdown. See image below

5 Click **Chapter Members** from the list to select it

6 In the **SUBJECT / CONTENT** section click **Templates**. See image below

7 From the templates that open select **HOGWASH announce** by hovering over the image and clicking **Select**. See image below
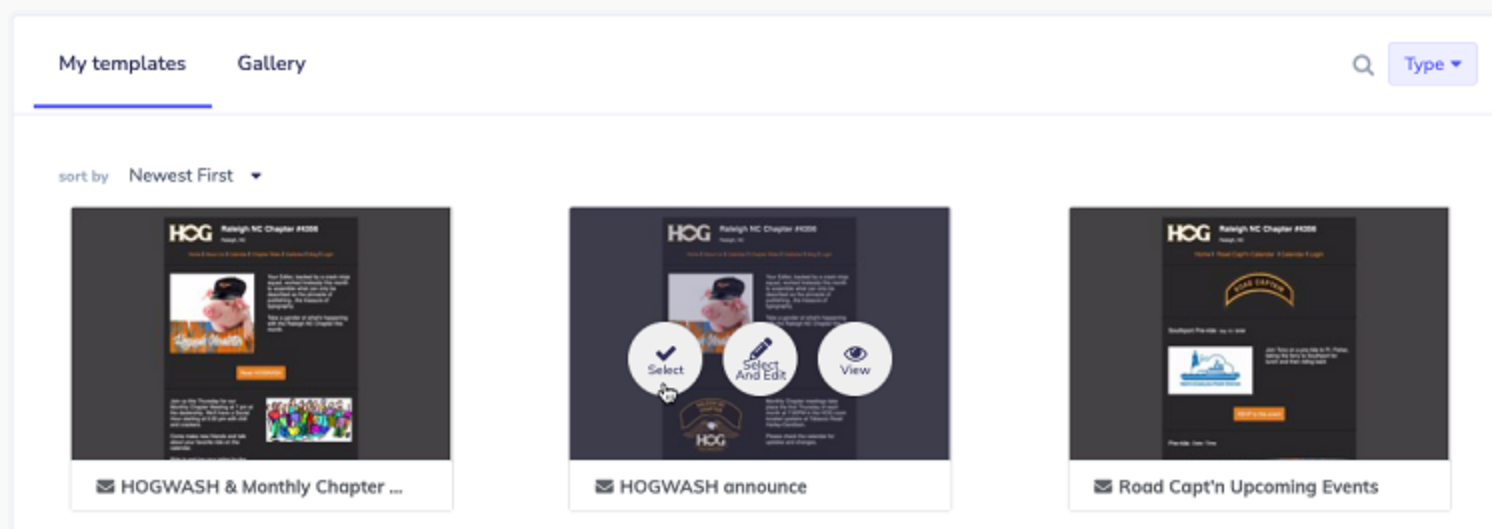
8 Do <u>not</u> change any of the preformatted fields (Subject, From (Name) or From (Email)

9 No changes are needed for sections **SETTINGS & TRACKING** or **LEGAL**

10 Click the **Send Campaign** button

11 You're finished. You can log out of Elastic Email and raleighhog.com