

Working with eNews

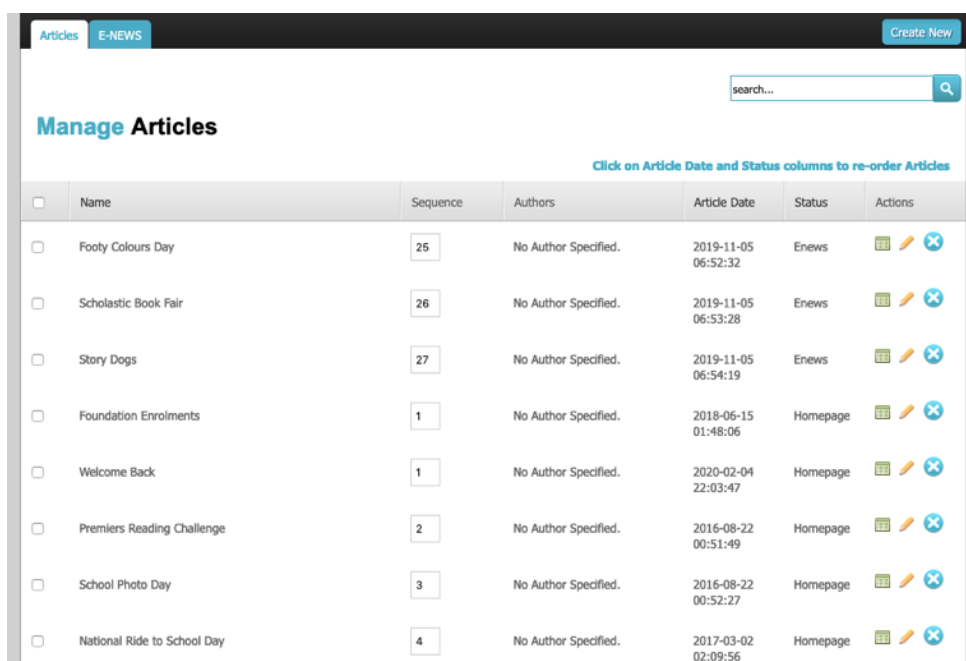
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The eNews system is an optional addition to your sponsor-ed subscription. It creates beautiful newsletters easily, without the need to publish in multiple locations. It is built inside the website which eliminates one of the current publishing mediums; the creation of a PDF. This saves time and also ensures that articles created may also serve to populate the website keeping it up to date and relevant. The website is very easy to drive which means that so too is the creation of the eNews. And the analytics report will show the articles parents are engaging with most, which will help you build a more meaningful document.

1. To access your eNews login to your site and click on ARTICLES.



2. You will see two tabs Articles & ENews. All your articles are displayed in a list like below:


 A screenshot of the 'Manage Articles' interface. At the top, there are two tabs: 'Articles' and 'E-NEWS', with a 'Create New' button on the right. Below the tabs is a search bar. The main content is a table with the following columns: Name, Sequence, Authors, Article Date, Status, and Actions. The table contains eight rows of article data.

☐	Name	Sequence	Authors	Article Date	Status	Actions
☐	Footy Colours Day	25	No Author Specified.	2019-11-05 06:52:32	Enews	
☐	Scholastic Book Fair	26	No Author Specified.	2019-11-05 06:53:28	Enews	
☐	Story Dogs	27	No Author Specified.	2019-11-05 06:54:19	Enews	
☐	Foundation Enrolments	1	No Author Specified.	2018-06-15 01:48:06	Homepage	
☐	Welcome Back	1	No Author Specified.	2020-02-04 22:03:47	Homepage	
☐	Premiers Reading Challenge	2	No Author Specified.	2016-08-22 00:51:49	Homepage	
☐	School Photo Day	3	No Author Specified.	2016-08-22 00:52:27	Homepage	
☐	National Ride to School Day	4	No Author Specified.	2017-03-02 02:09:56	Homepage	

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3. The articles are ordered:
 - a. eNews
 - b. Homepage
 - c. Draft
 - d. Archive

You can change the order the articles are listed by clicking on the STATUS heading.

☐	Name	Sequence	Authors	Article Date	Status	Actions
☐	Congratulations to our District Swimmers	21	No Author Specified.	2019-11-05 06:46:00	Archive	  
☐	Kitchen Garden	5	No Author Specified.	2016-08-22 01:00:51	Draft	  
☐	Book Fair	6	No Author Specified.	2018-06-15 01:53:33	Draft	  
☐	Premiers Reading Challenge	2	No Author Specified.	2016-08-22 00:51:49	Homepage	  
☐	School Photo Day	3	No Author Specified.	2016-08-22 00:52:27	Homepage	  
☐	National Ride to School Day	4	No Author Specified.	2017-03-02 02:09:56	Homepage	  
☐	Foundation Enrolments	1	No Author Specified.	2018-06-15 01:48:06	Homepage	  
☐	It's Carnivale	7	No Author Specified.	2018-06-28 10:33:53	Homepage	  
☐	Running Club	9	No Author Specified.	2018-07-10 08:44:35	Homepage	  
☐	Footy Day	8	No Author Specified.	2018-09-24 03:00:50	Homepage	  
☐	A Message from the Principal	20	No Author Specified.	2019-11-05 06:44:25	Homepage	  
☐	Welcome Back	1	No Author Specified.	2020-02-04 22:03:47	Homepage	  
☐	Footy Colours Day	25	No Author Specified.	2019-11-05 06:52:32	Enews	  
☐	Scholastic Book Fair	26	No Author Specified.	2019-11-05 06:53:28	Enews	  

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4. **eNews** – articles that are for use in the eNewsletter ONLY, they will not be displayed on your homepage.

Homepage – articles that are for the homepage of your website but CAN be used in the eNewsletter.

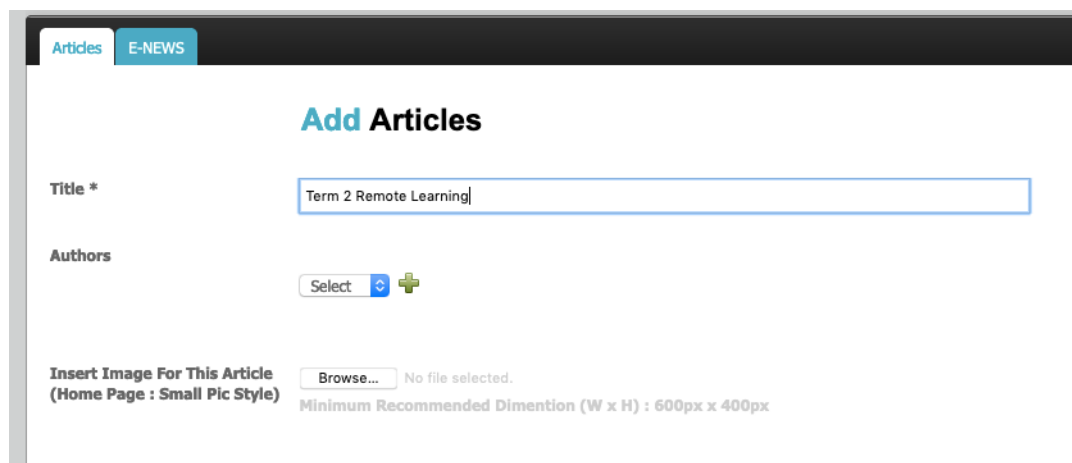
Draft – articles that are not yet ready for publishing.

Archive – articles that have been used in your eNewsletter or on your homepage. (You will no longer delete articles, you will mark them as archives so that they are always available if people are viewing your past eNews).

5. Click on **CREATE NEW**.



6. Give your article a title and browse for an image. (We have a range of icons that you can use if you don't have an icon/image that suits. Email: helpdesk@sponsor-ed.com.au for a set).



The screenshot shows the 'Add Articles' form. It has a title field with the text 'Term 2 Remote Learning'. Below the title field is an 'Authors' field with a 'Select' dropdown and a plus icon. At the bottom, there is an 'Insert Image For This Article' section with a 'Browse...' button and the text 'No file selected.' Below this, it says 'Minimum Recommended Dimention (W x H) : 600px x 400px'.

Recommended Character Limit is : 300

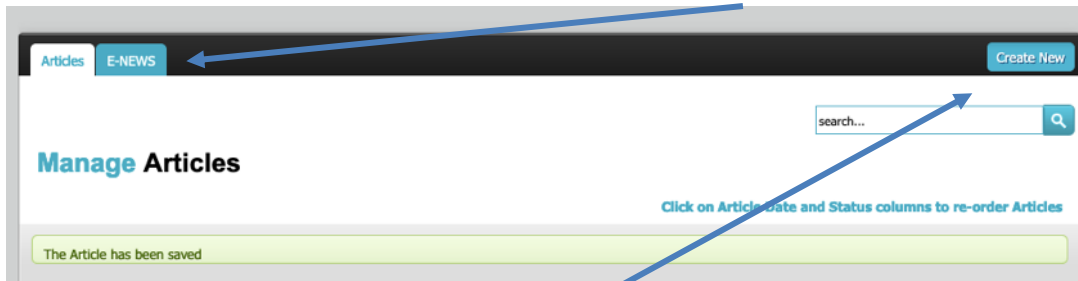
8. Scroll to the bottom to publish your article as eNews, Homepage, Draft or Archive. In this example we want this article on the homepage and in the eNewsletter.

✓ Archive
Draft
Homepage
e-News

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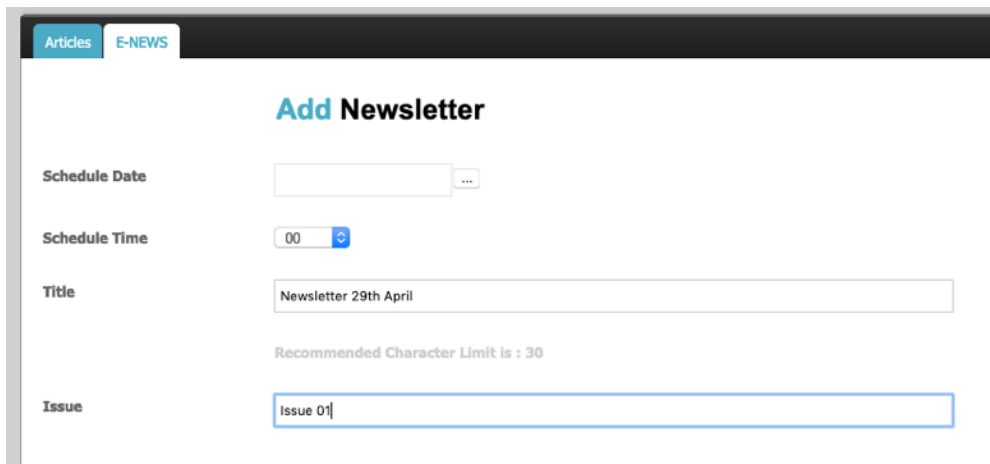
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9. Time to build the eNewsletter. Click on eNews.



10. Click on CREATE NEW.

11. Give your newsletter a Title and Issue Number (the issue can be left blank if you don't want to display this).

A screenshot of a web application interface showing the 'Add Newsletter' form. The form is titled 'Add Newsletter' in blue. It has two tabs: 'Articles' and 'E-NEWS'. The form fields are: 'Schedule Date' with a date picker icon, 'Schedule Time' with a dropdown menu showing '00', 'Title' with a text input field containing 'Newsletter 29th April', and 'Issue' with a text input field containing 'Issue 01'. Below the 'Title' field, there is a note: 'Recommended Character Limit is : 30'.

12. Your newsletter will display with a cover image. Browse your computer for a great photo of your school or activities that might have been mentioned in your newsletter. If you are on Theme 5a/b you can simply tick the box "from Homepage Gallery"

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Teaser and eNews Cover Image

from Homepage Gallery

Only for themes 5a/b. For other themes load cover photo using 'Choose file' button

☐


Optional for Theme 5a/5b

or

Upload New

No file selected.

recommended size 1920 X 835

For all other Themes Browse for an image.

13. Type the initial email in the content box provided.

Content

File	Edit	View	Insert	Format	Tools	Table	Help
Dear @@name@@, Here's the latest news from the School of Sponsor-ed. Kind regards, The Sponsor-ed Team							
POWERED BY TINYMCE							

14. Shortcode that you can use in the body of your email:

Useable Constants in Body Content :

- 1) @@name@@ => Subscriber's Name(s)
- 2) @@email@@ => Subscriber's e-mail(s)
- 3) @@recentnews@@ => Attach Recent News
- 4) @@pages@@ => Attach Pages
- 5) @@quickview@@ => Attach Quick View
- 6) @@link:events@@ => Link to Events Calendar

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15. Select the articles and number the order you would like them to appear in the eNews. You can select and number from both areas, E-News Articles and Home page Articles.

E-News Articles	Article Title	Status	Enews Order	Teaser Order
☒	Footy Colours Day	Enews	3	☐
☒	Scholastic Book Fair	Enews	5	☐
☐	Story Dogs	Enews		☐

Home page Articles	Article Title	Status	Enews Order	Teaser Order
☒	Foundation Enrolments	Homepage	6	☐
☐	It's Carnivale	Homepage		☐
☒	Running Club	Homepage	4	☐
☐	Footy Day	Homepage		☐
☐	A Message from the Principal	Homepage		☐
☐	Welcome Back	Homepage		☐
☒	Term 2 Remote Learning	Homepage	1	☐

16. Select the group/groups you wish to send to then click SAVE.

Select All Groups ☐ *Tick this box to assign this Newsletter to*

Widget

Do you want to save Archive ?

Group

☒ Sponsor-ed Team

Select Subscriber Group(s) to Assign this Nev

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17. To preview your eNews click on the URL beside your new eNews.

Manage Newsletters

Mail successfully saved

Issue	title	e-News URL (click to preview)		Teaser	Schedule Date/Time	Created on	Modified on	Report	Actions
Issue 01	Newsletter 29th April	http://templat1.sponsored1.com/enews/details/398		send		29/04/2020 14:18	29/04/2020 14:26		



TRANSLATOR

Select Language 
 Powered by Google Translate

 Term 2 Remote Learning
 Premiers Reading Challenge
 Footy Colours Day

 Running Club
 Scholastic Book Fair
 Foundation Enrolments

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18. If you are happy with the preview – click on SEND.

Manage Newsletters

Mail successfully saved

Issue	title	e-News URL (click to preview)	Teaser	Schedule Date/Time	Created on	Modified on	Report	Actions
Issue 01	Newsletter 29th April	http://templat1.sponsored1.com/enews/details/398	 send		29/04/2020 14:18	29/04/2020 14:26		 

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19. Your community will get their newsletter direct to their inbox with the email text and a link to the FULL NEWSLETTER.


 1800755010
 denis.m@sponsor-ed.com.au

View in browser



Dear Sinead,

Here's the latest news from the School of Sponsor-ed.

Kind regards,
The Sponsor-ed Team

[Go to Full eNews](#)





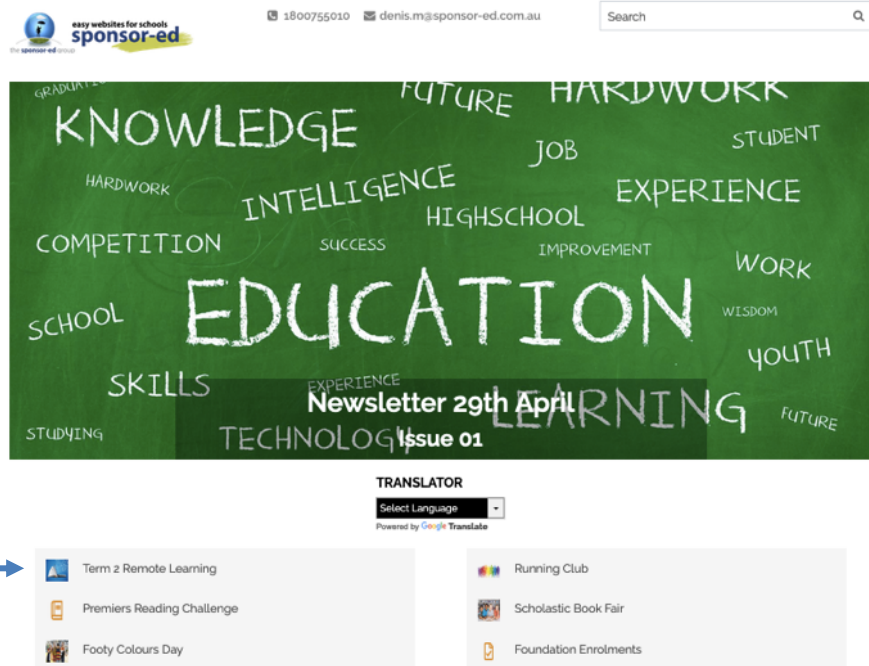


Visit website link | Unsubscribe link

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20. The reader can click on any article title.



We'll click on Term 2 Remote Learning Article.

MENU



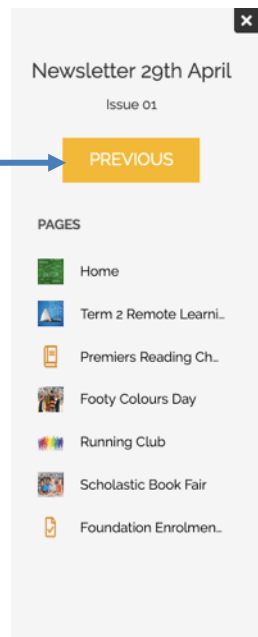
21. The reader can navigate by clicking on the arrows to the left and right, or clicking on the MENU button to see a list of all articles published in this issue.

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22. The menu lists all the articles in this issue, and the link to PREVIOUS will take the reader to all previous versions of your eNews that you have sent.

Click on PREVIOUS to see your archived newsletters.



eNews Archive

This will automatically populate as you create new eNewsletters.



Newsletter 1st May

📅 Published Wed 29 Apr 2020



Newsletter 29th April

📅 Published Wed 29 Apr 2020

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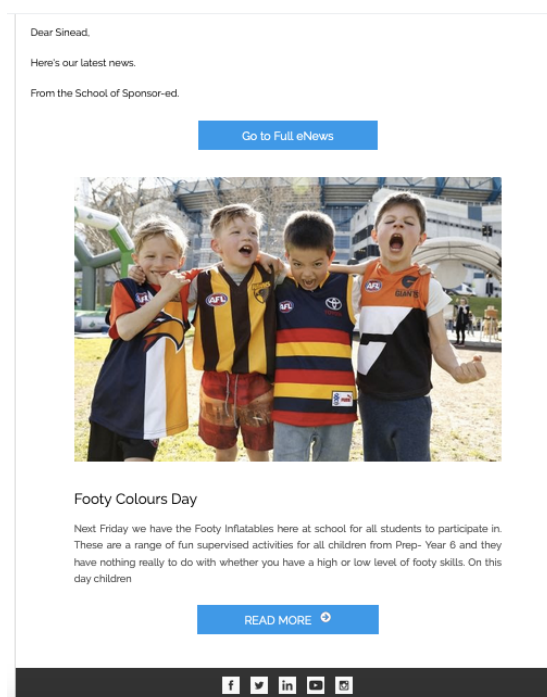
23. You can also set your eNews to have a "Teaser" article. This teaser is an important article that you want to land in their INBOX with the link to the full newsletter. We wouldn't recommend more than one teaser article per newsletter – we'd hate your community to just read the teasers and neglect the full newsletter, but you do have the choice to add multiple teaser should you choose.

In this example, we really want to promote the Footy Colours Day so it will be a teaser as well as the first article in the newsletter.

E-News Articles	Article Title	Status	Enews Order	Teaser Order
☒	Footy Colours Day	Enews	1	1
☒	Scholastic Book Fair	Enews	5	
☒	Story Dogs	Enews	6	

Home page Articles	Article Title	Status	Enews Order	Teaser Order
☒	Premiers Reading Challenge	Homepage	2	
☐	School Photo Day	Homepage		
☐	National Ride to School Day	Homepage		
☒	Foundation Enrolments	Homepage	3	
☐	It's Carnivale	Homepage	8	
☒	Running Club	Homepage	4	

24. The message in your inbox will appear as below – with the teaser article taking centre stage.



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Dynamic Newsletter

The newsletter is dynamic – if you make an error after you have sent it, you can simply edit the article and it will change your published eNews.

Important notes about Archiving

The use of ARCHIVE is when your article is no longer needed on the homepage, but you don't want to REMOVE it from the eNews that it was published in.

You will essentially end up with a long list of ARCHIVES. This is why we push them to the bottom of your articles list.

If you DELETE an article – this is REMOVED from the eNewsletter (even the archived versions)

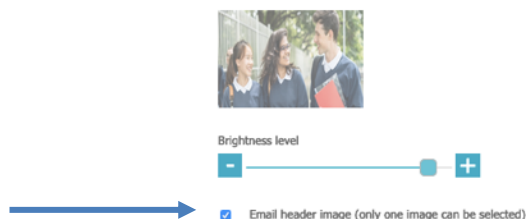
Choosing to use a Homepage Gallery Image – Theme 5a and 5b only

When choosing a Cover Image for your eNews, if you are using Theme 5a or 5b you can use an existing image from your Homepage Gallery.

Go to MEDIA – Home Gallery 5

Click on EDIT GALLERY

Click on the check box under the photo you wish to use as the Cover Image.



Then when you create the eNews make sure the box **From homepage gallery** is selected.

