



**SchoolMessenger®**

## **Newsletters User Guide**

# Contents

- Introduction..... 3**
- Enabling Newsletters ..... 3**
- Creating a Newsletter ..... 4**
- The Content Tab ..... 5**
  - Text Content..... 5
  - Image Content..... 6
    - File Manager ..... 7
  - Button Content ..... 9
  - Divider Content..... 10
  - Social Content ..... 11
  - HTML Content ..... 12
  - Video Content..... 13
  - Icons Content ..... 14
    - Configure Icon Collection..... 15
    - File Manager ..... 16
- Publish Your Newsletter ..... 17**
- Subscribe to a Newsletter ..... 18**
- Send a Newsletter ..... 18**

## Introduction

The Newsletters feature was integrated into our Message Builder to make it easier for you to create beautiful emails quickly and easily. This feature does not replace the Stationery feature but works as its own separate feature.

This guide will provide you with the instructions on how to enable the feature for user and walk you through how the feature works.

 **Note:** *This is a feature that needs to be enabled for your district by SchoolMessenger Support.*

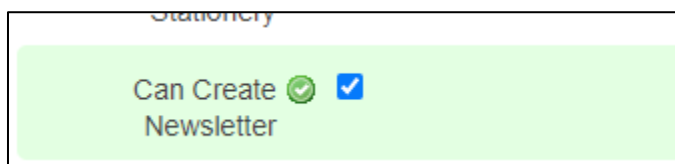
## Enabling Newsletters

To use Newsletters, you will need to enable the feature for any user that will be creating, publishing or sending broadcasts using Newsletters.

As a system administrator, click the **Admin** tab and then the **Profiles** tab.

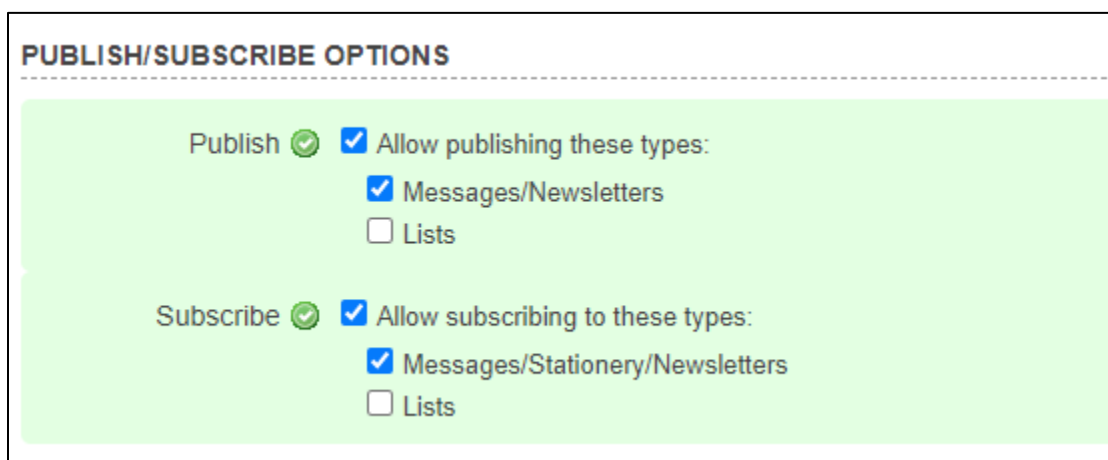
Find a profile you wish to assign permissions for and click the **Edit** button.

To allow users with your chosen profile to create newsletters, scroll down to the **Messaging Options** section and click the box **Can Create Newsletter**.




To allow users with your chosen profile to publish newsletters, scroll down to the **Publish/Subscribe Options** section and under the **Publish** section, click the box for **Messages/Newsletters**.

To allow users with your chosen profile to use the newsletters as a template for their messages, scroll down to the **Publish/Subscribe Options** section and under the **Subscribe** section, click the box for **Messages/Newsletters**.



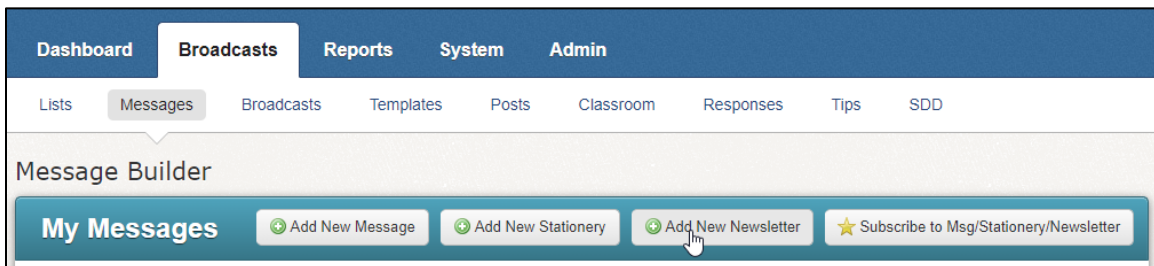
Click the **Save** button to save your changes and return to the Access Profiles page. Any users that are using the selected profile type will now be able to perform the action you gave them permission for.


 **Note:** If a user has **Restrict to Stationery** enabled, they will not be able to see any created newsletters when they send a broadcast.

If they select the **Email** channel when creating a broadcast and no Stationery is available, they will receive a warning informing them that there is no stationery available and to contact their Organization's System administrator. They will not be able to continue and create an email.

## Creating a Newsletter

To create a newsletter, click the **Broadcasts** tab and then the **Messages** sub-tab. Click **Add New Newsletter** and you'll be taken to the Newsletter Editor page.

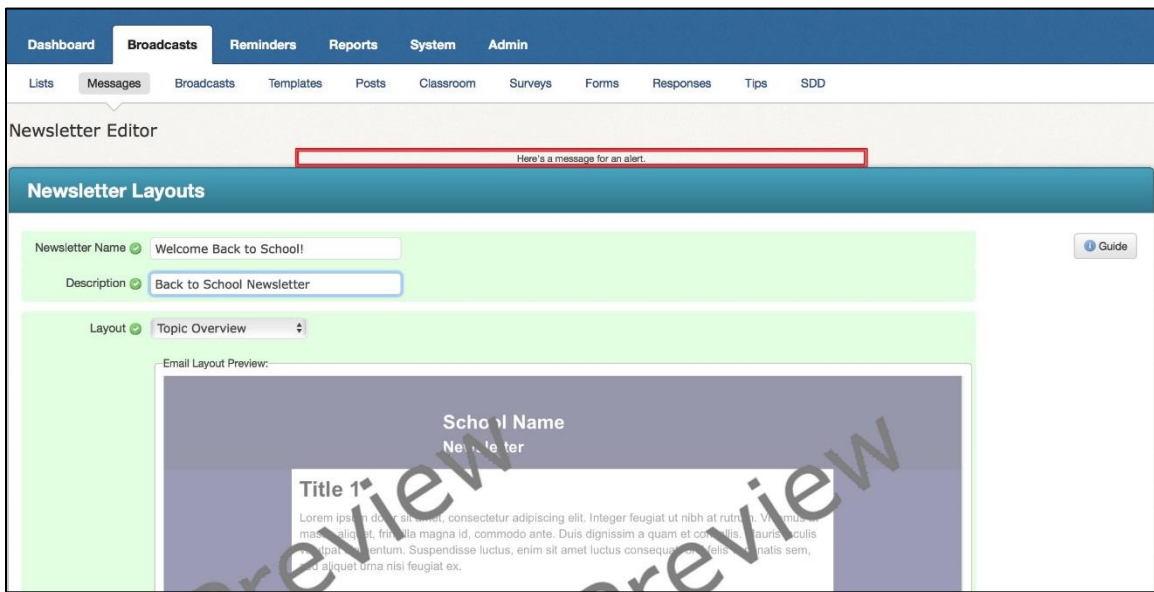


 **Note:** If you do not see the **Add New Newsletter** option, your account does not have permission to create newsletters.

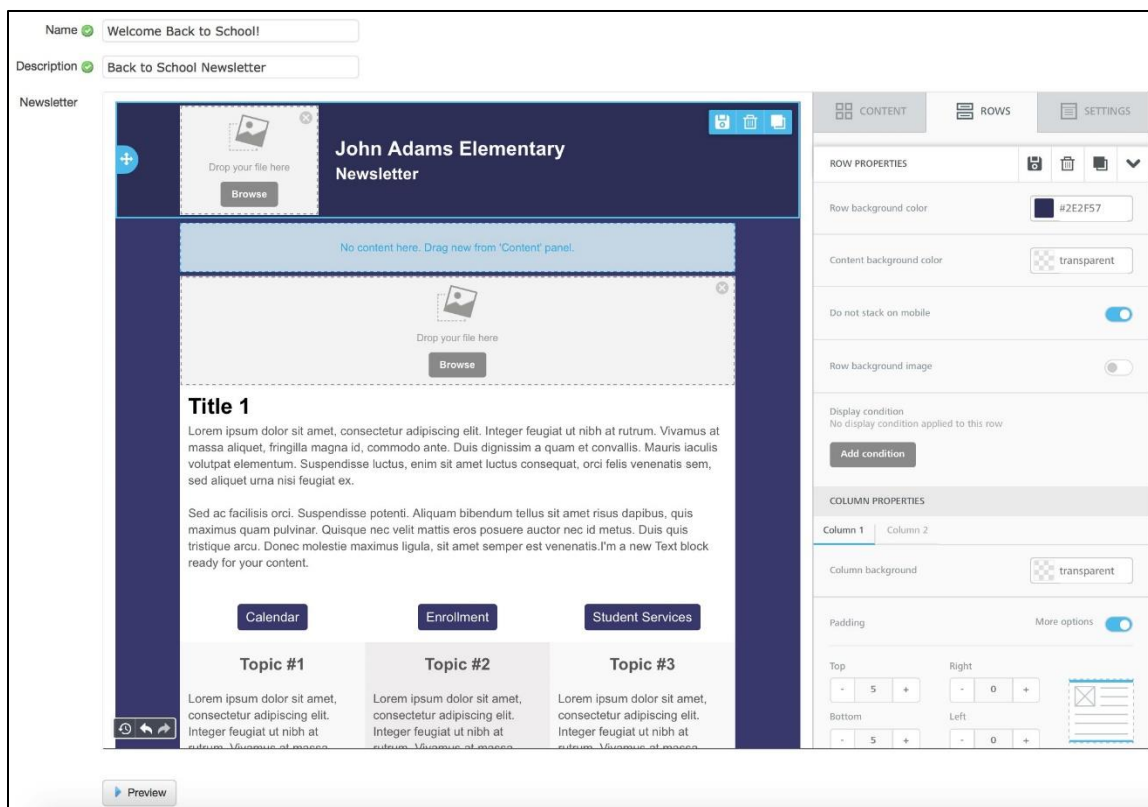
Select a **Newsletter Name** and a **Description** that reflects the content of the newsletter and will also help you easily distinguish this newsletter from a list.

Select a **Layout** from the drop-down menu. You will see a preview appear in the layout preview section.

Click the **Next** button to continue to the Editing page.



Once you land on the Newsletter editing page, you can customize the template by moving, adding and editing the content components.



**To edit the existing content blocks in the template:** Click within the content area. Depending on the content type, different options appear under the **Content** tab to the right of the editing pane.

**To add a row section to the newsletter:** Click the **Rows** tab and select which row type you'd like to add. Drag and drop the row selection to wherever you like in the newsletter.

**To add a new content block to the newsletter:** Click the **Content** tab and select which type of content block you'd like to add. Drag and drop that content block to wherever you like in your newsletter.

**To delete or duplicate a row or content block in the newsletter:** Click within the content area and click the trash icon to delete or the paper icon to duplicate.

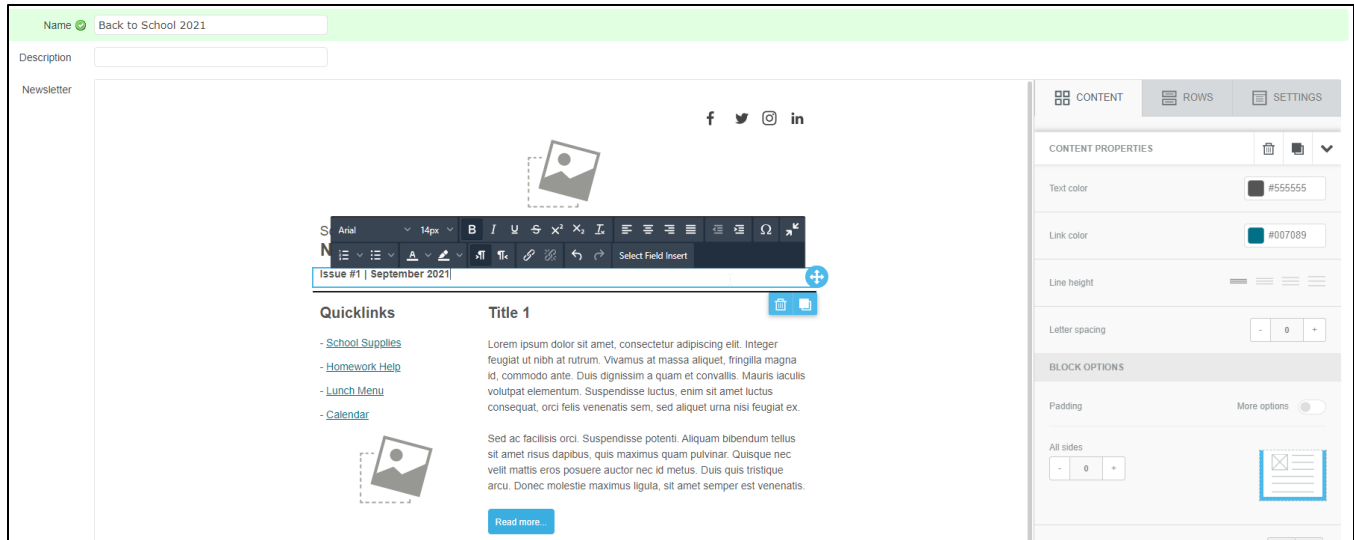
**To edit the general settings of your newsletter:** Click the **Settings** tab to adjust the width of the content area, the background color, content area background color, the default font face, and link colors.

## The Content Tab

The **Content** tab is where you will go to add various content blocks throughout your newsletter. Here, you will also see the different customization options for every content block you activate.

### Text Content

When a text content block is activated, options for font size and color, text spacing and line height appear under the **Content** tab to the right of the editing pane. Many font editing options also will appear in a mini-editing bar above the selected text so you can further customize your content.



The following options are available under the **Content** tab to the right of the screen:

**Text Color:** Select a color from a palette by clicking the color square or enter the specific hex color code in the field next to the color square.

**Link Color:** For any links with the content block, select a color from a palette by clicking the color square or enter the specific hex color code in the field next to the color square.

**Line Height:** Select how far apart the text is aligned.

**Padding:** Adjust the space between the text and the borders of the content block.

**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.

## Image Content

When an image content block is clicked without an image inserted, no options appear under the **Content** tab editing pane.

To add an image to an image content block, click the **Browse** button located within the image content block. You'll be taken to the **File Manager** page. Once an image is inserted into an image content block, options to edit the image will appear under the **Content** tab.

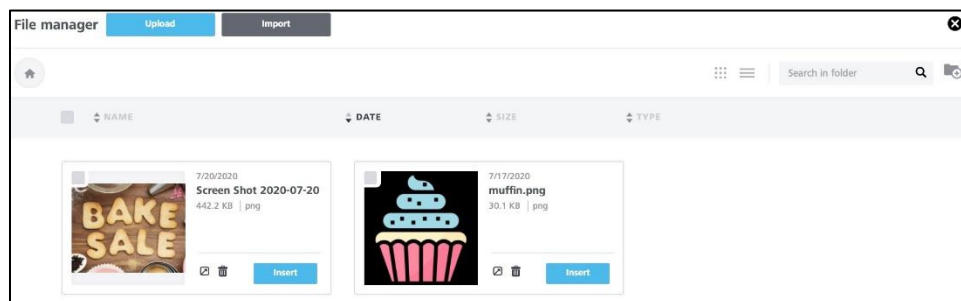


## File Manager

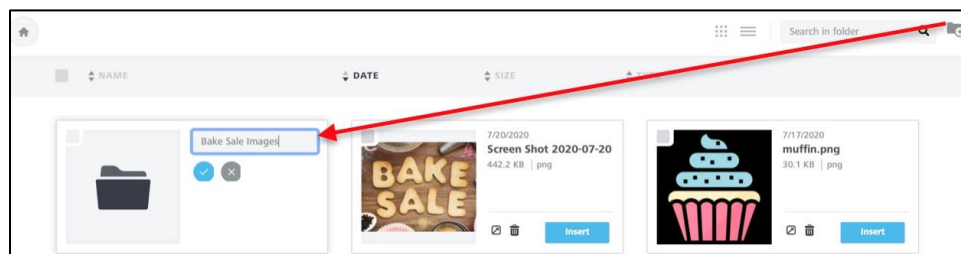
The following options are available for adding an image:

- **Upload:** Upload a saved image straight from your desktop.
- **Import:** Insert a link from an image hosted online.

Select the image you would like for that content block by clicking **Insert**.



To keep help with organization, you can create folders to store your images by clicking the new folder icon.



**Note:** In order to store specific images in the folder, you'll need to create the folder first and upload the images directly into the folder. You don't have the option to drag already uploaded images into a newly created folder.

Once an image is inserted, the following options are available under the **Content** tab to the right of the screen:

**Auto Width:** If enabled, automatically sets the width of the image. If disabled, you can quickly adjust the width of the image by sliding the dial on the scale.

**Align:** If the image width is smaller than the content block width, you can align the image to the right, middle or left of the content block.

**Dynamic Image:** When this is enabled, **URL** becomes the location of a sample image shown in the editor.

**Dynamic URL** will be used in the HTML code. The size of the dynamic image will be set based on the sample one, so use a sample image of the same size.

**Change Image:** Click to switch the image to another image.

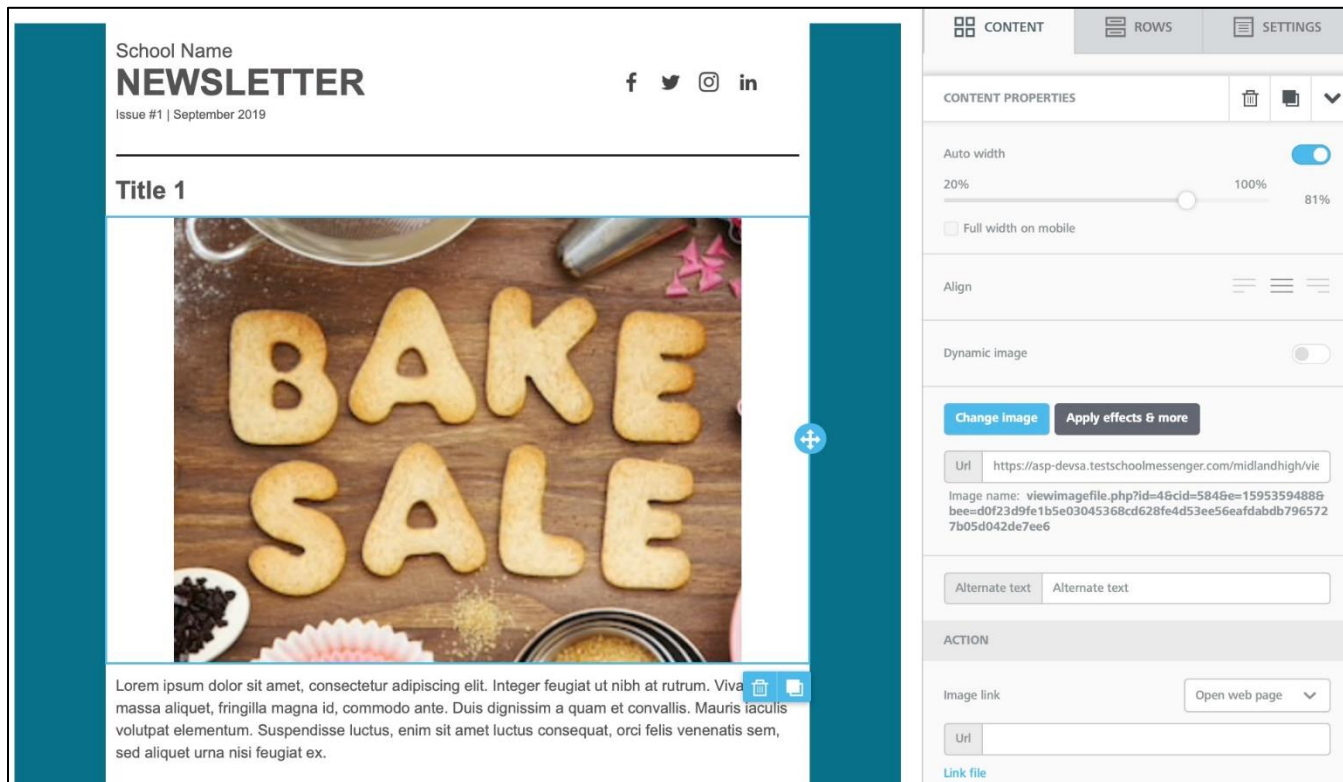
**Apply Effects & More:** Click to edit the image by applying a filter, resizing or cropping, and many other options.

**Alternate Text:** Enter an alternate text description for the image.

**Action:** Insert a link that will either open a web page, send an email, make a call, or send a SMS when clicked. You will need to insert the link file in the field provided.

**Padding:** Adjust the space between the text and the borders of the content block.

**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.



The screenshot displays the SchoolMessenger newsletter editor. On the left, a preview of the newsletter layout is shown. The header includes 'School Name', 'NEWSLETTER', and 'Issue #1 | September 2019'. Below the header is a section titled 'Title 1' containing an image of cookies spelling 'BAKE SALE'. The image is surrounded by a blue border with a plus icon on the right. Below the image is a block of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer feugiat ut nibh at rutrum. Viva massa aliquet, fringilla magna id, commodo ante. Duis dignissim a quam et convallis. Mauris iaculis volutpat elementum. Suspendisse luctus, enim sit amet luctus consequat, orci felis venenatis sem, sed aliquet urna nisi feugiat ex.' To the right of the preview is a settings panel with tabs for 'CONTENT', 'ROWS', and 'SETTINGS'. The 'CONTENT' tab is active, showing 'CONTENT PROPERTIES'. It includes a slider for 'Auto width' (set to 20%), a checkbox for 'Full width on mobile', and an 'Align' dropdown. Below these are buttons for 'Change image' and 'Apply effects & more'. The 'Image name' field shows a long alphanumeric string. There are also fields for 'Alternate text' and 'Action'. The 'Image link' dropdown is set to 'Open web page', and there is a 'Link file' option at the bottom.



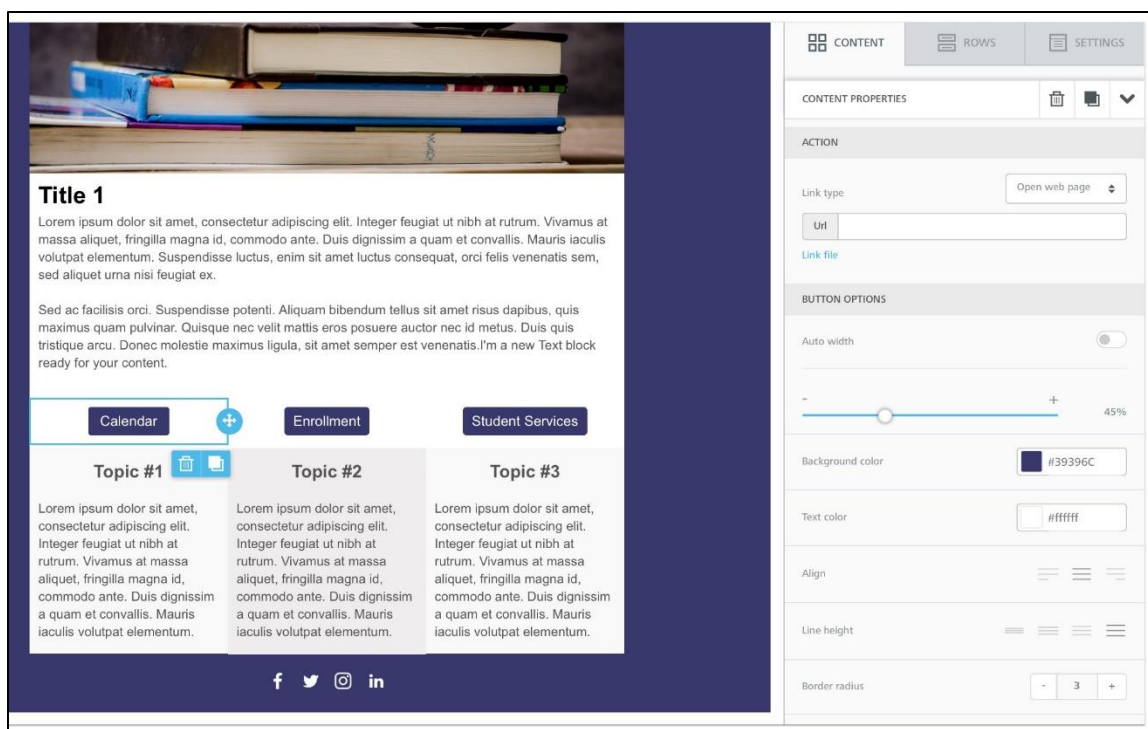
## Button Content

Buttons can be used to insert an action into your newsletters.

Once activated, the following options are available under the Content tab to the right of the screen:

**Action:** Insert a link that will either open a web page, send an email, make a call, or send a SMS when clicked. You will need to insert the link file in the field provided.

**Auto Width:** If enabled, automatically sets the width of the button. If disabled, you can quickly adjust the width of the button by sliding the dial on the scale.



**Background Color:** Select a color from a palette by clicking the color square or enter the specific hex color code in the field next to the color square.

**Text Color:** Select a color from a palette by clicking the color square or enter the specific hex color code in the field next to the color square.

**Align:** Align the button to the right, middle or left of the content block.

**Line Height:** Select how far apart the text is aligned.

**Border Radius:** Select how rounded you would like the edges of the button to be.

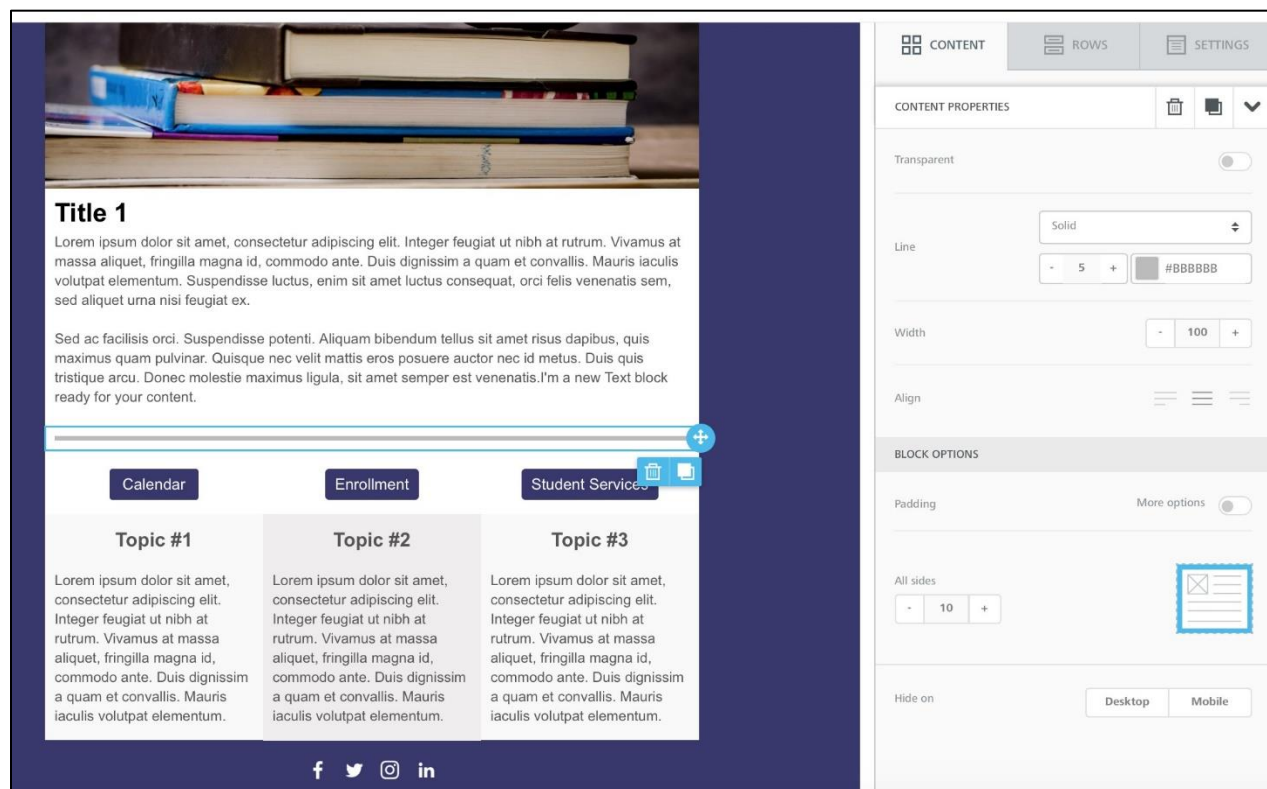
**Content Padding:** Adjust the space between the text and the borders of the button.

**Border Padding:** Adjust the width size of the borders of the button.

**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.

## Divider Content

Insert a divider wherever you need a line in your newsletter to divide content.



The screenshot displays the SchoolMessenger newsletter editor interface. On the left, a preview of a newsletter layout is shown. It features a header image of books, followed by a 'Title 1' section with placeholder text. Below this is a horizontal divider line. Underneath the divider are three columns labeled 'Calendar', 'Enrollment', and 'Student Services'. Each column contains a 'Topic' header and placeholder text. At the bottom of the preview are social media icons for Facebook, Twitter, Instagram, and LinkedIn. On the right, the 'CONTENT' configuration panel is open. It includes tabs for 'CONTENT', 'ROWS', and 'SETTINGS'. The 'CONTENT PROPERTIES' section has a 'Transparent' toggle (currently off), a 'Line' dropdown set to 'Solid', a height input set to '5', a color picker set to '#BBBBBB', a 'Width' input set to '100', and an 'Align' dropdown with three options (left, center, right). The 'BLOCK OPTIONS' section has a 'Padding' input set to '10' and a 'More options' toggle (currently off). At the bottom, there is a 'Hide on' section with 'Desktop' and 'Mobile' checkboxes.

Once activated, the following options are available under the **Content** tab to the right of the screen:

**Transparent:** If disabled, your line is visible. If enabled, the divider becomes invisible and you can adjust the height of your divider.

**Line:** Select if you would like your divider solid, dotted or dashed. You can also select the height of your divider and the color by either clicking the color square or entering the specific hex code in the field provided.

**Width:** Adjust how wide you'd like your divider here.

**Align:** If the width of the content block is wider than the divider, align the divider to the right, middle or left of the content block.

**Padding:** Adjust the space between the text and the borders of the content block.

**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.

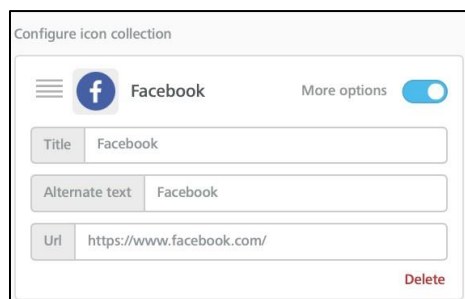
## Social Content

You can easily add links to your social media wherever you like on your newsletter.



Once activated, the following options are available under the Content tab to the right of the screen:

**More Options:** Clicking this switch enables you to add text when you hover over the social media icon (the **Title** field) and add **Alternate Text**.



**Select Icon Collection:** Select from a list of icon sets.

**Configure Icon Collection:** Enter each link to your social media in the fields provided. If you don't have a link to certain social media, click the delete link to remove it.

**Add New Icon:** If you would like to link to a social media platform not included in the premade set, click this button to add the icon.

**Align:** If the width of the content block is wider than the icon set, align the social media icons to the right, middle or left of the content block.

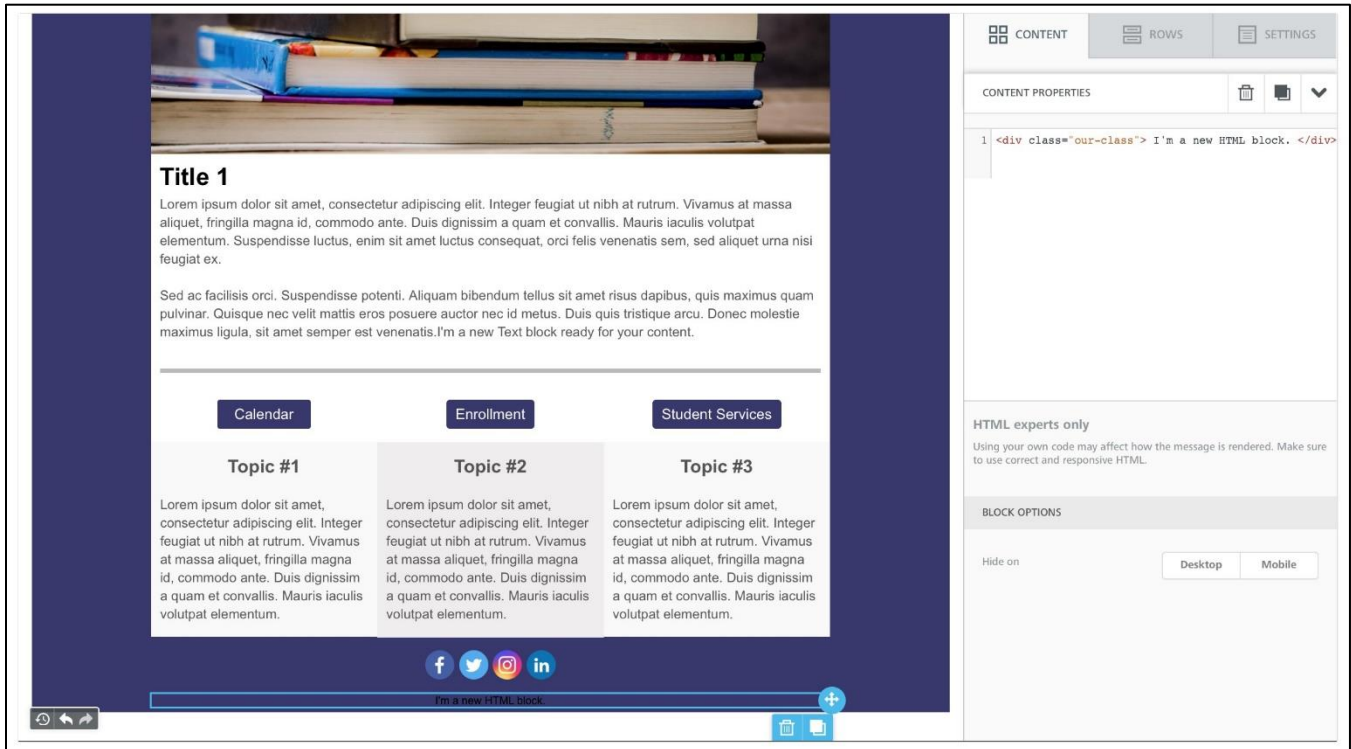
**Icon Spacing:** Adjust how far apart you'd like your social media icons from one another.

**Padding:** Adjust the space between the text and the borders of the content block.

**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.

## HTML Content

You can insert HTML content into your newsletter.



The screenshot displays the SchoolMessenger newsletter editor interface. On the left, a preview of a newsletter layout is shown with a dark blue background. It features a stack of books at the top, followed by a 'Title 1' section with placeholder text. Below this is a section with three columns, each with a title ('Calendar', 'Enrollment', 'Student Services') and a 'Topic' (#1, #2, #3) with placeholder text. At the bottom, there are social media icons for Facebook, Twitter, Instagram, and LinkedIn. On the right, the 'CONTENT' tab is active, showing a 'CONTENT PROPERTIES' section with a trash icon, a document icon, and a dropdown arrow. Below this is a text area containing the HTML code: `1 <div class="our-class"> I'm a new HTML block. </div>`. Further down, there is a section titled 'HTML experts only' with a warning: 'Using your own code may affect how the message is rendered. Make sure to use correct and responsive HTML.' At the bottom, the 'BLOCK OPTIONS' section includes a 'Hide on' label and two buttons: 'Desktop' and 'Mobile'.

Once activated, the following options are available under the Content tab to the right of the screen:

A field where you can input HTML code.

**Hide on:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.



**Note:** This content block type is recommended for experts only as inputting code may affect how the message is rendered. If entering your own code, make sure to use correct and responsive HTML.

## Video Content

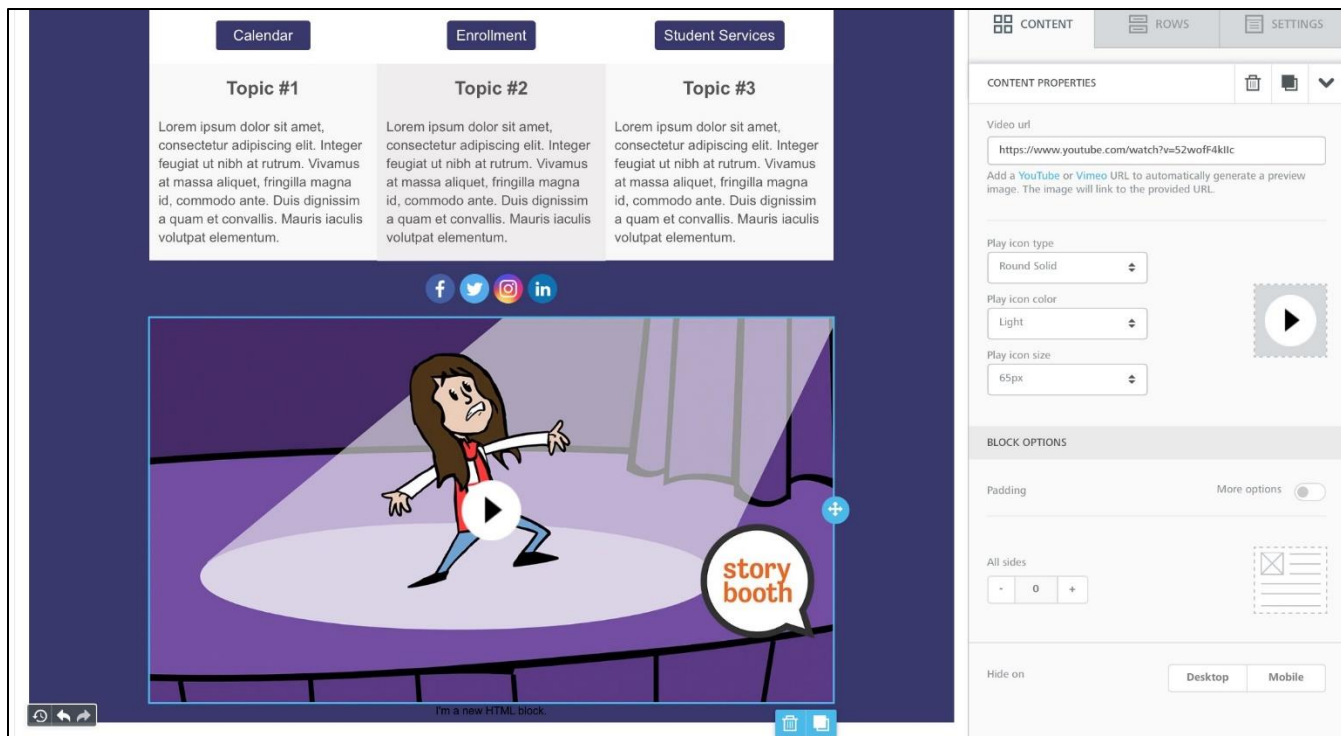
Use this content type to insert Youtube or Vimeo videos into your newsletter.

Once activated, the following options are available under the Content tab to the right of the screen:

**Video URL:** Enter the URL of the video here.

**Play Icon Type, Color, Size:** Configure the play icon's appearance here.

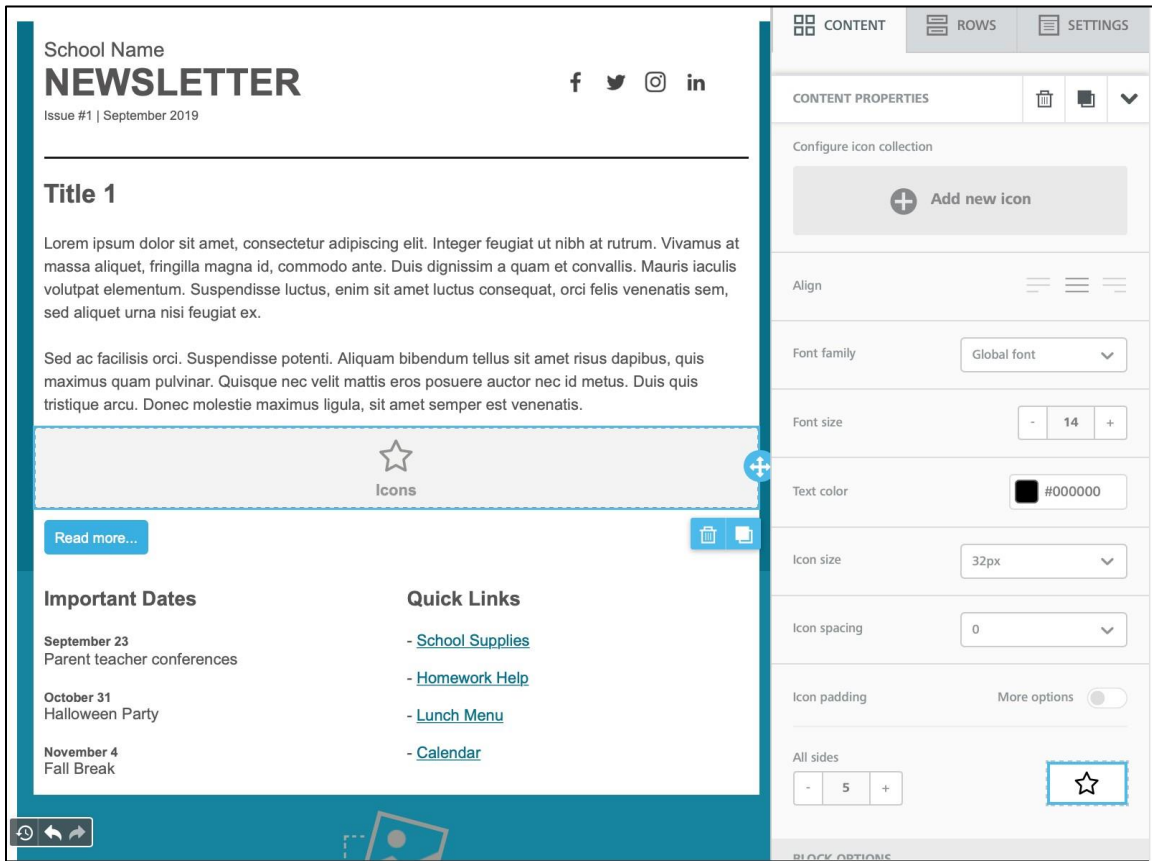
**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.



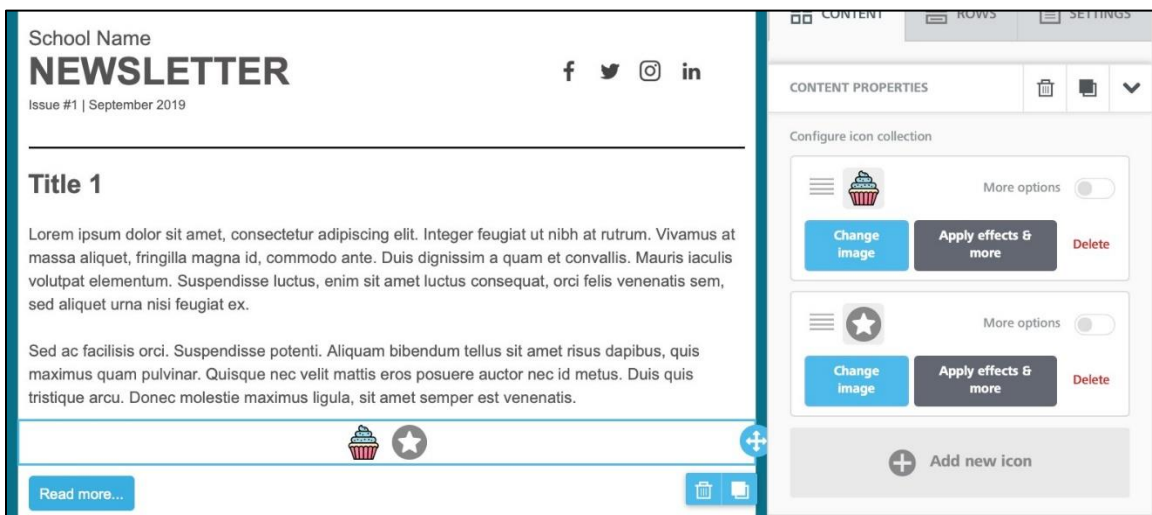
The screenshot displays the SchoolMessenger newsletter editor interface. On the left, a preview of a newsletter layout is shown with three columns labeled 'Calendar', 'Enrollment', and 'Student Services'. Below these columns is a video player featuring a cartoon character on a stage with a 'story booth' logo. The right side of the interface contains the 'CONTENT' configuration panel. This panel includes a 'CONTENT PROPERTIES' section with a 'Video url' field containing a YouTube link. Below this are settings for 'Play icon type' (Round Solid), 'Play icon color' (Light), and 'Play icon size' (65px). The 'BLOCK OPTIONS' section includes a 'Padding' field, a 'More options' toggle, and a 'Hide on' section with 'Desktop' and 'Mobile' checkboxes. A 'story booth' logo is visible in the bottom right corner of the video player.

## Icons Content

Icons are simple images that you can use to add decorative flair to your newsletters. Like images, you have the option to make icons clickable and act as links to other webpages. To insert an icon, drag and drop the icon content block to your newsletter. Once an icon content block is inserted, options to add and edit the icon will appear under the Content tab when the content block is activated.



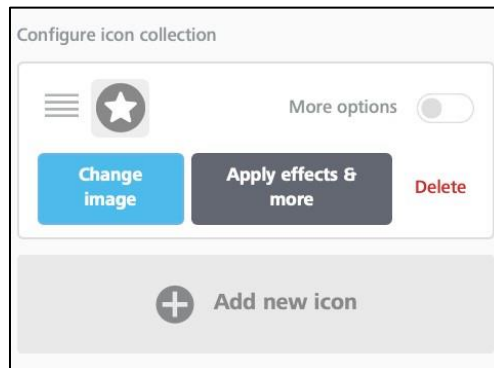
The default icon is a star. This can be changed once you drag and drop the icon into the content block and activate it by clicking on it.





## Configure Icon Collection

The following options are available for adding/configuring an icon:



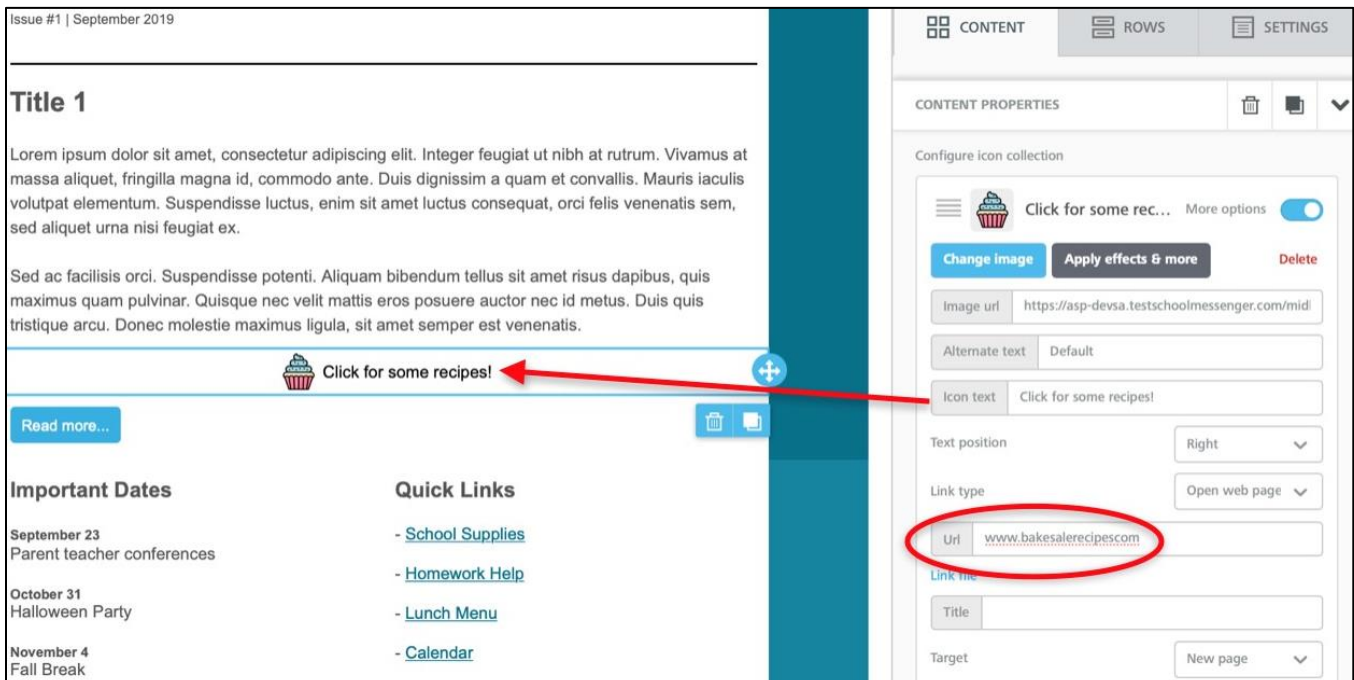
**Change Image:** Upload a saved image straight from your desktop or use an already uploaded icon to replace the current icon.

**Apply Effects & More:** Click to edit the image by applying a filter, resizing or cropping, and many other options.

**Delete:** Remove the icon completely.

**Add New Icon:** If you need multiple icons on your newsletter, add more using this button.

**More Options:** Clicking this switch enables the ability to insert a link with your icon and add alternate text. Enter text for your icon in the **Icon text field**. What you write here will be displayed next to your icon. You can select the position of the text using the **Text position option**. The **Link type option** lets you select what the link will do: open webpage, send email, make call, and send SMS. The **URL field** will be the actual link embedded into your icon. If the link opens a file, you can upload a file by clicking the **Link file** button below the URL field.


 The screenshot shows the SchoolMessenger newsletter editor interface. On the left is a preview of the newsletter layout with sections like "Title 1", "Important Dates", and "Quick Links". A red arrow points from the "Click for some recipes!" icon in the preview to the "Configure icon collection" panel on the right. The panel shows the icon's configuration: "Image url" is "https://asp-devsa.testschoolmessenger.com/midi", "Alternate text" is "Default", "Icon text" is "Click for some recipes!", "Text position" is "Right", "Link type" is "Open web page", and the "Uri" field (circled in red) contains "www.bakesalerecipes.com".

The **Title** field is the text that appears when you hover a cursor over the link.

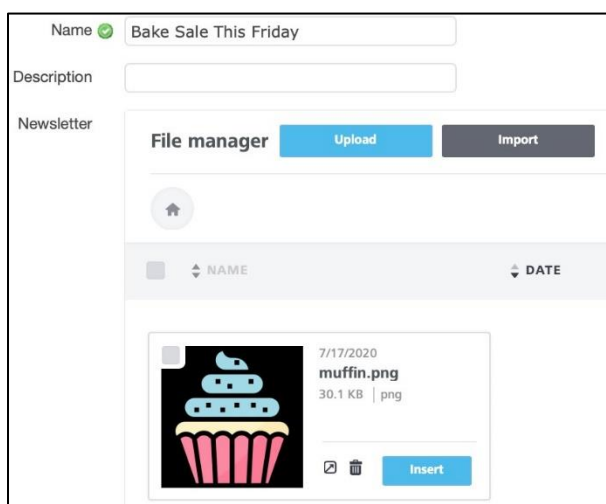


## File Manager

Click the **Change Image** button to change the selected icon to a different one. You'll be taken to the File Manager page, which also is where your uploaded photos are stored.

Select from all previously uploaded icons, click the **Upload** button to upload a new icon from your desktop, or click the **Import** button to insert a link to the icon if its hosted on another website.

Once you select your icon, click the **Insert** button to insert the icon into the content block.



## Further Icon Options...

**Align:** if the image width is smaller than the content block width, you can align the image to the right, middle or left of the content block.

**Icon Size:** Determines the how big the icon is.

**Icon Spacing:** Determines how far apart your icons are if there are more than 1.

**Padding:** Adjust the space between the text and the borders of the content block.

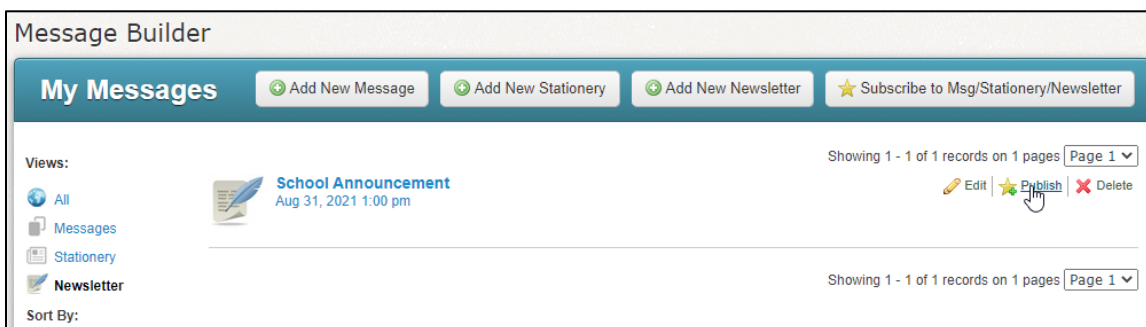
**Hide On:** Select if you would like this particular content block to be hidden when viewed on either a desktop or mobile device.



## Publish Your Newsletter

If you publish a newsletter, then users will be able to subscribe to the newsletter to use as a template for future broadcasts. To publish your newsletter template, go to the **Broadcasts** tab and click **Messages**.

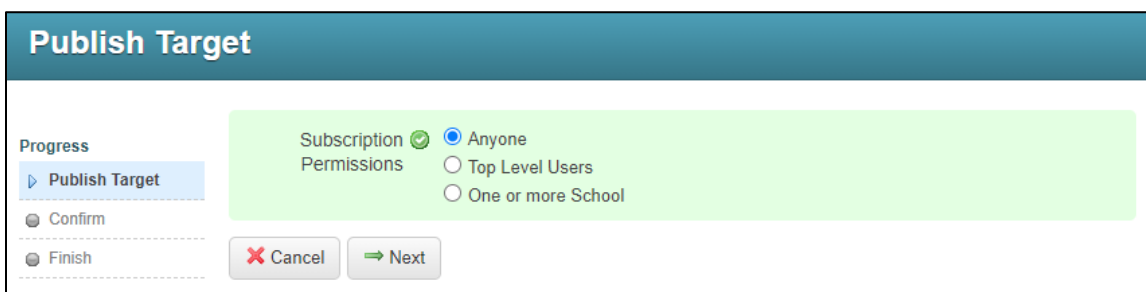
Find a newsletter you wish to share and click **Publish**.



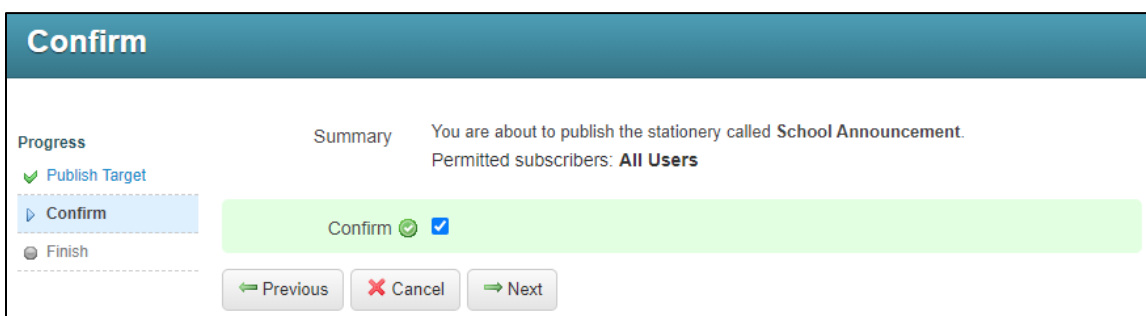
 **Note:** If you do not see the **Publish** option, your account does not have permission to publish newsletters.

 **Note:** If you have a lot of messages, you can click **Newsletter** under the **Views** header to see only the newsletters you have created.

Choose which of your users you want to give access to use the newsletter template. You can choose **Anyone**, **Top Level Users**, or **One or more school**.



Click **Next**.



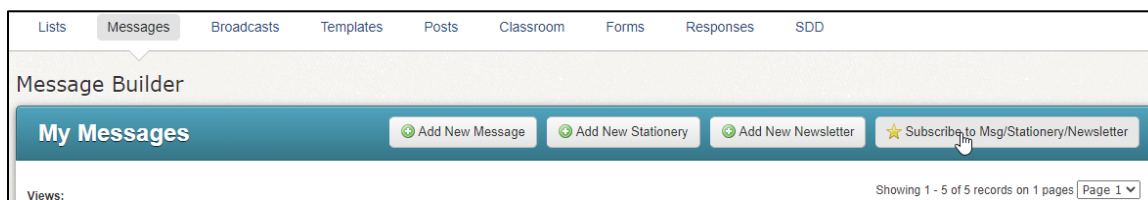
Click **Confirm** and click **Next** again.

Click **Finish**. Your newsletter will now be available to anyone that has the permission to subscribe to newsletters.

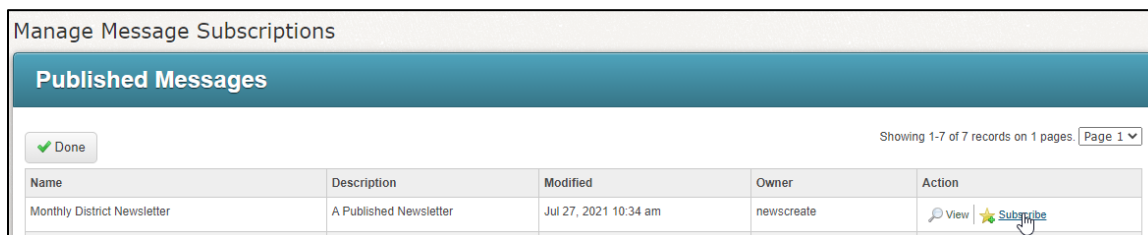
## Subscribe to a Newsletter

To subscribe to a newsletter so you can use it as a template when sending a broadcast, go to the **Broadcasts** tab and click **Messages**.

Click **Subscribe to Msg/Stationery/Newsletter**.



Find a newsletter you wish to use and click **Subscribe**.



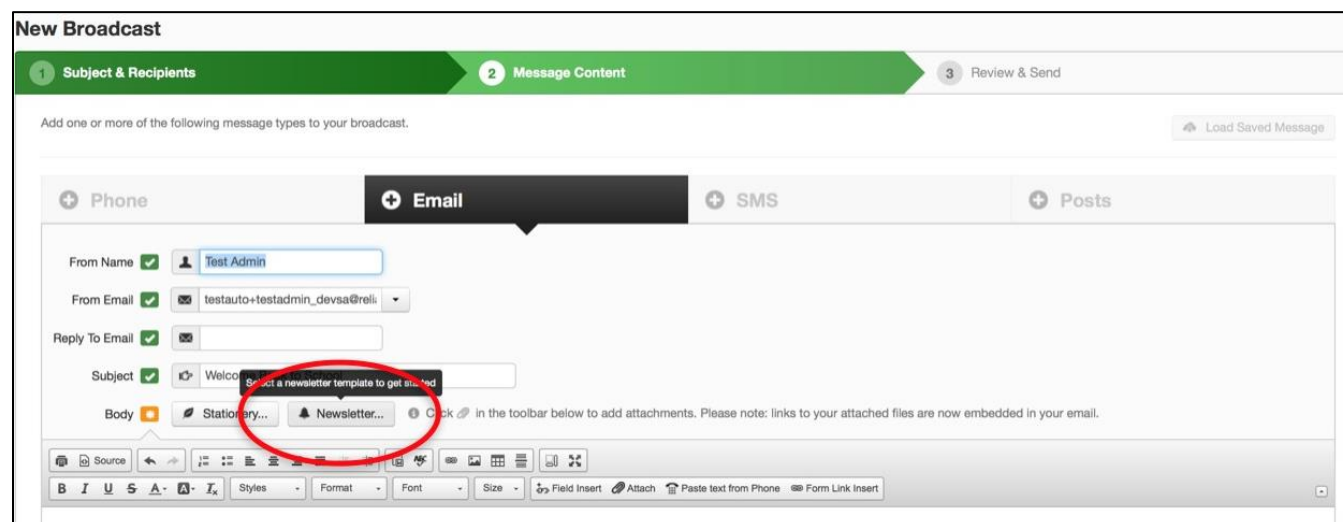
**Note:** You already have access to any newsletters that you created without needing to subscribe to them. You will only see other newsletters that have been created that you have permission to access listed.

## Send a Newsletter

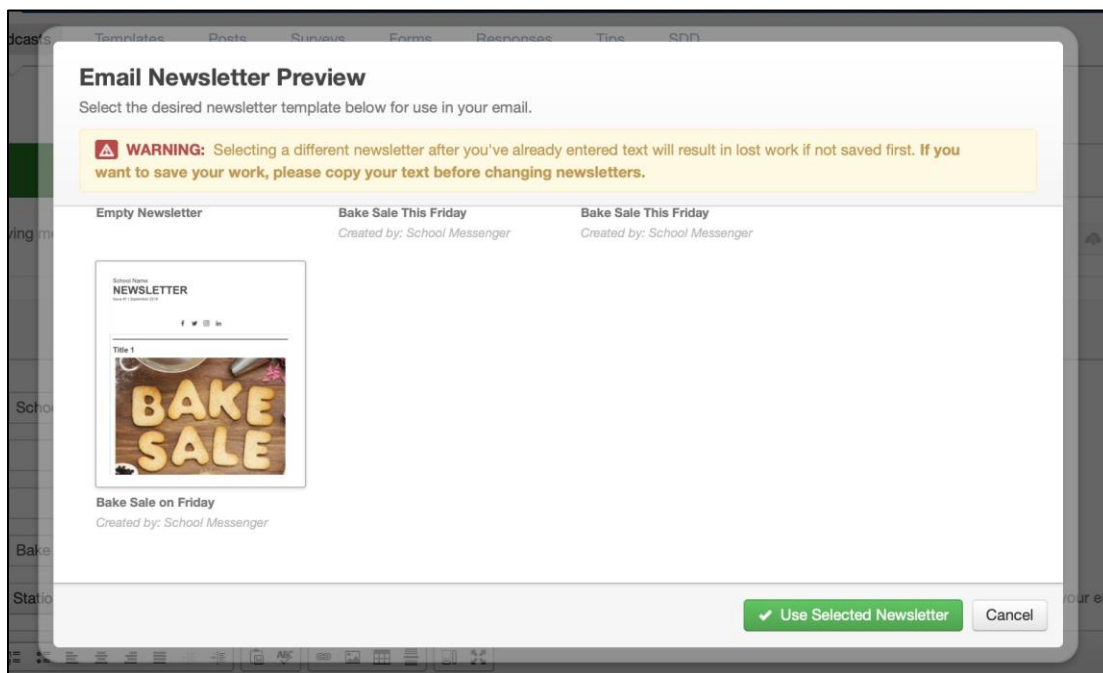
To send your newsletter, click the **New Broadcast** button on your SchoolMessenger dashboard. Click the **Email Channel Type**.

If you have created or subscribed to any newsletters, you'll see a **Newsletter** button next to the **Stationery** button.

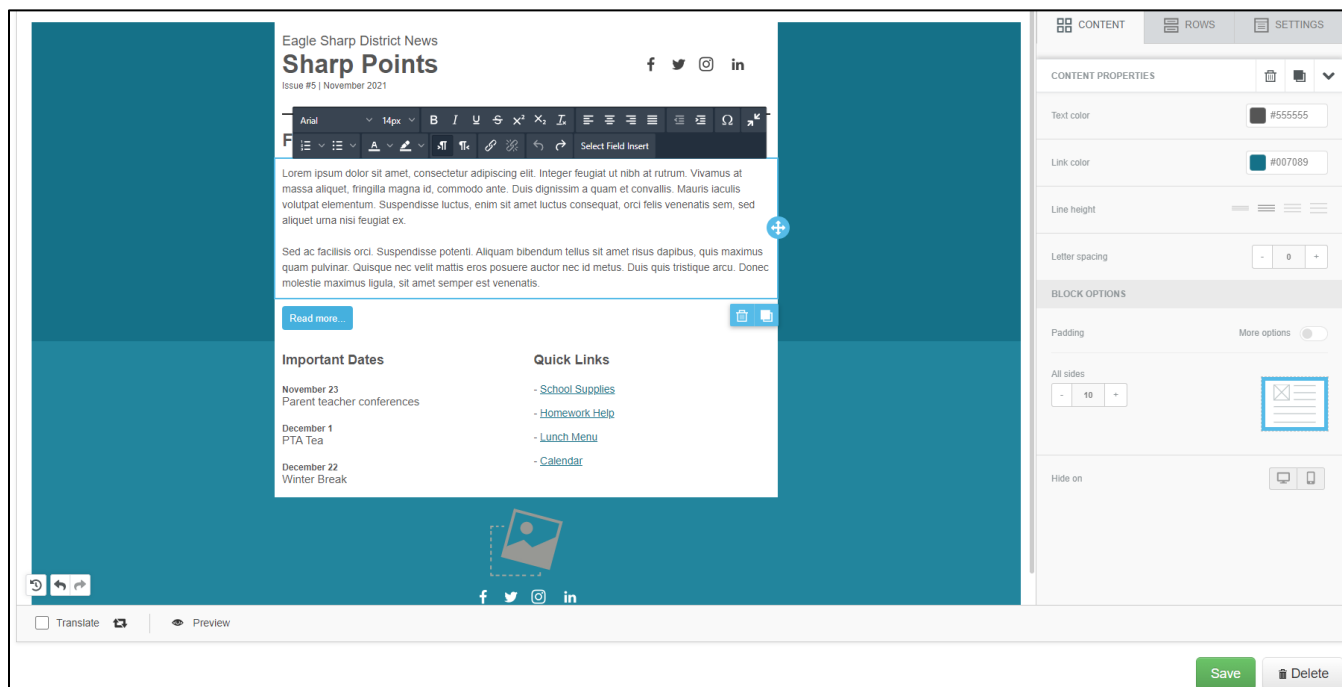
Click the **Newsletter...** button. A window for **Email Newsletter Preview** appears.



Scroll until you see your newsletter. Click to select and then click **Use Selected Newsletter** to return to the Email editor screen.



From here, you'll be able to edit and adjust the newsletter however way you like.



Click **Save** once you have prepared your message.

Click **Continue** when you are ready to the *Review and Send* step of sending your broadcast.