

Wordpress Newsletter Cheat-sheet

Logging in and viewing your newsletters

1. Log in to Wordpress by going to News.IllinoisState.edu/wp-admin or by using the copyright symbol in the footer of your website.
2. Select Newsletters in the left menu.
3. You will see any newsletters you have created listed in the window.

Creating a new newsletter

1. Select Add New at the top or in the left menu.
2. Enter a title for the newsletter. The title should be specific to the issue, such as Stating our Cause- Fall 2015, or OpenLine- January 2016. This title will only appear in WordPress, not in the final HTML file.
3. Select "Page Builder" tab in the content region.
4. Select Prebuilt Layout by clicking Prebuilt in the top menu.
5. On the Prebuilt Layouts window select one of the four newsletter options depending on your newsletter needs (you will be able to add, remove or change the order of these elements).
6. Select OK to apply the template
7. Hover within each white box and click Edit in the top right corner. You can also click on the title of the box as well to enter edit mode.
8. In the Edit window, search for the article you wish to feature in your newsletter by entering keywords that appear in the article title. Select it from the list that is generated.
9. Click Done at the bottom.
10. Repeat steps 7 and 8 for other widgets to set the content.
11. At any point, you can preview your newsletter (be sure to save your draft first) by clicking the Preview button toward the top right.

Newsletter Options

1. On the right, expand the newsletter toolbar.
2. Banner- If you manage only one newsletter, the Banner dropdown should automatically populate with that selection. If you manage more than one newsletter, the Banner dropdown will provide those options.
3. Issue – If your newsletter features an issue link (ex: March 2016, Fall 2015), type this into the Issue box.
4. Link – enter the URL where you want the banner to link to (i.e., your department homepage).
5. Analytics – Add a specific campaign code to the Campaign box. This will be used to track click from the email to your web content. Keep is simple but specific, and do not include spaces (ex: `openline-march2016`)

Adding extra content: In the edit window for the newsletter, you can either *duplicate* an existing row of content, or *add* a new one.

1. Duplicate
 - a. To duplicate a row, hover over the wrench icon above the row you wish to duplicate and select Duplicate Row.
 - b. Edit the content of the widget like you did in steps 7 and 8 under Creating a New Newsletter
2. Add new:
 - a. To add a new row of content, select Add Row at the top. In edit window, you can set the layout of the row. For Feature and Thumb formats, choose only one column at 100% (reduce the "set row layout" field at the top to 1). For a grid of two stories, set the row layout to two.
 - b. Select your new empty row and click Add Widget.
 - c. Select ISU Newsletter Widgets in the left column and select the appropriate format (if you are using a one-column row, select either Feature or Thumb, if you are using a two-column row, select Grid).
 - d. Edit the content of the widget like you did in steps 7 and 8 under Creating a New Newsletter.

Preview and Publish

1. To preview your newsletter before publishing, click save draft on the right.
2. Once save click Preview
3. To publish, click the publish button. Once publish you can select View Post under the title.

Newsletter Distribution

1. Copy the newsletter's URL from the Preview/View Post option.
2. Submit this URL to either UMC via the Relay request form or Rudy Radosevich in AT for an on-campus email (i.e., faculty, staff, students).

Clone Newsletter Layout

1. When logged into News, click on the Newsletter tab and select Add New
2. Select the PageBuilder tab at the top right
3. Select Prebuild Layout in the center
4. In the pop up window, select Clone:Newsletters
5. You will have an list of options of past published newsletters, select your newsletters and it will clone the content layout
6. Click Insert, and Select Replace current directly above the Insert button, and click Are You Sure? To confirm

The content layout will generate on the page for you. NOTICE you will still need to change the articles that are pulled into those boxes if you want new articles. Cloning also does not update the Meta information in the Newsletter box to the right, so you will still need to fill out the Issue, and Campaign options.