



Welcome

# Advanced Web Administrator Training for School Site and District Staff



- Please log on to your computer workstation using your SCUSD login and password
-



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# Today's Agenda

1. Webforms
  - Create, Test & Publish
  - Analyze Results
2. Email Blasts
  - Create & Test
  - Send out
  - Analyze
3. Related People & Profiles
4. Google Analytics



# 1) Getting Started

- Website can be viewed and edited with internet connection on any web browser (Internet Explorer, Mozilla Firefox, Google Chrome, Safari)
- Mozilla Firefox is preferred for editing, because there are bugs with others.



- Log into the website by hovo.2



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# Username and password

## SCUSD Administrators

- Use your SCUSD username and password to log on to the website.
- School Website Administrators
  - Login: name@scusd.edu (or email used to sign up for training)
  - Password: webpage



## Webforms & Email Blasts

- Always test it out before publishing.
- Don't be afraid to experiment
- Tweak it until it's right.

- Forms are used to collect data from visitors to your website.
- Forms are not secure and should not be used to collect credit card numbers, social security numbers, or other kinds of secure information.





## Types of forms

- Contact us
- Submit a comment or questions
- Training registration
- Field trip form
- Absence form



# Webform Interface

- Create a form
  - Add each field as a separate component
  - Each component has it's own properties
- Define recipients
- Add email to subscription group
- Submit behavior
  - Confirmation
  - Redirect



## Create a form process

- Create
  - Create a new post and save
  - Edit and add webform components
  - Save your form
  - Look at draft version then edit
- Test form
  - Add yourself as email recipient for test
- Finalize form
  - Add email recipients



## Form Components: *Standard Text Fields*

- **Textfield:** Standard field type. Use for a simple field like name, title, etc.
- **Textarea:** Very similar to Textfield, but creates a large text box that allows for multiple lines of input when you want the visitor to respond with a short story or paragraph of information.
- **E-mail:** Automatically fills in a logged-in user's e-mail, or allows anonymous users to add their e-mail manually.
- **Date:** Presents month, day, and year fields. Options include format, time zone and available years.
- **Time:** Presents the user with hour and minute fields. Optional am/pm fields.



- **Select:** Create a list of options to select. You have the option to create a list of checkboxes, radio buttons, or a drop down select menus.

- **Grid: C**

are (X) configuration type.



- **Markup:** Displays text as HTML in the form; does not render a field. For advanced users only.
- **Pagebreak:** Break up a multi-page form.
- **Fieldset:** Fieldsets allow you to organize multiple fields into groups.



## E-mails Tab

- Add each recipient separately
  - Can be person filling out form
  - Staff member or partner
  - As many emails as you like
- Define
  - To address
  - E-mail subject
  - From address
  - Include attachments







## Form settings Tab

- Confirmation message or redirect
- Submission limits
- Form status
- Submission access
- Advanced Settings
  - Show form in teaser
  - Save draft
  - Change “submit” to other text
  - Bypass Captcha





## Send a standard e-mail campaign

- Standard template.
  - We can create a special header image to brand a specific campaign
- Preview E-mail
- Send email
  - Send a test
  - Send to subscribers
  - Send directly to e-mail addresses



## Send a newsletter e-mail blast

- Post type
  - SCUSD: E-mail blast
  - School Sites: E-mail blast newsletter
- Bundle posts under the Newsletter content tab



## E-mail blast process

- Decide on recipient list
  - How many people? Do you need to upload a spreadsheet?
- Always send a test message
- If going to those outside the district email system, send test message to other providers (gmail, hotmail, yahoo) to test as well.
- Send out e-mail



## How to Synchronize MailChimp groups with your website

- Log into the sandbox/site
- Navigate to the black bar at the top of your screen and hover over "User Management". Select "subscriptions"
- Now click the tab "Groups". This will take you to the list of MailChimp groups that exist currently on the site.
- Click the "Synchronize with MailChimp" button to sync any changes you have made to the groups on MailChimp that you would like to show through on the site.
- Scroll down and save!



Thank you!

- Please log off your machine before you leave.