

# A Quick Guide to E-newsletters



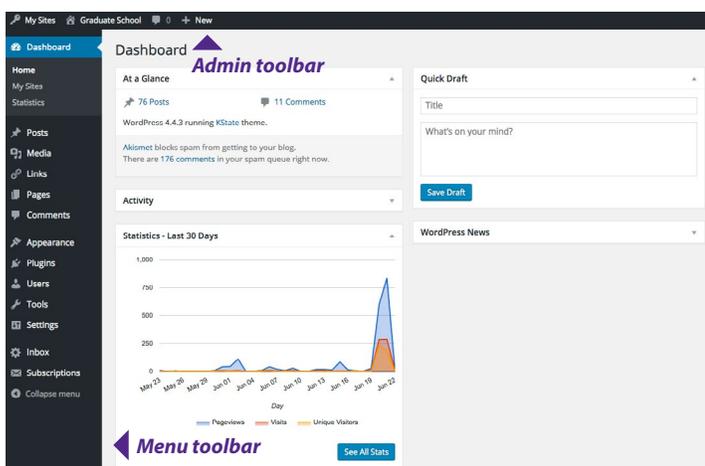
Division of Communications  
and Marketing

## Sign In

1. Type in your personalized url: newsletters.k-state.edu/**yourURL**.
2. At the bottom of the page, click **Updated**.
3. Sign in with your eID and password.

## Dashboard

After you sign in, the administrative dashboard for your e-newsletter displays. This dashboard is where you manage your e-newsletter,



## Customization

To fully set up your e-newsletter, you will need to choose a site title and tagline.

- Under **Settings**, choose **General**:
  - Edit site title.
  - Edit tagline.
  - **Save changes**.
- Add a **Header Image**
  - Under appearance, choose customize.
  - Click "header image."
  - Click "add new image."
  - Select your image– must be 950 X 250 pixels.
  - Click "select and crop."

## Add Post/Article

- Under **Posts**, choose **Add New**.



- Type a title for your post.
- Type or copy and paste your post.
  - The **Toolbar toggle** button shows an additional row of formatting options.
  - The **Paste as text** button allows you to cut/copy and paste from unformatted text.
  - The **Insert Read More Tag** button creates a break in longer posts.
  - Select or add the appropriate category for your posts – make sure to uncheck uncategorized.

## Add New Category

- Most users categorize by issue, i.e. Fall 2014, Spring 2015, etc.
- You can create a category while writing a post or choose **Categories** under **Posts** for more options.

## Add Feature Image

1. Select **Posts > edit post**.
2. Under **Feature Image** on the right click "set featured image"
3. Select image and click "set feature image." Feature images will automatically size to 150 x 150 pixels.

## Add Images



1. Choose the **Add Media** button.
2. Choose the **Select Files** button (or drag and drop files into the window).
3. Select your file and choose **Open**.
4. Type a **Title** and **Alternate Text**.
5. **Link URL** – choose **None**.
6. **Full Size**.
7. Select desired alignment.
8. Choose **Insert into Post**.

## Add Video

1. Copy the URL from the YouTube video.
2. Paste the URL into your post.

# E-newsletter FAQ

## What should I do about spam comments?

You have the option of turning off comments, but the Division of Communications and Marketing recommends leaving your e-newsletter open to comments to encourage interaction with alumni, donors and friends. Spam comments and emails can be quickly deleted or ignored. Please be sure to select “comment must be manually approved” under settings discussion and remember to check for new comments often.

## How do I publish my e-newsletter?

When you are adding a new post or editing a post, there is a blue Publish button in the right column. This will make the post that you are working on available to read on your e-newsletter site. You also have the option to Save Draft so that you can come back to an unpublished post to edit or update at a later time. If your post does not show up on your e-newsletter site after publishing and refreshing, check that it is categorized correctly.

As you complete and publish your e-newsletter for the semester or month, you can distribute it through the Alumni Association via a distribution request (Step Three): [k-state.edu/enewsletters](http://k-state.edu/enewsletters). Jeanine Lake ([jlake@k-state.com](mailto:jlake@k-state.com)) at the Alumni Center emails links to e-newsletters on the 10th or 20th of each month. Please contact her for more information.

If you have a separate email list please provide the list to Jeanine Lake when you submit your distribution request. If you are planning to send your e-newsletter to your recipient list directly, make sure you select the correct category, then copy and paste that link into the body of your email. Don't forget to include preview information for what is in your current issue!

## Can I print my e-newsletter and send it in the mail?

The e-newsletter template in WordPress was created so that the link to each issue of your e-newsletter could be emailed to the alumni, friends and donors of your college/department/unit. This format is not intended to be printed into a reader friendly newsletter. If you would like to create a physical newsletter to distribute to alumni, donors and friends, please contact the Division of Communications and Marketing for assistance with the creation and editing of content, photography and design, and printing and mailing through University Printing.

## How often should I publish?

We recommend publishing at least once per semester but how often to publish is up to you. If your site has been inactive for a year or more, the site will automatically be deactivated.

If you have any questions, please contact  
the Division of Communications and Marketing:  
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785-532-2535