**HoHS Music Boosters Account Information 2/18/17**

**Notes for VP Public Information**

**GENERAL**

**Email:**

Our primary email address is [hhs.imb@gmail.com](mailto:hhs.imb@gmail.com) (password Boosters99\*). We publicize this on the Facebook page and on the website. MailChimp is used for all our email blasts; it uses the ame google account username and password

**Facebook:**

You will have to be added by the administrator of the account (Mike) as someone who can post to the page. I believe you can only do this through a personal Facebook account. After this year ends, I’m assuming you (or next year’s president) will need to be made the administrator of the account. We have found it helpful for more than one person to be able to post to the Facebook account.

**Website:**

The website is created through Weebly, using the same google account username and password. The URL for general users of website: [www.hhsmusicboosters.com](http://www.hhsmusicboosters.com). We pay a yearly amount for a non “Weebly” URL.

Through Weebly we have an email account, [info@hhsmusicboosters.com](mailto:info@hhsmusicboosters.com), which is used primarily as the sending address for MailChimp blasts. This account automatically forwards to the [hhs.imb@gmail.com](mailto:hhs.imb@gmail.com) account, in case anyone actually tries to reply to a blast email.

**EMAIL**

I try to check the [hhs.imb@gmail.com](mailto:hhs.imb@gmail.com) email once a day, and respond to any emails directly or by forwarding to someone else.

Besides direct emails, we also receive emails from the Weebly website in two ways: from comments made to blog posts, and from someone filling out the Contact form. Many of these are spam, and if so I delete the emails. Often I’ll log into the website and delete the blog comments too.

Another way we receive emails: emails to [info@hhsmusicboosters.com](mailto:info@hhsmusicboosters.com) are automatically forwarded to the [hhs.imb@gmail.com](mailto:hhs.imb@gmail.com) account.

**MailChimp and Facebook**

MailChimp is the service we use to send out group emails to the list of subscribers.

Reasons for sending out group emails include Boosters Meeting dates, concert dates, fundraiser information, etc. During football season we send out a group email a few days before each home game. You will usually be notified by another Boosters member, likely the President or VP, when a group email needs to be sent. I also pay attention to the emails the music director sends, and decide if any of that information warrants a group email.

Subscribers: new email addresses can be added to MailChimp in two ways. One is if people sign up online, and it happens automatically. The other is if people write their email addresses on a sign-up sheet (for example at the first Boosters Meeting of a new school year) – those have to be entered manually. In the past, this data entry hasn’t been a function of the VP Public Information, but it could be. People can unsubscribe to the list by clicking the “unsubscribe” link at the bottom of any email, or they can be manually unsubscribed from our MailChimp account. I did that once last year by someone’s request.

Sending a group email:

1. Log into MailChimp.
2. Create a new campaign. There are a couple ways to do this, but I have found it easiest to click on *Campaigns* in upper left corner of screen, rather than clicking on the *Create Campaign* button to the upper right.
3. Clicking on *Campaigns* brings up a screen that lists all our past campaigns. You will be replicating one of the campaigns and updating it with the new information. After deciding which one to replicate, click on the down arrow to the right of the campaign and then click *Replicate*.
4. Next screen is *Who are you sending to?* and *Entire List* is selected. Click *Next* to lower right.
5. Next screen is *Campaign Info* – change the text in the boxes as appropriate. The boxes are: *Campaign name*, *Email subject*, *From name,* and *From email address*. Make sure *From name* is HHS Music Boosters, not HHS Instrumental Music Boosters. Make sure *From email address* is [info@hhsmusicboosters.com](mailto:info@hhsmusicboosters.com), because MailChimp will not allow a gmail address here. Click *Next* to lower right when finished.
6. Next screen is the body of the email. It is split into two side-by-side screens. Click on area on left side that needs to be changed, and it will be brought up on right side for editing. Make the changes needed. As changes are made on the right, they will appear on the left. Text can be changed or overwritten as needed, and hyperlinks can be added by clicking the button that looks like a chain link above the text box.
7. Click *Preview and Test* above, then choice 1, *Enter Preview Mode*. In this mode, review the message for accuracy. Also, check that any links work by clicking them. Exit preview mode by clicking *X* in upper right corner. If any changes are needed, make them, and repeat the process. When all is satisfactory, click *Next* to lower right.
8. Next screen is *You’re all set to send!* Information listed should be correct, but if not it can be edited. Once all is correct, click *Send* to lower right. Next screen, click *Send now*.

Notes:

1. I try to copy newer campaigns because older ones tend to use the words “Instrumental Music Boosters” instead of “Music Boosters,” or because the *From email address* is incorrect.
2. Most of the group emails sent out also need to be posted on the Facebook page. I’ve found the easiest way to do this is to wait until the group email has been delivered to me (as one of the subscribers). Then I copy the information in the email and paste it into a Facebook post.

Other notes about Facebook:

1. Besides general posts as outlined above, events can also be entered, along with the dates and times they are scheduled for.
2. During an event like a concert, football game or music trip, post pictures to the page along with brief captions.
3. Occasionally, someone will post a comment on our Facebook page that needs to be addressed. That doesn’t happen very often, but I try to be aware that it can happen.

**Website (Weebly)**

After logging in, click white oval *Edit Site* button. This brings up the front page of the HHS Music Boosters website. Potential Items needing to be edited on the front page:

1. Center section labeled *Upcoming Events.* Edit this section by clicking on it and then editing the text.
2. Button to the right of *Upcoming Events* that highlights the next major upcoming event. Clicking the button brings up a box with the following sections that can be edited: *Button Text, Button Style, Position, Link, Spacing*. Usually only *Button Text* and *Link* will need to be edited. The link will usually be the URL of the blog post about the event.

After editing, click blue rectangular *Publish* button to upper right.

Blog Post – click on *Blog* (to the right of Howard High Music Boosters banner). At this point, existing posts can be edited if necessary. To create a new blog post, click blue rectangular *New Post* button to lower right.

1. Click *Post Title* to enter title.
2. Body of post will be written in large area below title. Drag elements on the left to the *DRAG ELEMENTS HERE* area on the right. Likely elements to drag are *Image* and *Text*. Images can be uploaded from the web or the computer. Text can often be copied and pasted from a Boosters Mail Chimp email, an email from a Boosters member, or an email from the HHS music director or music teachers.

Sometimes a blog post will need to link to a document. Do this as follows:

1. Click on *Documents*, to the right of *Blog*. This will bring up the Documents screen.
2. Drag and drop file to upload it. It should go to the top of the list.
3. Once uploaded, click on it and copy its URL.
4. Go back to blog post, highlight descriptive word or phrase, click hyperlink, and paste the URL.

Again, after editing, click blue rectangular *Publish* button to upper right.