

# SECTION 8: Content Management System

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How to Login .....	89
All Columns .....	89
Cloning a Story.....	90
How to Post a New Article.....	90
How to Customize the Subject Line.....	99
New Event/Classified/Real Estate.....	100
New Milestone.....	100
New Obituary .....	101
How to Access the Ad Placement and Billing System.....	101
Active Promotions.....	101
Add Notification System.....	101
Creating a New Advertisement.....	101
New E-Blast.....	106
New Sponsorship.....	113
Non-Ad Related Contracts .....	118
Sales Center (Revenue, Invoices and Companies) .....	121
Accessing the Blocks on Your Site.....	123
Creating a New User Account.....	125
Editing a User Account.....	126
Unsubscribing a User Account.....	126
Advertiser Accounts.....	127
Marketing Initiatives.....	127

## How to Login

Once you become a franchisee, TAPinto's corporate staff will create your user profile so you can login to the admin system.

Once your credentials are supplied to you, go to TAPinto.net and click the "Login" button in the top right corner of the screen.

Fill in your credentials and click "Login." If successful, you will be taken back to the homepage.

To access the Admin/Content Management System dashboard, go back to the top right corner. The "Login" button will now say "Admin." However over or click this button and select "Manage Content."

This will take you into the dashboard.

## Dashboard

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The dashboard is a one-stop shop for all content-related entries. From the Dashboard, you can see your pending Articles, Events, Milestones, Real Estate Listings, Classifieds, Obituaries and Business Directory Listings.

Each of these file types can be approved and published directly from the Dashboard, though it is highly recommended that you read the submission prior to approving and publishing anything. You can access the edit page for each type of file by clicking the edit button, or completely delete the file if it isn't needed.

The Dashboard files will also show you if the file was paid for. Keep in mind, if the file is paid, you will not be able to delete it.

Along the left side of the page, you will see a series of tabs, including Article, Enews, Promotions, etc. These tabs will lead you to creating articles, customizing your e-news, creating ads and so much more. As you continue through this section, we will show you how to use every tab.

## All Columns

If you are a column editor, you will see an "All Columns" option underneath your town(s) on the top left corner of the screen.

The "All Columns" button/feature is intended to make column management easier for franchisees who manage multiple columns. No longer will a new column submission get lost in the "Articles" area. Instead, all new columns go to the "All Columns" area, so you can see what columns need to be published.

# Articles

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The “Articles” tab is the main location to see all the different types of written content that is on your site or was submitted to you for consideration. The article database includes news articles, press releases, Letters to the Editor, Candidate Statements, Guest Columns and Police Blotters.

Clicking the appropriate button at the top of the page will filter to each of these content types.

## Cloning a Story

If you see a story from another site that you would like to appear on yours, you have the ability to copy/clone the story by using the CMS.

In your Admin, click the “Articles” tab on the left side of the screen. On the “Articles” page, click “Articles on Site” in the “Popular Articles” box, then search for the article you wish to clone.

When you find the desired article, you have two options to clone:

1. Click the clone button in the article row on the right side of the screen (overlapping paper)
2. Click the button with the magnifying glass to view the article. On the “Article Information” page, click the green “Clone” tab. This will automatically copy the story into your site’s article page.

Before publishing, please be sure to update the article to be specific to your town (if applicable) and post the story into the appropriate section.

When you clone a story, you must use the original author’s byline, unless you edit/make changes to the story. This includes adding pictures, changing the headline and any edits made to the body of the article. Please consult the original reporter if you have questions regarding potential changes.

## How to Post a New Article

There are two ways to create a new piece of content:

1. Hover over the “Articles” tab on the left side of the screen, then click “New Article.”
2. Above the Articles dashboard, click the “+New Article” button in the top right corner of the page.

Either option will lead you to a blank Article page. The steps below will teach you how to create an article.

### **“Article Information”**

Fill in all the relevant information, including headline, byline, etc.

#### **Headline**

For the headline, the first letter of each major word should be capitalized (but not words such as “a” “of” “and,” etc.).

#### **Byline**

The byline is the name of the reporter who wrote the story. If it’s a rewritten press release you’re posting as a news story, use “TAPinto [your town] Staff”).

When posting a press release, the byline should be the name of the person who sent the release, or if you don’t have someone’s name, the name of the organization that sent it.

#### **E-News Top Story**

If you wish to set an article as the top story in e-news, check the box under the Title section. Check off “approved” and “published.”

#### **Alert Subject Line**

If you are going to send out a news alert to your subscribers, you can customize the subject line in this field.

#### **Article Description**

The “Article Description” area is where you will upload the actual words. It is highly recommended that articles be written in a word processor on your computer (Microsoft Word, Pages, Google Docs, etc) so that you always have a copy of the article.

The “Article Description” area has tools that resemble those in Microsoft Office, etc. You can bold, underline and italicize text, custom align, hyperlink and create outlines.

If you’re cutting and pasting from a Word document, there are also special pasting tools on the second row of tools. Click on the little Word icon (third and fourth from the left) and paste the text into the popup box. This will automatically format the text to our font, size, etc.

#### **How to Post Photos/Videos to Your Site**

The “Photos & Videos” section is where you can upload photos that you would like to appear with your content.

News stories always need a photo. If you have a regular photo, taken by you, a reporter, etc., click on “Add Photos”. This will allow you to find the photo from wherever you’ve saved it. After you’ve brought in all the photos you want, it will import the photos.

- Photos *must* be under 20 MBs or they will not import.
  - If you get a photo that is too large, you’ll need to resize it using Pixlr (A link for this program is located in the “Photos & Videos” box, or other photo editing software.

TAPinto has stock images available for stories that do not have a photo.

To use a “Stock Image:”

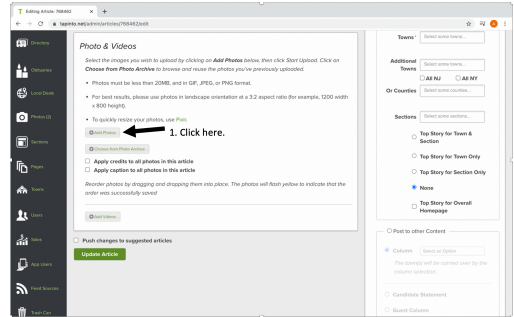
- Click on “Choose from Photo Archive” and it will bring up the photo library. Click on “stock photos” for those, or scroll through “all photos” to use a photo that we’ve already run.
- For stock photos, you could full-text search for photos based on the title of the image.
- After photos are uploaded, under each thumbnail you’ll see a link for the caption and photo credit and be able to crop it. Click on those and fill them in.
- **Caption:** is the sentence(s) that describe the action and participants in the picture. You are limited to the amount of words you can have in a caption so use them wisely.
- **Photo Title:** is just where you put searchable keywords. Give the correct photo credit (same rules as bylines), and type in a caption. Save it when you’re finished.
- **Photo Credits:** is the name of the photographer who took the photo. This is required for every photo, graphic or image that is uploaded to a story.

## How to Use and Submit My Photos

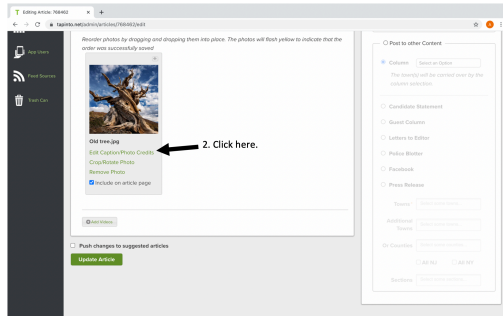
Here’s a quick review of the new photography upgrades made to the admin system. Based on your feedback, we’ve added a bunch of new features including the ability to submit photos for the stock library, the ability to create your own photo gallery by town, better search function on the stock image library and the my photos areas, as well as bulk captioning features. From the new article area, you’ll be able to access your new photo gallery and to submit photos to your own gallery as well as the stock image library.

- Here’s a link to the TAPinto Photography Upgrades Video on YouTube
  - <https://www.youtube.com/watch?v=uGQFW7855t0>

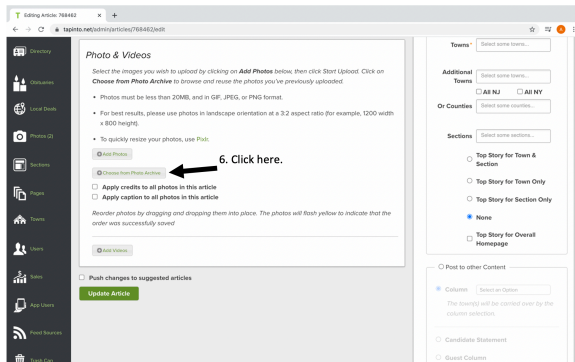
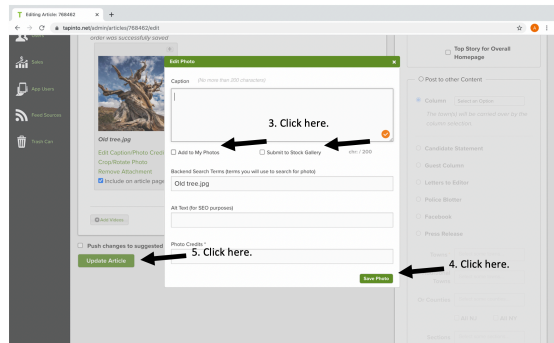
- When you are on the editing screen of an article, scroll to the photos area and click “My Photos.” Then, upload photos like you normally would.



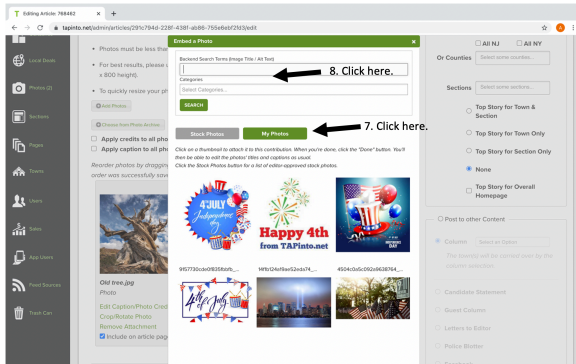
- Once the images upload, click “edit captions/photo credits” to create your photo gallery as well as to submit to stock gallery.



- You would do this by checking off the checkboxes for “Add to my photos” and “Submit to Stock Gallery.” \*For anything you suggest to the overall stock image library, messages will be sent to our corporate team to approve or reject any images. For any of my photos, those images will show up the next time you go to your my photos area.\*
- Click save photo, and you would repeat this for all three images.
- When you’re ready to submit the article for publication click update article.



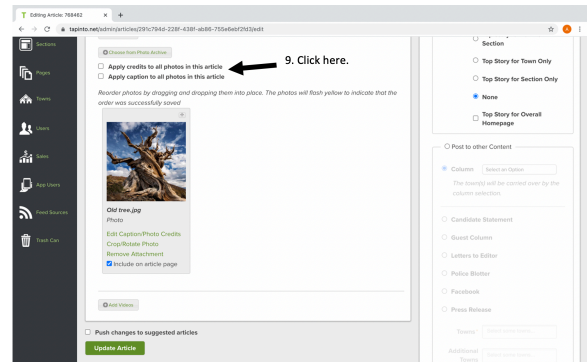
- To access your my photos area in any article page, whether it be a new article or an article you’re going to edit, your new “my photo section” will appear in the same area as the photo archive. Simply click choose from photo archive.



- Then select my photos.
- You can also full text search, or select the category.

## Bulk Photo Credit

- If you have a story with multiple photos from the same photographer, you can apply the photo credit from one photo to all of the photos in the article. Simply check off the box for “Apply Credits to All Photos.” Then when you approve and publish the article you’ll be able to see the same caption for every image.



## A few tips:

- Backend search terms are the terms you would use to search for the photos, whether it’s in the stock image library or your new my photos section.
- Alternative text is for SEO purposes.
- Photo credits is just like you would normally put
- Categories is a new function that you will be allowed to search by category which improves the search technology in the stock gallery and the my photos section.
- You can also include a caption, which will carry over to my photos and the stock gallery.

## To delete a photo previously selected in an article:

- Click “Remove photo” underneath the thumbnail.

- Again, remember it takes a few minutes for the changes to take effect on the site.

#### **To rearrange the photos you've uploaded:**

- Click on the ones you want to move and drag them to where you want them. They will briefly flash yellow to show that it worked.

YouTube and Vimeo videos can be embedded in all content on the site. Using the video button (embed media from external sites) cut and paste the video URL (not the embed URL). It will appear in the text wherever you clicked on the video button

#### **Approve/Publish**

##### **Approve and Publish Now**

Select the “Approve” and “Publish Now” if you want the story to appear on the site once you submit the article

- If you are not ready to post, there is no need to select “Approve” or “Publish.” If the story is a draft, just include “Draft” at the start of your headline. (Don't forget to edit that out later).

If you want to schedule the article to publish at a later time, select “Approve” and then utilize the “Schedule publish date” feature to select your desired date and time.

##### **Schedule publish date**

If you would like to schedule the article to publish at a later date, you can do so by selecting a date/time from the calendar tool.

##### **News Alert**

If the story is worth its own email to your readers, select “Send News alert” so that an email will be sent to all of our subscribers with the article. This should be used 1-4 times per day. Please note, you can't schedule a news alert for a future date.

ADD FREE?

##### **This is an Advertisement**

For any Advertiser-related content, you must check the “This is an advertisement” box. This will add a “Sponsored Content” tag to the article, as well as “advertising” language to the bottom of the content.

##### **App Push Notification**

If the story is worth its own email to your readers, select “send a push notification” to your APP subscribers. This should be used 1-4 times per day.

## Posting

The “Posting” area is where you will decide how to post the content. You must distinguish between a News story or “Other Content” (includes Column, Candidate Statement, Guest Column, Letter to the Editor, Police Blotter and Press Release).

### Post to News

If it is a good original news story, also select Homepage Top Story so it will also be published on TAPinto’s overall homepage.

### Towns

For “Towns,” include your town as the Main Town and other towns that you think might want the story as “Additional Towns.” Please keep in mind that TAPinto is a hyperlocal publication, so unless an article has direct impact in a town, please don’t include it.

### Sections

“Sections” are the more general-interest areas of TAP, such as “Health and Wellness” or “Sports.” Check off at least one Section.

### Top Story

If it is a good original news story, you want the story to be a “town and section top story.”

Also, if it is an original story that you wrote, select “Homepage Top Story” so it will also be published on TAPinto’s overall homepage. To be considered for a “Homepage Top Story,” the article must have an original photo, a real byline and have quotes.

### Post to other content

If the article is not “News,” but is a column, letter to the editor, candidate statement or other form of content, click the “Post to Other Content Button.” You will be asked to select a specific secondary type of content.

If you are uploading a column article, be sure to select the column from the drop down menu.

### Click “Create article.”

When you are done with the article, click “Create Article.” If you previously selected “Approve” and “Publish,” clicking “Create Article” will publish the article on your site. Otherwise, the article will remain as a draft, but will appear in your dashboard and article database so you can access at a later time.

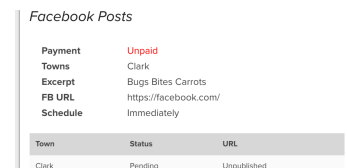
Should you need to make changes to this article, simply click the “Edit” or “pencil” button in the dashboard or article database. Edits take several minutes to show up.

## Article Notification System

Each night, the registered content editor for each site will automatically receive an email notification from the Content Management System detailing the stories that are unapproved and unpublished in your admin.

## Facebook-based Marketing Initiative

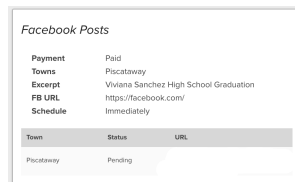
- Here's a link to the Sponsored Facebook Posts Upgrade Video on YouTube
  - [https://www.youtube.com/watch?v=3pnVAcL0HD8&feature=emb\\_title](https://www.youtube.com/watch?v=3pnVAcL0HD8&feature=emb_title)
- From your Dashboard in Admin, you can now clearly differentiate Paid vs. Unpaid content, including content with and without a sponsored Facebook post.
- Unpaid content will display with a grey background and "Unpaid" in red. Additionally, the Facebook logo will be white/black.
- Paid content will display with a white background. Content that includes Facebook will include a blue emblem.
- From the Article Show pages, content that is unpaid but the user completed the Facebook posts area will appear with red text.



Facebook Posts

Payment	Unpaid
Towns	Clark
Excerpt	Bugs Bites Carrots
FB URL	<a href="https://facebook.com/">https://facebook.com/</a>
Schedule	Immediately

Town	Status	URL
Clark	Pending	Unpublished



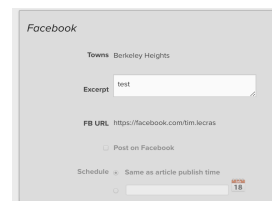
Facebook Posts

Payment	Paid
Towns	Piscataway
Excerpt	Viviana Sanchez High School Graduation
FB URL	<a href="https://facebook.com/">https://facebook.com/</a>
Schedule	Immediately

Town	Status	URL
Piscataway	Pending	

- Paid content with Facebook will display with a white background.

- When you go to edit unpaid content where the user filled out the Facebook form, you will see the area greyed out and locked.



Facebook

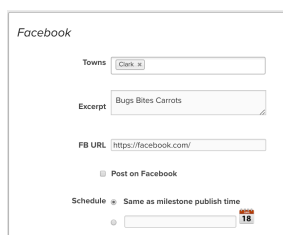
Towns: Berkeley Heights

Excerpt: [text]

FB URL: <https://facebook.com/tim.lecras>

Post on Facebook:

Schedule: Same as article publish time 18



Facebook

Towns:

Excerpt:

FB URL:


Post on Facebook:

Schedule: Same as milestone publish time 18

- Paid content with Facebook will display with a white background and you are able to edit the fields.



Katy Lynn Shiner Graduates from Montclair University


Towns: Clark Facebook: Yes 

Payment: Unpaid FB Towns: Clark

Payment: Unpaid Date & Time: 09:38 PM, May 15, 2020

[NOT APPROVED] [UNPUBLISHED] [EDIT] [DELETE]

Kaamal Naheim Stewart Earns Degree from Albright College

Towns: Piscataway Facebook: Yes 

Payment: Paid FB Towns: Piscataway

Payment: Paid Date & Time: 05:00 PM, May 15, 2020

[NOT APPROVED] [UNPUBLISHED] [EDIT] [DELETE]

- It is recommended that you limit excerpts to 1-2 sentences.

- You can also schedule the Facebook post for later.
- After you are done editing content that includes a Paid Facebook Post, click the “Update” button to publish the content.
- Once the article is published, one of two actions will occur:
  - If you selected "Same as Publish time," the Paid Facebook post will automatically post to your Facebook page within a few minutes
  - If you scheduled the post for a later time, you will see "Scheduled" in the Facebook posts box and then the post will publish on your Facebook page at the scheduled time.

Facebook Posts

Payment	Unpaid
Towns	Elizabeth
All NJ	No
All NY	No
Excerpt	Editor & Publisher Welcomes TAPinto Founder Michael Shapiro as a Voice
Schedule	Immediately

Town	Status	URL
Elizabeth	Sent	Facebook URL

## E-News

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Your daily e-newsletter is one of the most important assets of your franchise. Getting your town’s news directly in front of your readers every morning is the key to building a strong, consistent readership base.

Based on franchise recommendation from the Summer 2018 Franchisee Survey, we are happy to announce that you are now able to customize the subject line of your e-news, as well as preview your next day’s e-news and check the stats for your previously sent e-news, all directly from Admin/CMS.

### Importance of E-News Subject Line

The subject line of an email is paramount to pulling readers to your site. A dull, generic headline will cause readers to skip right over your email, while a catchy, thoughtful subject line can exponentially increase your open rate and lead to more readers.

An ideal subject line does two things:

- a) Focuses on the “BIG” story of the day
- b) Creates an interest in the stories below the lead/featured story

For example:

A - TAPinto SOMA: Collum Wins Village President Re-Election Campaign, plus reaction from all the candidates

A - TAPinto SOMA: Who came out victorious in Tuesday's general election? Find out here.

B - TAPinto SOMA: Results from Tuesday's Election, plus what happened in Columbia's state championship soccer match?

All of these examples highlight the lead stories in the e-news in a way that will entice the reader to click, while also giving insight into other stories that are included in the e-news.

## **How to Customize the Subject Line**

This new technology will allow you to customize the subject line of your e-news on a daily basis.

To access the customization area, click the brand new "E-news" button on the left side of your admin dashboard located directly under the "Articles" tab.

The first line on the page will tell you what the top story of the next day's email is currently set at. Remember, you can decide what story is the lead story by clicking the appropriate button on that article's edit page.

The second line on the e-news page will tell you what the current subject line is. It will always default to the headline of the lead story.

If you wish to change the subject line (which we highly recommend), simply click the green "Edit" button. Doing so triggers a pop-up box to appear on your screen.

Next, simply type in your desired subject line and click "Update."

## **Previewing Your Daily E-News**

Once you make your desired changes, your new subject line should show on the "E-News" page.

Your next step should be to preview the e-news.

Simply type your email address into the field and click "Preview." A copy of the next day's e-news will be sent to your email.

## **Checking the Stats on Your Daily E-News**

The third new feature is the ability to check the statistics for your daily e-news.

To access the stats, scroll down to the bottom of your Admin/CMS dashboard and hover your mouse over the “E-Mail Stats” tab, then click “E-News” from the menu.

A table showing all of your daily e-newsletters will appear. Included in the table is the amount of emails sent, open and click count, as well as the open and click rate percentages.

You can sort the table by date.

Please note: stats for the daily e-news are available 24 hours after the email has been sent. For example, stats for Monday morning’s e-news are available on Tuesday, etc.

## Events, Classifieds, Real Estate, Milestone, Obituaries

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The Events, Classifieds, Real Estate, Milestone and Obituaries area operates the same as “Articles,” including individual databases for all entries.

Additionally, members of the community (and advertisers) can create this content on their own, using the “Submit Content” button on the front-end of the site. Readers who submit content have the option of submitting the event for free, but franchisees have the final say on whether a free event gets published. Payment guarantees publication.

To publish and approve, simply click “Approve” and “Publish” from the Dashboard, or click “Edit” on the file and approve/publish from the content’s edit page.

### **New Event/Classified/Real Estate**

To create a new event, hover over the specific tab and click “New” or click the tab and press “+New” in the top right corner of the screen.

All fields with the red asterisk are required before you can complete the form.

### **New Milestone**

New “Milestones” can only be created on the front-end by users by clicking “Submit Content” (though an admin can do the same from the front end.)

## New Obituary

Only a Town Admin or a Funeral Home can submit an obituary. You should not post obituaries that get emailed to you, unless they come from a funeral home or a confirmed death in your town.

Funeral homes who wish to post obituaries need to be added to our system. To do so, please email support@tapinto.net.

# Promotions Center

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## How to Access the Ad Placement and Billing System

Step 1 - To access the ad placement and billing system, go to Admin and click on the "Promotions" tab on the right side of the screen. Clicking the "Promotions" button will take you to the screen below.

Step 2 - Once you are on the "Promotion" screen, you will see several advertising-related tabs, including "Ads," "Sponsor," "E-blast," and "Social Media." You will also see a tab called "Active Promotions."

## Active Promotions

The Active Promotions tab will show you all active promotions in your town. The page is color coded, with green files indicating an ad that you sold. Black files are ones sold into your town.

## Add Notification System

Our Ad Placement and Billing System has a robust notification system that alerts you to many "events" throughout the placement and billing process.

You will be alerted during the following times:

- When the ad placement and billing process
- When an ad has been sold and placed in your town by another franchise
- At specific intervals leading up to when the ad file is going to end

## Creating a New Advertisement

To create a new ad file, you only need the following information:

Company Name, Ad Name, Selling Franchisee, Selling Towns, Contract Length, Billing

To have a column created, you must fill out the “Create a Column” form. Here is the link: <https://form.jotform.com/200285510591045>

Columns are created by corporate, but managed by the franchisee (or their team). Once the column is created, you will be able to add the column to your site, following the directions in the “Towns” subsection of this manual. You are able to designate the column writer as a “columnist” in our system so that they can submit the column directly to your dashboard, saving you the time of having to upload the column yourself.

All columns that you manage will appear in the “Columns” area on the top right corner of your Dashboard (explained previously in this manual).

## Towns

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The “Towns” tab is where you will go to create the custom look and feel for your site. This is where you can move sections around, add new sections and columns (after they’ve been created by corporate) and also add/remove advertising blocks as needed.

### Accessing the Blocks on Your Site

To access the ad, column, section blocks on your site, follow these steps:

Step 1 - Go into your Dashboard

Step 2 - Click the “Towns” tab on the left side of the page

Step 3 – Select your town

Step 4 – Click the “Edit” button

### Create a Block

To create a block, use the drop down menu to choose what kind of block you want to create.

You can add the following block-types:

- Business Listing Block – to show your business listings on a page
- Category Block – To add an overall Candidate Statement, Guest Column, Letter to the Editor, News, Police Blotter or Press Release Block
- Column Block – To add a specific column to your site

- Events Block – Adds a Calendar Events area
- Obituaries Block – For obituaries
- Facebook Block – To add your Facebook posts
- Featured Columnist – To promote a featured columnist
- Real estate Block – To promote Real Estate Listings
- Section Block: - To add a section to your homepage
- Twitter Block – To add your Twitter feed
- Email Subscription Block – Promote e-newsletter signups
- Milestones Block – Add milestones to your main page

Use the drop down menu directly to the right of it to create the block in either the left or right column on the page.

## Moving Blocks

To move a block, simply click and drag the block to your desired location. You will see a yellow flash on the screen to indicate that the change was saved.

Scroll down the page to get to the blocks:

**To add a block/section:** Click the type of block you would like to add where it says “Insert a ...” under “Blocks.” If you want to add a unique section, select “Title Block” otherwise select one of the pre-determined options.

Before you add a Section, make sure to check with our Franchise Operations Team (support@tapinto.net) to ensure the same section was not created for another town. If that is the case, we will add the section to your town.

**To delete a block/section:** Click the “Remove” button at the bottom of the colored block.

Please note, the system will automatically save your changes. Your screen will flash yellow when the system has completed your request.

## How to decide when to remove a section/block

While unique section blocks are beneficial in most cases, if you are not consistently filling these blocks with content or ads, there could be a negative effect on the operating speed of your site.

If you have blocks set up with nothing chosen from the block’s drop down menu(s) or have a published block that you are no longer utilizing, we recommend that you remove these blocks.

It will not erase past articles written for that column, category or section and you are still able to add that column/category/section block back on your site at any time in the future.

## Users

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All franchisees have the ability to create, edit and delete subscriber user accounts. Users accounts are created for readers to receive the daily e-newsletter and e-blasts. These accounts are also created for columnists, advertisers and contributors to submit content to the site.

### Creating a New User Account

There are two ways to create a new user account:

Option 1:

Hover over the “User” tab on the left side of the CMS/Admin Portal and click “New User.”

Option 2:

Click the “User” tab on the left side of the CMS/Admin Portal. Once you see the user database on your screen, click the green “+ New User” button on the top right corner of the screen.

Once you are on the “New User” screen, please follow these steps to set up the account:

1. Fill out the two required fields: Email and Towns (this should be the town the person would like to receive the newsletter and e-blasts from).
2. Check off the first four boxes under “Delivery Frequency”
3. Scroll down to the roles and select “Subscriber” from the dropdown menu.
4. If the user account is also for a content contributor (columnist, advertiser, etc.), you should click the green “Add new Role” link and select the appropriate secondary role from the dropdown menu.
  - a. Note: Subscriber should always be the first role
  - b. For Advertisers, you should select “Advertiser” and must also select the ad file that the user account should be attached to. This will allow advertisers to submit content to the site for the towns in which they are advertising.
5. Scroll to the bottom of the page and click “Create User.”

## Editing a User Account

As a Town Admin, you have the ability to edit a user account. You would do this if a user requests to unsubscribe from the daily newsletter, e-blasts, etc. You might also add a user as a contributor, advertiser, etc.

To edit a User Account, follow these steps:

1. Click the “User” tab on the left side of the CMS/Admin Portal.
2. Search for the users’ account using their email and the “Search” bar on the top right corner of the page.
3. Once the user account appears, click the “Pencil” icon on the right side of the page to edit the account.

If you need to remove the user from your email list, simply delete the town name from the field and also uncheck “Daily Delivery,” “Weekly Delivery” and “TAPinto offers.” Then click save.

If you need to add a new role to the account, scroll down to the “Roles” area and click the green “Add new Role” link. Follow the onscreen prompts to complete the Role addition.

To delete a users’ role, simply scroll down to the “Roles” area and click the “X” next to the role you wish to delete.

Note: For user accounts associated with ads, the user will automatically lost posting rights when the ad file expires.

## Unsubscribing a User Account

Follow these steps to unsubscribe a user from the e-newsletter:

1. Go to the Users database by clicking the “User” tab on the left side of the screen.
2. Search for the user’s e-mail address using the search bar in the top right corner of the page. Make sure the text inside the box says “Users” before moving forward. If it doesn’t say “User,” click the “User” tab on the left side of the screen.
3. When the database shows the accounts created for the email address, click “Edit” to access the user profile
4. Check the “Unsubscribe” box
5. Click Save
6. If there are multiple accounts for an email address, repeat steps 3 and 4 for all subsequent accounts

## Advertiser Accounts

Advertiser accounts should be created for all advertisers that have "content marketing" included in their advertising package.

To create an Advertiser Account, click the "User" tab on the left side of the CMS/Admin Portal. Once you see the user database on your screen, click the green "+ New User" button on the top right corner of the screen.

Once you are on the "New User" screen, please follow these steps to set up the account:

1. Fill out the two required fields: Email and Towns (this should be the town the person would like to receive the newsletter and e-blasts from.)
2. Check off the first four boxes under "Delivery Frequency"
3. In the "Password" area, create a generic password to use (i.e. TAPinto2020).

4. Scroll down to the roles and select "Subscriber" from the drop down menu.



5. Then click the green "Add new Role" link and select "Advertiser."

You must also select the ad file that the user account should be attached to. This will allow advertisers to submit content to the site for the towns in which they are advertising. Note: you can't give an advertiser role until the ad file for that specific advertiser is complete.

6. Scroll to the bottom of the page and click "Create User."

## How to Approve and Publish a Marketing Initiative

TAPinto's Weekly Marketing Initiatives are sent to each franchise through our content management system. There are two types of marketing initiatives:

- Facebook post-based
- press release/content-based

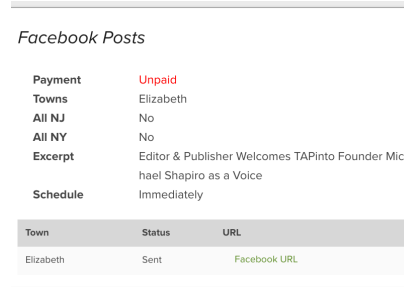
Below are directions for each type of marketing initiative:

### Press Release-based Marketing Initiative

In your CMS/Admin Dashboard, you will see an entry that says "TAPinto Marketing" with a black Facebook logo.

If you want to approve and post the press release along with the accompanying Facebook post, simply press the "Not Approved" and "Unpublished" buttons. The system will then automatically send the content to your site and the Facebook post to your TAPinto page (Facebook post may take 3-5 minutes to process and post).

If you would like to edit the marketing initiative to go live at a later date/time or you want to schedule the Facebook entry to go live at a later date/time, press the green "Edit" button.



The screenshot shows a 'Facebook Posts' management interface. It includes a list of fields: Payment (Unpaid), Towns (Elizabeth), All NJ (No), All NY (No), Excerpt (Editor & Publisher Welcomes TAPinto Founder Michael Shapiro as a Voice), and Schedule (Immediately). Below this is a table with columns for Town, Status, and URL.

Town	Status	URL
Elizabeth	Sent	Facebook URL

On the "Edit" screen you can edit the content, as well as the suggested Facebook text. You can also schedule the content and the Facebook post to publish at a later date and time.

After you are done editing the marketing initiative, check "Approve" and "Publish Now," then the "Update" button at the bottom of the page to post the content to your site (just like you would for any other article).

Once the article is published, one of two Facebook actions will occur:

- If you selected "Same as Publish time," the Paid Facebook post will automatically post to your Facebook page within a few minutes
- If you scheduled the post for a later time, you will see "Scheduled" in the Facebook posts box and then the post will publish on your Facebook page at the scheduled time.