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boxharry

SNAPPER MARKETING MANAGER

CMS Manual | Version 003

Publishing News Items with Snapper

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1 Introduction

This document provides an overview and guidance on how to publish news releases with the Snapper CMS.

If you have any queries about these notes please contact Boxharry on 01273 207 320.

2 Snapper Marketing Overview

The Marketing Manager is a plug-in to the Snapper CMS which provides the facility to:

- publish news releases
- manage online registrations to your website
- create online competitions
- contact with users

Please refer to separate Boxharry guidance notes for creating and managing competitions and users, if applicable.

3

Logging into Snapper

To use the Web Manager, click on 'My Systems' in the horizontal menu.

Enter your personal username and password provided by Boxharry. These have been sent separately for security purposes. You may wish to fill these in below:

Username: _____

Password: _____

Note: In Snapper, you have one system for each of your websites where you can create and edit all the plug-ins, modules and widgets in your system, including Web Pages, Widgets, News Articles, Vacancies and Assets where applicable.

The number of Systems tabs (blue tabs, or 'hot keys', across the top) shown will depend on the number you are using.

You may see a range of different types of Systems, such as:

- Web project
- Widgets
- Marketing
- Store
- Repositories (Assets)
- Vacancies

Content is updated via the Snapper™ Content Management System website using your web browser. To access the system go to the following web page: <https://www.snapperworld.com>.



Figure 1

4

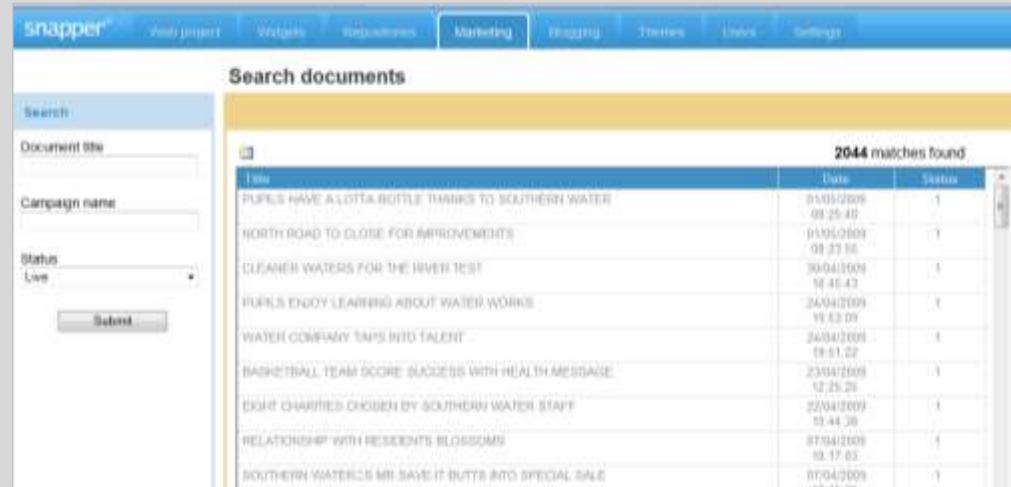
Publishing News Articles on Your Website

These instructions describe how to add a news item to the 'News' section of your website using the Marketing Manager.

There should already be a 'News' page displaying news items on your website – using the News Article and News Archive widgets. If you do not already have these items on your website, please contact Boxharry for guidance.

Step 1 – Go to the 'Marketing' hot key

- Click on the 'Marketing' hot key in Snapper (Fig. 1).
- To view a list of existing news articles, select the status you want to view (Live / Draft / Archive) in the left-hand column and click the 'Submit' button.
- Any existing articles with the chosen status will be listed in the main window, as shown above.
- To view a list of ALL existing news articles regardless of status, simply click the 'Submit' button in the left-hand column without entering anything into any of the fields.
- To add / create new documents select the 'New Document' icon  above the main list of articles.



The screenshot shows the Snapper Marketing Manager interface. The top navigation bar includes 'snapper', 'Web Content', 'Widgets', 'Webpages', 'Marketing', 'Blogging', 'Themes', 'Users', and 'Settings'. The main content area is titled 'Search documents' and shows a search results table with 2044 matches found. The table has columns for 'Title', 'Date', and 'Status'. The left-hand column contains search filters for 'Document title', 'Campaign name', and 'Status' (set to 'Live'). A 'Submit' button is located below the filters.

| Title | Date | Status |
|---|------------------------|--------|
| PUPILS HAVE A LOTTA BOTTLE THANKS TO SOUTHERN WATER | 01/01/2009 09:25:40 | -1 |
| NORTH ROAD TO CLOSE FOR IMPROVEMENTS | 01/01/2009 09:37:55 | -1 |
| CLEANER WATERS FOR THE RIVER TEST | 30/04/2009 10:46:43 | -1 |
| PUPILS ENJOY LEARNING ABOUT WATER WORKS | 26/04/2009 10:43:09 | -1 |
| WATER COMPANY TAPS INTO TALENT | 26/04/2009 09:51:22 | -1 |
| BASKETBALL TEAM SCORE SUCCESS WITH HEALTH MESSAGE | 23/04/2009 12:25:28 | -1 |
| EIGHT CHARITIES CHOSEN BY SOUTHERN WATER STAFF | 22/04/2009 10:44:38 | -1 |
| RELATIONSHIP WITH RESEEDS BLOSSOMS | 07/04/2009 08:17:03 | -1 |
| SOUTHERN WATER'S MR SAVE IT BUTTS INTO SPECIAL SALE | 07/04/2009 08:11:50 | -1 |

Figure 2

Step 2 – Create new item

- Enter the 'Document name'—the title or name of the article—and enter a 'Reference number' of your choice, if applicable (Fig. 2). Your system may be set up to auto-generate reference numbers, in which case no action is required on your part.
- To make an item display on your website the status must be set to 'Live'. While preparing an item for publication, set the status to 'Draft'. When you no longer wish to display an item, set the status to 'Archive'. (There is no 'Delete' button.)
- Click 'Save'.

Step 3 – Add content ('Copy' tab)

- On the next screen you will be able to add the main body content for the article, as shown below. Add your text / image(s) here (Fig. 3).

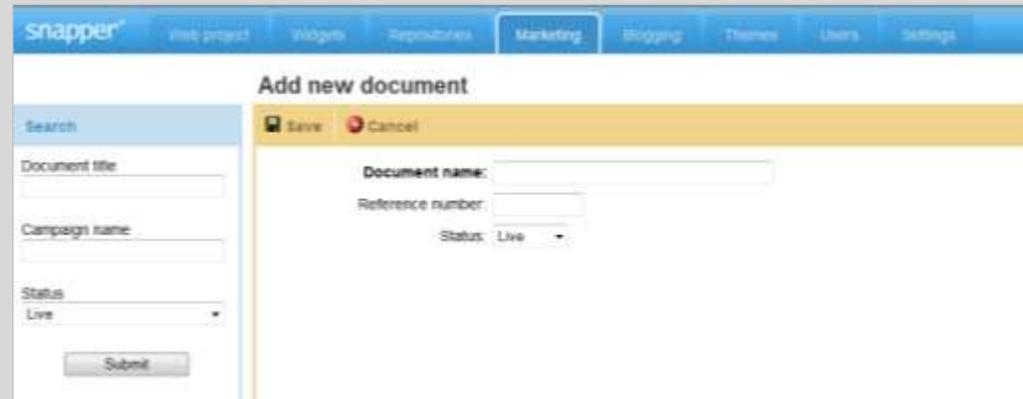
The screenshot shows the 'Add new document' form in the Snapper system. The form is divided into two main sections. On the left, there is a 'Search' sidebar with fields for 'Document title', 'Campaign name', and 'Status' (set to 'Live'). A 'Submit' button is at the bottom of this sidebar. The main area of the form has a yellow header with 'Save' and 'Cancel' buttons. Below this, there are input fields for 'Document name', 'Reference number', and a 'Status' dropdown menu (set to 'Live').

Figure 3

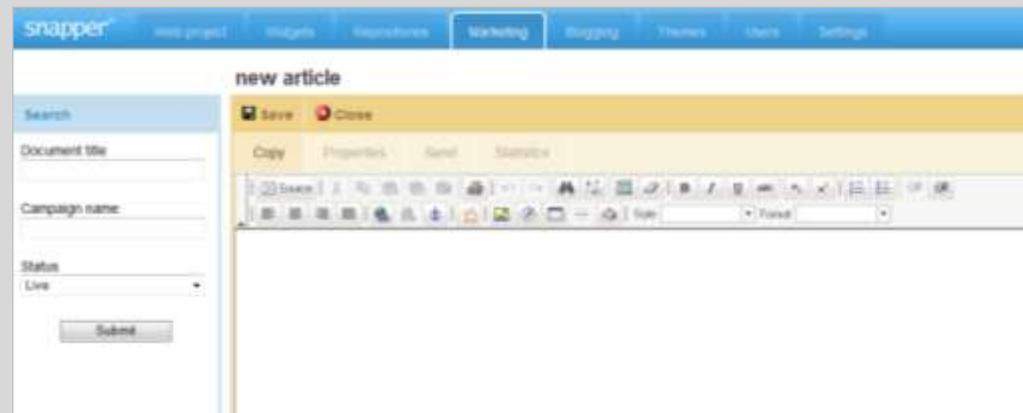
The screenshot shows the 'new article' form in the Snapper system. It features a similar layout to Figure 3, with a 'Search' sidebar on the left containing 'Document title', 'Campaign name', and 'Status' (set to 'Live') fields, and a 'Submit' button. The main area has a yellow header with 'Save' and 'Close' buttons. Below the header, there are tabs for 'Copy', 'Properties', 'Send', and 'Source'. The 'Copy' tab is active, showing a rich text editor with a toolbar and a large text area for adding content.

Figure 4

Step 4 – ‘Properties’ tab

- Click on the ‘Properties’ tab (Fig. 4).
- On the next screen you will be able to add the main body content for the article, as shown below. Add your text / image(s) here (Fig. 3).
- You can edit the article ‘Headline’, ‘Reference number’, ‘Status’ and ‘Standfirst’ here.
- The ‘Standfirst’ tab is for the opening snippet of text.
This text will be displayed on your website below the article title as introductory text. You can use the opening line of text from the article copy or write a specific line of text for the ‘Standfirst’.
- To publish the news article on your website, set the status to ‘Live’.
- When you have finished editing the news article, click ‘Save’ to close the item.

The screenshot shows the 'New article' form in the Snapper system. The form is titled 'New article' and has a yellow header bar with 'Save' and 'Close' buttons. Below the header are tabs for 'Copy', 'Properties', and 'Send'. The 'Properties' tab is active. The form contains several fields: 'Document title', 'Campaign name', and 'Status' (a dropdown menu). A 'Submit' button is located below these fields. The 'Standfirst' field is a rich text editor with a toolbar. Below the 'Standfirst' field are fields for 'Reference number' (76759928) and 'Status' (Draft). A 'Published' date field shows '07/07/2010 12:10:21'. At the bottom, there are fields for 'Created by: Amy Bluck', 'Last edited by: Jodi Stelzer', and 'Last edited: 13/07/2012 17:22:28'.

Figure 5

Step 5 – View the news item on your website

Now that the article has been created, it will automatically be displayed on your website. Go to your website and view the ‘News’ page to confirm the news article is being properly displayed.

5

Editing / Archiving Articles

If you no longer wish to display an article on your website, you will need to set the 'Status' to archive.

- Select the 'Marketing' hotkey and the article library will display (Fig. 5).
- To search for an article by title, reference number or status (e.g. 'Live', 'Draft' or 'Archive'), you can use the 'Search' fields shown on the left-hand side of the screen.
- Once you have located the article you wish to archive from either the search or the document list, double-click on the article name.
- You will then need to select the 'Properties' tab (Fig. 6).
- Using the 'Status' drop down selector, change the status from 'Live' to 'Archive'. Once this has been set to 'Archive', and saved, the article will no longer display on your website.
- You can re-activate the article at any time, by searching for all items with a status of 'Archive', then double-clicking on the article and changing the status to 'Live'.

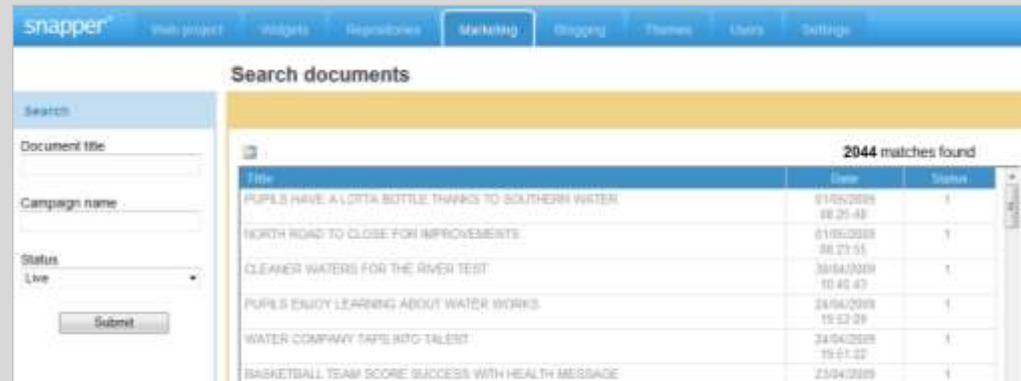


Figure 6

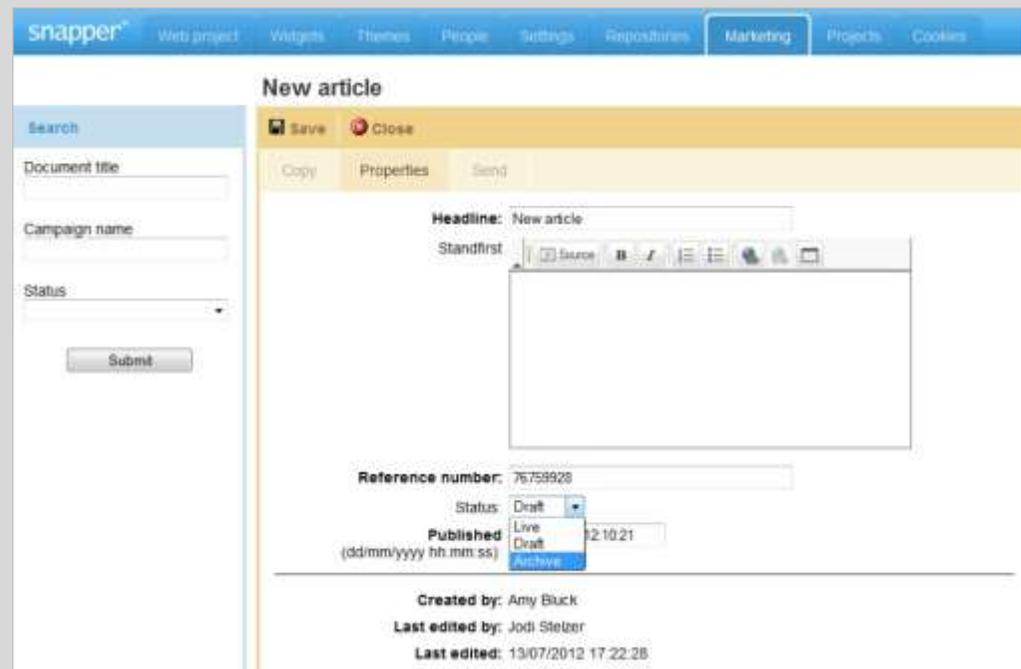


Figure 7