


## NEWSLETTERS: TEXTING, EMAILING, POSTING TO WEBSITE

---

### Step 1: UPLOAD NEWSLETTER TO WEBSITE SERVER:

- ❖ If newsletter is created in Microsoft Word or Publisher, save it using **Save As PDF**. (PDF files are the preferred universal format for public use). Make note of the location of the file.
- ❖ Log into district website. If you need log in assistance, contact IT.
- ❖ Locate and navigate to your school or department Newsletters section. Select **New Draft** to edit the page.
- ❖ Type the relevant info about your new newsletter, then **HIGHLIGHT** your text. Click Link icon: 
- ❖ From the Link menu, select **Browse Server**.
- ❖ From the Server window, select **Upload**, then select your Newsletter file location. Click **Open** to upload this file to the website server.
- ❖ Double-click on the uploaded file (this will insert the link into the URL window of the Link menu). Click **OK**. At bottom of the page edit screen, change dropdown of the **Moderation State** to PUBLISHED and click **Save** to exit.

### Step 2: EMAIL/TEXT NEWSLETTERS WITH BLACKBOARD CONNECT:

- ❖ Right-click on newly created link, and select **Copy Link Address**.
- ❖ (Optional) Open new browser tab and navigate to a preferred URL shortener, such as <https://goo.gl/> or <https://bitly.com>. Paste your copied link into the window and select **Shorten URL**. Copy the shortened link.
- ❖ Log into Blackboard Connect at <https://blackboardconnect.com>. Open an Outreach Message. Compose message in email and text windows, using the copied URL to direct to your uploaded newsletter.
  - *Example:*  
"Greetings, ABC Elementary families! Our new March 2018 newsletter is now available! Click here to download it: <https://goo.gl/rqJeAq>"
- ❖ Send to text and email contacts. Use the copied link to post to social media as well.

