TARGETED ANNOUNCEMENTS

CREATING A NEW ANNOUNCEMENT

1. Click the **Portal Admin** link in the top left corner of MyWashburn

![Portal Admin screenshot](image1.png)

2. Click the **Manage Targeted Announcements** link from the list (it may be the only thing you have in the list)

![Manage Targeted Announcements screenshot](image2.png)

3. Click the **New Announcement** button on the right side of the window

![New Announcement button](image3.png)
4. Enter your message title and message body into the appropriate fields following the **Targeted Announcement Guidelines** (found at the end of this document). You can also format your text using the rich text editor. When you are done creating your message click the **Next** button.

5. Select the target audience:
   - First radio button - Entire campus through the **Campus Announcement Channel but NOT email**.
   - Second radio button – Entire campus or smaller groups through the **Personal Announcement Channel and/or email**. The information in parenthesis under the **Refine Audience** button shows the default group you will be able to send to. See the section on **Refine Audience** for more information on narrowing your target audience.

Then click the **Next** button.
6. Select the check box next to **Channel** and/or **E-mail** to indicate how you want the announcement delivered. Ensure the **Delivery** and **Expiration** dates and times are acceptable (if not, type in the desired date and time using the formats listed on the right)

7. Review the information you have entered (if any changes need to be made, click the area title to be taken to that area) and click the **Schedule Announcement** button
8. Make sure the verification states your announcement was successfully scheduled and click the **OK** button.

9. You will be taken back to the list of announcements you have created.
1. Click the **Portal Admin** link in the top left corner of MyWashburn

2. Click the **Manage Targeted Announcements** link from the list (it may be the only thing you have in the list)

3. Click on the title of the announcement you want to edit.
4. The announcement summary will appear under the list of announcements. Click the **Edit and Reschedule** button.

5. From the announcement summary screen, click the title of the area you need to edit.
6. Make the desired changes and click the **Review** button

7. If everything in the summary looks correct, click the **Schedule Announcement** button
8. Make sure the verification states your announcement was successfully scheduled and click the OK button.

9. You will be taken back to the list of announcements you have created. Both the original and the edited announcements are now released. Determine which message is the original (the original announcement will have a lower number as its ID).

10. Check the box next to the original message.
11. Click the **Delete** button

12. Click **OK** in the verification window

13. The original message will be deleted and the edited message will be the one people see in the channel. (If the announcement was sent as an e-mail, the target audience will receive both messages.)
REFINE AUDIENCE

You are assigned by the administrator a base group of people you contact through Targeted Announcements. You can see this assignment under the Refine Audience button. If you do not use the Refine Audience button, you will send to your base group. Using the Refine Audience button allows you to narrow down who the announcement will be available to by using Boolean operators (this is the use of AND, OR, NOT statements to define who you want to target).

The following diagrams are the easiest way to show demonstrate how Boolean operators work.

*NOTE:* “AND <your base group>” will be added to then end of any refining you do.

This represents the base group of public.

If you set **role=Faculty**, you get the people in the blue circle:

If you set **role=Student**, you get the people in the green circle:

If you set the **role=Faculty AND role=Student**, you get the people in the dark blue area:
If you set the `role=Faculty OR role=Student`, you get the people in the purple area:

If you set the `role=Faculty NOT role=Student`, you get the people in the yellow area:

In this example I have a base group of Staff, Faculty, and Student and am going to target Faculty and Student. (These instructions start from the Target Audience section of creating a Targeted Announcement.)

1. I start by clicking the **Refine Audience** button.
2. The base group will always show but I can’t edit it. I’m going to narrow down the base group so I click the plus sign next to the word **AND**.

3. Using the diagrams at the beginning of this section, I know I want to use an OR statement to include anyone who is Faculty or Staff (even those who are both). I almost chose to add a single NOT statement to remove all Staff from my base group until I realized that would also remove any Staff that are also a Faculty and/or Student.

Since I decided I would be doing an OR filter, I click the word **OR**.
4. To add a new OR filter group I click the plus sign next to the word OR.

5. Since I want to filter the group based on their role I click the word Roles.
6. Neither Faculty nor Staff role is showing in the first group so I click the link to show the next group.

7. Once I find one of the roles I want to target I check the box next to it and click the **Select Marked** button.
8. Now I look through the list for the Student role. Once I find it I check the box next to it and click the **Select Marked** button to add it to the list on the right.

9. I double-check the list of **Selected Items** to make sure I have added everyone I want. It looks good so I click the **Done** button.
10. Now I can review the filter I’ve created. The filter I just added is \((\text{Role} = \text{Faculty} \lor \text{Role} = \text{Student})\) which is exactly who I want to target. My base group will always be added to the end of my filter using an AND statement. After making sure the statement is correct I click the **Done** button.

11. The statement will now appear on the **Target Audience** screen under the **Refine Audience** button.

12. I can go ahead and complete the Targeted Announcement.
TARGETED ANNOUNCEMENT GUIDELINES

Please refer to the following content and style guidelines when creating your targeted announcement message.

CONTENT GUIDELINES

- Limit content to university events, information, and notices
- Include important facts (who, what, when, and where) in the first paragraph
- Indicate a telephone number to call for more information
- Sign each announcement with the following:
  - Date and time posted
  - Submitted by (with e-mail address)
  - Posted by
  - Targeted to

STYLE GUIDELINES

Messages will be edited to conform to Associated Press style. To reduce the amount of editing required, follow these guidelines:

- Use active verbs
- Keep the message brief
- Write short sentences
- Do not use ALL CAPS
- Do not use excessive punctuation (such as ??? or !!!)