

Creating Newsletters Using Social Media Manager

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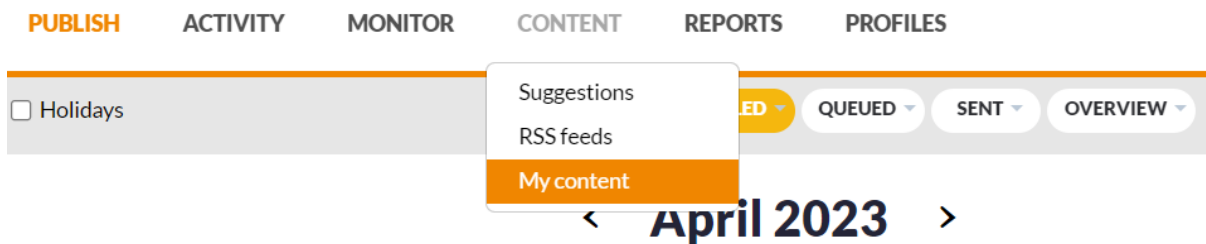


Before creating your newsletters, we recommend creating an email distribution list. Instructions on this can be found further down in this guide.

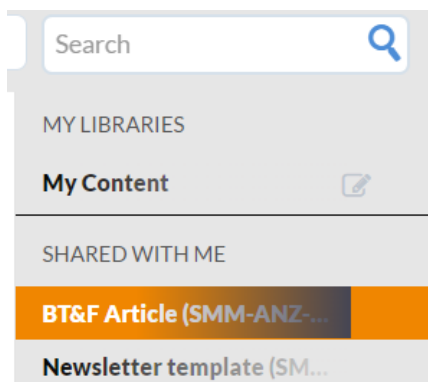
Although you are unable to create and send newsletters directly from Social Media Manager, in just a few quick and easy steps you can still access content rich articles, paste them into an email to create your newsletter and send it out to multiple contacts.

Selecting articles from the content library

1. Login to Social Media Manager and select My Content



2. Click on your news source under 'Shared with me'



3. Select 'Sort: Newest' to make sure you are seeing the latest articles first.



- Select your first article that you would like to add to your newsletter by clicking on the 'Share' button at the bottom of the article.



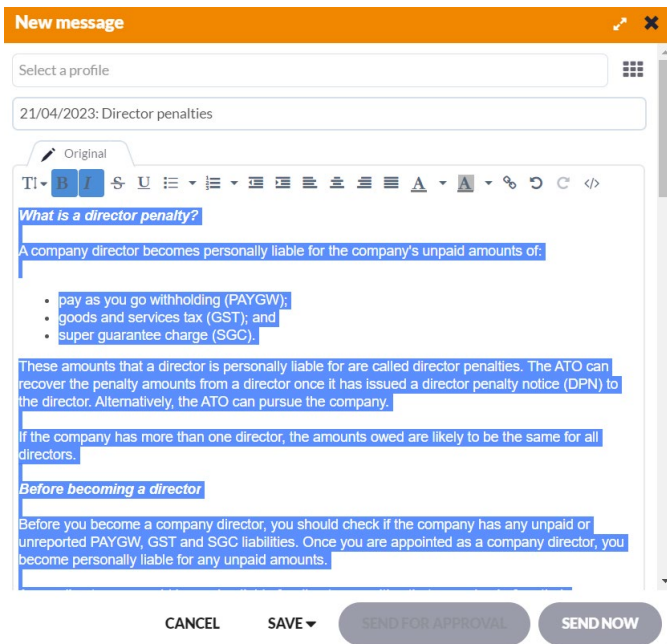
- Click 'Yes' when asked to confirm the content type.



Would you like to share the HTML version of this content?

CANCEL NO, SHARE AS PLAIN TEXT YES

- Place your cursor at the beginning of the article, left click and highlight all the way down to the bottom of the article, including the image. Press CTRL+C on your keyboard to copy the article.



- Open the newsletter email you are creating and press CTRL+V on your keyboard to paste the article into your newsletter.
- Repeat steps 4-7 to add more articles to your newsletter.

Creating your email distribution list



Please ensure that you have an excel file containing a list of your clients, including their names and email addresses.

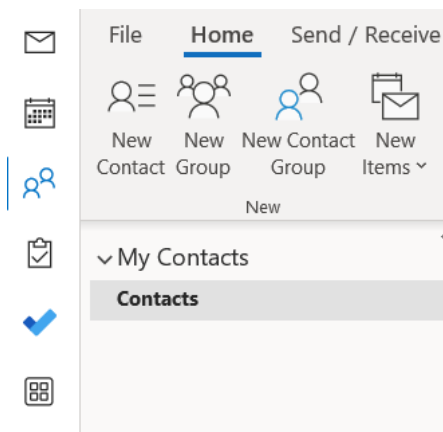
1. Open your client list Excel document.

A	B	C	D	E	F	G	H	I	J
Business	Type	Contact First Name	Contact Last Name	Address	City	State	Post Code	Phone	Email
Company 1	Company	John	Smith	1 David St	Dandenong	Vic	3175	401123456	john.smith@gmail.com
	Individual	Fred	Jones	300 Albert St	Sydney	NSW	2000	401123457	fred.jones@gmail.com
	Individual	Jane	West	25 Adams Lane	Adelaide	SA	5000	401123458	jane.west@gmail.com
Company 2	Company	Sarah	North	200 Collins St	Melbourne	Vic	3000	401123459	sarah.north@gmail.com
Company 3	Company	Alex	Harrison	30 Baker Ave	Perth	WA	6000	401123450	alex.harrison@gmail.com

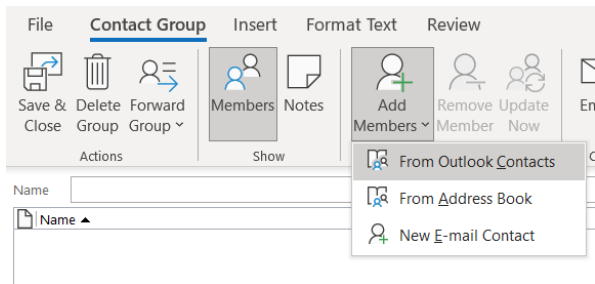
2. Hide columns so that your Name(s) and Email columns are next to each other. Select these columns and press CTRL + C to copy the selected cells.

Business	Type	Contact First Name	Contact Last Name	Email
Company 1	Company	John	Smith	john.smith@gmail.com
	Individual	Fred	Jones	fred.jones@gmail.com
	Individual	Jane	West	jane.west@gmail.com
Company 2	Company	Sarah	North	sarah.north@gmail.com
Company 3	Company	Alex	Harrison	alex.harrison@gmail.com

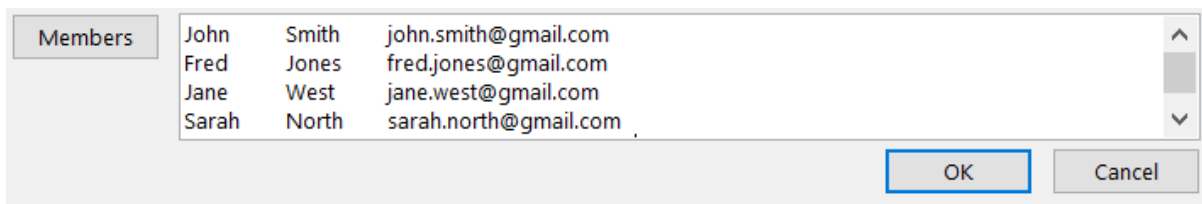
3. Open Outlook, create a new Contact Group by going to People > New Contact Group. Alternatively, use keyboard shortcut CTRL+SHIFT+L



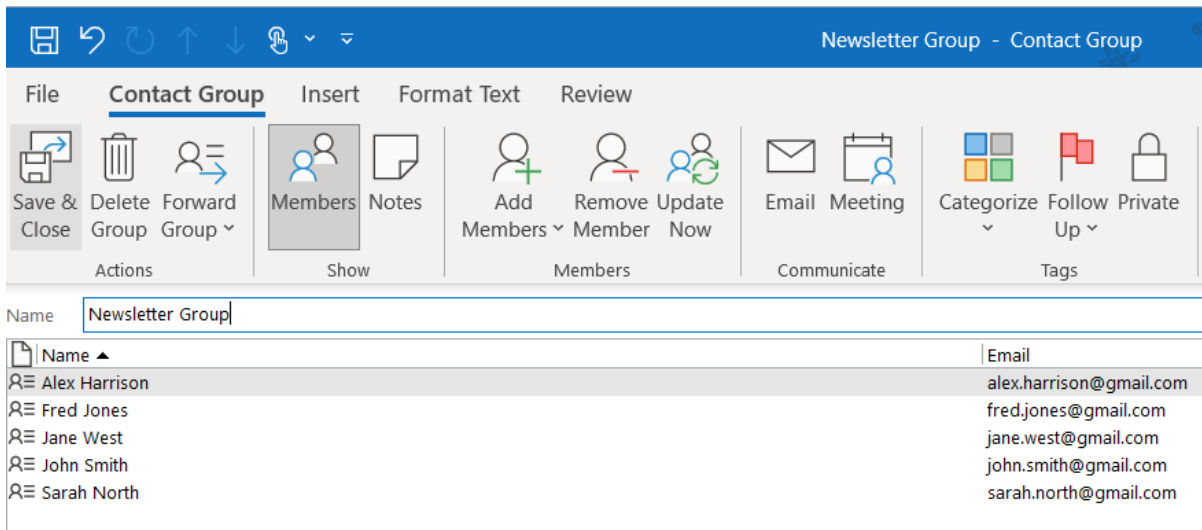
4. Click on the Add Members dropdown button and choose: From Outlook Contacts



5. Click in the text field next to the “Members” button and press CTRL+V. This will paste each name and email address from your Excel list on its own line. Press OK to close the Select Members dialog and to return to your Contact group.



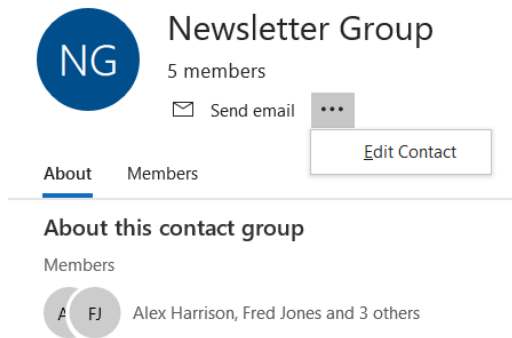
6. Enter a name for your Contact Group and select Save and Close.



Updating your email distribution list

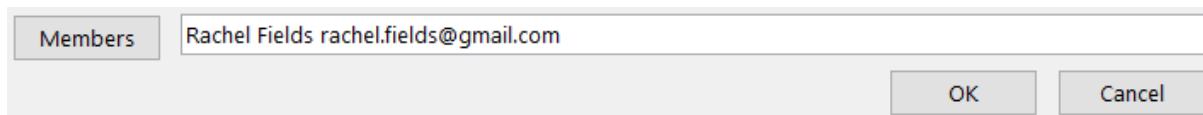
From time to time you will want to add or remove contacts from your email list.

1. Open Outlook, click on People > Contacts.
2. Select your client list, click on the three black dots and then click on Edit Contact.

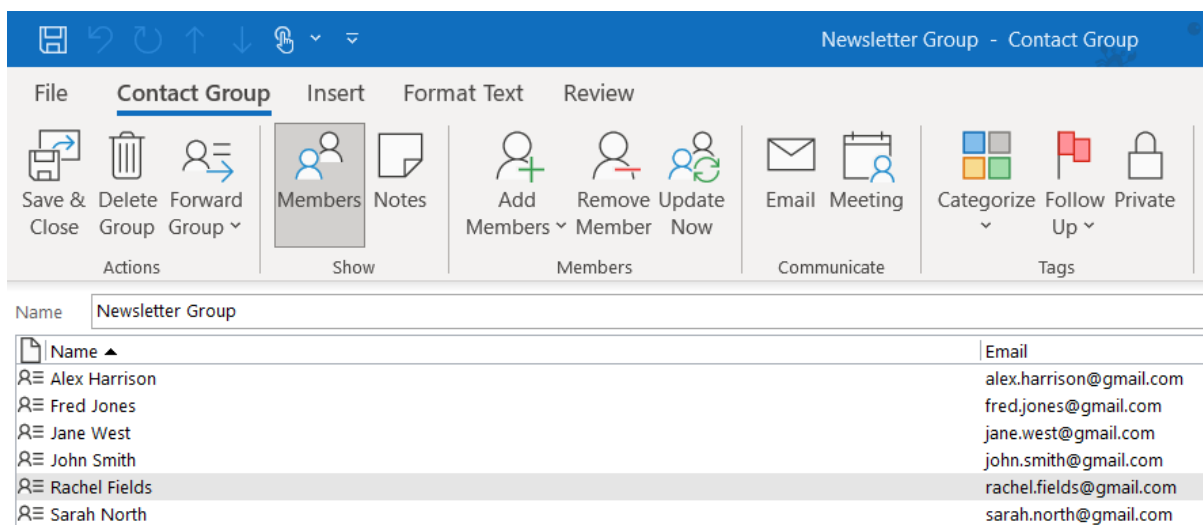


To add a single contact or multiple contacts

1. Click on Add members > From Outlook Contacts and then enter the name(s) and email address(s) in the field next to the “Members” button.



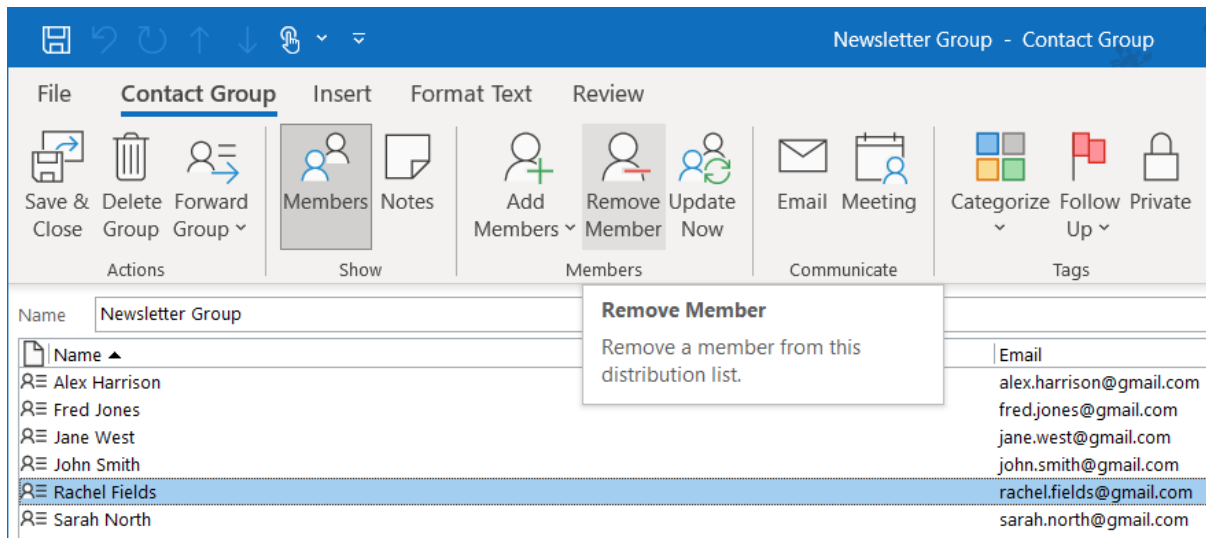
2. Press OK to close the Select Members dialog and to return to your Contact group.



3. Press Save and Close.

To remove a single contact or multiple contacts

1. Select one or more contacts on the list and click Remove Member



2. Press Save and Close.

Sending your newsletter

Once you have created your email newsletter, all you need to do is type the name of the distribution list in the BCC field of the email you wish to send and all of the contacts in your distribution list will receive it.