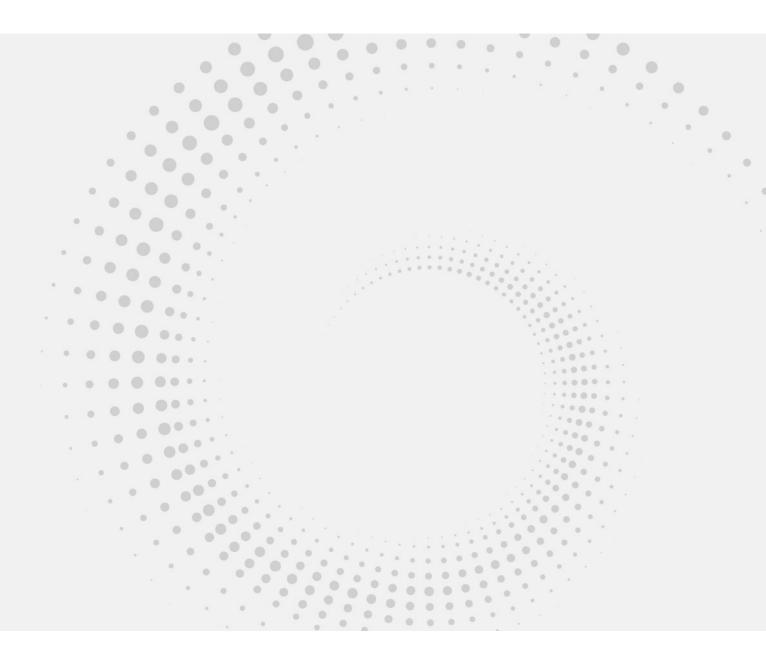


## **Creating Newsletters Using Social Media Manager**

May / 2023



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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

PUBLISH	ACTIVITY	MONITOR	CONTENT	REPORTS	PROFILES	
🗌 Holidays			Suggestions RSS feeds	ED	QUEUED - SENT - OVERV	IEW -
			My content			
			< /	4pril 20	023 >	

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

Search	Q
MYLIBRARIES	
My Content	ľ
SHARED WITH ME	
BT&F Article (SMM-ANZ	
Newsletter template (SM.	

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





4. 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.

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

Confirm content	t type		×				
Would you like to share the HTML version of this content?							
	CANCEL	NO, SHARE AS PLAIN TEXT	YES				

6. 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.

New message 🥜 🗶
Select a profile
21/04/2023: Director penalties
/ Original
Ti-BISUE・E・正正正主 三 A・A・9 つ C ()
What is a director penalty?
A company director becomes personally liable for the company's unpaid amounts of:
<ul> <li>pay as you go withholding (PAYGW);</li> <li>goods and services tax (GST); and</li> <li>super guarantee charge (SGC).</li> </ul>
These amounts that a director is personally liable for are called director penalties. The ATO can recover the penalty amounts from a director once it has issued a director penalty notice (DPN) to the director. Alternatively, the ATO can pursue the company.
If the company has more than one director, the amounts owed are likely to be the same for all directors.
Before becoming a director
Before you become a company director, you should check if the company has any unpaid or unreported PAYGW, GST and SGC liabilities. Once you are appointed as a company director, you become personally liable for any unpaid amounts.
CANCEL SAVE - SEND FOR APPROVAL SEND NOW

- 7. Open the newsletter email you are creating and press CTRL+V on your keyboard to paste the article into your newsletter.
- 8. 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.

А	В	С	D	E	F	G	Н	I.	J
Business	Туре	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	Туре	<b>Contact First Name</b>	<b>Contact Last Name</b>	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

$\square$	File	Home	Send ,	/ Receive
الله عم	Q≡ New Contact	New Ne Group		t New Items ~
Ċ	∽ My C	ontacts		<
	Conta	cts		



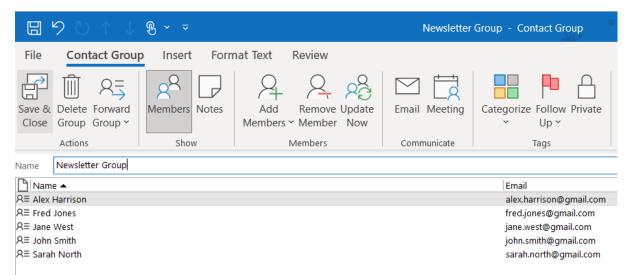
4. Click on the Add Members dropdown button and choose: From Outlook Contacts

File	Con	tact Grou	o Insert	Form	nat Tex	t F	Review		
Save & Close		$P \xrightarrow{=}$ Forward Group ~	R Members	Notes	Ac		Remove Member		Er
	Actions		Sho	w	<u>R</u>	From	Outlook	<u>C</u> ontacts	(
Name						From	n <u>A</u> ddress	Book	
Name	2 🔺				8	New	<u>E</u> -mail C	ontact	

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.

Members	John Smith Fred Jones Jane West Sarah North	john.smith@gmail.com fred.jones@gmail.com jane.west@gmail.com sarah.north@gmail.com		× ×	
				ОК	Cancel

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

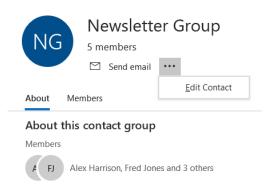




# Updating your email distribution list

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.

Members	Rachel Fields rachel.fields@gmail.com		
·		ОК	Cancel

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

Ei	9 U	$\uparrow  \downarrow$	€ ~ ⇒			Newsletter	Group - Contact Group		
File	Conta	act Group	Insert Forr	nat Text Review					
Save & Close	Delete F Group G Actions		Members Notes	Add Remov Members ~ Members Members	e Update er Now	Email Meeting	Categorize Follow Private v Up v Tags		
Name	Newsletter	r Group							
Nam	ie 🔺						Email		
R≣ Alex	Harrison						alex.harrison@gmail.com		
요≡ Fred	Jones						fred.jones@gmail.com		
R≡ Jane	R= Jane West jane.west@gmail.com								
	R≡ John Smith john.smith@gmail.com								
R≣ Rach	el Fields						rachel.fields@gmail.com		
R≡ Sara	h North						sarah.north@gmail.com		

3. Press Save and Close.



#### To remove a single contact or multiple contacts

- **€** ~ ⇒ Newsletter Group - Contact Group File **Contact Group** Insert Format Text Review 25 Categorize Follow Private Save & Delete Forward Members Notes Add Remove Update Email Meeting Close Group Group ~ Members ~ Member Now Up ~ Actions Show Members Communicate Tags Remove Member Newsletter Group Name Remove a member from this Name 🔺 Email distribution list. R≡ Alex Harrison alex.harrison@gmail.com A≡ Fred Jones fred.jones@gmail.com R≡ Jane West jane.west@gmail.com R≡ John Smith john.smith@gmail.com R∃ Rachel Fields rachel.fields@gmail.com R≡ Sarah North sarah.north@gmail.com

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.

