

Posting a Northern Lights Editorial

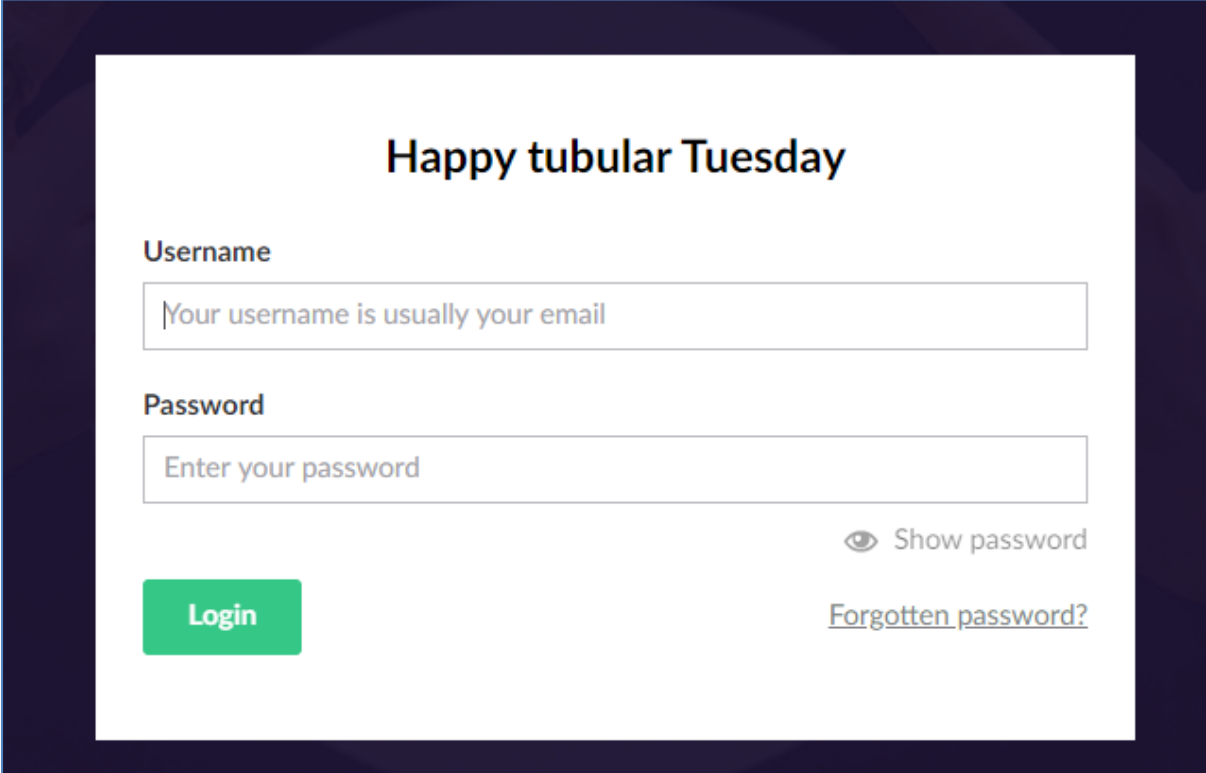
Introduction

This guide takes you through the process of posing a **Northern Lights** editorial. In order to carry out this process you need access to a content management system (CMS) called **Umbraco**. To be set up with a username and password, please contact **Gil Young** at gil.young@hee.nhs.uk

Logging in

Go to the following website and login:

<https://www.lksnorth.nhs.uk/umbraco>



Happy tubular Tuesday

Username

Your username is usually your email

Password

Enter your password

Show password

Login

[Forgotten password?](#)

Figure 1

Creating a new Newsletter Issue

After logging in you will see a screen similar to Figure 2: click on **Newsletter Studio** – the envelope icon highlighted in Figure 2.

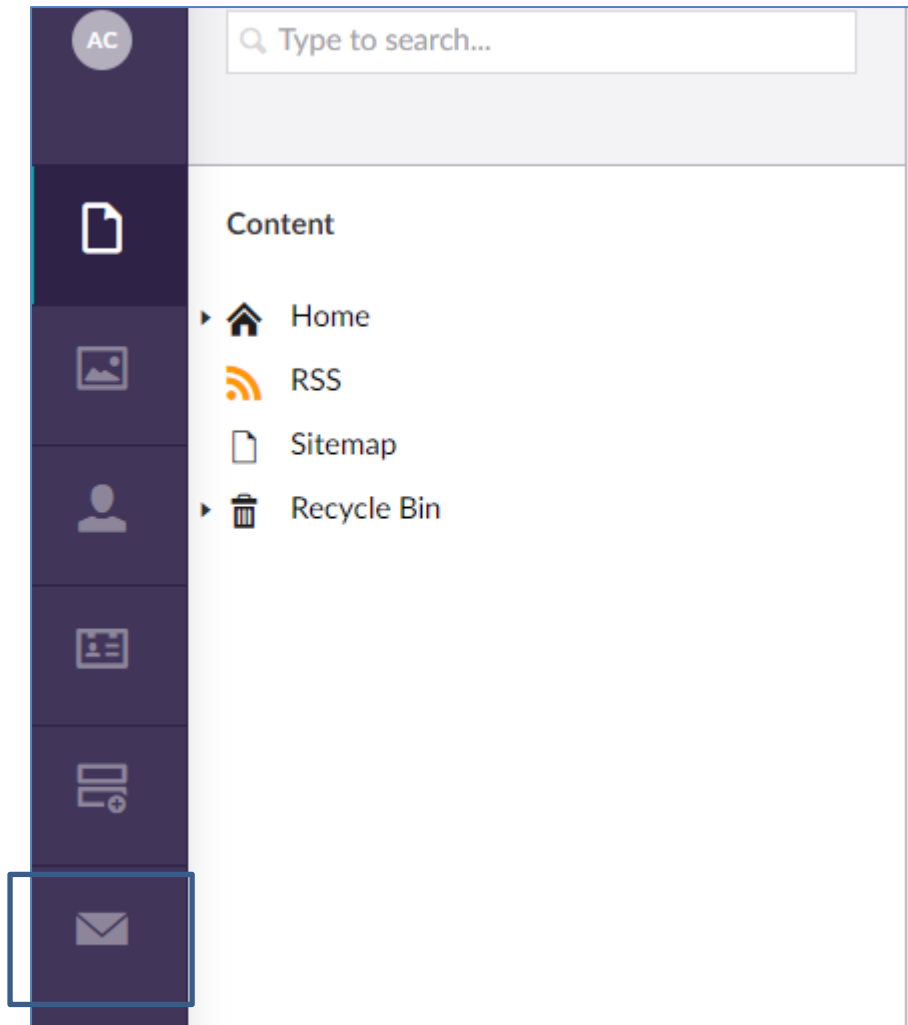


Figure 2

Figure 2

You will see a screen similar to Figure 3: click on the **Create newsletter** button.

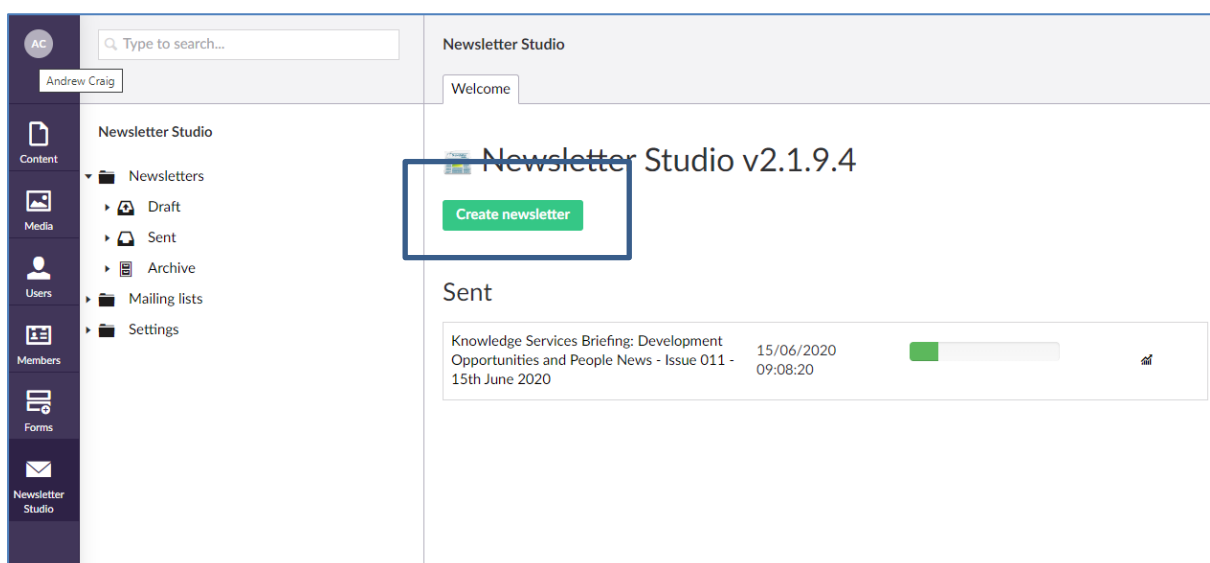
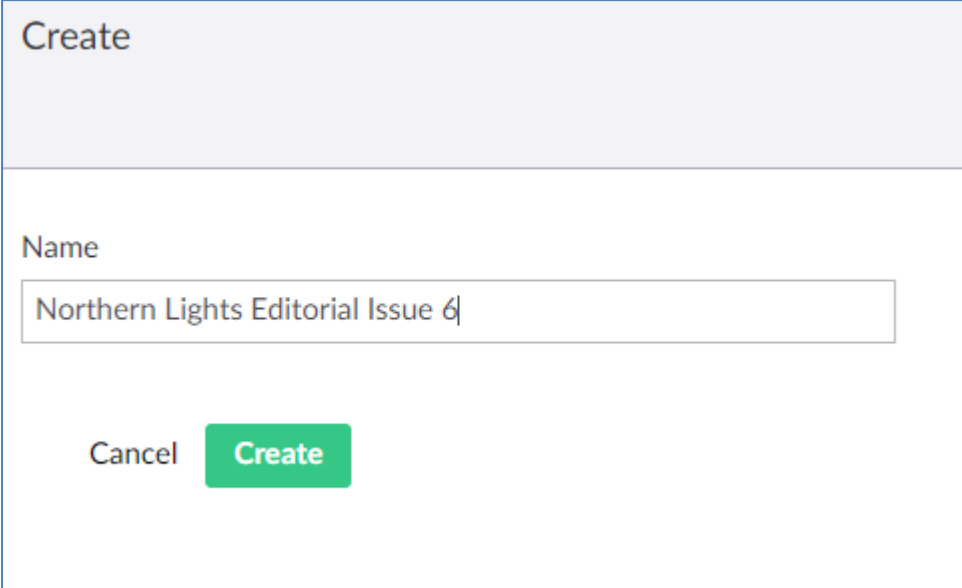


Figure 3

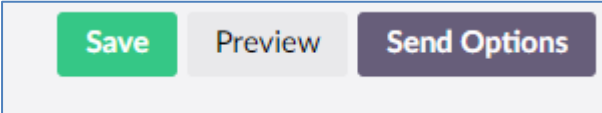
The naming convention for Northern Lights is as follows: “**Northern Lights Editorial Issue**” followed by the number of the issue (Figure 4).



The image shows a web form titled "Create". Below the title is a label "Name" followed by a text input field containing the text "Northern Lights Editorial Issue 6". At the bottom of the form are two buttons: "Cancel" and "Create". The "Create" button is highlighted in green.

Figure 4

After entering the name of the issue, click on the **Create** button. You will see the page where you create the newsletter. You will be able to save a draft of the document at any time by clicking on the **Save** button in the top right hand corner of the screen (Figure 5). You can also Preview your editorial by clicking on the **Preview** button.



The image shows three buttons arranged horizontally. From left to right: a green "Save" button, a grey "Preview" button, and a dark purple "Send Options" button.

Figure 5

Subject: This will appear in the subject field of the email. The format is Northern Lights Editorial Issue” followed by the number of the issue.

Example: Northern Lights Editorial Issue 6

Sender name: Northern Lights

Sender email: This field is automatically filled in (IMPORANT: DO NOT CHANGE)

Choose skin: Choose Northern Lights Outer Template

Figure 6 shows a completed version.

The image shows a web-based form for configuring an email. It consists of four main sections, each with a label and a description:

- Subject:** Labeled "Subject of the e-mail", with a text input field containing "Northern Lights Editorial Issue 10".
- Sender name:** Labeled "The name of the sender that will appear in the receiver client", with a text input field containing "Northern Lights".
- Sender e-mail:** Labeled "Must be a valid e-mail address", with a text input field containing "noreply@appsdev-mlcsu.org".
- Choose skin:** Labeled "Please choose the skin that you would like to use.", with a dropdown menu showing "Northern Lights Outer Template".

Below these fields is a rich text editor toolbar. The toolbar includes icons for undo, redo, copy, paste, and a "Formats" dropdown. It also features icons for bold (B), italic (I), bulleted list, numbered list, link (a chain link icon), unlink, help, insert image, insert video, and a table icon. The link icon is highlighted with a blue square.

Figure 6

Pasting the content of the article

Copy the article from Word into Notepad: this un-formats the article. Then copy the article from Notepad to the editing area in the CMS. You will need to recreate the hyperlinks: see the section of **inserting hyperlinks**.

Inserting hyperlinks

Highlight the text you want to hyperlink and click on the link icon in the menu (Figure 6). You will see Figure 7. Type or paste the link in the **Link** field. In the **Link title** field you can add some alt text to aid accessibility. The alt attribute is used by "screen reader" software so that a person who is listening to the content of a webpage (for instance, a person who is blind) can interact with this element (see next section on images). Once you have filled in the fields, click **Submit**.

Select link




Link	Anchor / querystring
<input type="text" value="http://www.google.co.uk"/>	<input type="text" value="#value or ?key=value"/>

Link title

Target

Opens the linked document in a new window or tab

Link to page

- ▶  Home
-  RSS
-  Sitemap

Link to media

Figure 7

Publishing the newsletter

The Northern Lights Editorial is sent out as an email. Once you are ready to send out your email click on **Send Options** (Figure 8).

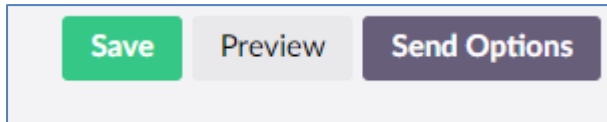


Figure 8

You are presented the three options shown in Figure 9.

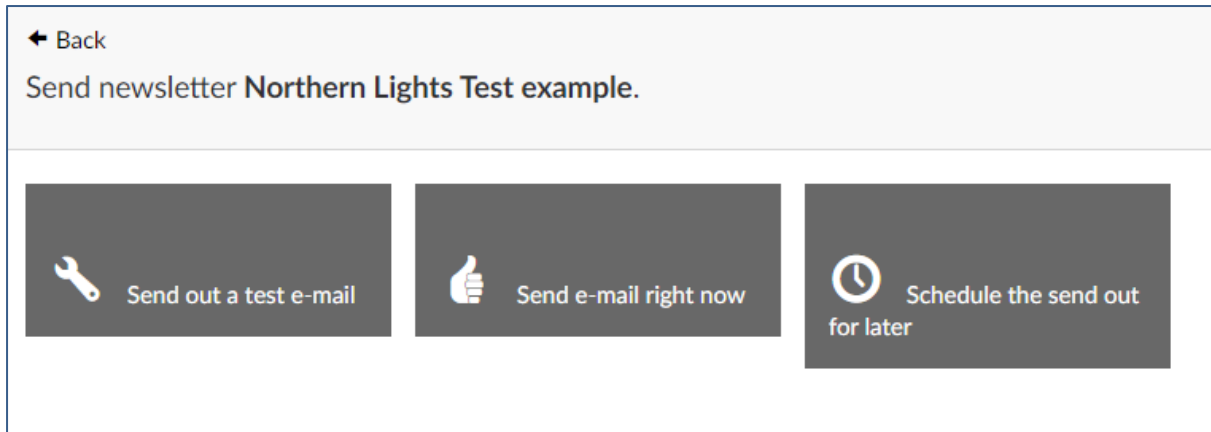



Figure 9

Send out a test e-mail: it is recommended that you send out a test email at least once before sending out to the distribution list. This will allow you to see the final result and check the links in the email.

Send e-mail right now: Once you are happy with the editorial you can send out the email immediately. Make sure that the **Northern Lights** distribution list is chosen.

Schedule the send out for later: You can schedule the email to be sent at a later time. Figure 10 shows an example of setting up a schedule for sending out the editorial. Again, notice that **Northern Lights** is chosen as the distribution list.

Choose date and time

2020-10-16 17:44:05 

✕ Clear Date

Newsletter Studio Subscriptions

Default (0)

Northern Lights (489)

Knowledge Service Briefing (1052)

Umbraco members

RegisteredMembers (5)

IntranetAccess (3)

LIHNN (3)

YOHLNet (3)

NELL (2)

HLN (3)

YOHLNet Officers (0)

Schedule Cancel

Figure 10