

Posting a Northern Lights Editorial

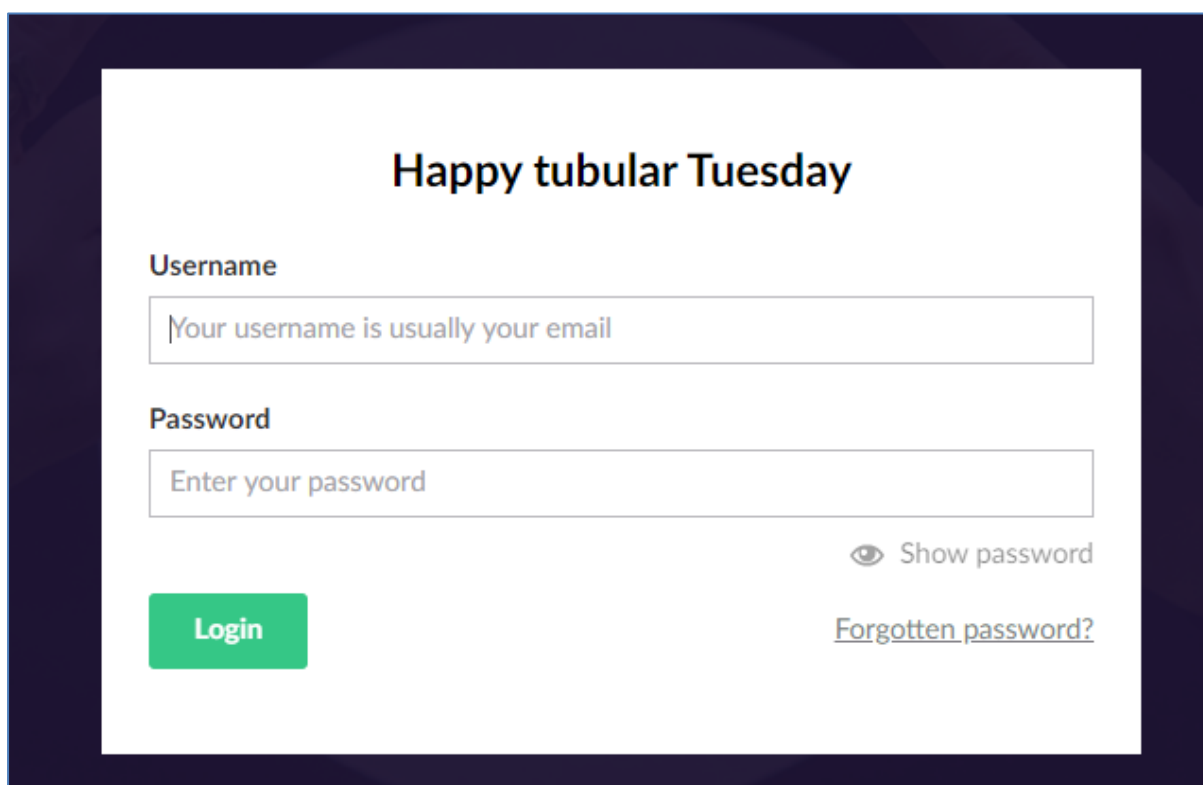
Introduction

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.

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
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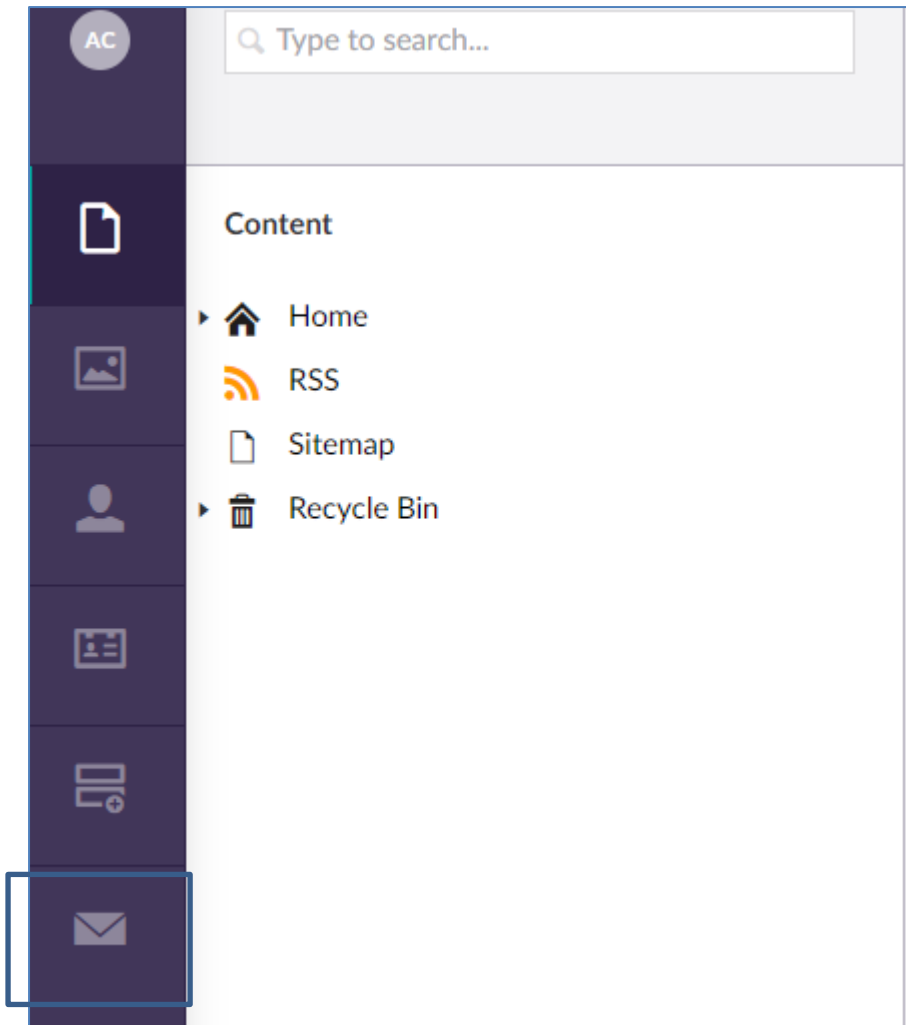


Figure 2

Figure 2

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

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

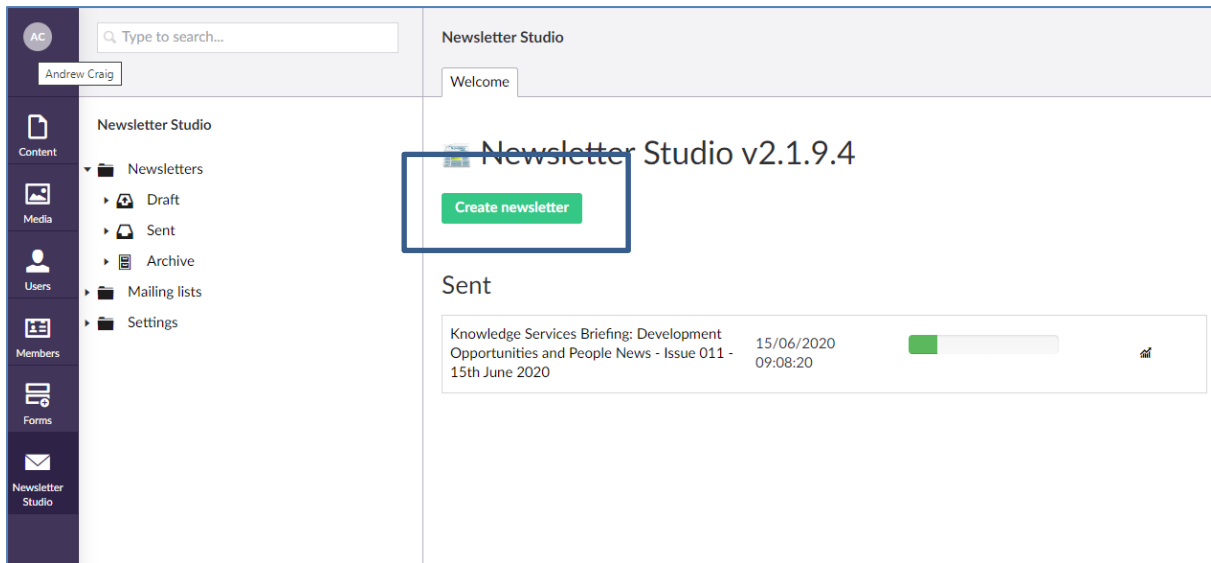


Figure 3

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

Create

Name

Cancel
Create

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.

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

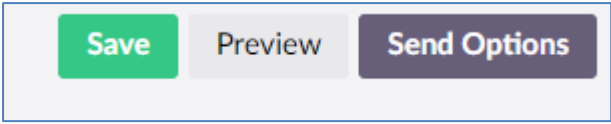


Figure 5

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 screenshot shows a form with the following fields and values:

- Subject:** Northern Lights Editorial Issue 10
- Sender name:** Northern Lights
- Sender e-mail:** noreply@appsdev-mlcsu.org
- Choose skin:** Northern Lights Outer Template

Below the fields is a rich text editor toolbar with various icons. A blue box highlights the link icon (a chain link) in the toolbar.

Figure 6

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

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**.

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

Select link

Link




Anchor / querystring

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).

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

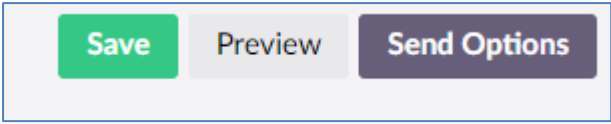


Figure 8

You are presented the three options shown in Figure 9.

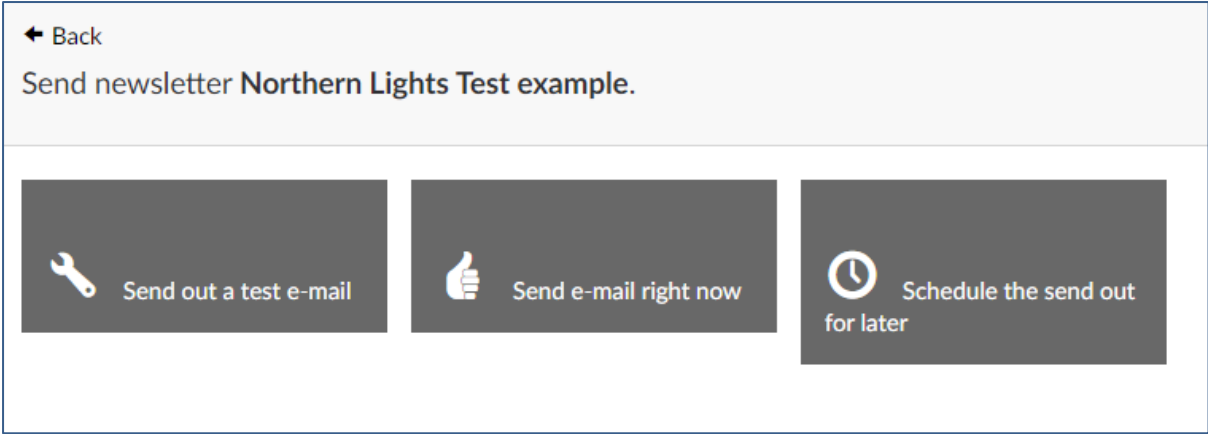


Figure 9

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.

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

Choose date and time

2020-10-16 17:44:05
14

✕ Clear Date

Newsletter Studio Subscriptions

Default (0)

Northern Lights (489)

Knowledge Service Briefing (1052)

Umbraco members

RegisteredMembers (5)

IntranetAccess (3)

LIHNN (3)

YOHHLNet (3)

NELL (2)

HLN (3)

YOHHLNet Officers (0)

Schedule
Cancel

Figure 10

You will also need to send an issue of Northern Lights directly to the Northern List:

northlks@knowledgeforhealthcare.nhs.uk

Adding the newsletter to the archive

Once the Northern Lights newsletter has been sent out you will need to add a link to the archive.

<https://www.lksnorth.nhs.uk/newsletters/northern-lights-archive/>

Find the email in your inbox. At the top of your email you will see the following text: **View this e-mail in your browser** (Figure 11).

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

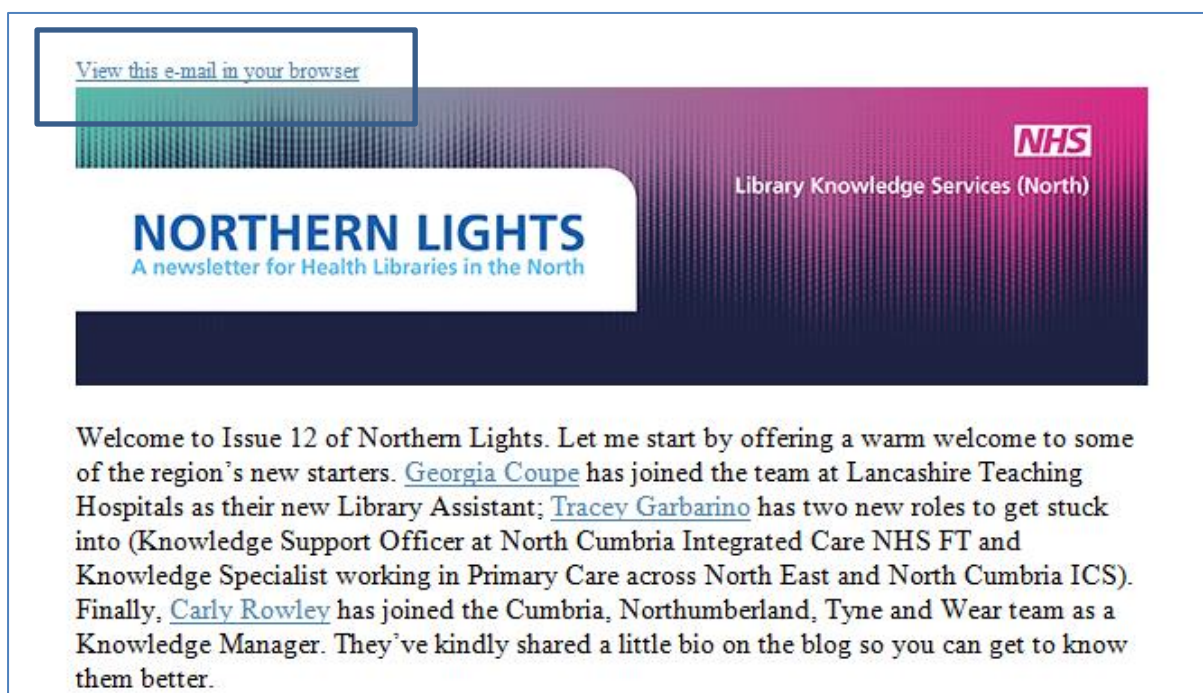


Figure 11

Click on the link to be taken to the web page version. Take a copy of the URL: it should look similar to the following.

https://www.lksnorth.nhs.uk/app_plugins/newsletterstudio/pages/rendernewsletter.aspx?nid=022246243010023197086007219018224205016215156255&e=049126098238155091199140071026102074009061195163166219088118046181093159054248246015100181191193

Assuming you are still logged into the admin area (**Umbraco**), navigate to the following: Home > Newsletters > Northern Lights Archive (Figure 12).

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

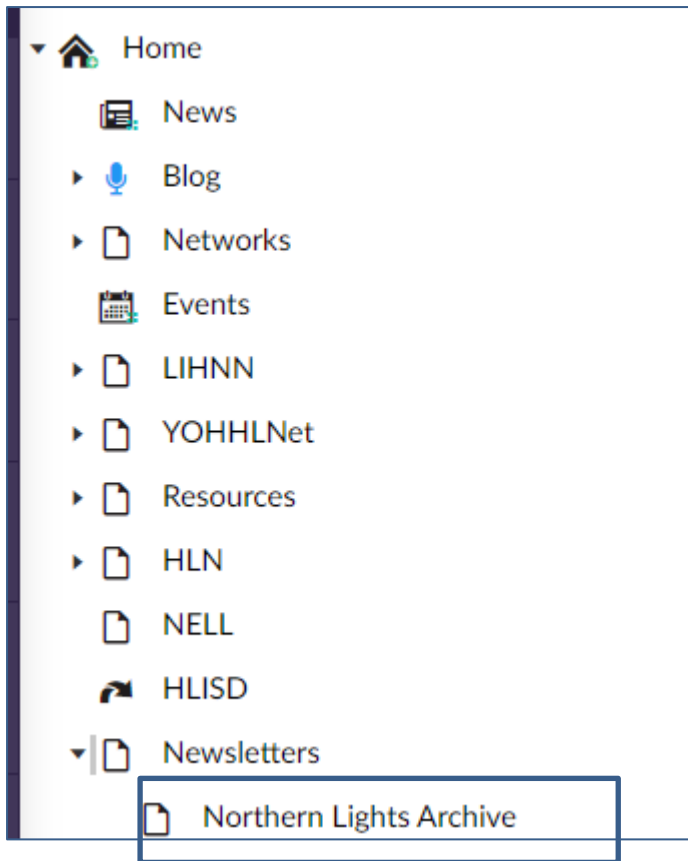


Figure 12

You should see the following page (Figure 13).

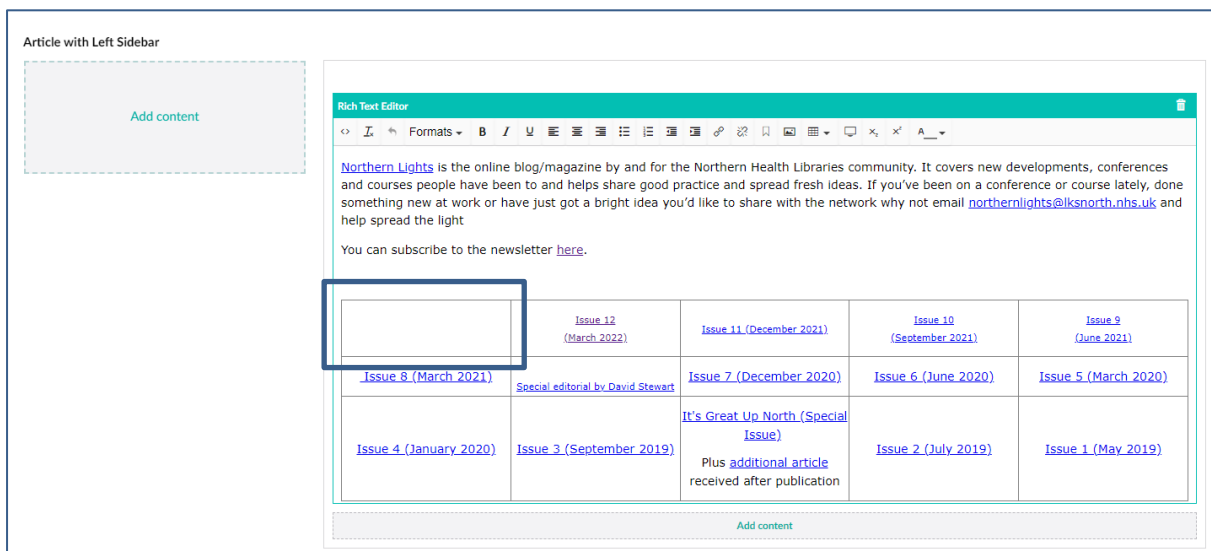


Figure 13

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

In Figure 13 there is one free area left (highlighted). Enter the issue number, month and year of publication. Highlight the text and click on the link icon in the menu. You should see Figure 14. Past the link you copied into the Link box and click Submit.

Select link

Link	Anchor / querystring
<input type="text" value="https://www.lksnorth.nhs.uk/app_plugin"/>	<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

Close

Figure 14

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
---	---------------------	-------------------------	--------------------------------

If there are no free spaces for you to add the new issue, click into the top row of the table. Figure 15 will appear automatically. You will need to add a new row to the top level of the table: the option to choose is called **Insert row below** as highlighted.

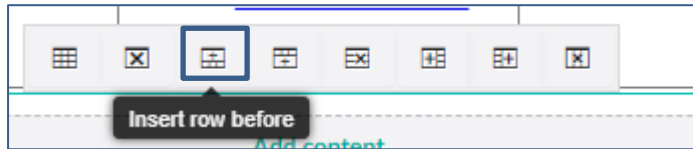


Figure 15

You should see a new blank row appear (Figure 16) for you to add the latest issue.

Issue 13 June 2022	Issue 12 (March 2022)	Issue 11 (December 2021)	Issue 10 (September 2021)	Issue 9 (June 2021)
Issue 8 (March 2021)	Special editorial by David Stewart	Issue 7 (December 2020)	Issue 6 (June 2020)	Issue 5 (March 2020)
Issue 4 (January 2020)	Issue 3 (September 2019)	It's Great Up North (Special Issue) Plus additional article	Issue 2 (July 2019)	Issue 1 (May 2019)

Figure 16

Once you are happy, click on the **Save and publish** button (Figure 17).

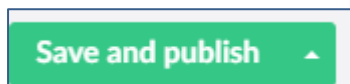


Figure 17

Title: Posting a Northern Lights Editorial	Version: 1.1	Date Authorised:	Review date: March 2022
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