

Website Administration Manual

*A collection of user-guides on key back-end functions for
Student Officers and Club & Society Committee Members*

Birkbeck Students' Union 2020



**BIRKBECK
STUDENTS'
UNION**
HERE FOR YOU

Contents

<i>Creating an Event</i>	3
<i>Creating an Event Promotion</i>	5
<i>Creating an Event Ticket Type</i>	6
<i>Sending an Event wide communication</i>	9
<i>Sending a Group wide communication</i>	10
<i>Editing a Group page</i>	12
<i>Editing a Group logo</i>	13

Please remember that before any of the below processes, you must be logged into the Birkbeck Students' Union website using your SU account and have entered the 'dashboard' in the log-in drop down menu, giving you limited administrative privileges.

Creating an Event

A huge part of running a successful student group is creating and executing a series of events for your members to engage with and enjoy. The most effective way of communicating your event to your members, and displaying the crucial promotional information required to attract attendees and ensure they successfully attend, is by creating an 'Event' on your student group page and the central SU Event's section. Below is a step by step guide on how to do so!

1. First, select the 'Events' tab on your groups dashboard. Note that this is sometimes also labelled as 'Create an Event'.
2. Once here, click the 'Add Event' button.
3. You should now be able to see a page containing multiple fields of entry, beginning with the Name of the event. Everything annotated with a red asterisk MUST be completed for the Event to become live.
4. Complete these sections as follows;
 - a. Name; this is the title that will appear when your event becomes live on our website. Make it short and sweet - grab the person's attention!
 - b. Complete the start and end date and timing; this is of course when your event will take place! Use the built-in calendar button to cycle the preferred date and time. Remember to check if you are in PM or AM – to change this simply click the text.
 - i. You may also input an additional date which will determine when the event is published for the public to see! This is helpful if you are planning far in advance, or perhaps have

multiple events in a short space of time that you don't wish to fight each other for publicity.

- c. The description field is exactly what it says on the tin. This will be the body of text which describes your event – use this to really sell your event to your members! You can add images to this field if you wish to use promotional artwork here instead of regular text.
- d. Now, choose one or more event types that best describe the nature of your event. This will help people find your event if they are browsing the website, and better categorise your event and inform our algorithms.
- e. Adding a Logo is not mandatory, but if you want to stand out from the crowd and maximise your events engagement, definitely choose one! For this, keep it simple, as the thumbnail is small so an image with a lot of text or detail won't look as good as something bold and clear.
- f. Getting towards the end, input where your event will be taking place in the 'Venue' field, and the capacity of the event underneath.
 - i. If you are ticketing the event, which is always best to do to keep track of your attendees, you can choose to either hide or show the remaining ticket count. In this person's opinion, always leave this unchecked.
- g. Lastly, input your (or the lead on the day for the event's) contact details in the fields below. A name and accompanying email address are the bare

minimum, so if you do not feel comfortable leaving your phone number, do not do so.

- i. There is no need to change anything within the Advanced Options tab, as these are already predetermined and changing anything could result in failure to publish your event!
5. To finalise your event and publish click 'Save' at the top of the screen.
 6. Congratulations! Your event is now live, and can be found in both the 'What's On' section of the Students' Union website, and your group's main page.

Creating an Event Promotion

The ability to promote an event is very useful if you have multiple events displayed, but you wish for one to take precedence. For example, your student group may hold weekly socials' but you may have a larger event taking place in the midst of this that you want to draw more attention to. Below is a step-by-step guide on how to do just that!

1. Firstly, select the 'Events' tab on your group dashboard.
2. Now, select the 'Event Promotions' tab, and then click 'Add Event Promotion'.
3. Here you will see a short page of fields for completion. Input the following into these fields:
 - a. Event; this drop-down menu will contain all the events your group has published and yet to take

place. From this, choose the event you wish to promote.

- b. Enter the starting date and time you wish the promotion to begin. It is not mandatory to input a finishing date and time, and if left blank it will end once the event has concluded.
 - c. You may add another logo if you so wish that will appear in the promotion but will revert to your original event logo once clicked. This is not necessary, and the only application that may require this function is if there is limited time or tickets remaining for an event and you wish to convey this through an edited logo.
4. Click save, and congratulations! You have successfully promoted an event!

Creating an Event Ticket Type

There are multiple reasons for creating tickets for your events. Firstly of course, is if there is a charge attached to attending your event, this is the easiest way to collect those funds. Secondly, if your event has different offers on offer, creating multiple tickets easily communicates this to attendees and allows you to more effectively section your event. Thirdly, and most importantly, tickets allow you to collect your attendee data, which not only informs you on how well attended your event is and analysis of demographics etc, but a set of contact details should you wish to release any important information pertaining the event in question. It is for this last reason in my opinion, you should always attach a ticket to an event.

1. Firstly, choose the 'Events' tab on your group dashboard, and then choose the event you wish to add a ticket to from the list of events displayed below by clicking the cog on the right-hand side.
2. Select the 'Show Event' option. This is also sometimes shown as a magnifying glass icon.
3. In the menu banner at the top of the page, now select 'Event Ticket Types', then, 'Add Event Ticket Type'.
4. You will now see a page with multiple fields in need of input. Follow the instructions below on what is needed in this section:
 - a. Ticket Name; enter the name of the ticket. If you are planning on having various tickets for the same event, make sure the variance is clear in the name you give. For example, 'Full Day Admission' vs 'Half-Day Admission'.
 - i. If you are planning on releasing just the one standard ticket as a means to record your attendee data, something simple such as 'Standard Ticket' is sufficient.
 - b. Choose your availability preferences. If you are expecting high demand, or are charging admission, and looking to engage members from outside of the website also then choose BOTH. You need to keep in mind capacity when you do so however, so you do not oversell your event.
 - i. If you are solely engaging the student body through the web event you have created, directly or indirectly, then choose ONLINE.

- c. Price + Fee; If this is a free event, then simply input '0.0' in these fields. If not, then input the charge in the 'Price' field but leave the 'Fee' as zero as we do not charge students booking fees.
 - d. Nominal Code; please leave this as it is, as this is a predetermined figure linked to your student group. Changing this could result in major financial errors.
 - e. Maximum Number; If you wish to cap the number of these tickets sold, input that figure here. Please note that by not doing so it will revert to the 'maximum capacity' stated in the attached Event previously created.
 - f. Ticket Description; here you should input a small description stating what the ticket entitles the member to.
5. Lastly, the Advanced Options tab has a number of self-explanatory features that are not mandatory to set up a ticket, but useful in certain scenarios. Key takeaways from this area include;
- i. Creating Guest Tickets which bypass membership criteria
 - ii. Suspending ticket sales without removing the ticket
 - iii. Creating a delayed time and date to publish the ticket
 - iv. Limiting the number of tickets a single person can acquire
 - v. Creating membership and user-group conditions which can limit the ability of certain members to acquire tickets

6. Once you are satisfied, press 'Save Event Ticket Type' at the top of the page. Congratulations, you have created a Ticket!

Creating an Event wide communication

You will often have to send out important information that may have been missed from the event brief, ticket description or promotional material; particularly if there are any last-minute changes or cancellations. The below steps show you how to do this quickly and effectively, but it is important to remember to abide by GDPR regulations. Do not share your attendees contact information with anybody, particularly each other! Use the Bcc field in your email provider, don't be a rookie!

1. Firstly, select the 'Events' tab within your group page, and then choose the event you wish to send communications out for from the list available. Do this by pressing 'Show Event', sometimes shown as a magnifying glass.
2. Then, select the 'Booking Details' tab. In here you will find a list of all the attendees who have booked onto your event.
3. From here, you will be able to 'Download Booking Details'. This should download in an excel format.
4. Finally, simply copy across the email column into the email address field in your chosen mail provider. It is vital to remember to use the 'Bcc' field to do this so to hide the addresses to the receivers and not breach GDPR rules.

Creating a Group wide communication

The most important part of running a student group, whether that be a Club, Society or Network, is communication. Members should always be kept informed and involved of group events, meetings and activity, and the best way of doing that effectively and efficiently is through a group communication. Below is a step-by-step process on how to email your members en-masse from your official email.

1. First, select the 'Communications' tab, often shown as a paper plane, then click 'New Campaign'.
2. You should now be able to see a page of fields waiting to be filled in, starting with 'Name'. Complete the fields as instructed below, and as always, everything with a red asterisk must be completed;
 - a. Give your communication a name! This isn't necessarily what the email will be called when a member received it, rather what you file it as to be found and edited at later dates.
 - b. You may input a purpose to inform you or future committee members what you used the email for. This is however optional.
 - c. Below is the 'Include Criteria' and 'Exclude Criteria' sections. These instructions are under the guise you are sending this to all members of your student group and excluding no-one. If you wish to set specific parameters for who sees the communication, contact the Activities Co-ordinator.
 - i. In 'Include Criteria', leave the age field unticked, and then tick the 'user is a member of' box. In the 'User Group' field below, begin typing

'Member' and a 'Current Members-Your.Society' option should appear; select this!

- ii. Leave the 'Exclude Criteria' blank, and click 'Show Target Audience'. This will generate the number of people your communication will send to. If Part C has been done correctly, this number should be the same number as members in your group.
 - d. Now, for the message itself! Your group email should already be inputted in the 'From' field. If not, input your chosen address to send from.
 - e. Complete the 'Email Subject' field with the name you wish to give your email, and what your recipients will first see when they receive your message.
 - f. In 'Email Content', simply write the message you wish to communicate with your members! This can be done simply using the text options, image uploader and formatter. Inserting a 'System Field Tag' will give your email a personal touch if you so desire
 - i. E.g. "Dear {{user_forename}}" would appear as "Dear Joe" if the recipient's name was Joe.
3. Lastly, hit 'Send' to send the message immediately, or 'Save as Draft' if you wish to send at a later time.
- Congratulations, you've sent a group communication!

Editing a Group Page

Every group has different personalities and things to offer the student body, so your pages should reflect this! For a lot of students, this page will be the first thing a prospective member will see from your group, so make sure it is appealing and informative. Below is a step-by-step guide on how to edit your pages content and description.

1. From within your group dashboard, select 'Edit'.
2. Now, simply fill in the fields you wish to change. Please do not edit the 'Nominal Code' field as this is financial and auditory link to your group and changing this would cause serious problems.
 - a. Name; very self-explanatory, but on the other hand should not need to be changed. This is how your group will be listed and seen on the website prior to being clicked on.
 - b. Description; this is the field of text that a user of the website would see after clicking on your group and arriving at your home page. Use this space wisely to 'sell' your group and why they should join. The key information below should be included;
 - i. Who you are?
 - ii. What you do?
 - iii. When do you meet/train/play?
 - iv. Where do you meet/train/play?
 - v. How to join?
 - c. Images can be uploaded to this section, so if you have photos of past events or activity, show them off!

- d. The 'Configure Email', 'Display Name', 'Group Type' and 'Category' should already be inputted and shouldn't be edited. If you are having any trouble in this area, contact the Activities Co-ordinator.
3. To check how this looks on your page, you can click 'Go to Website' in the top right corner and a new tab will open which previews how this will look. Once satisfied, press 'Save and Approve'.
4. Congratulations, you have edited your group's page!

Editing a Group Logo

Editing your groups logo is really simple but can have a huge effect on your engagement and recruitment with the student body. Nothing is more boring and less trustworthy than a default grey square or an infamous 'egg', so by following this short guide you can make sure you are grabbing the user's attention straight away. If you require help in creating a group logo, please contact the Activities Co-ordinator!

1. From within your group dashboard, select 'Group Logo'.
2. There should now be a short page with the current image displayed and two options; 'Select from predefined logo' and 'Upload New'.
3. If you do not yet have a group logo and need a temporary fix, select the former option and choose a suitable image. Ideally however, you will have a logo ready, and select 'Upload New'.

4. You should now be able to 'Choose File'; simply select a suitable file format from your computer. Now press, 'Add New Logo'
5. Congratulations, you have successfully edited your group logo!