

ETC Best Practices: Communicate!

WHAT?

Promote Wheel Options and your transportation program to your registered employees by placing messages on their Wheel Options home page or sending them an email through the system.

WHY?

- Remind employees of key Wheel Options dates such as weekly drawing and final drawing deadlines.
- Promote your transportation program's benefits with quick notifications and reminders.
- Communicate traffic alerts, construction projects, adverse weather alerts and more.

HOW?

- Log into the administrative panel at <https://wheeloptions.icarpool.com/admin/en/login.aspx> or <https://rideshareonline.icarpool.com/admin/en/login.aspx>.
- Click on the **USERS** tab.
- Under Program Outreach, click the following links:
 - **Edit/View user home page content.**
 - Place information on your transportation program, important events, etc on your user's home page with graphics. Limited to 1500 characters.
 - Click **Add Content.**
 - Type your message under **Content**, give the content a relevant **Title** and upload an image by clicking **Browse** and selecting a file off your computer.
 - Click **Save Content.**
 - **Send email to user group for outreach.**
 - Send an email to all of the active users in your network.
 - Under Email Content, enter all required fields: **From (Display Name), Reply to email address, Reply to display name, Subject.**
 - Compose email message. Use the tools provided to change font, size, color, add links, and more.
 - Click **Send test email** to make sure you are happy with content. This will be sent to the "reply to email address" you entered above.
 - Decide if you want to send the email immediately or at a later date and click **Submit.**

- **Edit/View Notification**
 - Twitter like alerts that are visible near the top of your user's home page. Limited to 140 characters.
 - Click **Add Notification**.
 - Type your notification and select the category icon that best fits.
 - Click **Add**.
 - Contact your Wheel Options Administrator if you would like to connect these notifications with your organization's Twitter account.

HELP!

- For more details, visit <http://smarttransportation.ning.com>
 - **Quick Instruction:** Page 29 of the Basic Training and Admin manual
 - **More details and screenshots:** Network Administration Chapter 5 – Communication with Users.