

Chapter 5: Communicating with Network Users

- [Posting Network Information to Users' Home Pages](#)
- [Sending System Email to a User Group](#)
- [Sending Email to Network Users from Outside the System](#)
- [Posting Notifications to Users' Home Pages](#)
- [Posting Notifications to Twitter](#)

You can communicate with members by posting network information and notifications to their home page, sending email to individual users and user groups, and sending Twitter notifications. Unless otherwise noted, the steps for these management functions are the same for Organization, University, Program, Division, Worksite, and SchoolPool networks.

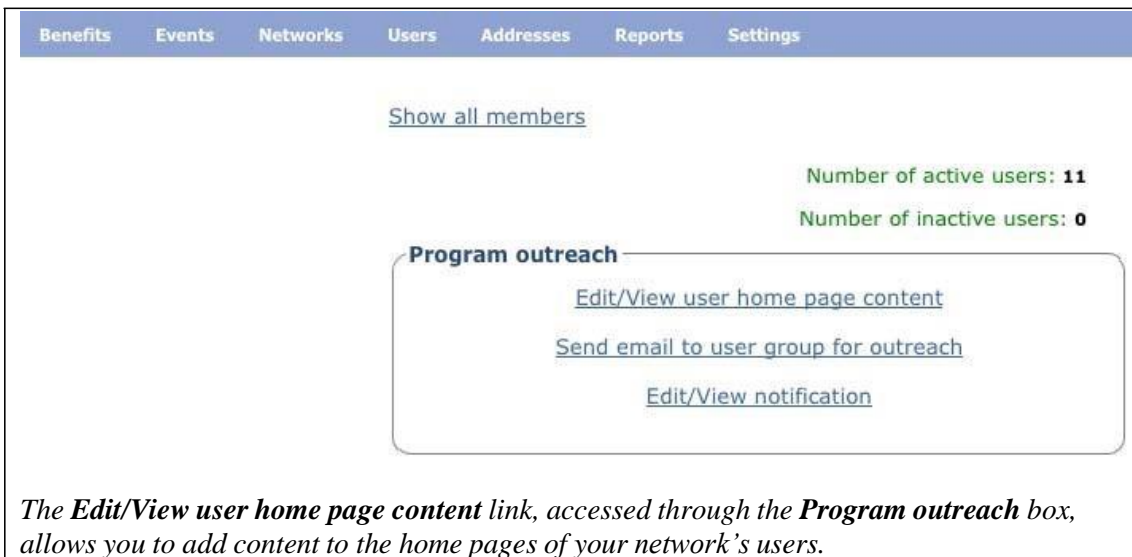
Posting Network Information to Users' Home Pages

You can post network information to users' home pages, including images, links, and text. These posts appear in a list on their home page, along with posts from other networks they belong to, and may include information about rideshare programs, incentives, contests, services, and more. With this approach, all users of your network will see the information you communicate.

Create and add content

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View user home page content**.



The screenshot shows a navigation bar with the following tabs: Benefits, Events, Networks, Users, Addresses, Reports, and Settings. Below the navigation bar, there is a link for [Show all members](#). To the right, it displays the status: **Number of active users: 11** and **Number of inactive users: 0**. A box titled **Program outreach** contains three links: [Edit/View user home page content](#), [Send email to user group for outreach](#), and [Edit/View notification](#).

*The **Edit/View user home page content** link, accessed through the **Program outreach** box, allows you to add content to the home pages of your network's users.*

If you have no current submitted messages, you will see “No content exists for this network.” Otherwise, you will see a list of content you have posted.

To add network information, click the **Add Content** link in the upper right.



*To add network information to users' home pages, click **Add Content**.*

You may type in a 1,500-character message and a title for that posting. You can also add an image located on your computer by clicking the **Browse** button. For best results, the image should be in a .jpg, .tif, or .bmp image format and no larger than 100x100 dpi.

Click **Save Content** when you have finished entering the information.

You will see the display, “Homepage content saved successfully”.

Click **Back to Network Content List** in the upper right to return to **Edit/View user home page content**. There you can see how your information will appear on the user's home page.

Edit content

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View user home page content**.

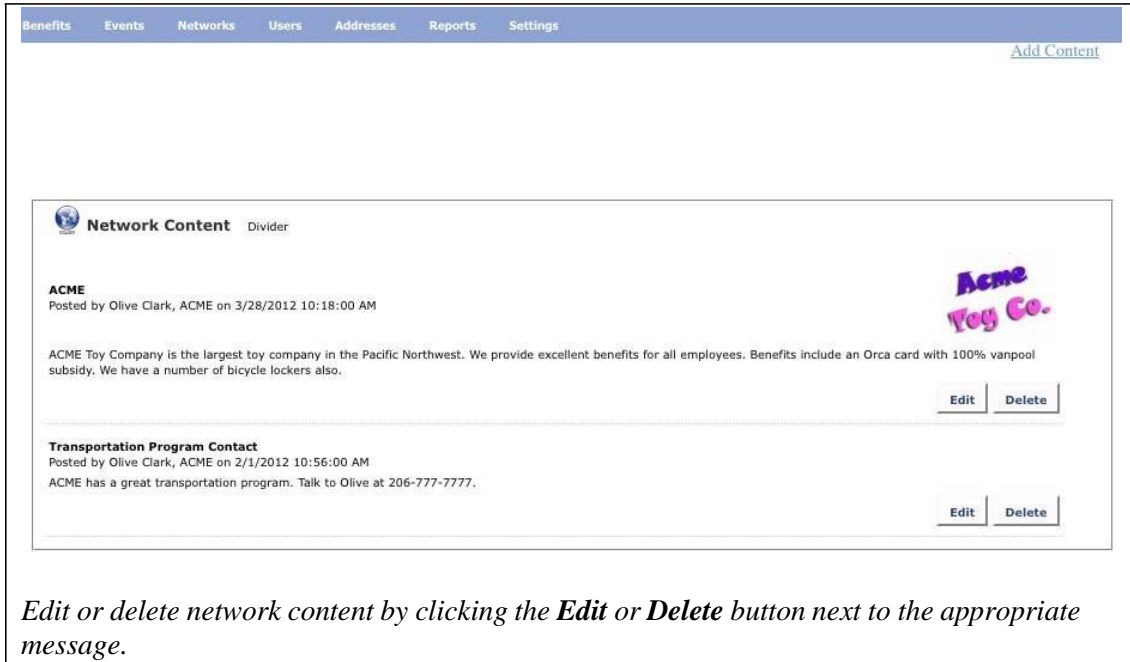
Click **Edit** next to the appropriate post.

Change the content as desired, whether the text or an image

Click **Save Content**.

You should see the message, “Home page content saved successfully.”

Click **Back to Network Content List** in the upper right to return to **Edit/View user home page content**. There you can see how your information will appear on the user's home page.



*Edit or delete network content by clicking the **Edit** or **Delete** button next to the appropriate message.*

Remove content

Content you post will remain visible to users until you remove it.



Removing information that is outdated or no longer pertinent makes users' home pages fresh, relevant, and more usable.

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View user home page content**.

Click **Delete** next to the appropriate post.

You will receive the message, "This content will be deleted. Do you want to continue?"

Click **OK**.

The message will immediately disappear from the Network Content List, and it will also disappear from users' home pages.



Sending System Email to a User Group

Administrators of all network types can communicate with users by sending email through the *SmartRideshare* system that goes to all members of the network. (See Sending Email to Network Users from Outside the System, below, if you want to send email to a subset of a network's members.)

If you have subnetworks, make sure that you begin from within the network with which you want to communicate. For example, if you have a Division network and want to send email only to that group—and not to everyone in the parent Organization network—make sure to begin the process from within the Division network.

Create a message

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Send email to user group for outreach**.

The screenshot shows the 'Users' page in the SmartRideshare system. At the top is a navigation bar with tabs for Benefits, Events, Networks, Users, Addresses, Reports, and Settings. Below the navigation bar, there is a link for 'Show all members'. To the right, there are statistics: 'Number of active users: 11' and 'Number of inactive users: 0'. A 'Program outreach' box is highlighted, containing three links: 'Edit/View user home page content', 'Send email to user group for outreach', and 'Edit/View notification'.

Send email to user group for outreach, accessed through the Program outreach box, allows you to send email to network users.

In the **Email Content** box, you can compose an email.

Enter the required fields:

From (display name)

Reply to email address

Enter the email address to which users should reply. This is necessary because the email will be sent not from your email address but from the SmartRideshare system.

Reply to display name

Include users who have opted out: The default is **No**. By selecting **Yes**, you choose to also deliver the email to network users who have opted out of receiving emails.



Use good judgment. The default is **No**, and it is recommended that you normally respect users' wishes and do not include those who have opted out of receiving network emails. However, if you deem the information particularly critical, you may want to choose **Yes**.

Enter the **Subject**.

Compose your **Email message**.

Note that all emails will begin with a salutation that includes the recipient's first name, such as "Dear John". That salutation does not appear in the email composition window.

Click **Send test email**, located in the lower right corner of the text box, when you are satisfied with your email. The test email is immediately sent only to the **Reply to email** address you entered above.



It's a very good idea to send a test email. This allows you to check for issues in your communication before all network users receive it, as well as double-check your *Reply to* address.

In the **User Groups** box, use the drop-down menu to choose to send the email to **All** network users. (Currently, administrators of Organization, University, Program, Division, Worksite, and SchoolPool networks have only this option. Regional administrators are also able to choose a Vanpool option.)

In the **Send Options** box, click **Send email now** for immediate delivery or click **Schedule email for a later date** to choose a different date for delivery.

Click **Submit** to complete the process.

[Manage Scheduled Emails](#)

*** Required Fields**

Email Content

* From (Display name):

* Reply to email address:

* Reply to display name:

Include users who have opted out: Yes No

* Subject:

All emails will have a salutation with the first name at the beginning of the email message. For example, the first line of all emails will be - "Dear John". Please note - the salutation does not appear in your editor window.

* Email Message:

B *I* U **abc** **x²** **x₁** Font Name Size A

This is a test email.

[Send test email](#)

User Groups

* Select user group to send email to:

Send option

Send email now Schedule email for a later date

Sending email to a network user group

Cancel scheduled outgoing emails

If you have selected **Schedule email for later date** for any of your emails, you can cancel their delivery before they are sent. If you need to make other changes to a scheduled email (subject, content, reply information), you will need to cancel the current email and re-enter the information for a new email.

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Send email to user group for outreach**.

In the upper right, click on **Manage Scheduled Emails**.

The **Manage Scheduled Emails** box contains a list of upcoming outgoing emails.

To cancel delivery of an email before it is sent, click **Cancel** to the right of the desired email.

A confirmation box asks “Are you sure you want to cancel this group email?” Click **OK** to delete the email.



Sending Email to Network Users from Outside the System

You can also send email to a group of network users from outside the system—for example, from your work email address. This section explains how to generate a list of email addresses in order to send email from outside the system. (See Viewing Individual User Account Information, Chapter 4, for instructions on finding the email address for a single user.)

Note that sending email from outside the system is only necessary if you want to send email to a subset of a network’s members. If you wish to send email to ALL members of a network, it is easiest to send email from within the system (see Sending System Email to a User Group, above).

Administrators of all network types can generate a list of users with the **User Registration Report**. This can be exported to your computer in order to sort and retrieve the desired subset of email addresses.

Administrators of Organization, University, and SchoolPool networks can also quickly generate a list of email addresses for all users of the network by using the **Show all members** function. However, the ease of selecting a subset of email addresses depends on the number of network users.

All Administrators

Within your network, select **Reports** from the navigation bar.

In the **User Reports** box, click on **User Registration Report**.

In the upper left, select the **Start Date** and **End Date** that will produce the range of members you wish to see.

Click **View Report**.

Copy the desired email addresses OR click on the **Export** menu and choose **Excel**, **PDF**, or **Word** to export the desired type of file.

In the resulting **Opening User Registration** box, choose **Open with** or **Save File** to access the file.

Manipulate the file with your own software to obtain the email addresses you want.

To exit the User Registration Report, click **X Close** in the upper right.

Organization, University, and SchoolPool Network Administrators

Within your network, select **Users** from the navigation bar.

In the upper left, click on **Show all members**.

At the bottom of the page, select **Click here to get a mailing list for the above members**.

Click on **Select All** to highlight all addresses for copying into your email Send list.

If the list is small enough, you can also manually highlight a few to copy into your email Send list. Otherwise, see the instructions for all administrators above.

Click **Close** to end or cancel.



Posting Notifications to Users' Home Pages

You can communicate with users by posting short, Twitter-style messages to their home page. The posts are listed on the user's home page in chronological order, with the most recent posts on top. Notifications expire and disappear after 30 days.

Create a notification

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View notification**.

The screenshot shows a navigation menu at the top with items: Benefits, Events, Networks, Users, Addresses, Reports, and Settings. Below the menu, there is a link for "Show all members". To the right, two statistics are displayed: "Number of active users: 11" and "Number of inactive users: 0". A box titled "Program outreach" contains three links: "Edit/View user home page content", "Send email to user group for outreach", and "Edit/View notification".

Edit/View notification, accessed through the *Program outreach* box, allows you to post short notices on network users' home pages.

In the upper left, click on **Add Notification**.

The screenshot shows the "Add Notification" interface. At the top, there is a link for "Add Notification" and a status message: "Twitter account has been configured Remove Twitter account". Below this is a table of notifications:

Notification Text	Created Date		
This is a non twitter notification.	3/27/2012 2:20:00 PM		
The winners of the Wheel Options promotion and the \$2500 in cash is now posted at http://www.wheeloptions.org/Winners/22.aspx	12/7/2010 3:26:00 PM		
Up to \$550 in rewards! Be a Commute Coach for new Metro commuter van groups. http://www.kingcounty.gov/metro/commutecoach	11/13/2010 3:48:00 PM		
Hey SR520 commuters! New bus service rolls out for better cross-lake connections in advance of tolls. Visit http://www.bit.ly/c2QsYb	9/28/2010 2:40:00 PM		

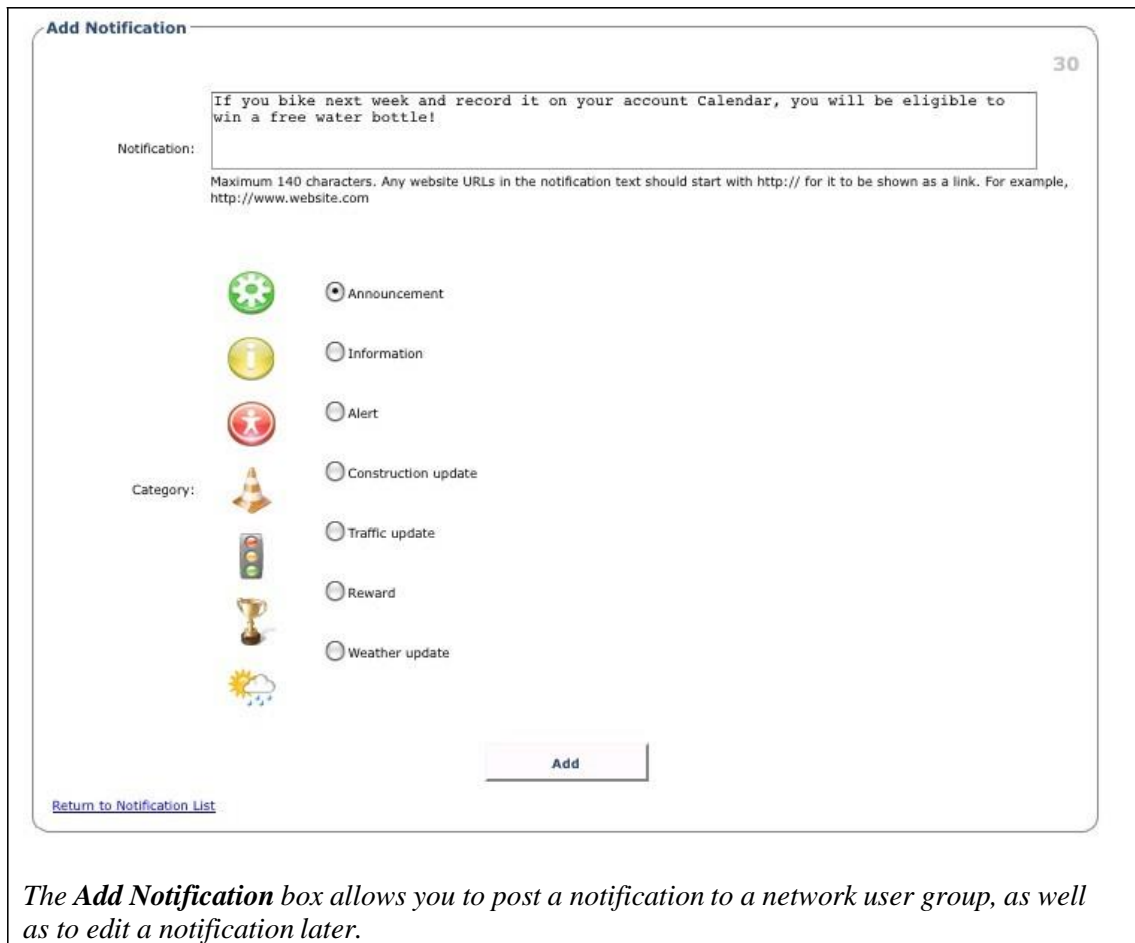
You can click **Add Notification** to add notices and view a list of current notices for editing and deletion.

Type in a message no longer than 140 characters. Note that a website URL in the text must begin with *http://* to be shown as a link.

Choose an appropriate category for your message.

Click **Add**. You should see the message, ‘Notification added successfully.’

Click **Return to Notification List**, at the lower left of the box, to see your notice added.



Add Notification 30

Notification:

Maximum 140 characters. Any website URLs in the notification text should start with http:// for it to be shown as a link. For example, http://www.website.com

Category:

- Announcement
- Information
- Alert
- Construction update
- Traffic update
- Reward
- Weather update

[Return to Notification List](#)

The Add Notification box allows you to post a notification to a network user group, as well as to edit a notification later.

The notification will appear immediately on the users' home pages, most recent on top, under **News Feed**.

Change notifications

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View notification**.

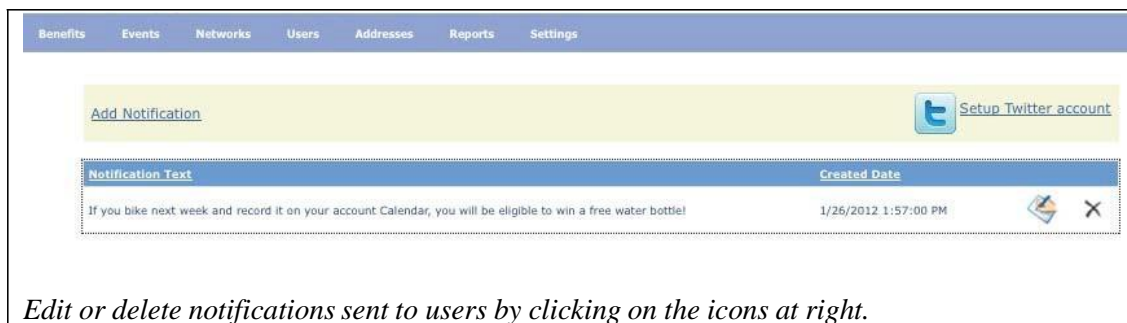
You will see a list of posted notices, including date and time posted.

Click on the **edit icon** to return to your message in the **Add Notification** box

Change the information.

Click **Save changes**.

Changes will be immediate, although the creation date will remain the same.



Remove notifications

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View notification**.

You will see a list of posted notices, including date and time posted.

Click on the **delete icon** to remove your message.

A confirmation box asks “Are you sure you want to delete this notification?” Click **OK** or **Cancel**.

The notification will disappear immediately. Notifications will automatically expire and disappear after 30 days.

Posting Notifications to Twitter

Twitter is an external tool that you can use to provide a more engaging user experience, with fresh content that appears on users’ home pages, rather than static posts that remain the same week after week. As an administrator, you will need to link the Twitter account of your organization with your network in the *SmartRideshare* system. Once your network is linked to the Twitter account, you can send your tweets through the system or send them from Twitter. The tweets/posts are shown on users’ home pages in chronological order, along with other notifications (see Sending Notifications, above), so most recent posts appear on top. You can remove the link to the Twitter account if you no longer want to send tweets.

Connect to a Twitter account

Within your network, select **Users** from the navigation bar.

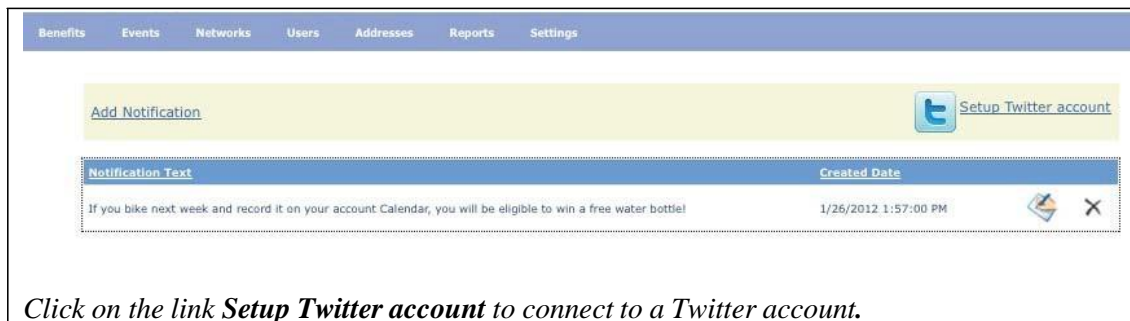
In the **Program outreach** box, click on **Edit/View notification**.



The screenshot shows a navigation bar with the following items: Benefits, Events, Networks, Users, Addresses, Reports, and Settings. Below the navigation bar, there is a link for "Show all members". To the right, the statistics are displayed: "Number of active users: 11" and "Number of inactive users: 0". A box titled "Program outreach" contains three links: "Edit/View user home page content", "Send email to user group for outreach", and "Edit/View notification".

Edit/View notification, accessed through the *Program outreach* box, gives you the ability to connect to a Twitter account and send tweets to the Twitter accounts of users who have subscribed to receive them.

In the upper right, click on **Setup Twitter account**.



The screenshot shows the same navigation bar as the previous image. Below it, there is a yellow bar with a link for "Add Notification" and a "Setup Twitter account" link with a Twitter icon. Below this is a table of notifications:

Notification Text	Created Date
If you bike next week and record it on your account Calendar, you will be eligible to win a free water bottle!	1/26/2012 1:57:00 PM


Click on the link **Setup Twitter account** to connect to a Twitter account.

The link takes you to Twitter.com.

Log in to your Twitter account by entering your **Username or Email** and **Password**.

Click **Authorize app**.

This authorizes *SmartRideshare* to post tweets to Twitter on your behalf through the rideshare system when you indicate (by checking a box) that you want a notification to be sent via Twitter.

twitter  Sign up >

Authorize iCarpool to use your account?

This application **will be able to:**

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Username or email

Password

[Forgot your password?](#)

Authorize app **No, thanks**

This application **will not be able to:**

- Access your direct messages.
- See your Twitter password.

iCarpool
By icarpool.com
www.icarpool.com

Employers and agencies using iCarpool can now tweet from inside iCarpool and review twitter updates.

[← Cancel, and return to app](#)

You can revoke access to any application at any time from the [Applications tab](#) of your Settings page.
By authorizing an application you continue to operate under [Twitter's Terms of Service](#). In particular, some usage information will be shared back with Twitter. For more, see our [Privacy Policy](#).

This page at Twitter.com allows you to authorize SmartRideshare to post tweets on your behalf when you indicate that a notification should be a tweet.

Post a tweet

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View notification**.

In the upper left, click on **Add Notification**.

Click on the link **Add Notification** to post a Twitter message.

Type in a message no longer than 140 characters. Note that a website URL in the text must begin with *http://* to be shown as a link.

Choose an appropriate category for your message.

Click the box **Check to post via Twitter**.

Click **Add**. You should see the message, “Notification added successfully.”

Click **Return to Notification List**, at the lower left of the box, or make a selection from the navigation bar to exit.

The **Add Notification** box allows you to post a tweet via Twitter.

The notification will be sent to the Twitter accounts of network users who have subscribed to receive them. It will also appear immediately on the users' home pages, most recent on top, under **News Feed**.

Disconnect from a Twitter account

Within your network, select **Users** from the navigation bar.

In the **Program outreach** box, click on **Edit/View notification**.

In the upper right, click on **Remove Twitter account**.

The screenshot shows a web application interface with a navigation bar at the top containing 'fits', 'Events', 'Users', 'Networks', 'Reports', 'Vanpool', and 'Settings'. Below the navigation bar, there is a yellow banner with the text 'Add Notification' on the left and 'Twitter account has been configured [Remove Twitter account](#)' on the right. Underneath is a table with two columns: 'Notification Text' and 'Created Date'. The table contains two rows of notification data, each with a small icon and an 'X' button to its right.

Notification Text	Created Date
Gas prices making you sick? Share the ride and reduce the cost. Oh, and win a \$50 Gift Card in the process. Details on the Reward tab!	3/1/2012 3:13:00 PM
Metro's first in the nation electric-vehicle program debuts. http://www.seattlechildrens.org/media/press-detail.aspx?id=477497	8/30/2011 3:53:00 PM

*Click on the link **Remove Twitter account** to disconnect the network from your Twitter account.*

Although the network will be disconnected from your account, your Twitter account will remain active, and existing tweets will also remain.