SOCIETY WEBPAGE
TRAINING
## CONTENTS

### Admin:

- **Getting admin rights**  
  Page 3

- **Where to sign into your account**  
  Page 3

- **Main Dashboard**  
  Page 5

- **How to edit your main webpage**  
  Page 6

- **Edit Society Logo**  
  Page 8

- **How to view members**  
  Page 8

- **How to send emails to all members**  
  Page 10

### Events:

- **How to make or view Events**  
  Page 13

- **Creating a new Event**  
  Page 14

- **How to create Event tickets**  
  Page 15

- **Event User Groups**  
  Page 18

- **How to create an Event questionnaire**  
  Page 19

- **How to check who has bought tickets**  
  Page 20

- **What do Guild Event tickets look like?**  
  Page 21

- **How to send an email to people attending your Event**  
  Page 22

### Articles:

- **How to create a News Article**  
  Page 24
Society Webpage Training

Getting admin rights
1. Make sure you have contacted our student activities administrator Josie and informed them that you have paid your society membership. They will give you admin rights of your society’s account. This gives you access to view your memberships, add events, send emails, and create articles.

Where to sign in to your account
1. At the top of the webpage www.liverpoolguild.org, click the “sign in” link.
   
   ![Click here image]
   
2. Click the large blue button which says “University of Liverpool Students click here to sign in” – this will use your normal University computer login details.
3. Click your name which is located at the top page and a drop down menu will pop up, click "Your Dashboard"

4. When you log into your account, this is the main dashboard you will see for your society webpage.
Main Dashboard

- Society logo and brief description
- Edit main webpage
- Society Awards (Guild use)
- Manage Questionnaire
- Manage Membership types (Guild use)
- Edit Logo (as seen top left)
- Membership details: Group members list
- Edit existing News & Articles
- Add new Article
- Send email to all members

Manage Usergroups (view members)

Total number of user groups listed:
(Admin, Current members, Alumni - anyone who was previously a member in the last few years)

Add new events
Edit/view existing events

Membership details:
Group members list
How to edit your main webpage

1. From your main dashboard click the “edit” cog.

2. Under the Setup tab is the main board to configure the group

“Edit” page is displayed below

This impacts your main society webpage as displayed below

- Your nominal code is your society’s personal financial account code. This code makes sure all membership fees go to the correct society. This is set up by Guild staff and should not be amended.

This is the main description visitors of your webpage can view. It generally includes the description you stated in your Society registration form, your aims and objectives of the society and how to contact the group (email, Facebook etc).
This is your society category. Guild staff will have already allocated your society into the correct category based on your registration form. If you would like to switch, please contact your Society Coordinator. These different categories is where on the webpage your society appears. (e.g. Brazilian society is a Celebrating Culture society. So the Celebrating Culture box will be ticked.) DO NOT CLICK SUB-CATEGORIES.

Add key words associated with your society so people can find your society easier. This is what people can type into the “Search” box.

Membership runs from 1st August until 31st July each year.

MAKE SURE YOU CLICK SAVE & APPROVE when you have finished editing your page. Double check on the Guild webpage if it is active. If not, click edit again and click Save and Approve.

This is the email address which communications from the Guild webpage will come from. List it as the same as your generic society email address. And its display name.
Edit Society Logo

1. Click the “Group Logo” tab under Setup.

2. Click “Upload New” button and Choose File. Once you have selected your image from your computer, click “Add New Logo” to Save.

How to view your members

1. Click the User Groups tab at the top of the page.

The 3 main user groups will consist of:

- **Administrators** – these are people who Guild staff have made admin once they have paid their membership
- **Alumni** – This is anyone who has previously been a member of your society since the Guild started to use the Union Cloud webpage platform.
  Membership runs from 1st August until the 31st July. Once the year ends, your members will go into the Alumni User Group.

- **Current Members** – these are people who have paid to be a member of your society this academic year.
2. Click [Show Count] link to view the total number of people in each user group. The number under Member count is the total amount of people per User Group.

3. To view the individual names of people in each User Group, click the spy glass.

4. Once you have clicked the Spy glass you can view more details about your members. (See below) This will include their name and email address. To find out more information click the Download demographics box.

5. You can make other Committee members admin of the webpage too by clicking the Administrators spy glass. A drop down box will then appear with the option to choose from Current Members of the group or Alumni of the group. Once you have selected your group type (Current Members), search for the name of the person you wish to make admin in the search box underneath.
7. Make sure you state how long this person will be admin until – by entering the date into the “Membership expiry date” column. This should be the end of the year 31st July.

8. Then click the Add members button (circled). You must only make paid current members admin.

How to send emails to all members
1. Click the “Communications” tab and click the “New Campaign” button.
2. Then start to compile your email on the “Campaign Manager” page

- **Name of your campaign/email** – this makes it easy to identify each campaign on the main communications page.

- **What is your communication for?**

  - In this section you can be more specific about who you want the message to go to. Tick the box to include additional criteria and amend the age demographic.

  - Tick the “User is a member of” box to include specific User Groups. You can type in your society’s name and your existing user groups will appear.

- **From**

  - This is who the communication will come from.

- **Email subject**

  - Amend your Email subject here.

- **Email content**

  - Add the main content of your communication here.
3. Once you have saved the draft it will take you back to this screen.

Click this to show the content of the email – this will appear as below:

View the communication
Send the communication
Edit the communication
Delete the communication
EVENTS

How to Make or View Events
1. Click the Events tab. This will give you access to show either “Current” events which the society has active or upcoming and “Past” events.

Existing Events will appear on these sections as follows:
Below is a past event

Further info about events is below...
How to create a new event

You can do this in two ways, either by clicking...

Then just enter the details about your event...

This is where you can add the description of your event and give details about what the event/activity will consist of. Give info about ticket prices, any promotions you have for it. Why not add links to any social media groups/event pages too?
How do I create tickets for my event?

1. After creating your event you will need to make tickets for people to purchase, even if they’re free, to confirm their attendance. Once you have made the event, click the “Event Ticket Types” tab at the top of your event.
2. Then click the ‘Add Event Ticket Type’ button
3. From there you need to fill in all the fields relevant

Ticket name (e.g. members’ ticket, early bird ticket 20% discount, Supporters ticket, confirm attendance)

Type your society code here. This is in your registration email from your coordinator and on the main society page

Ticket price (if your event is free, leave this as 0.00 in both sections). DO NOT add a fee as this does not go to your account

Where do you want your tickets to be available for purchase? Online – Guild webpage, Offline – to buy from Guild Reception or both

When do you want your tickets to go on sale?

When do you want your ticket sales to stop? If you are serving food it is worth closing ticket sales a few days before your event so you can tell caterers your no. of attendees

Make sure this matches your venue/transport/max capacity

For members’ tickets, limit this to 1. If your general ticket prices are a higher price than members, friends of members might ask members to buy it on their behalf, and the society could miss out on income

Add any details associated with your ticket e.g. “this ticket admits one member and you will receive a free drink on arrival,” “this ticket is non-refundable” etc.

If you want to have limitations on who can purchase the ticket to your event, type the name of the society/group here. You can set this to attendees of previous events, specific members of societies, or to just students. Contact your society coordinator if you need help with this, or view the next section about Event User Groups**

Click Save – ONCE SOMEONE HAS PURCHASED A TICKET, YOU CANNOT AMEND THE TICKET AGAIN, SO TRIPLE CHECK EVERYTHING IS 100% ACCURATE BEFORE YOU SAVE!
Event User Groups

These are useful if you would like to limit who can purchase tickets to your event. All you need to do is search for the respective User Group you want to be allowed to buy that type of ticket.

Students Only User Groups

If you only want University of Liverpool students to purchase your ticket add all of the following by typing them into the User Groups box:

- Confirmed Students—Union—Union
- Activated Students—Union—Union
- Students—Union—Union
- Students Waiting for University Email Access—Union—Union
- Volunteering Students—Union—Union

Alumni

Need to add all students Alumni details

Society Specific

Type the name of the Society/Membership User Group you want to attend (e.g. “Current Members—Mean Girls Appreciation Society—Group”)

- Current Members—YOUR SOCIETY NAME—Group
- Administrators -- YOUR SOCIETY NAME—Group
- Alumni--YOUR SOCIETY NAME—Group

University and Guild Staff

Staff—Union—Union
How to amend/view event tickets

You can also add an Event Questionnaire to your event ticket
This can be used to ask attendees different questions associated to your event/shop e.g. if they have any food allergies, if they have any access issues, do they have any medical issues we need to be aware of? Etc. If using the event tickets as a shop, what size of merchandise do they want (S, M, L, XL etc.).

1. Just click the “Ask Question” button

2. Then just fill in the box with the relevant questions

MAKE SURE YOU SAVE!
How do you check who has bought tickets?

1. Click the “Booking Details” tab.

   - Click the “Looking Details” tab.
   - When you download the booking details it automatically converts the data into an Excel spreadsheet, which looks like this:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Forename</th>
<th>Surname</th>
<th>Ticket Type</th>
<th>Quantity</th>
<th>Ticket price</th>
<th>Booking date</th>
<th>Redeemed</th>
<th>Payment Status</th>
<th>Collected date/time</th>
<th>Guest Name</th>
<th>Contact Details</th>
<th>Do you have any dietary requirements?</th>
<th>If not, please put “N/A”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jo Fisher</td>
<td><a href="mailto:jofisher@liverpool.ac.uk">jofisher@liverpool.ac.uk</a></td>
<td></td>
<td></td>
<td>General admission</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>Free</td>
<td>04/11-2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caroline</td>
<td><a href="mailto:cmarnold@liverpool.ac.uk">cmarnold@liverpool.ac.uk</a></td>
<td></td>
<td></td>
<td>General admission</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>Free</td>
<td>04/11-2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   - You can download the full details of ticket purchased onto a spreadsheet. This will include information about any questions you asked; it also makes it easier to total up your income.

2. When you download the booking details it automatically converts the data into an Excel spreadsheet, which looks like this:

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Email</th>
<th>Forename</th>
<th>Surname</th>
<th>Ticket Type</th>
<th>Quantity</th>
<th>Ticket price</th>
<th>Booking date</th>
<th>Redeemed</th>
<th>Payment Status</th>
<th>Collected date/time</th>
<th>Guest Name</th>
<th>Contact Details</th>
<th>Do you have any dietary requirements?</th>
<th>If not, please put “N/A”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Talent Show</td>
<td><a href="mailto:cmarnold@liverpool.ac.uk">cmarnold@liverpool.ac.uk</a></td>
<td></td>
<td></td>
<td>General admission</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>Free</td>
<td>04/11-2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter Talent Show</td>
<td><a href="mailto:jofisher@liverpool.ac.uk">jofisher@liverpool.ac.uk</a></td>
<td></td>
<td></td>
<td>General admission</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>Free</td>
<td>04/11-2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   - You can also view the total number of participants by clicking the “User Groups” tab of your event and clicking the [show count] links on each User Group.

   - If you want more detail, click the spyglass next to each User Group and it takes you to the booking details page (as above).
What happens when people buy a ticket to your event?

When people buy a ticket to your event, they will receive an automated email to say they have bought a ticket. This comes directly from the Society email address listed under “Configure email for outgoing mails for this group” on the Society’s main webpage. The email will look like this:

Hi Jo Fisher,

Your booking for the event Winter Talent Show is confirmed.

Event details:

Come join us for our famous annual winter talent show - showcasing the best talent in Liverpool with special performances from the Liverpool University Mathletes (MathSoc) with their festive rap and the Mean Girl Appreciation committee dance.

They will also receive an event e-ticket, which looks like this:

On this e-ticket it states the name of the event, date and time. It also says the price they paid. Plus more details about the ticket, such as the answer they gave to the event questionnaire and any terms and conditions you might have listed (e.g. this is non-refundable).
How to send messages to people who are coming to the event.

1. Click "Send Message" then complete the relevant fields below. Use this to update participants about changes to your event.

Tickets

Some societies will ask attendees to print the e-ticket off and bring it with them to hand in on the door on the night of their event they will ask attendees to show it on their mobile phone/other device.

This is a great way for societies to save money as they do not need to pay for printing of their own tickets.

Alternatively, why not print off the list of people attending the event and use it as a register when people arrive?
When you click send, the email will go out to attendees and will look like this:

OMG we have BIG news

Hi Jo Fisher,

OMG we have BIG news

We are pleased to announce that we will have a cast member of the Mean Girls film attend our event and they will be opening our event and doing meet and greets. Tickets are still on sale so make sure you get your friends to buy a ticket and enjoy the event with you!
How do I create a News Article?

It is part of the General Committee members HEAR Protocols to create an article on the Guild webpage.

1. From the Society’s main page, click “Content Management” – “Articles” then “Add”

Then just add the content

Then just fill the content on the blog/article/news document.

If you want any images in it just copy and paste it in.

Click and drag this tab to expand the content.