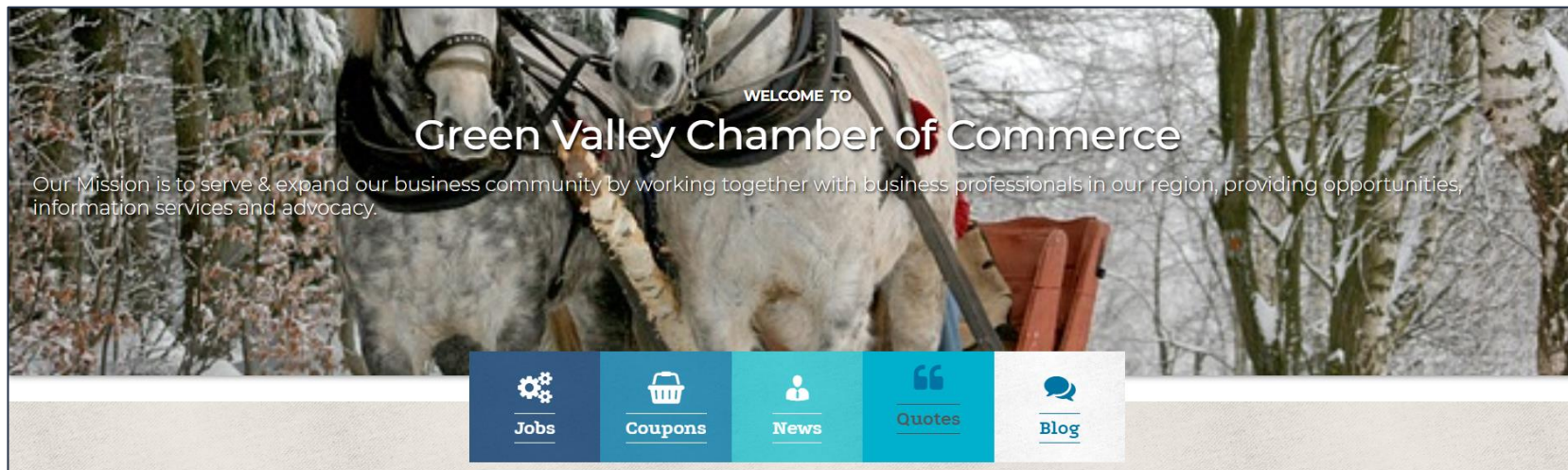


Working with Web Content

Agenda

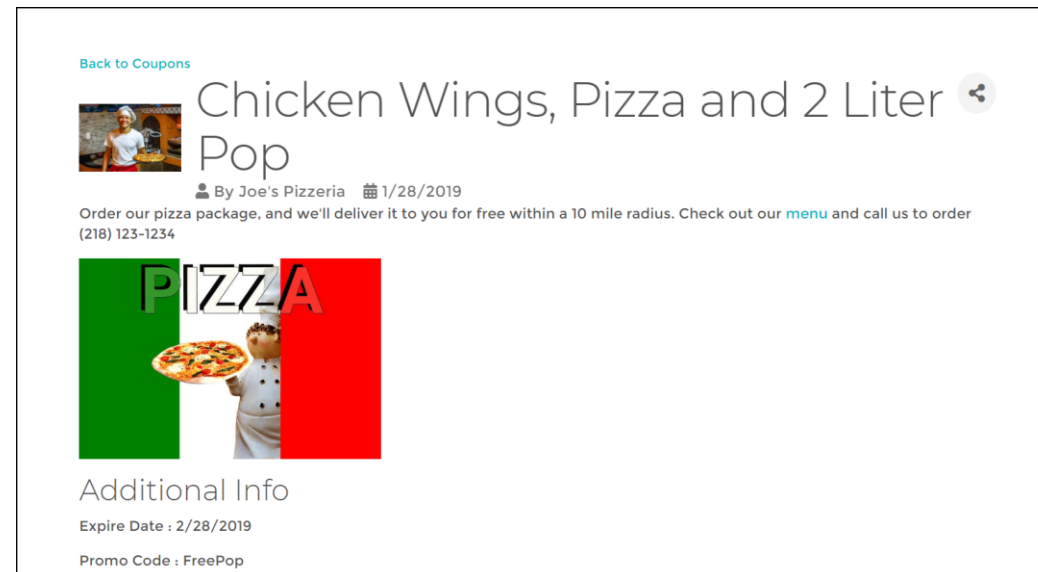
- Setting Up Web Content Lists/Categories
- Add Web Content From the Back Office
- Add Web Content From the Info Hub
- Approving Web Content Submissions




What is Web Content?

The Web Content Module allows you to create web-site pages
Hot Deals, Job Postings, Blogs, News Releases and Testimonials

This is a great way to support and promote your members, and
organization!




Back to Coupons

 Chicken Wings, Pizza and 2 Liter Pop

By Joe's Pizzeria 1/28/2019

Order our pizza package, and we'll deliver it to you for free within a 10 mile radius. Check out our [menu](#) and call us to order (218) 123-1234



Additional Info

Expire Date : 2/28/2019


Promo Code : FreePop

Web Content Types


- **Job Postings:** List of employment opportunities in your area
- **Coupons/Deals:** List of specials and on-line coupons
- **News:** List of announcements, articles, newsletters, etc.
- **Blog:** A simple posting feature for blog posts
- **Testimonials:** Share your membership success stories
- And... You can include as many of each of these content types as needed!

News Items

[Subscribe to receive News Items notifications!](#)



Green Valley Chamber names New President
2/1/2020
The Green Valley Chamber Board of Directors is happy to announce that Jon Johnson has accepted the position of President / CEO of the Green Valley Chamber of Commerce

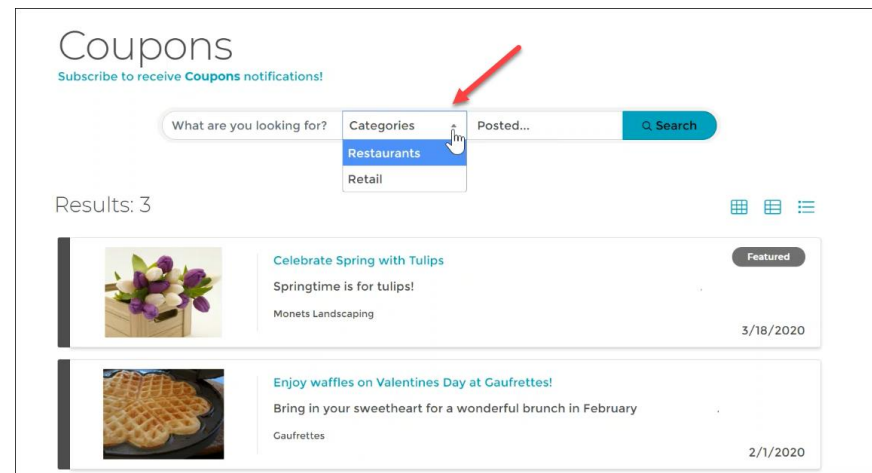


2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound
1/28/2020
2019 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound Walleye

Set up Web Content Categories

Categories are used to organize your web content to make it easy for visitors to your web-site to find just what they are looking for

KB: [Setup Web Content Categories](#)



Setting Up Web Content

- Content Types are used to organize your content on the web, as well as report and filter within the software
- On installation of the software, standard content types (Job Postings, Coupons/Deals, News, Blog and Testimonial) are in your database

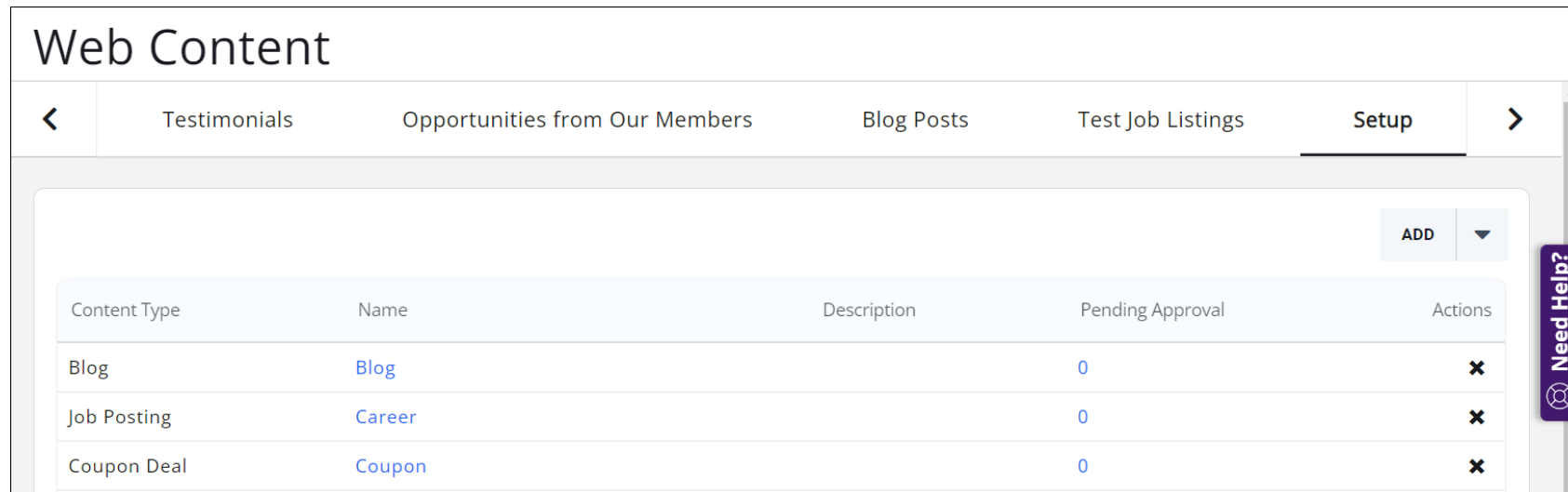
Setup Common Content ✕

Is Selected	Content Type	Name	Plural Name
<input type="checkbox"/>	News	News	News Items
<input type="checkbox"/>	Blog	Blog	Blog Posts
<input type="checkbox"/>	Testimonial	Testimonial	Testimonials

Setting Up Web Content

To begin using these, you will need to enable the content types you wish to use

KB: [Web Content Types](#)



The screenshot shows a web application interface for managing 'Web Content'. At the top, there is a navigation bar with tabs for 'Testimonials', 'Opportunities from Our Members', 'Blog Posts', 'Test Job Listings', and 'Setup'. The 'Setup' tab is currently selected. Below the navigation bar, there is a table with the following columns: 'Content Type', 'Name', 'Description', 'Pending Approval', and 'Actions'. The table contains three rows of data:

Content Type	Name	Description	Pending Approval	Actions
Blog	Blog		0	✕
Job Posting	Career		0	✕
Coupon Deal	Coupon		0	✕

On the right side of the table, there is a vertical button labeled 'ADD' with a dropdown arrow. Below the table, there is a vertical button labeled 'Need Help?' with a question mark icon.

Setting Up Web Content



In setting up your web content lists you will decide:

- Can the public view this content?
- Can members view this content?
- Can members submit content?
- Can the public and/or members subscribe to notifications?
- Are there custom fields you wish to include with the content?

Allow Public View

If this option is selected, the web content page will be available when generating URLs for GrowthZone pages

KB: [Create Web Content URL for your Web Page](#)

Edit Content List < 2 of 7 >  

Content Type **Name*** **Plural Name***

Description

Custom Web/Hub Icon **Notification Frequency** **Category List**

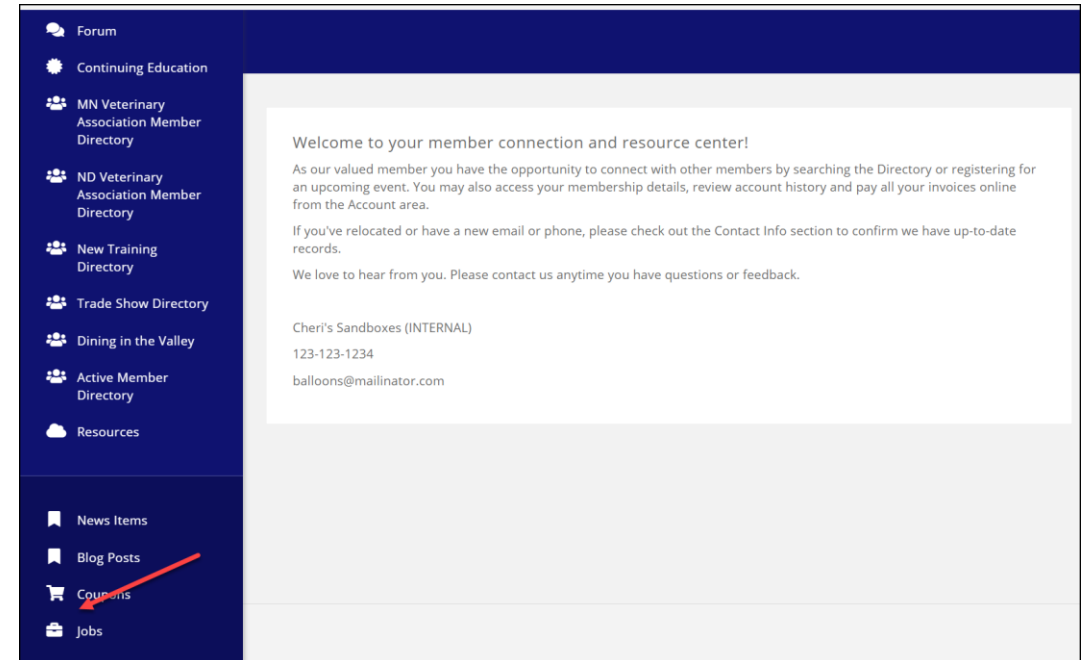
Default Sort Order

Options

- Visible in Info Hub
- Allow Info Hub Users To Submit
- Allow Public to Subscribe
- Show on Contact's Directory Listing

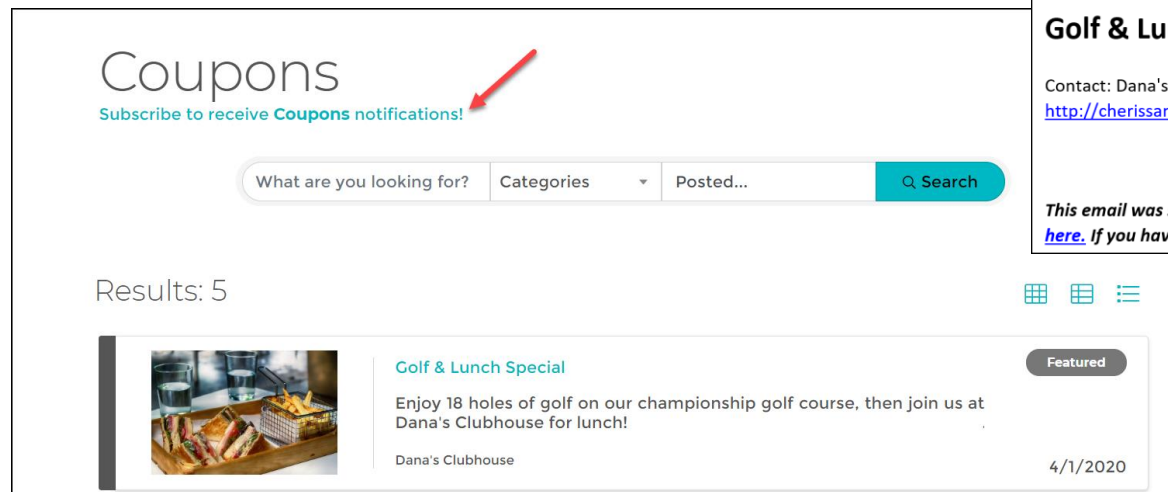
Allow Member View

- A link is included in the Info Hub for members to view the content.
- You may enter a Font Awesome icon (Version 5.0.12 or less) to be displayed on the navigation panel for this item in the Info Hub.
 - For Example: Entering fa-briefcase, perhaps for job listings, will display a briefcase icon in the menu



Public Subscription to Web Content Notifications

- When you configure your Web Content for Allow Public Subscribers, a subscription link will automatically be displayed on the content page
- You can control the frequency that emails are sent to subscribers
- KB: [Public Subscription](#)



The screenshot shows a web page titled "Coupons" with a sub-header "Subscribe to receive Coupons notifications!". A red arrow points to this sub-header. Below the header is a search bar with the text "What are you looking for?" and a "Search" button. Underneath, it says "Results: 5". A coupon card is displayed with a photo of food and the title "Golf & Lunch Special". The card includes the text "Enjoy 18 holes of golf on our championship golf course, then join us at Dana's Clubhouse for lunch!" and "Dana's Clubhouse". A "Featured" badge is visible on the right side of the card, and the date "4/1/2020" is shown at the bottom right of the card.

1 new Coupons have been published

Golf & Lunch Special

Contact: Dana's Clubhouse
<http://cherissandbox.growthzoneapp.com/hotdeals/Details/golf-lunch-special-22031>

This email was sent on behalf of Cheri's Sandboxes (INTERNAL) located at 21748 S. Raider Court, Crosby, MN 56441. To unsubscribe click [here](#). If you have questions or comments concerning this email contact Cheri's Sandboxes (INTERNAL) at balloons@mailinator.com.

Public Subscription to Web Content Notifications

- A list of category "Content List Subscriptions" will be dynamically created in your database the first time someone subscribes
- Subscribers have the ability to unsubscribe from the list as they wish, or the roster can be manually managed

Custom Fields for Web Content

- Custom fields may be included on your content lists. For Example: Jobs could include the experience level required, and/or job function.
- Default custom fields have been provided as suggestions, and you can add additional fields as needed.



A Place for Dogs

[Back to Jobs](#)

Pet Walker

4/1/2020

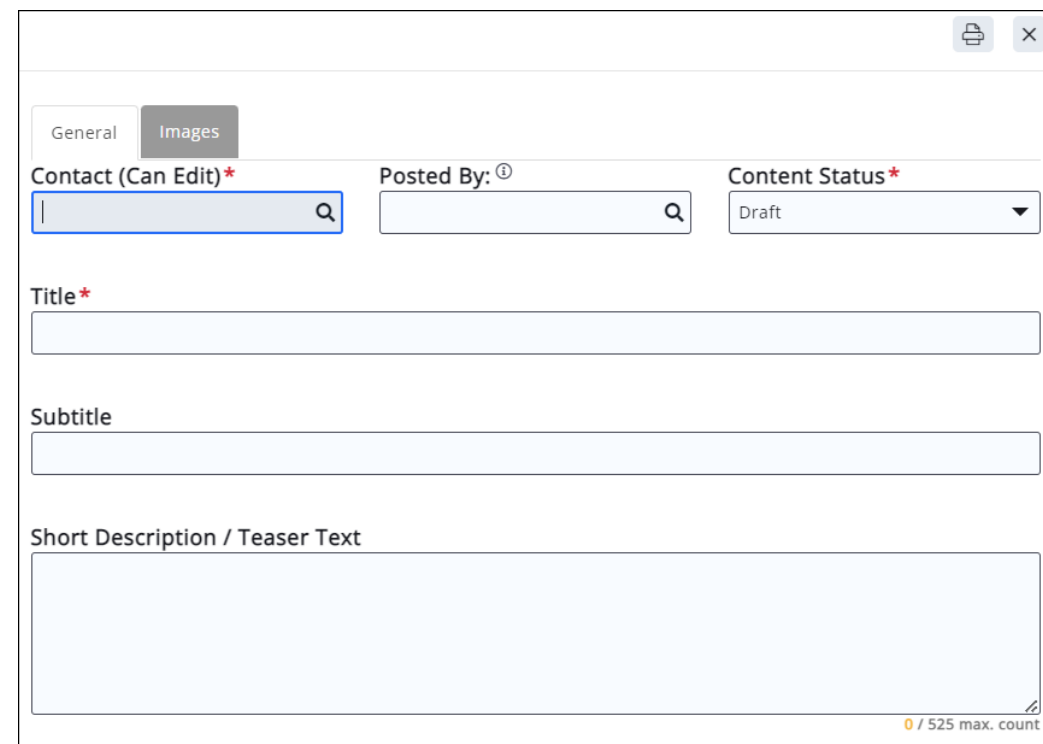
Job Type : Part-time
Education Level : High School
Experience Level : Entry Level
Job Function : General

A red box highlights the custom fields: Job Type, Education Level, Experience Level, and Job Function. A red arrow points to the Experience Level field.

- KB: [Add Custom Fields to your Content Lists](#)

Add Web Content From the Back Office

- You can add web content for your members from the back-office
- The only variation between adding each type of content will be in the custom fields
- KB: [Add Web Content from the Back Office](#)



The screenshot shows a web content creation form with the following fields and controls:

- General** and **Images** tabs at the top.
- Contact (Can Edit)***: A search input field with a magnifying glass icon.
- Posted By: ①**: A search input field with a magnifying glass icon.
- Content Status***: A dropdown menu currently set to **Draft**.
- Title***: A required text input field.
- Subtitle**: A text input field.
- Short Description / Teaser Text**: A large text area with a character count of **0 / 525 max. count** at the bottom right.


Add a News Item

News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.

KB: [Add a News Item](#)

News Items

Subscribe to receive News Items notifications!



Green Valley Chamber names New President

2/1/2020

The Green Valley Chamber Board of Directors is happy to announce that Jon Johnson has accepted the position of President / CEO of the Green Valley Chamber of Commerce

Add a Coupon/Hot Deal


- News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.
- KB: [Add a Coupon](#)

Coupons

Subscribe to receive **Coupons** notifications!

What are you looking for? Categories ▾ Posted... **Search**

Results: 3 Grid List



Celebrate Spring with Tulips Featured

Springtime is for tulips!

Monets Landscaping


3/18/2020

Add a Job Posting

- If your organization receives many inquiries about jobs, job postings is a great benefit that you can provide to your members.
- KB: [Add a Job Posting](#)


Jobs

Subscribe to receive **Jobs** notifications!



Pet Walker
4/1/2020
Come play with us, our dogs need walkers!

[Learn More](#) [Visit Contact](#)



Ice Cream Scooper
3/19/2020
Ice Cream Scooper


[Learn More](#) [Visit Contact](#)

Add a Blog


- Blogging is a great way to build connections and let members see another side of you and your chamber.
- Need Ideas? See Frank Kenny's [45 Ideas for Blog Posts!](#)
- KB: [Add a Blog](#)

Blog Posts

[Subscribe to receive Blog Posts notifications!](#)



My Internship with the Green Valley Chamber
4/1/2020
This internship gave me a great opportunity to grow as a leader.
[Learn More](#)



Why Green Valley is the Best Place to do Business
2/15/2020
Why Green Valley is the Best Place to do Business
[Learn More](#)

Add a Testimonial

Testimonials are a great way to attract new members, and retain existing members

KB: [Add a Testimonial](#)



Winter Carnvial

Best Family Fun Day

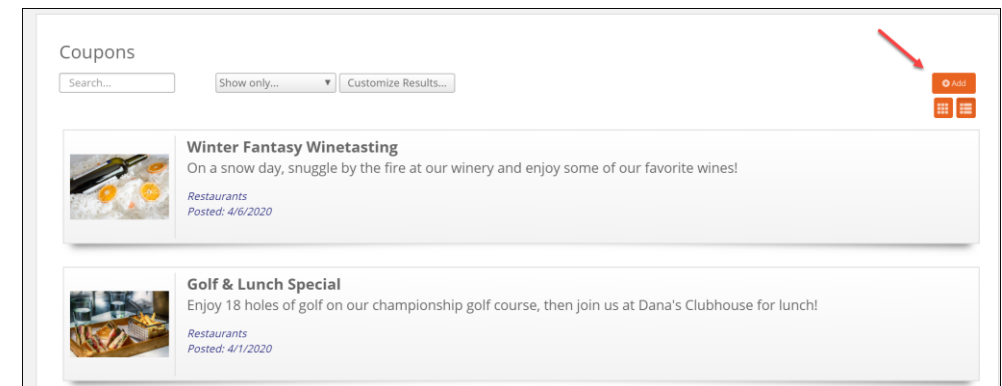
1/28/2019

We had so much fun as a family at the winter carnival! My kids really enjoyed the hot chocolate and candy canes - can't wait until next year!



Working with Web Content in the Info Hub

- Info Hub users must have a minimum of Create access to Web Content to add new hot deals, jobs, etc.
- The content must be approved by association staff before it is published.
- KB: [Web Content in the Info Hub](#)



Approving Web Content Submissions

- Association staff responsible for approving web-content should subscribe to the User Created or Modified Web Content email notification
- KB: [Subscribe to Notifications](#)

New/Edited Coupon Deal Free Plumbing Inspection by Joanne James	
Title	Free Plumbing Inspection
Contact Name	Joanne James
Search Description	Plumbing
Description	Leaky faucets? Contact us for a free plumbing inspection.
Publish Start	5/31/2018
Publish End	6/9/2018
Categories	
Images Included	No



Approving Web Content Submissions

- As soon as a member submits web content a notification will be sent to the staff who can then go to the Web Content module to approve the content submission
- KB: [Approve Web-content Submissions](#)

Create Content Link for Web Page

You may create a link include Web Content on your Public Pages

KB: [Create Web Content URL for your Web Page](#)

Manage Site Modules < 1 of 2 >  

[+ ADD MODULE](#)

Site Module Type	Title	Version	Relative Path	Template
Directory	Active Member Directory	Version 2	activememberdirectory	Default
EventCalendar	EventCalendar	Version 2	eventcalendar	Default
Directory	MN Veterinary Association Member Directory	Version 2	mnveterinaryassociationmemberdirectory	My template
Directory	ND Veterinary Association Member Directory	Version 2	ndveterinaryassociationmemberdirectory	My template
Store	Store	Version 1	store	Default
Content	Hot Deals	Version 2	hotdeals	Default
Content	Content	Version 1	content	My template

Web Content Activity Report

The **Web Content Activity Report** allows you to generate statistics on web content use

KB: [Web Contact Activity Report](#)

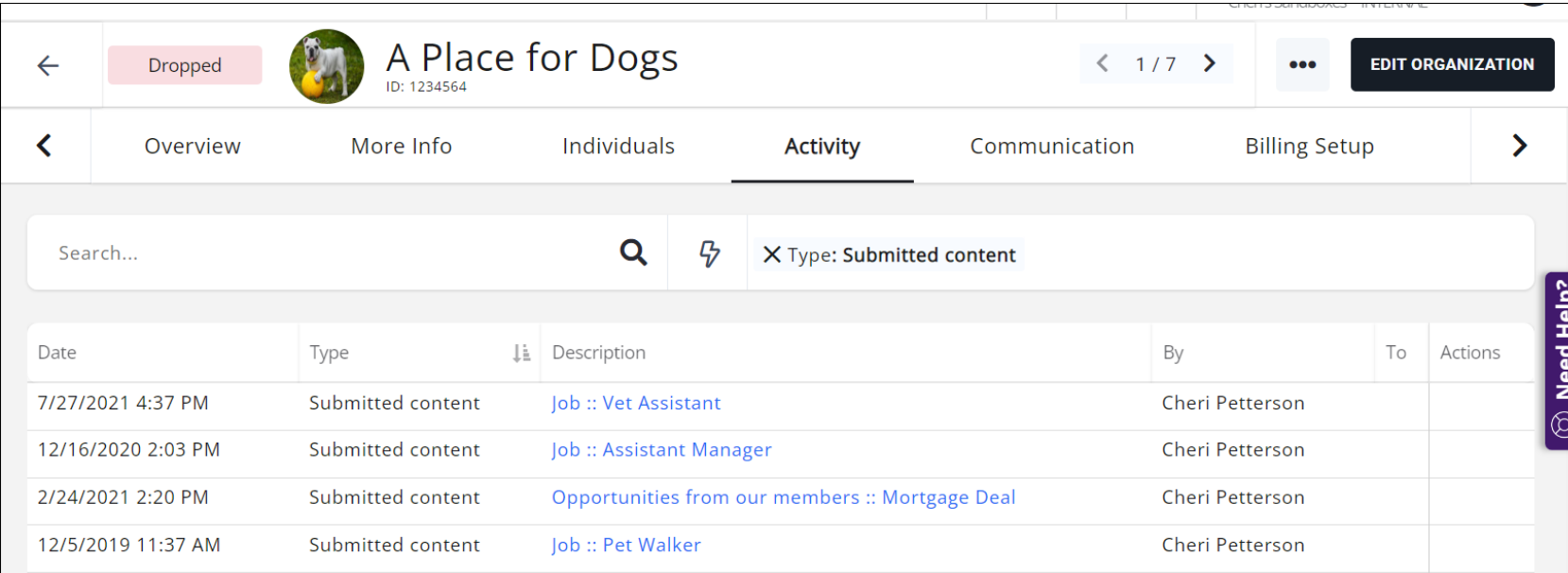
Results: 35

Content Item Name ↕	Content Status ↕	Content Type ↕	Publish Start ↕	Publish End ↕	Contact Name ↕	Default Email ↕	Default Phone ↕
15% off all 4th of July items	Approved	Coupon Deal	7/6/2020		Crooked Lake Coffee	crookedlakecoffee@mailinator.com	218-820-4559
20% All Chocolate in April	Approved	Coupon Deal	4/13/2020	4/13/2020	Chewy Chewy	chewy@mailinator.com	(800) 123-8765
2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound	Approved	News	1/28/2020		Cheri Petterson	cheri.petterson@growthzone.com	218-546-3456
2020 Winter Carnival	Approved	Testimonial	1/15/2020		Joan Anderson	joana@mailinator.com	
Another Dog Walker	Approved	Job Posting	12/11/2019	1/16/2020	A Place for Dogs	info@mailiantor.com	(218) 786-0987
Assistant Manager	Approved	Job Posting	12/16/2020	12/26/2020	A Place for Dogs	info@mailiantor.com	(218) 786-0987
Barista Wanted	Approved	Job Posting	7/7/2020		Crooked Lake Coffee	crookedlakecoffee@mailinator.com	218-820-4559

Need Help?

Web Content Activity

Web content submissions are also tracked on a member's Activity tab – categorized as Submitted Content



The screenshot displays the 'Activity' tab for a member named 'A Place for Dogs' (ID: 1234564). The interface includes a search bar, a filter for 'Submitted content', and a table of activity records. The table has columns for Date, Type, Description, By, To, and Actions. The activity records are as follows:

Date	Type	Description	By	To	Actions
7/27/2021 4:37 PM	Submitted content	Job :: Vet Assistant	Cheri Petterson		
12/16/2020 2:03 PM	Submitted content	Job :: Assistant Manager	Cheri Petterson		
2/24/2021 2:20 PM	Submitted content	Opportunities from our members :: Mortgage Deal	Cheri Petterson		
12/5/2019 11:37 AM	Submitted content	Job :: Pet Walker	Cheri Petterson		

Conclusion

- Using the Web Content module, you can provide added benefits to your members!
- Allow your members to offer discounts and special offers and opportunities to attract the attention of website visitors, fill job openings, and more...
- Start using Web Content today!

