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INTRODUCTION

Why profiles? Analytics show us that consistently the most viewed page on the Students’ Association website is the society listing page, where each society has web space. Note that Volunteering Groups have a separate listing page and web space on the volunteering section of the website.

Because of how search engines work, your profile here will almost certainly show up to prospective members and external companies before any standalone websites your group creates.

As such, the way your group presents itself here has a real impact on people’s opinion of your group. Students consistently say they dismissed groups who did not look engaging and friendly on their profile.

This guide aims to help you make the most of your web presence.
EDITING YOUR GROUP’S PROFILE

- Navigate to your group’s Profile Page.
- Then login by clicking the link in the top left hand corner using your EASE account.
- This will then show the four dropdown menus on the top right of the screen.
- The Control Panel menu will only appear when you are on pages you have admin rights for — i.e. your profile pages.
- Select the admin tools option.
ADMIN TOOLS

• This will then take you to the Admin Tools menu.

• A profile is built on a template designed to create a webpage for a group, without the need for knowledge of HTML, CSS or Javascript.

• As such, these admin tools allow you to set up information that can be pulled through to your group’s profile pages.

• The Students’ Association website is built on a membership database. This allows you to keep and view your list of members, send emails to them, sell tickets, create events, and more.

• But first, let’s look at your home page. Click on the Edit Details button.
Profiles are set up on templates. Edit Details allows you to complete the information that can be pulled through to your Profile/Website Pages.

The Description offers you space each year to update your sales pitch.

The Description is written in a WYSIWYG (what you see is what you get) editor. You can use the toolbar at the top of that box to spice up any plain text with images, links, bold, italics, YouTube videos, etc.
TIPS FOR CREATING WEB CONTENT

TEXT
• Paste from Notepad rather than Word to clear problematic formatting.

LINKS
• To make a link, highlight a word, click link button, paste in url to any link.
• It's better for search engines if your link text is more similar to the name/content of the destination, rather than simply ‘click here’.

IMAGES
• Put cursor where you want it to go
• Click image button
• Browse computer for image
• Change the width and height
• Template page is 600 pixels wide
• Align image left or right of text
• Can click image and make it a link, as above

INSERT DOCUMENTS
• Do this in the same way as link
• Type a word which sums it up, highlight, click link button, browse server and search your computer for the document, Word. PDF. Ppt.
• Members can save, print, download documents, and you can edit privacy so only the committee can view documents

VIDEOS
• YouTube button, paste embed code from YouTube (get that from video on YouTube which you find when you click share)
• Insert flash, browse and upload video file from your computer
• For a full guide from MSL see ukmsl.com/organisations/websitepages/introtoediting/
MEMBERS

- This area is the best bit of your profile! Anyone can create a webpage but this membership management area is unique.

- When someone joins your group online through your profile, they are immediately added to your membership list viewed here.

- We treat this list as the definitive record of how many people are in your group, for the purposes of room bookings, reporting, etc. If members have joined in person at a meeting, you can upload a list of them en masse.

- With a complete membership list, you can utilise stats on your members allowing you to market more directly and see how many are Postgraduates, international, 1st years, etc.

- You can order your members in groups, and email them in groups.

![Organisation Member List](image-url)
• If members have joined in person at a meeting, you’ll no doubt have a list of these people.
• To add them to the definitive member list on your profile, the Activities Team can do a bulk upload.
• To do this, create a spreadsheet with a list of their matric numbers only. See the image below.
• Save this file as a CSV, with your group name in the filename, and send it to societies@eusa.ed.ac.uk if you are a society or volunteering@eusa.ed.ac.uk if you are a volunteering group.
• If you have fewer than 30 members to add, it’s probably quicker to come into the Activities Office and add their details manually. Contact societies@eusa.ed.ac.uk or volunteering@eusa.ed.ac.uk to arrange a time.
MEMBERSHIPS AND GROUPS

You can order your members in groups, and email them in groups.

WHEN CREATING A NEW GROUP

select type –

- ‘List’ will be members of the group
- ‘Office bearers’ are those in your group’s committee and anyone you add to this group will have Admin rights over your profile.

TO ADD MEMBERS TO A GROUP

- Create group, as above
- Click on the underlined name of the group
- Choose the member you want to add

Default membership is set to student and non-student. The prices are taken from the annual society re-registration form. If you want new memberships added or changed email societies@eusa.ed.ac.uk. Note that volunteering groups are free to join.
MESSAGES

- Think of your group’s Profile as the management centre and constantly developing handover pack from your committee.
- Through the message centre you can send emails from your main group’s address and have them returned to your preferred address.
- You can email your members simply and see the messages sent to your members by your fellow committee members.
- Spent ages working out the perfect wording to market that annual event? The text will be there for years to come so next year’s committee only have to alter the date!

<table>
<thead>
<tr>
<th>What's On</th>
<th>Activities</th>
<th>Eat &amp; Drink</th>
<th>Representation</th>
<th>Support &amp; Advice</th>
<th>About Us</th>
</tr>
</thead>
</table>

Swing Dance Society (change)

From
- Swing Dance Society <swingdancing@gmail.com>
- Personal <s1556833@sms.ed.ac.uk>

Reply to
- Swing Dance Society <swingdancing@gmail.com>
- Personal <s1556833@sms.ed.ac.uk>

To

This message has no recipients

Subject

Attachments

This message has no attachments

Google campaign tracking

- Track this email - Campaign: (no subject) | Source: 10124

Note: Open rate tracking is enabled by default. Only check this box if you would like to use campaign tracking in Google Analytics

Template

Apply template

Message Text

[Text editor interface]
• Want to ensure that your members return to your profile regularly? Make it a committee member’s responsibility to update the news weekly. Some groups have been posting about deadlines for academic work and graduate schemes, world news that relates to their group and blogs/pictures to make their members chuckle.

• You can see current, expired, future and deleted articles by applying a filter. Writing articles in advance with a date for them to go live takes the stress out of doing this at the time of your event/exams/holidays!

• The order that news appears on your profile can be edited by dragging the articles into a new order.

• Add a new article with the link, highlighted below.
WRITING A NEWS ARTICLE

- Enter a title which includes your group’s name or acronym. Your news articles sync with the main group’s news. Coming across interesting articles by accident is one of the many ways prospective members may find your group.

- Tag your article to allow it to be found by search engines, think of all the different ways someone may search for your news/event and be specific.

- Write the article in the box marked ‘Body’. Read some hints and tips on creating web content.

- Don’t want to write an article, but have found an interesting one someone else has written? Put the URL in the box and save to allow the article to forward to this page.
• With so many groups putting on several events a month it really helps to make sure your event stands out.

• For guidance on posters and other marketing, check out: eusa.ed.ac.uk/activities/societies/marketing/generalguidance/

• Online marketing is a fantastic FREE way to promote your group to the masses.

• As with News, begin the Event Name with the name of your group. Your Events sync with the main societies calendar.

• Be accurate in the tabs you tick as Events are searchable by category.
Your profile will look its best when it is full of interesting and interactive content. Work to bring your members regularly back to your page, checking out what is new.

Polls are a great way of doing this and can be used to decide what colour hoodies to order, where to go on your next trip or the theme of your next social.
SALES REPORT

- This is a fantastic tool allowing you to analyse when members are joining your group. You can assess the impact of marketing pushes, Welcome Week, etc.
- Select the dates you wish to search between.
- Sales Report will provide you with information of all products your group has sold online which may include membership, hoodies, tour tickets, event tickets.
- Purchasers Report shows you everyone who has bought the products. What years are your members in? When are they most likely to join?
- If you want to sell tickets through your profile fill in this form.

![Sales Reports](image)

**Sales Reports**

*New sales and purchase information for your organisation’s memberships and products.*

Choose report: Sales Report, Purchasers Report, Customisations

![Product Sales Report](image)

**Product Sales Report**

*Report generated on 07 Nov 2014 13:11*

**Report Details**

- **Product**: All
- **Organisation**: Swing Dance Society
- **From Date**: 09/11/2014 00:00
- **To Date**: 09/11/2014 23:59

**Summary**

- **Transaction Type**: Qty
- **Total**: $0.00

There were no transactions during the period.
- Think of your Profile as the management centre and constantly developing handover pack from your committee.

- The Students’ Association assumes the documents here to be the most up-to-date versions for matters of mediation and so on. So it’s very important you upload your constitution and other important documents.

- These might include your 5 year plans, your group’s wish list, your group’s aims, child protection policies, voting procedures and the like to make them available for future committee members. Edit the permissions so only committee can view them.
SIGN UPS

- Groups who have best used the Sign Up Widget have used it as one level above a Facebook event.
- They state that their members who Sign Up on the profile are considered to have confirmed their attendance of the event/trip rather than clicking attending on Facebook and not necessarily meaning it.
- Fill in the Sign Up form as you would a News Article form.
• If you have an understanding of web design, it is possible to edit your profile page itself, rather than insert content using the Edit Details page.

• To request page-editing permissions, send an email to support@eusa.ed.ac.uk

• Bear in mind that this changes the nature of the page itself, not just the way you see it when editing, so will take effect for everyone who edits the page from then on.

• The page changes from a template to a blank canvas, so you will need to populate it with content, or insert Widgets to pull through the content from the Edit Details page.
WIDGETS

- Widgets are effectively links you can add to a page that pull pre-formatted content from elsewhere, or add a function to the page.
- A default template page is pre-loaded with widgets to pull content from Edit Details page, but there are loads more you can use.
- Under the Widget tab, you can view Current Widgets or Add New Widget. Select the widget you want under Organisation Widgets. Be careful as the personal widgets show info about the person who is viewing the page. Give the widget a sensible name. Save new widget.
• Go back to the page editor by clicking the Content tab.
• Place the cursor where you want the widget to appear on the page.
• Go to widget drop down and chose widget you want. This will show in a curly bracket. This means there is a widget on your page.
• Preview or save and publish to view the information pulled through by the widget.
• By going into the Pages menu from your Edit Page screen, you can create as many child pages beneath your homepage as you need.

• These might include:
  A. How to Join
  B. Members Only Area
  C. Committee Area
  D. Events Page
  E. Current Projects

• Make sure you are happy with what pages would click through to what information.

• To edit an existing page, tick the box of the page you want, then click Edit.

• Read hints and tips on design including: uxdesign.smashingmagazine.com/2008/01/31/10-principles-of-effective-web-design/
YOUR PERSONAL PROFILE

- Begin by viewing your Profile, and then your Account.
- Everyone who logs in will see this tab and the Account is personal to the individual.
- It is advisable, as a committee member, to edit your Profile, uploading a picture and some fun facts about yourself. This makes your committee seem open, friendly and easy to contact.
CONTACT DETAILS

- Our website uses EASE as login for students which means you will always be emailed by the Students’ Association on your SMS account and you will email your members through their SMS account.
- Should anyone wish emails to go to a different account they can edit their contact details in Account, setting multiple email addresses and picking a default.
PURCHASE HISTORY

- Your Purchase History is also viewable through your account.
- Displayed here are the memberships and products you have bought with their date and location. You may have society membership, society hoodies purchased online, or tour/events tickets purchased.

![Purchase History Table]

<table>
<thead>
<tr>
<th>Website - 11 Mar 2016 15:36</th>
<th>Ref #00246772</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Qty</td>
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<tr>
<td>Yoga Society Rocket Yoga Members' Ticket</td>
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<table>
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<th>Website - 31 Oct 2015 00:22</th>
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<tbody>
<tr>
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</tr>
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<td>GIVE IT A GO - Day of Yoga - 13 Nov - Ticket 5</td>
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</thead>
<tbody>
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<td>Product</td>
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<tr>
<td>Yoga Society Student Membership</td>
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<tbody>
<tr>
<td>Product</td>
<td>Qty</td>
</tr>
<tr>
<td>BEACH CHARTER 16th Sep 2015 - Poster Pass</td>
<td>1</td>
</tr>
</tbody>
</table>
Good luck on creating a great online presence! If you have any questions, get in touch with us via the channels listed below.

All the best,

The Students’ Association Activities Team

Activities Office
Potterrow | 5/2 Bristo Square | Edinburgh | EH8 9AL

Activities Hub
The Pleasance | 60 Pleasance | Edinburgh | EH8 9TJ

eusa.ed.ac.uk/activities
societies@eusa.ed.ac.uk
volunteering@eusa.ed.ac.uk

0131 650 9904