



blogs.ed.ac.uk
Email Subscribers Plugin

Workbook

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1. What is it?

Email Subscribers is a plugin that enables readers to subscribe to your blog. The plugin lets you send automated email notifications about new posts, dispatch newsletters and even send a welcome message when someone subscribes. Subscribers have the option to easily unsubscribe if needed.

2. How does it work?

You can activate the plugin by going to 'Plugins' on the dashboard sidebar finding 'Email Subscribers & Newsletters' and clicking 'Activate.' Once activated, you will automatically be redirected to the 'Email Subscribers' section which will now appear on your dashboard sidebar.

You will be asked to set-up the plug-in, to do so put in an email you want to use for a test email and confirm. From here you will be sent to the Email Subscribers plugin dashboard, and you should receive an email welcoming you to Email Subscribers.

➤ Setting up an administrator for the newsletter

Before giving the option for users to subscribe to your blog, you need to change the admin email to feature yours so that you can get updates on subscriptions and replies.

To do this, go to Email Subscribers> Settings then to the General tab.

Here, you will find a Sender space. Make sure the Name and Email is correct and adjust if necessary. Under Email Addresses you can also change the email address or multiple addresses you want admin notifications to be sent to.

Settings

<ul style="list-style-type: none">GeneralNotificationsEmail SendingSecurity	<div style="border: 2px solid red; padding: 5px;"><p>Sender</p><p>Name Enter name here <small>Choose a FROM name for all the emails to be sent from this plugin.</small></p><p>Email youremailaddress@ed.ac.uk <small>Choose a FROM email address for all the emails to be sent from this plugin.</small></p><p>Email Addresses youremailaddress@ed.ac.uk <small>Enter the admin email addresses that should receive notifications (separated by comma).</small></p></div> <p>Email Type HTML Email Using WordPress <small>Select whether to send HTML, or Plain Text email using WordPress or PHP mail(). We recommend to send email using WordPress.</small></p> <p>Opt-in Type Double Opt-In</p> <p>Image Size Thumbnail <small>Select image size for {{POSTIMAGE}} to be shown in the Post Notification Emails.</small></p> <p>Track Opens <input checked="" type="checkbox"/> <small>Check this if you want to track email opening.</small></p> <p>Show Unsubscribe Message In Email Footer I'd be sad to see you go. But if you want to, you can unsubscribe from here: {{UNSUBSCRIBE-LINK}}</p>
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In this 'General' section, you also have the possibility to alter the automated responses sent to subscribers and on the 'Notifications' tab you can choose whether the admin is notified of each new subscription and broadcast and what those emails should say.

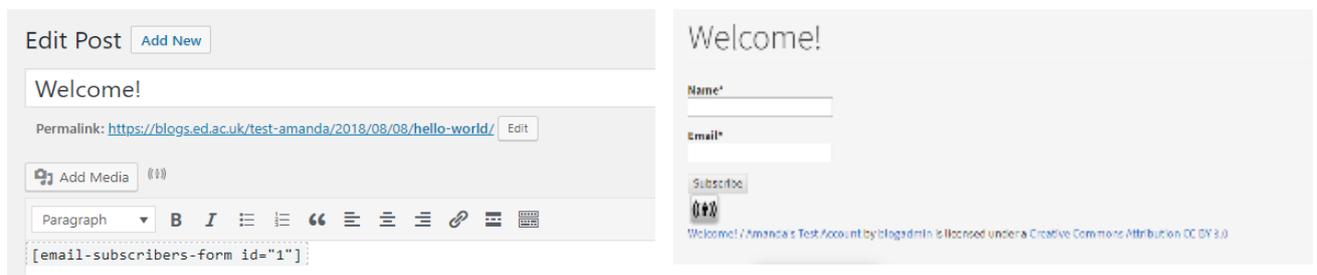
Please note: some of the notification emails sent out by this plugin are quite informal. We'd suggest ensuring the default notification text for the different notifications is appropriate before you add the subscribe form to the site. To do this:

- Modify the wording of these notifications by going to 'Settings' and then 'Notifications' and then make the necessary changes to the email wording and click 'Save settings' when finished.

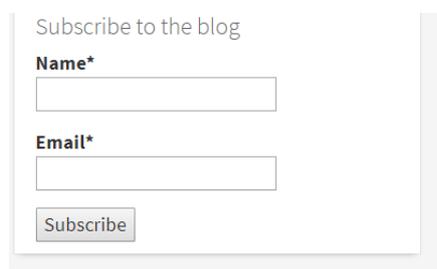
➤ Adding a Subscribe Form

These 2 methods are the easiest way to add a subscription form to your blog:

1. To embed the form into your posts, go to Email Subscribers > Forms, you can also hover over the Form and click 'Edit' to change the display name of your form. Once finished simply copy the Shortcode next to your form and paste it into your post. Click publish and you should now see an email subscription form in your blog post.



2. Go to Appearance > Widgets and add the 'Email Subscribers' widget to your blog and this will allow it to appear on your main blog menu. Please note that the possibility to enable widgets will depend on your chosen theme.



3. More Options

➤ Audience

The Audience tab in your dashboard shows you a list of your subscribers. When somebody signs up, you will see their details appear here. Once you have multiple subscribers on this page, you will be able to create lists by ticking their corresponding boxes and picking your action from the Bulk Action dropdown menu.

➤ Forms

Here you can create a new Subscription form and add you subscriber lists to different email subscriptions if necessary. Each new form will create a Shortcode that you can add to your posts.

➤ Campaigns

In this section, you can create new templates for broadcasts (newsletters) or modify templates for automated emails sent when a new post is published as well as the welcome email sent to new subscribers.

To create a template, click on the green 'Manage Templates' button next to Campaigns. From here you can click 'Add New Template' to create a new broadcast and once finish click 'Publish.'

You can then send this Broadcast by going to Campaigns and clicking 'Send Broadcast' and then select the template and subscriber list you want to send your broadcast to.

Name	Type	List
<input type="checkbox"/> Welcome To Email Subscribers	Broadcast	Test
<input type="checkbox"/> New Post Published - {{POSTTITLE}}	Post Notification	Test
<input type="checkbox"/> Name	Type	List

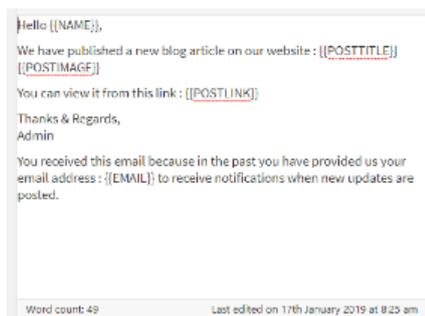
You can also modify templates by going to 'Manage Templates' and then click on the title of the template you want to modify and make the necessary changes and click 'Update' when finished.

Please note: the default template for the new post emails adds a featured image (if there is one on your post). It, however, doesn't resize the image and so the email gets sent with a very large image in it. We'd suggest removing the image from the email.

This can be done by:

- Go into the Email Subscribers plugin and click on Templates.
- Hover on the 'New Post Published - {{POSTTITLE}}' template and click the Edit button.
- Remove the {{POSTIMAGE}} text in the message, and press Update

From:



To:



➤ Reports

In this section is a summary list of all actions done and emails sent in the past with the help of the Email Subscriber plugin. It lets you preview your notification emails and allows you to see the number of contacts that are on the subscriber list and what emails they have been sent. It also gives you the option to delete campaigns.

➤ Settings

You can modify general, notification, email sending (this allows you to send a test email), and security settings. Make sure to modify your admin email so that you are the one receiving updates on your subscribers.

➤ Help & Info

This section gives you a variety of external help and support links for certain common tasks and actions for the Email Subscribers plug-in.