



First Impression

2016 - Fall Edition

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Overview

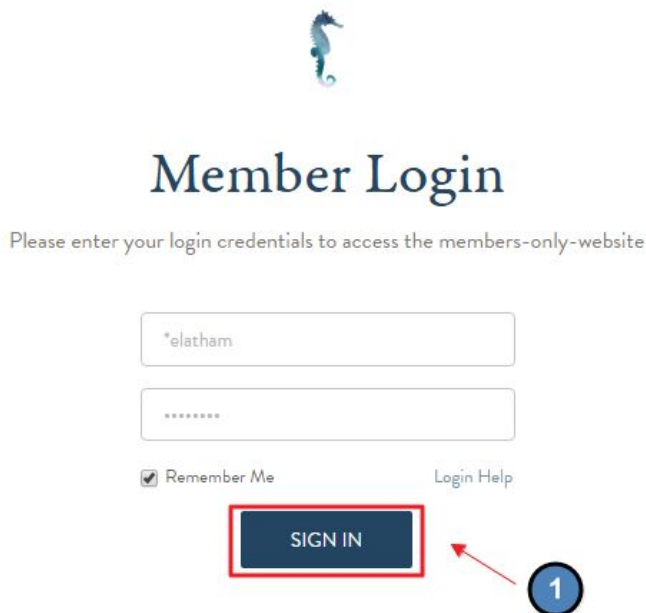
First Impressions allow for presenting the member with information immediately upon logging in, forcing them to view it before being able to continue to the website. They can be used and shown to individual members, staff, and group(s). They have the option to select the time frame this page will be active, when it expires, and how many times it will display to users.

Use Case(s)

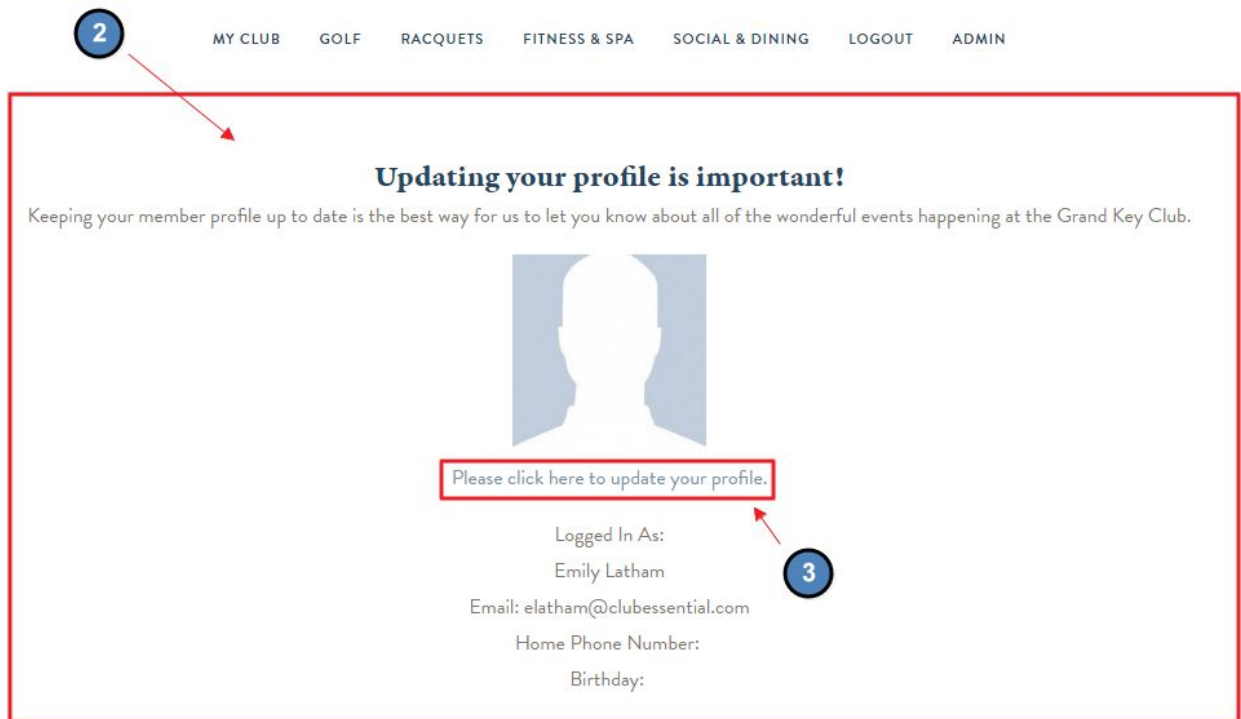
This is very useful when wanting to let members know about important changes or events in the club. It's also a great way to get members to verify that their profile information is up-to-date.

First Impression Member View

A member will login to the website prior to receiving the **First Impression**.



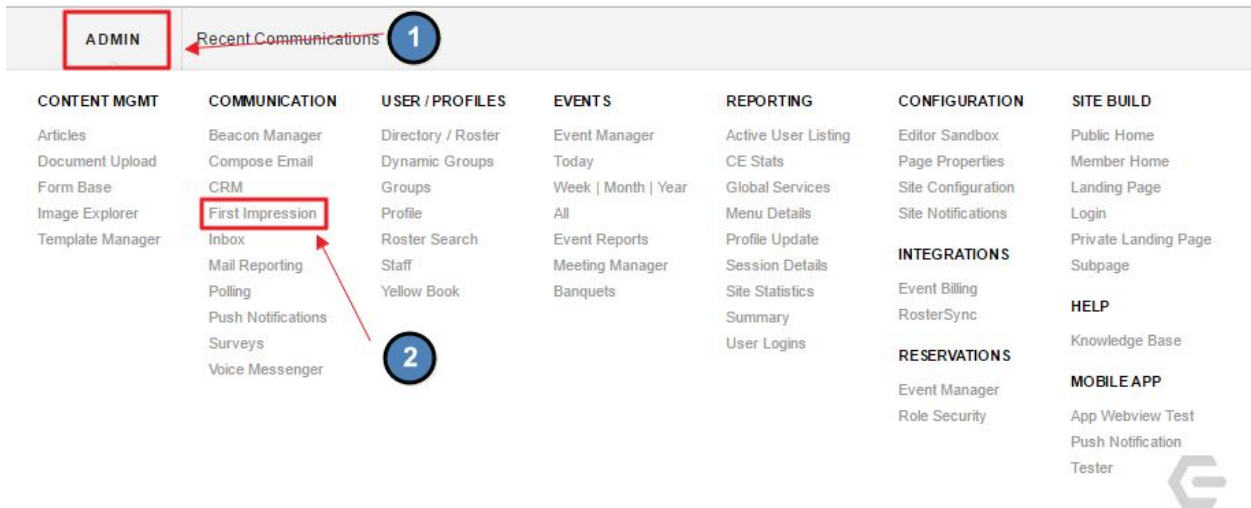
Once the member logs in, the member will then see the **First Impression** message.



Accessing the Tool

To access the First Impressions tool, follow the steps below depending on your access role.

Admins: Hover over **Admin** bar in the left hand corner of the screen, select **First Impressions**.



Editors: Hover over **Admin** in the main navigation, select **First Impressions**.



The following **First Impressions** Interface will launch.

FIRST IMPRESSION LISTING

[Add New](#) | [Switch to Corp](#)

Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
------	-----------	---------	---------	-----------------	-------------

There are no Pending First Impressions

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

First Impressions Interface

The **First Impression Listing** will list **Active Pages**, **Pending Pages**, and **Expired Pages**. From the interface, you may **Add a New** listing, or edit **Active**, **Pending**, and **Expired** Listings. You May also **View** any of the listings and access **Stats** on each listing.

Active View

FIRST IMPRESSION LISTING

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Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
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There are no Pending First Impressions

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

Pending View

FIRST IMPRESSION LISTING

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Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

Expired View

FIRST IMPRESSION LISTING

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Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

Adding a New First Impression

Click the **Add New** link to add a new **First Impression** page.

FIRST IMPRESSION LISTING

1

[Add New](#) [Switch to Corp](#)

Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
------	-----------	---------	---------	-----------------	-------------

There are no Pending First Impressions

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

This will launch the **Add New** interface.

✕
Edit First Impression

Name

Description

Show To All Members Editors Admins Corp Admins

Show To Groups

-
-
-
- 2013 New Residents

Activate

Expiration

Display Count (0 for Continuous)

Order

2

Name: this will be the name of the listing for Admin/Editor reference.

Description: enter a description of the listing for Admin/Editor reference if desired.

Show to All: enable to whom the message should be displayed. You may show listings to: **Members, Editors, Admins, or Corp Admins** (Clubessential Super Admins).

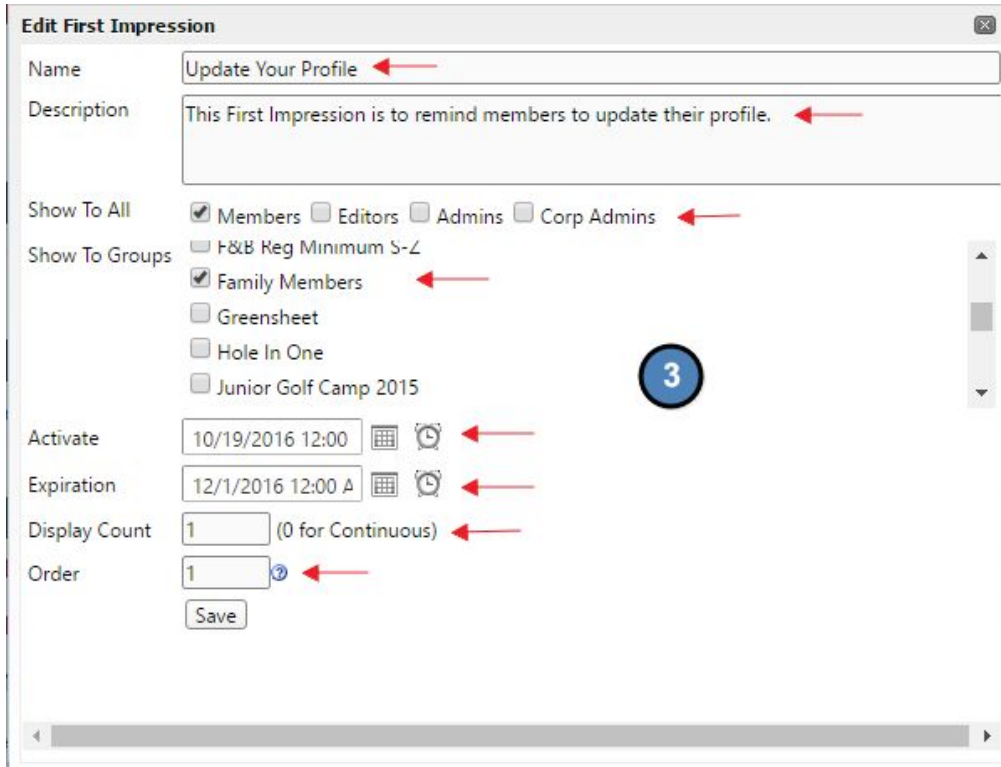
Show to Groups: target specific **Static Groups** by clicking the checkbox next to the group name. (Note: this does not include **Dynamic Groups**, however, you can sync a Dynamic Group to a Static Group if needed).

Activate & Expiration: sets when the the listing will post and when it will expire. Launches the date picker and time picker.

Display Count: determines how many times the listing will display on each login.

- Set **0 for Continuous**, which means the listing will display every time the selected users login until the listing expires.
- If set for **"1"**, this will display the listing only once, so that once the user logs in and sees the listing, the listing will not display upon next login.

Order: if more than one **First Impression** page is active during the same time frame, you may enter in which order the listings will appear. Enter **"1"** for the listing to show first.



Edit First Impression

Name: Update Your Profile

Description: This First Impression is to remind members to update their profile.

Show To All: Members Editors Admins Corp Admins

Show To Groups: F&B Reg Minimum S-Z Family Members Greensheet Hole In One Junior Golf Camp 2015

Activate: 10/19/2016 12:00

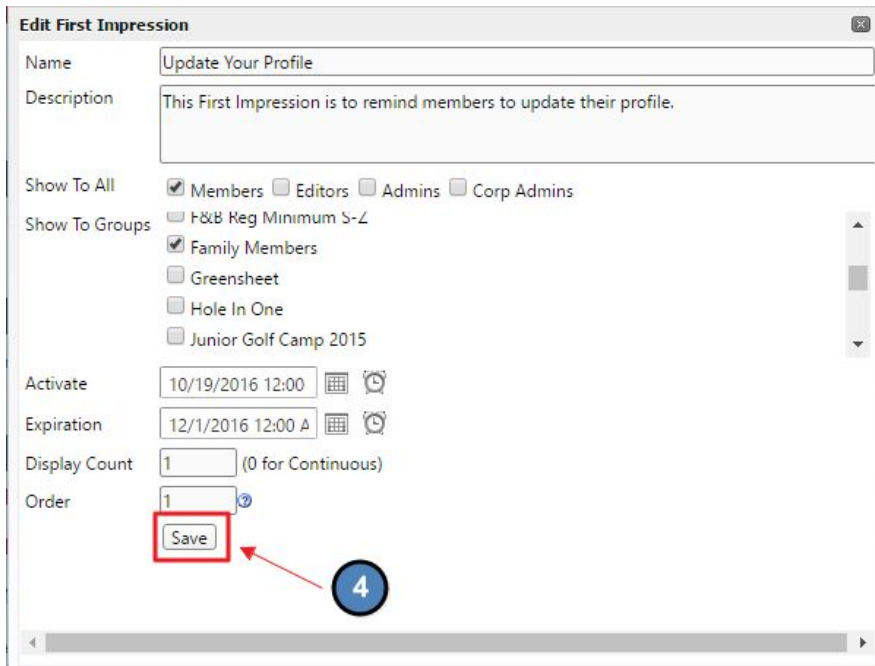
Expiration: 12/1/2016 12:00 A

Display Count: 1 (0 for Continuous)

Order: 1

Save

Click **Save** to continue to the next step of adding the content for the listing.



Edit First Impression

Name: Update Your Profile

Description: This First Impression is to remind members to update their profile.

Show To All: Members Editors Admins Corp Admins

Show To Groups: F&B Reg Minimum S-Z Family Members Greensheet Hole In One Junior Golf Camp 2015

Activate: 10/19/2016 12:00

Expiration: 12/1/2016 12:00 A

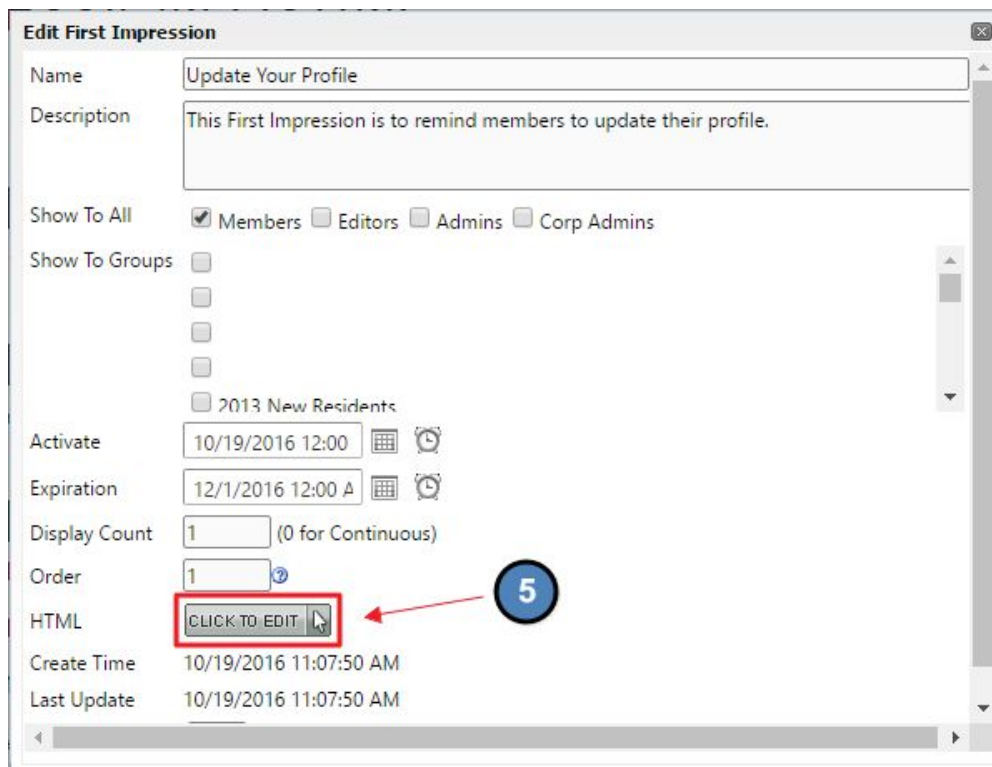
Display Count: 1 (0 for Continuous)

Order: 1

Save

After saving the information a **Click to Edit** button is now visible. This will allow for the content creation of the **First Impression** listing.

Click the **Click to Edit** to launch the **Editor**.



Edit First Impression

Name: Update Your Profile

Description: This First Impression is to remind members to update their profile.

Show To All: Members Editors Admins Corp Admins

Show To Groups:

 2013 New Residents

Activate: 10/19/2016 12:00

Expiration: 12/1/2016 12:00 A

Display Count: 1 (0 for Continuous)

Order: 1

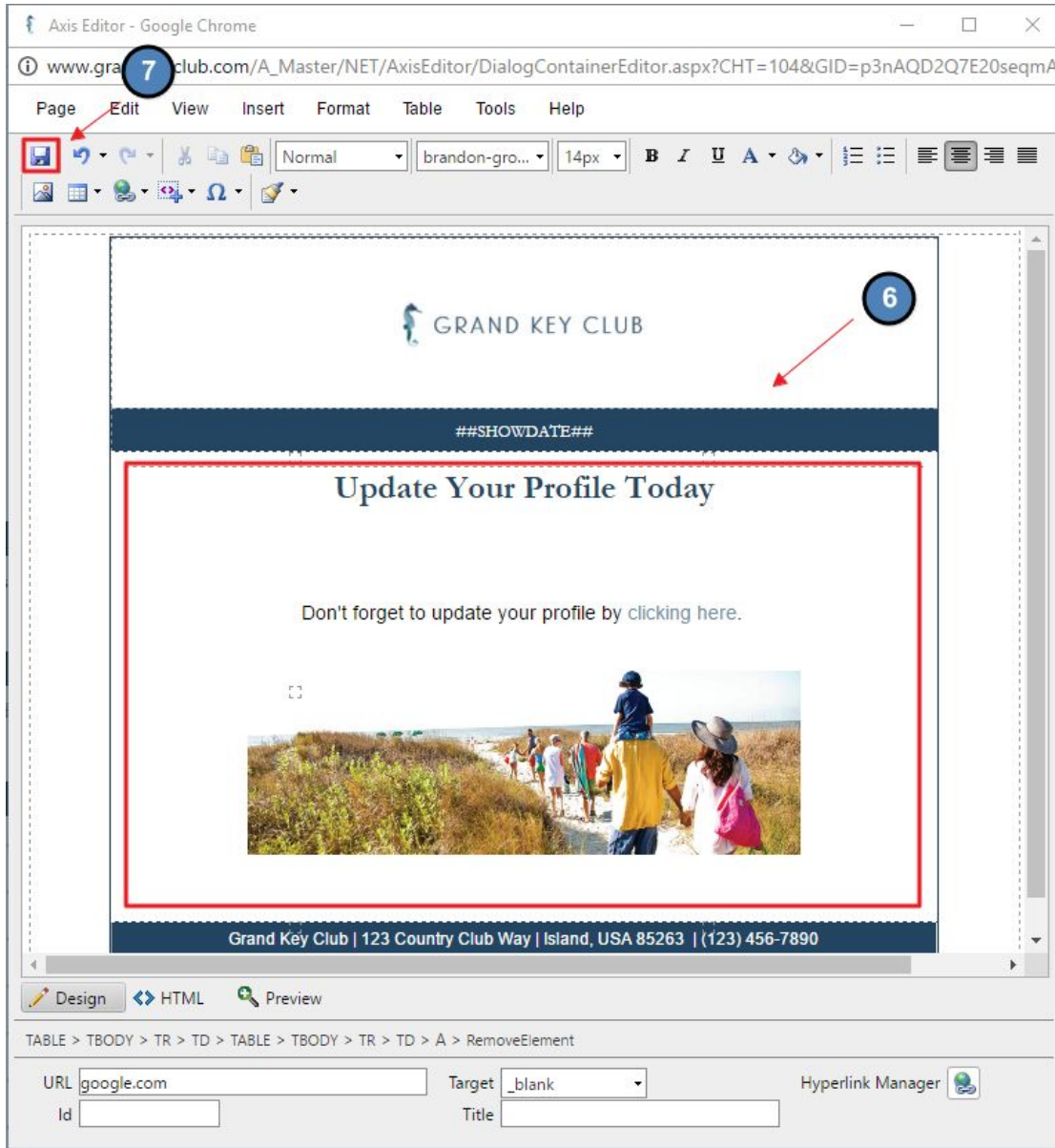
HTML: **CLICK TO EDIT**

Create Time: 10/19/2016 11:07:50 AM

Last Update: 10/19/2016 11:07:50 AM

Create the content for the listing by typing into the **Editor**. You may add **text, imagery,** and **hyperlinks**. You may also use **Templates** as well to create a design for the listing.

Click **Save** in the **Editor** to save the content for the listing.



You will return to the **Edit First Impression** interface. Click **Save** in the **Edit First Impression** interface to activate the listing.

Edit First Impression

Description: This First Impression is to remind members to update their profile.

Show To All: Members Editors Admins Corp Admins

Show To Groups: 2013 New Residents

Activate: 10/19/2016 12:00

Expiration: 12/1/2016 12:00 A

Display Count: 1 (0 for Continuous)

Order: 1

HTML: [CLICK TO EDIT](#)

Create Time: 10/19/2016 11:07:50 8

Last Update: 10/19/2016 11:07:50 AM

Save

New First Impression Page in Active Pages

Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Update Your Profile	0	10/19/2016	12/1/2016	10/19/2016 11:07:50 AM	Emily Latham	10/19/2016 11:32:37 AM
Edit View Stats	Don't be left in the dark!	1818	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Viewing Statistics on First Impressions

Next to each **First Impression** listing is a link for **Stats**. Click the **Stats** link to launch statistics on each **First Impression** listing.

FIRST IMPRESSION LISTING

[Add New](#) | [Switch to Corp](#)

Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

The **Stats** listing will show who viewed the listing (member name and number), along with when the listing was viewed (time and date).

FIRST IMPRESSION STATISTICS

[Back to Listing](#)

Mem#, Name or Email [FILTER](#)

	Member #	First Name	Last Name	Email	View Date
View	elatham	Emily	Latham	elatham@clubessential.com	10/19/2016 11:43:47 AM
View	dpedegana	Doug	Pedegana	dpedegana@clubessential.com	10/19/2016 11:27:44 AM
View	bbruning	Ben	Bruning	bbruning@clubessential.com	10/19/2016 11:20:05 AM
View	bsmith	Brad	Smith	bsmith@clubessential.com	10/19/2016 10:46:28 AM

Click **View** next to a member's name to be taken to their **Member Profile** to make any **Profile Updates** if necessary.

FIRST IMPRESSION STATISTICS

3 Back to Listing

Mem#, Name or Email [FILTER](#)

	Member #	First Name	Last Name	Email	View Date
View	elatham	Emily	Latham	elatham@clubessential.com	10/19/2016 11:43:47 AM
View	dpedegana	Doug	Pedegana	dpedegana@clubessential.com	10/19/2016 11:27:44 AM
View	bbruning	Ben	Bruning	bbruning@clubessential.com	10/19/2016 11:20:05 AM
View	bsmith	Brad	Smith	bsmith@clubessential.com	10/19/2016 10:46:28 AM

Editing First Impressions

First Impression Listings may be edited at any time. **Click** the **Edit** link next to any **First Impression** to launch the **Edit First Impression** Interface. From here, you may change any of the details of the listing.

FIRST IMPRESSION LISTING

Add New | Switch to Corp

1

Active Pages

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

Activating Expired Listings

You may reactivate any **expired First Impression** listing by clicking **Edit** next to the **First Impression**.

FIRST IMPRESSION LISTING

Add New | Switch to Corp

Active Pages

Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

Name	Total Views	Activated	Expired
Edit View Stats First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats First Impression	0	6/19/2016	5/24/2016

This will launch the **Edit First Impression** Interface. Next, choose an **Expiration Date** using the **Date Picker** to another date in the future. **Click Save** to activate.

Edit First Impression

Description:

Show To All: Members Editors Admins Corp Admins

Show To Groups:

2013 New Residents

Activate: 8/5/2016 12:00 AM

Expiration: 10/10/2016 12:00 2

Display Count: (0 for Continuous)

Order:

HTML:

Create Time: 8/5/2016 3:08:29 PM

Last Update: 10/19/2016 11:59:14 AM 3

The **First Impression** listing will now show under **Active Listings**.

Expiring Listings

First Impression Listings cannot be **deleted**, so to remove a listing from the **Active Listings**, click **edit** next to the listing.

FIRST IMPRESSION LISTING

Add New | Switch to Corp

Active Pages 1

	Name	Total Views	Activated	Expires	Created	Last Updated By	Last Update
Edit View Stats	Don't be left in the dark!	1816	10/17/2016	10/20/2016	8/24/2015 3:43:20 PM	Emily Latham	10/19/2016 9:53:20 AM

Pending Pages

Name	Activates	Expires	Created	Last Updated By	Last Update
There are no Pending First Impressions					

Expired Pages

	Name	Total Views	Activated	Expired
Edit View Stats	First Impression Test	1	8/5/2016	8/31/2016
Edit View Stats	First Impression	0	6/19/2016	5/24/2016

This will launch the **Edit First Impression** Interface. Next, choose an **Expiration Date** using the **Date Picker** to another date in the past.

Click Save to expire the listing.

Edit First Impression

Description

Show To All Members Editors Admins Corp Admins

Show To Groups

2013 New Residents

Activate

Expiration

Display Count (0 for Continuous)

Order

HTML

Create Time 8/24/2015 3:43:20 PM

Last Update 10/19/2016 12:02:09 PM

Save

FAQs

Q: Can I delete a First Impression?

A: **First Impressions** cannot be **deleted**. Instead, click **edit** next to a listing to **expire** the page by using the **Date Picker** to select a date in the past.

Q: What are a few popular uses for First Impressions?

A: **First Impressions** can have many uses and can be supplemental to **Blast Emails**. The most common uses of **First Impressions** are: **Profile Update Reminder, Urgent Messages, and Special Club Announcements**.

Q: What kind of content can I add to a First Impression?

A: Since the **First Impression** Listing uses the **Editor** to add content, you may add any content you like just like you would on any page within the website. You may add **text, imagery, and hyperlinks**. You may also use **Templates** to create a uniform design for each listing.

Best Practices

1. Be conscious of how often members should see a **First Impression** listing. It is always best to only show the listing once so members do not need to see the listing every time they login. If a listing is shown every time upon login, this can deter users from logging in since they are unable to immediately go to their desired location on the website.
2. **First Impressions** are a great way to signal users to **update their profile**, or to alert members to an **urgent message**.
3. Use **Target Marketing** with **First Impressions** by using the listings to target specific users by selecting a **Static Group** to show the listing to. This will ensure the message is delivered to the right users.
4. Keep messages short and to the point within the listing so members can easily read and access the information. For longer messages, **link** to another **page** or **article**.