Website Overview

2017 - Spring Edition

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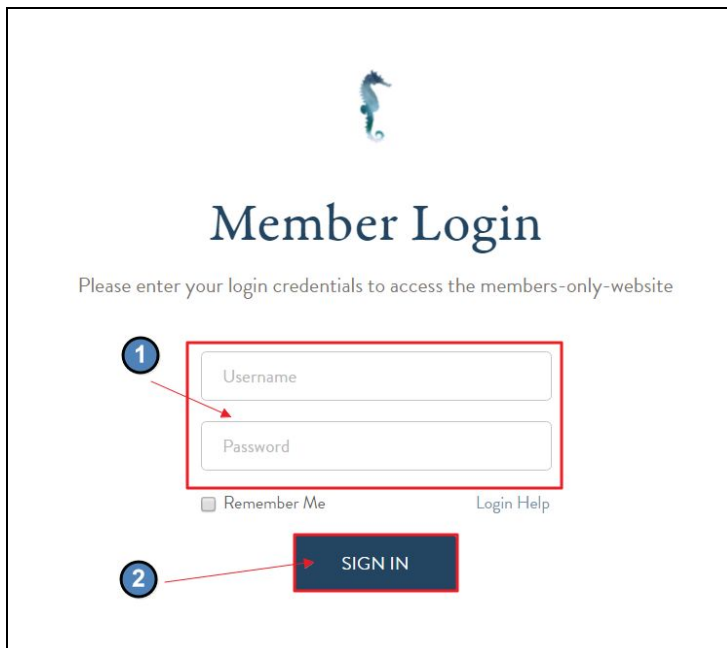
Overview

Welcome to your new website! Before you begin editing, let's take a look at what your website has to offer. There are many levels and areas to edit and maintain, and most of these areas work together to create your website.

Accessing the Editing Tools

To access the Editing tools you will first need to login to the private side of the website using the Member Login link.
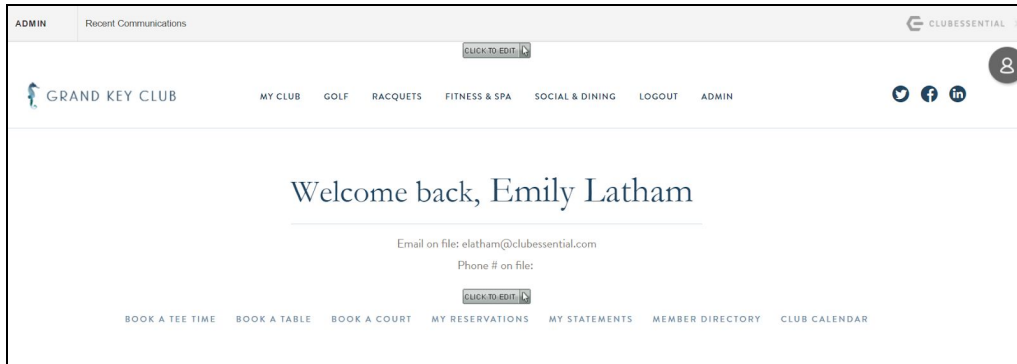

Login credentials will be provided to you either by Clubessential, or the website Admin if you're an Editor.

Upon login, you will arrive at the private member home page.

What you may edit and see on the private website will depend on your editing permissions.

Editors will be able to access an Editor Admin bar which is typically located in the top main navigation, or nested under My Club.


Hover over the Admin bar for Editor Module tools such as: Articles, Calendar, Blast Email, Image Explorer, Document Manager, etc. Note: these options may vary depending on your club's specifications for Editor Tools.

If you're an Admin, you will see an Admin bar in the top left hand corner of the screen.
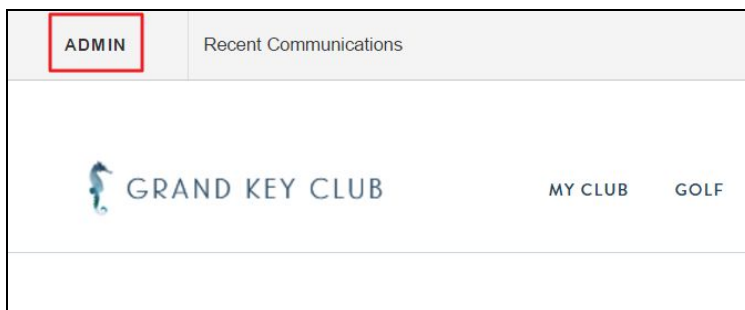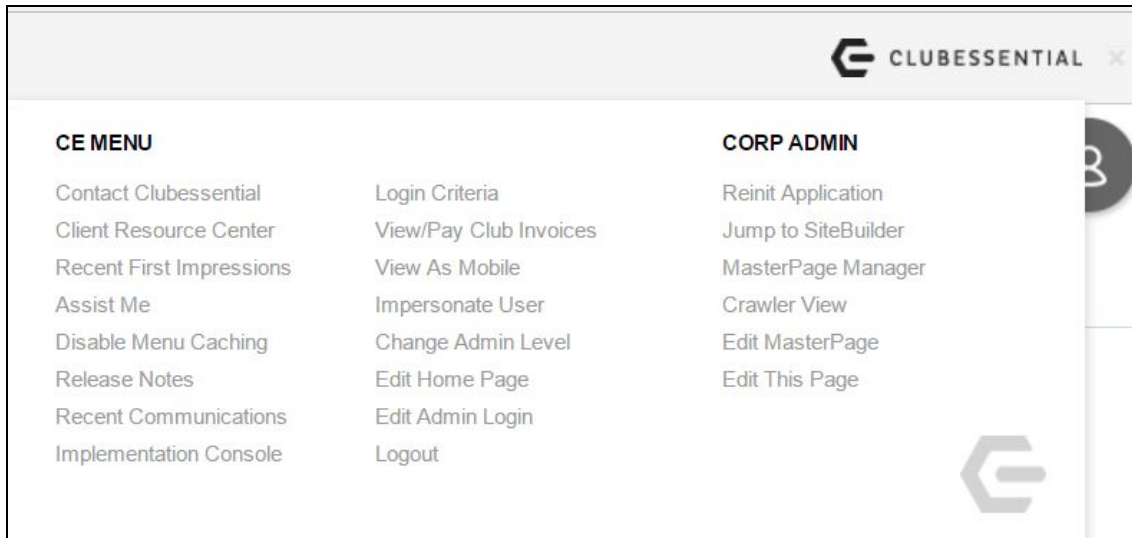
Hover over the Admin bar to access full editing access to the website tools.
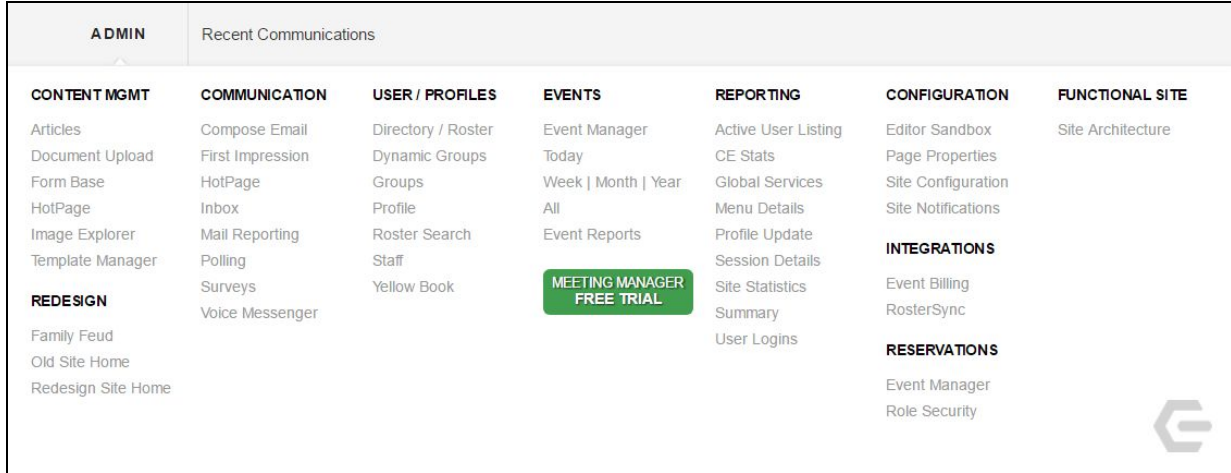
As an Admin, you will also notice a Clubessential logo in the right hand corner of the screen.

Hover over this to access more options like Edit Home Page (public pages), Contact Clubessential, Client Resource Center, Impersonation Tools, and Logout.

In addition to the Admin bars for Editors and Admins, you will notice various Click to Edits throughout the website.

Click to edits allow you to manage content and imagery on the website by clicking on the Click to Edit to open the Editor tools. Within the Editor you can manage text, imagery, hyperlinks, and documents.

Wine Club

The island's first & most elegant club.

Uncorked is Grand Key's Wine Society. Whether you are just beginning to develop your taste for wine or are an experienced connoisseur, you will enjoy a variety of benefits as a member of Uncorked.

The Grand Key Club Wine Festival is an annual tradition to connect with friends at one of the longest running wine tasting events on the island. This year the event is currently celebrating its twelfth anniversary and the wine festival offers guests an opportunity to mix for a few hours with many rare Pinot Noirs that harder to access and do not showcase at small seatings.

This year's wineries will include:

Adelsheim, Alma Rosa, Argyle, Brittan, Byron,Cambria, Chehale, Michaud, Morgan, Patz & Hall, Pey-Marin, Radio Coteau, Robert Sinskey, Saintsbury, Soter, Talley, Tendril, Testarossa, and Williams Selyem.

CLICK TO EDIT

You will also find property settings for modules or plugins like: slideshows, photo albums, and accordions on page. Where these modules are placed, there will be a properties icon to the top right of the module.
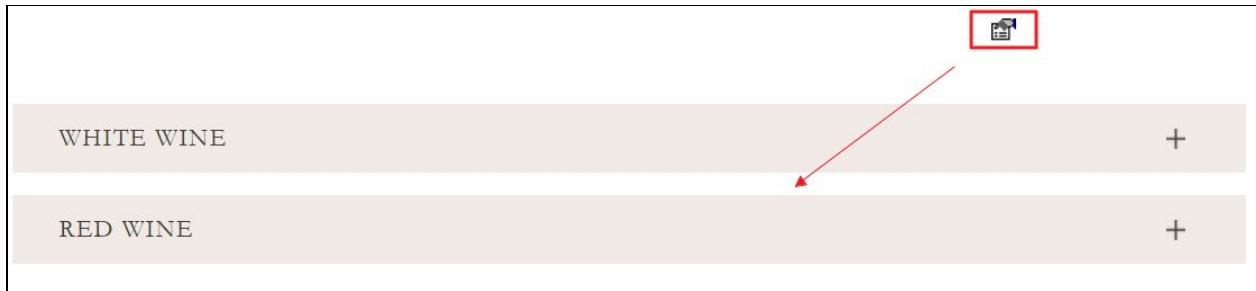

Properties Link Above an Accordion

Click the properties icon to open property settings for these modules to make changes.

Toolset

Some tools within the website do work independently of each other, however, most tools work with other tools to create a robust editing platform. It is important to understand how these tools work together in order to leverage them for what you're trying to accomplish on your website.

Content Editor (Click to Edit)

The Content Editor is denoted by a Click to Edit button. If you see a Click to Edit Button, this means that this is a content or image block that you can edit using our rich content editor. Simply click on the button to open the Editor.
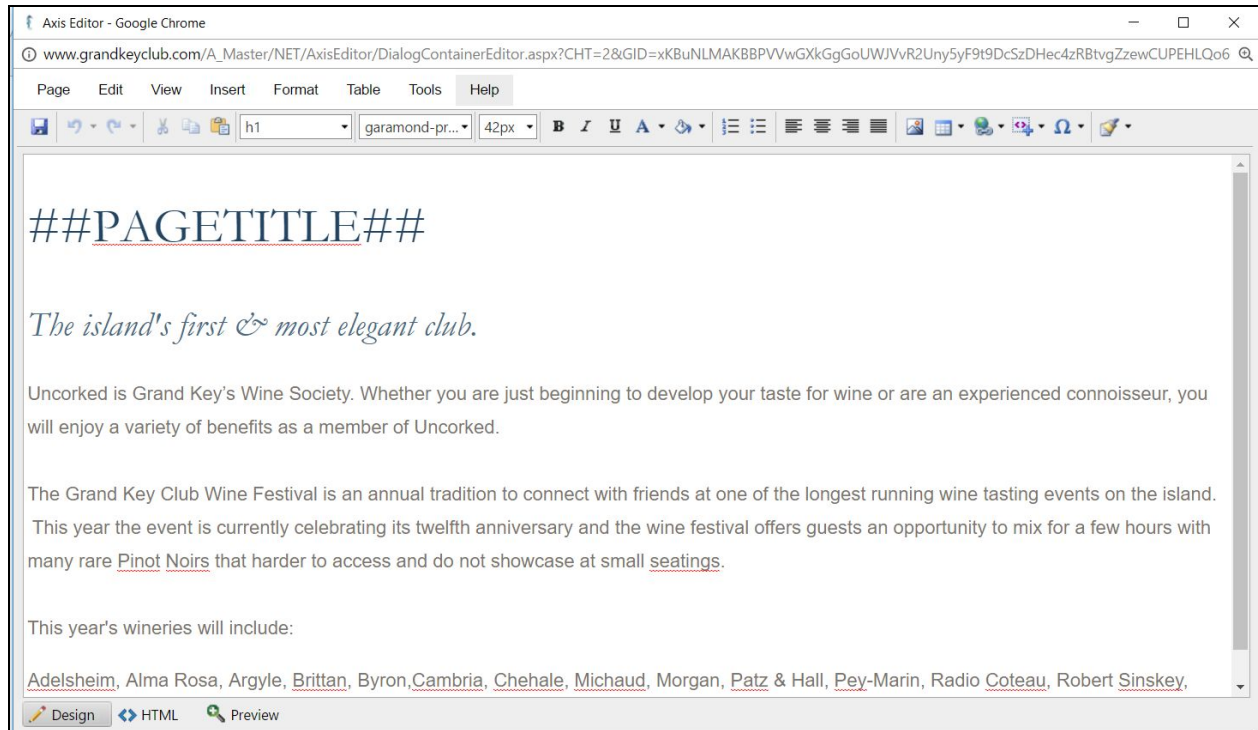
You will find the Editor in various locations throughout the website, and it is the same Editor; which means you can add and edit different places of content in the same way. And, once you've mastered it, you'll be able to use it throughout.

You can find the Editor on: web pages, inside accordion sections, blast emails, directory disclaimer, statement header and footer, calendar event flyers, calendar custom notifications, and event manager emails.

This editor allows you to personalize almost every section of the website with your content, imagery, hyperlinks, and documents.

To learn more about managing content, click here.

Document Upload & Content Editor (Click to Edit)

In order to add documents to any section containing a content editor, the document must first be uploaded using the Document Upload feature. Once the documents have been uploaded, open a click to edit to insert document links. To learn more about uploading and inserting documents, <u>click here.</u>
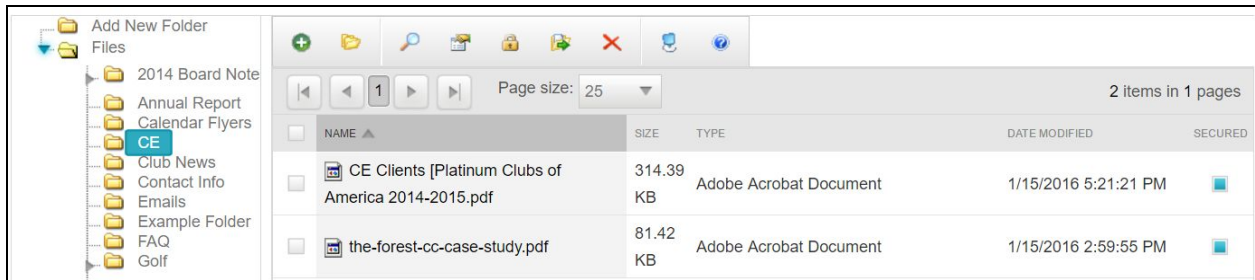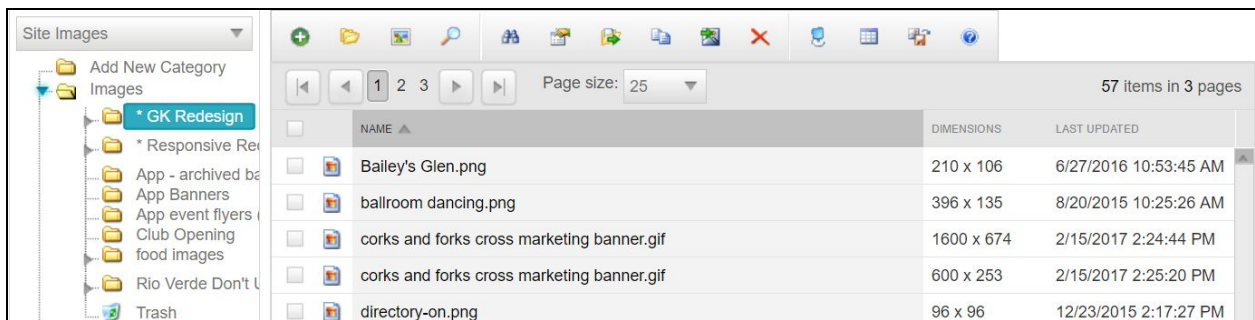

## Image Explorer & Images (Editor, Slideshows, & Photo Albums)

The Image Explorer works together with the Content Editor, Slideshows, and Photo Albums to allow you to add images to pages or to add images to slideshows and photo albums for a collection of photos.

In order to add a photo to the Content Editor, Slideshows, or Photo Album you must first upload the image to the Image Explorer.

Within the Image Explorer, you can add as many photos as needed and create folders to organize your images. If an image is deleted from the Image Explorer it will be removed from the website forever and it must be uploaded again to be used on the website.

To add images to pages or areas in which you have the Editor, open the Editor and use the insert image icon to add images to the content block. For detailed instructions on this, please visit this page.
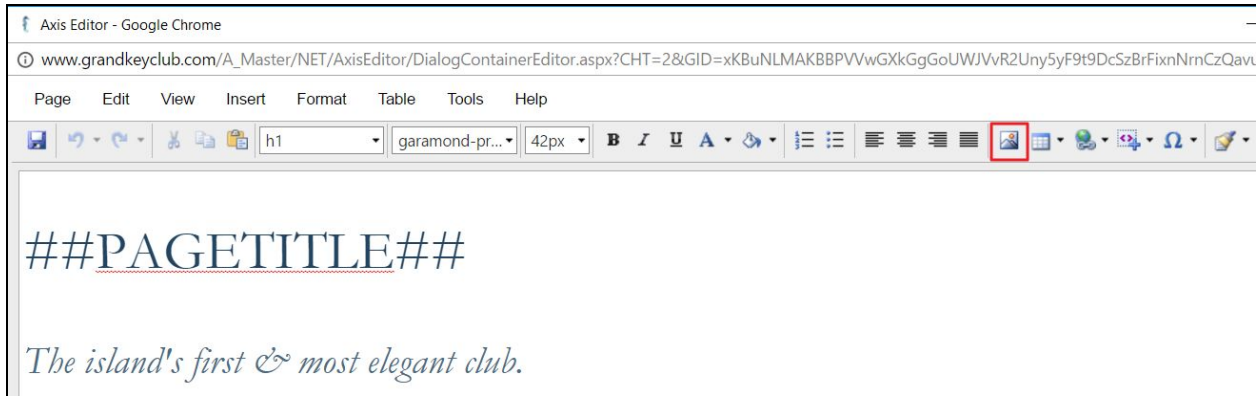

All slideshows and photo albums are tied to folder(s) within the Image Explorer, meaning you manage the images tied to slideshows and photo albums via the Image Explorer.

You can change which folder(s) is associated with a slideshow or album by opening the slideshow/album properties and clicking Edit Categories for this Gallery. This will allow you to select and deselect various folders within the Image Explorer.

For more information on managing images, slideshows, and photo albums, click here.

Directory & Member/Staff Management

The Directory on your website isn't just for Members to access, it is also an area where you can manage Members and Staff.
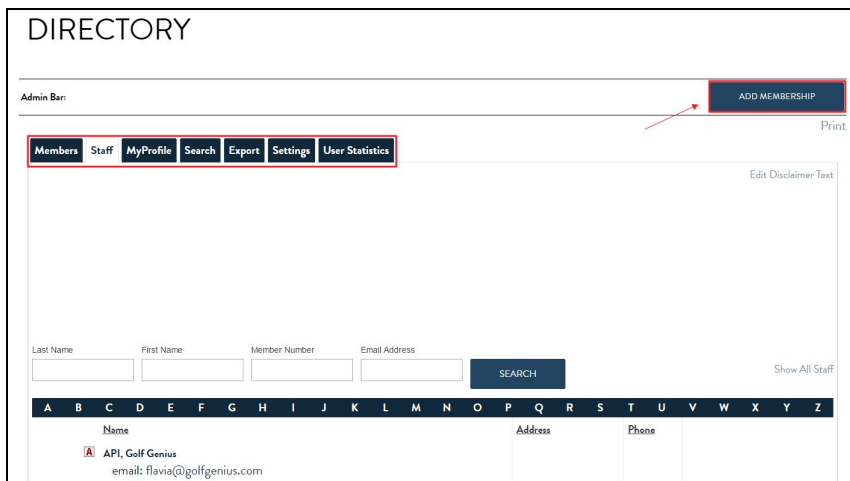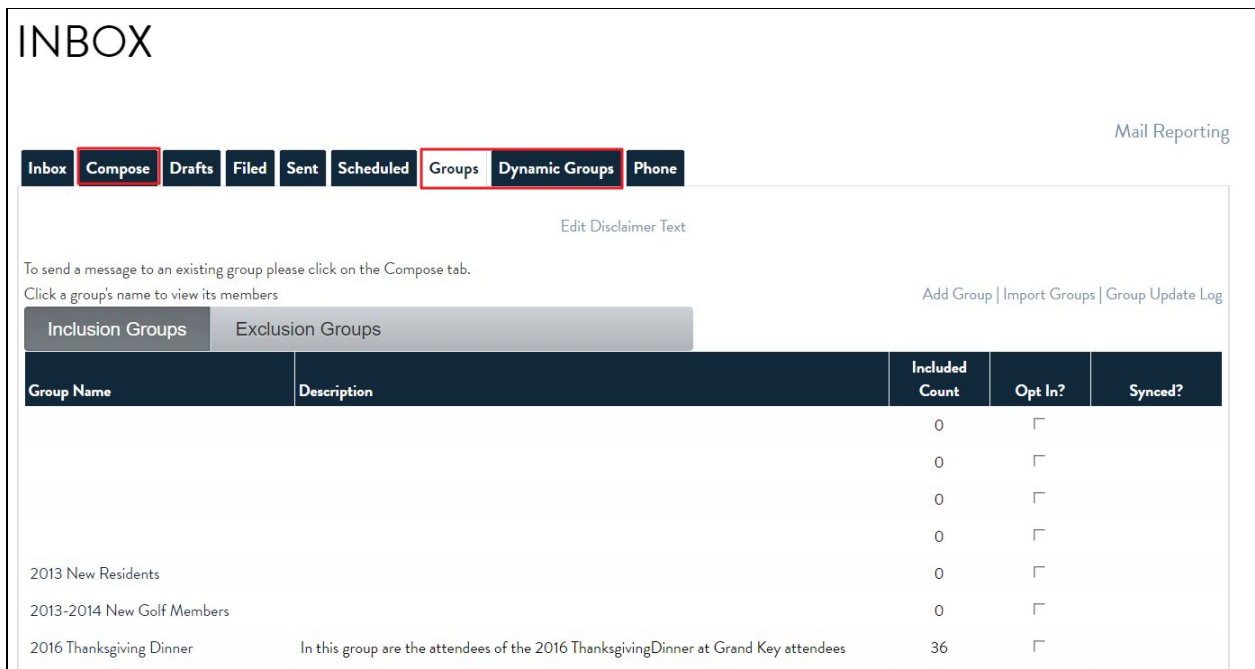
Since your accounting system is linked to the Directory, you will not need to add or delete members from the Directory; but you can manage their username and passwords here along with what Mailing Groups they belong to.

Staff accounts typically are not synced from the accounting system, so you will want to add staff members to the directory manually. This is also how you must add editors and admins of the website.

For more information on Directory management, click here.

Blast Emails & Groups

Blast emails are a great way to send emails to all members and staff, select members and staff, and groups of members and staff. The website allows you to create Static and Dynamic Groups in order to email various groups of members/staff.

Static Groups are groups created manually and are typically used for Opt-In Groups or private groups like a Board of Directors group. Members can Opt-In to static groups from their profile to receive communications, like a Book Club.
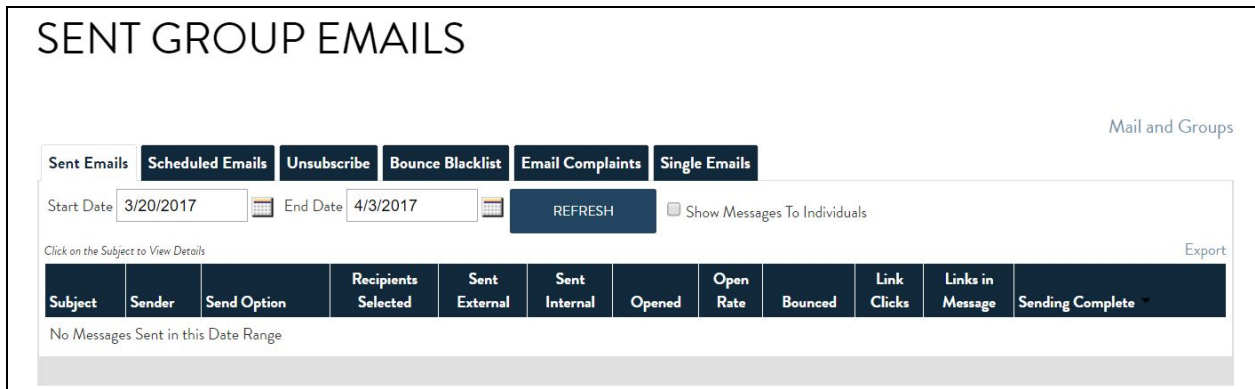
Dynamic Groups are dynamically driven, meaning they update based upon rules assigned to a group. Rules for these groups are based off of what is available in the Directory and Accounting system like: birthday, join date, membership status, balance due, etc. Dynamic Groups are great for setting up recurring emails to email members on their birthday or to remind members when

a balance is due. You can also use Dynamic Groups to run reports like who has a balance due or who has a certain type of membership.

For more information on Groups, click here.

Blast Emails & Mail Reporting

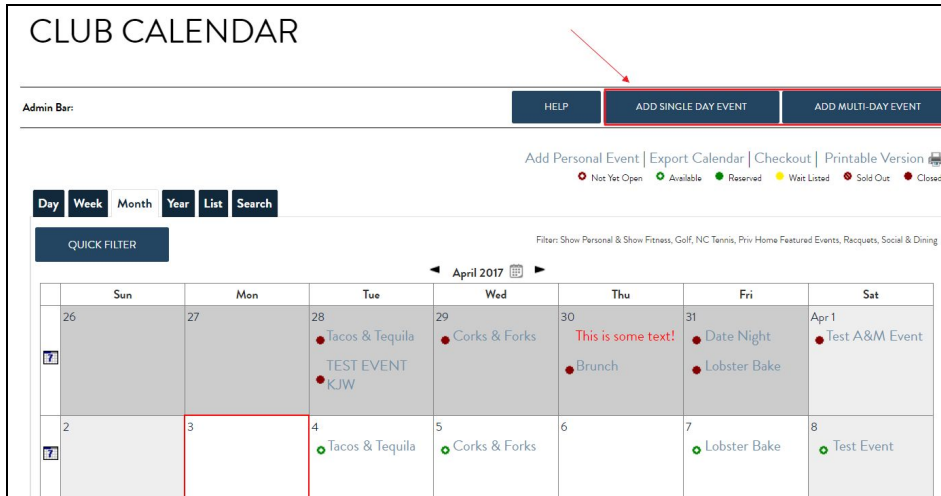Once you start sending blast emails you will want to start checking in with the Mail Reporting feature.

The mail reporting feature collects data on blast emails and single emails sent through the system. Within mail reporting you can find reports on open rates, link clicks, email bounces, members who have unsubscribed, and email complaints. For more information and troubleshooting steps on Mail Reporting, click here.

Calendar & Event Manager

The Calendar and Event Manager work seamlessly together to allow you to create calendar events and to manage event registrations.

You can add events in the calendar, which will allow you to: add information on the event, set up registration parameters, and customize email notifications for events.
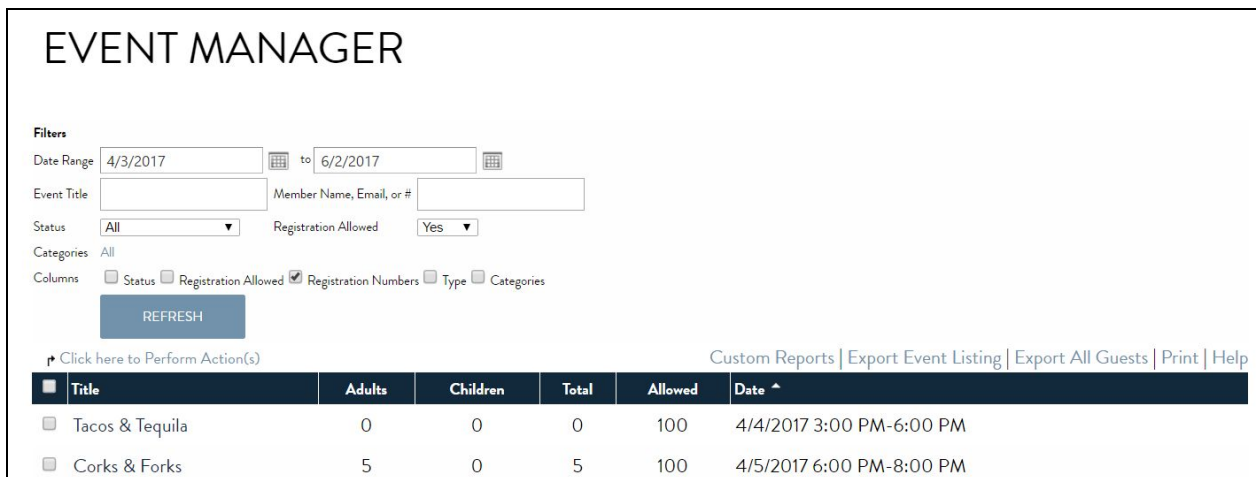
Once the event has been added, you can then manage registrations, the waitlist, and email registrants using the Event Manager. The Event Manager also allows you to export attendee/guest lists for an event to manage offline.

We have covered the main tools that will allow you to begin editing your website. For more information on other tools and the tools discussed above, please [get started here.](#)