

# Application User's Guide

## for the Message Manager

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***Your Message, Your Audience, Their Terms***

# TextCaster® Overview

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TextCaster is a permission-based multi-channel communication platform.

Your audience can opt in and select the information they want to receive.

You can send information directly to your subscribers' mobile phones, wireless PDAs and pagers.

Use TextCaster to reach your audience quickly, with information they want, wherever they are located.

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## **TextCaster includes two software components:**

### **TextCaster Communication Manager (TCM)**

#### **Automated Sign-up Application (ASA)**

**TextCaster Communication Manager (TCM)** – The **TCM** is your administrative communication console. Log in from any Internet-connected computer to create and send text messages to your subscribers. With the TCM, you can:

1. Send text messages quickly
2. Schedule messages for delivery at a specific time
3. Schedule messages to recur at times you decide

The TCM also lets you set up other users within your organization to send information to subscribers while providing a log of past messages sent.

**Automated Sign-up Application (ASA)** – The **ASA** is your branded and customized sign-up application that lets your audience easily opt in and select the information they want to receive. It's easily integrated into your web site's home page giving subscribers easy access via a hyperlink or URL-embedded graphic placed on your website. You can also insert a hyperlink into emails that, when clicked, opens up the ASA to let people learn more about your program and subscribe. The ASA is fully CAN-SPAM compliant and meets all FCC regulations.

# TextCaster Communication Manager (TCM)

## Log in to Your TextCaster Communication Manager (TCM)

Step 1: Go to [www.textcaster.com](http://www.textcaster.com).

Step 2: Enter the following Username / Password information into the login boxes at the top of the page:

Username: \_\_\_\_\_ Password: \_\_\_\_\_

Step 3: Click on the **LOG IN** button located to the right of the Username / Password boxes.

## Navigation Tabs

The following tabs appear as navigation links at the top of your TextCaster application

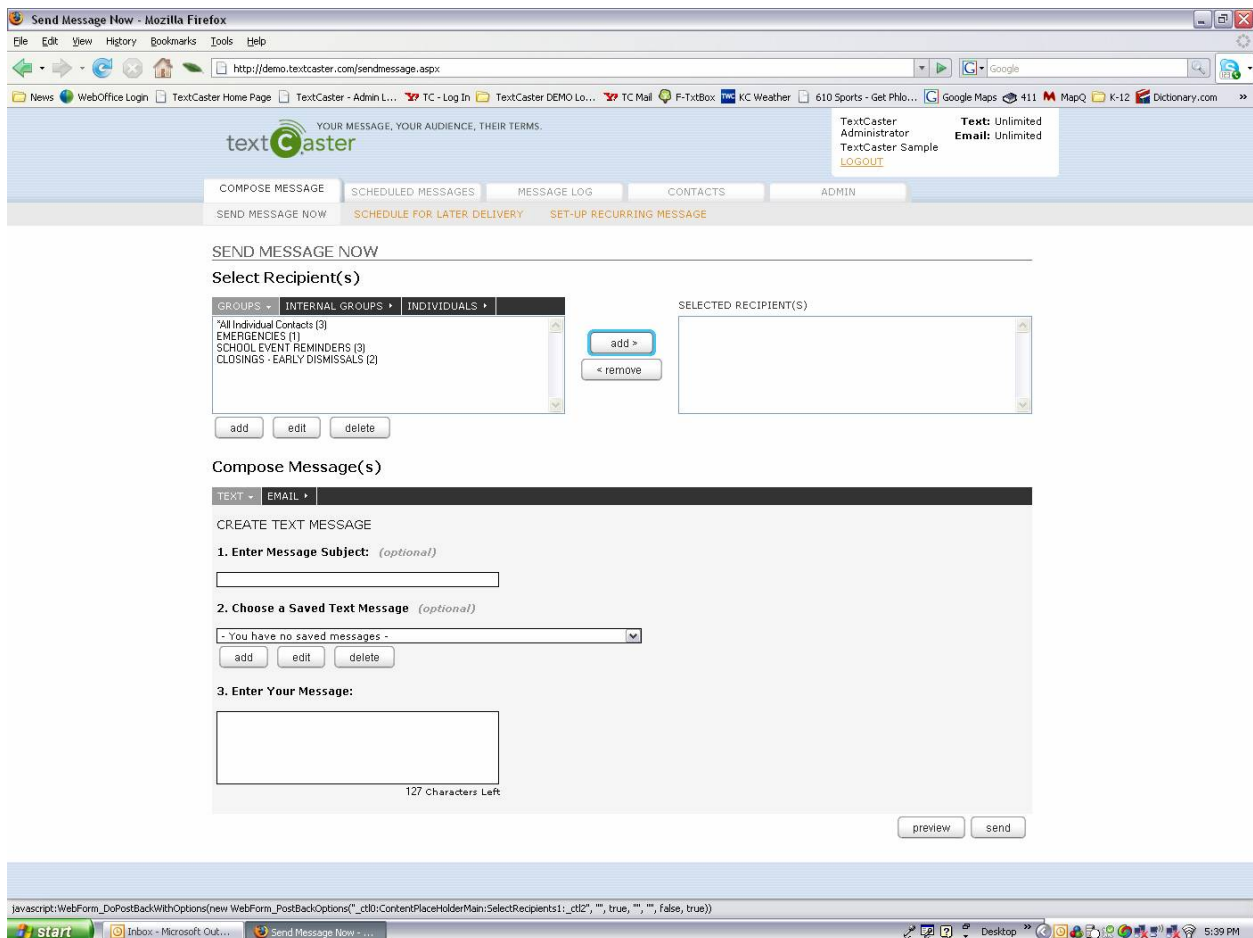
- **COMPOSE MESSAGE**
- **SCHEDULED MESSAGES**
- **MESSAGE LOG**

# COMPOSE MESSAGE

## Compose and Send Text Messages

The **COMPOSE MESSAGE** tab is the default page when you log in to the TCM.

Send a text message, schedule them for delivery at a specific date and time, or schedule them to recur at a specific time on a daily, weekly, monthly or yearly basis. On the **COMPOSE MESSAGE** tab the *SEND MESSAGE NOW* link is the default screen.



## **Select Message Recipients**

There are three options: Groups, Internal Groups and Individuals.

**GROUPS** – Lists the message Groups published on your ASA. To send a text message to any Message Group, select the Group and click the **ADD>** button to place that Group in the SELECTED RECIPIENT(S) box.

Send a single message to multiple groups by adding each group to the SELECTED RECIPIENT(S) box. If a subscriber is a member of multiple Groups, the system will only send one message to that subscriber.

**INTERNAL GROUPS** – Lists the Internal Groups that do not appear on the ASA. To send a text message to any Internal Group, select the Internal Group and click the **ADD>** button to place the Internal Group in the SELECTED RECIPIENT(S) box.

**INDIVIDUALS** – Lists subscribers to your TextCaster application. To send a text message to one or more individuals, select the name(s) and click the **ADD>** button to place them in the SELECTED RECIPIENT(S) box. To manage a subscriber's profile, select a subscriber name and click the **ADD/EDIT/DELETE** buttons at the bottom of the Individuals box.

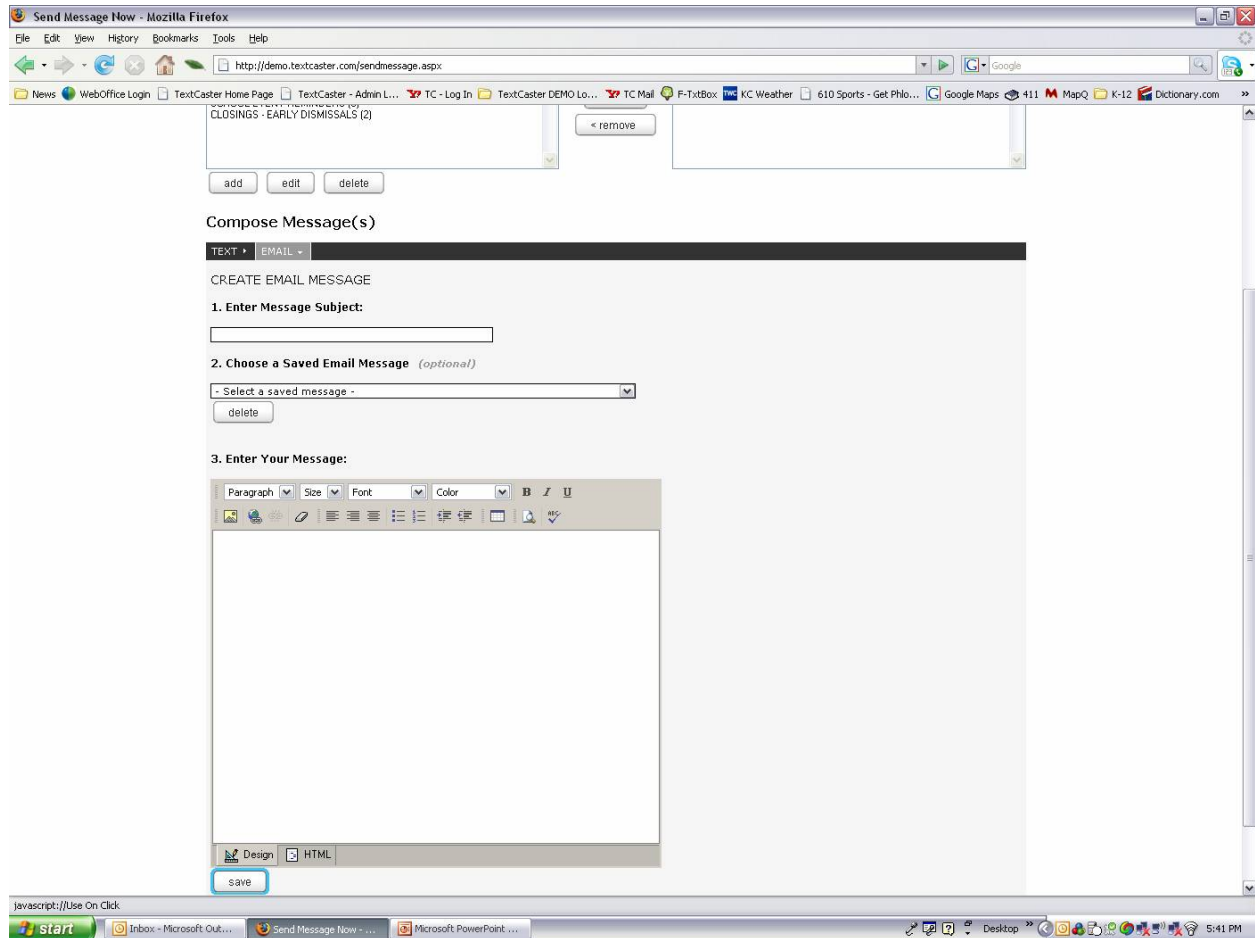
## **Compose Message - Text Message**

1. **Enter Message Subject** (Optional) - The SUBJECT field is available to insert a subject name for the text message (recommended maximum length is 20 characters). If the SUBJECT field is "grayed" out, a fixed SUBJECT has been populated making this field non-editable.
2. **Choose A Saved Text Message** (Optional) – From the dropdown box, select a previously saved message. To create and manage frequently used text messages, use the **ADD/EDIT/DELETE** buttons.
3. **Enter Your Message** - When manually composing a text message, you are restricted to the total number of characters displayed in the character counter at the bottom of the text message box. You will be able to send between 100 and 120 characters. Characters included in the message header and the subject field count towards the overall character limit.

Click the **PREVIEW** button to preview the message. To make any changes to the message on the PREVIEW screen, click the EDIT link. Click the **SEND** button to send the text message immediately.

4. **Compose An Email** (Optional) - If you choose to send an email version of the message, compose it by clicking the **EMAIL** tab.

## Compose Message – Email Message



1. **Enter Message Subject** – This field is available to insert a subject name for the email message. If the SUBJECT field is “grayed” out, a fixed SUBJECT has been populated making this field non-editable. The email message subject may differ from the text message subject.
2. **Choose A Saved Email Message** (Optional) - From the dropdown box under **Choose A Saved Email Message**, you can select a previously saved message.

To create a saved email message, compose the message in the message box and click the SAVE button. A NAME box will appear. Enter the name for the saved email template. Saved email messages will retain formatting and graphics.

3. **Enter Your Message** – Using the HTML email editor, you can upload graphics, change fonts and sizes, add colors, center text and graphics. To erase and start over click the REMOVE button.

Click the **PREVIEW** button to preview the email. To make any changes to the message on the PREVIEW screen, click the EDIT link. Click the **SEND** button to send the text message immediately.

## Scheduled and Recurring Messages

To schedule a message for later delivery or set up a recurring message, click on the corresponding link at the top of the page. Select the appropriate date and time for the message to be sent or set a recurring schedule.

To view, edit, or delete scheduled or recurring messages, click the **SCHEDULED MESSAGES** tab in the top navigation bar. You can also create a new scheduled message by clicking on the **SCHEDULE MESSAGE** link on this screen.

The screenshot shows the 'Schedule for Later Delivery' page in a Mozilla Firefox browser. The page title is 'Schedule for Later Delivery - Mozilla Firefox' and the URL is 'http://demo.textcaster.com/schedulemessage.aspx'. The page features a navigation bar with tabs: 'COMPOSE MESSAGE', 'SCHEDULED MESSAGES', 'MESSAGE LOG', 'CONTACTS', and 'ADMIN'. Below the navigation bar, there are links for 'SEND MESSAGE NOW', 'SCHEDULE FOR LATER DELIVERY', and 'SET-UP RECURRING MESSAGE'. The main content area is titled 'SCHEDULE FOR LATER DELIVERY' and includes the following sections:

- Select Recipient(s)**: A list of groups including 'All Individual Contacts (3)', 'EMERGENCIES (1)', 'SCHOOL EVENT REMINDERS (3)', and 'CLDINGS - EARLY DISMISSALS (2)'. There are 'add', 'edit', and 'delete' buttons for the list, and 'add >' and '< remove' buttons to move items to the 'SELECTED RECIPIENT(S)' box.
- Select Delivery Date and Time**: A calendar for September 2007 with the 10th selected. The time is set to 1:00 PM. There are radio buttons for 'My time zone' (selected) and 'Recipient's local time zone'.
- Compose Message(s)**: A section with 'TEXT' and 'EMAIL' tabs. It includes a 'CREATE TEXT MESSAGE' section with two steps: '1. Enter Message Subject: (optional)' and '2. Choose a Saved Text Message (optional)'. A dropdown menu shows '- You have no saved messages -'.

The Windows taskbar at the bottom shows the Start button, an open 'Inbox - Microsoft Outlook' window, the current 'Schedule for Later Delivery' window, and an open 'Microsoft PowerPoint' window. The system tray shows the time as 5:42 PM.

## **MESSAGE LOG**

Click on this tab in the top navigation bar to view the message log of all messages sent by each System Administrator and Message Manager, including delivery time, date and recipient(s). You can also send or schedule a message by clicking on the respective **SEND MESSAGE** and **SCHEDULE MESSAGE** buttons on this screen.

**TextCaster**

[www.textcaster.com](http://www.textcaster.com)

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