

Update Announcement

November 2012

ExSite 3.8.3 Features

The following outlines new features and modules for the Exware Content Management System. Not all features and modules will be applicable for all client sites. If you have questions about this announcement or how your site can incorporate these new features, please call or email us.

NEW



Digest Tester

This module lets you email a sample of the Weekly Digest before it gets sent to your members.



Elections (Add-on to Poll/Quizzes Module)

A new mode in the Polls/Quizzes Module lets you restrict who can see the results, and how many times one can vote.

UPDATES



Membership

- prorated application or renewal
- display list of newest members
- friendlier profile urls



Email

When sending out newsletters, the Email Module will show a dropdown of newsletters available.

ADVANCED

E-Commerce

- restrict account statements to certain date ranges
- payment plans

Web Forms

- view responses within a date range
- filter responses by certain answers
- better edit/delete response functions
- log the referrer (the public URL of the form that the user went to)

This release focuses on bug fixes. You will be contacted directly about any items you reported/require.

What content should go on my website, Facebook, and Twitter? Should I post the same item everywhere?

Users of social media services will not find it helpful to hear the exact same thing several different times, and will probably unsubscribe from some of your services. How, then, should you decide what goes where?

Your website is your real location--think of it as your online office. This is where the "official" version of everything belongs.

Your Facebook page is a place to socialize--think of it as the lunch room, coffee shop, or after-work watering hole. This is where people will engage in "light" conversation and banter. It is a good place to post links and news of interest in your field, but which are not directly related to your organization. Important conversations (such as meetings, policy discussions, and so on) probably do not belong on a social website, and are better handled on a forum or blog discussion on your website. You can announce that those discussions are happening via Facebook, with a link back to the actual discussion.

Your Twitter feed is a place for timely announcements--think of it as an announcement over a PA system.

Let's take a typical example of something that could involve all three online services, and see how each could play a role that compliments the others without pointless duplication. Say you are hosting an important event - an annual conference.

Website: your website should host the official event calendar and description, possibly with online registration and other event-related services.

Twitter: this is for timely announcements, so use Twitter to send out short notices for things like registration openings and deadlines, changes in itineraries or agendas, and perhaps a welcome and thank you note at the actual start and end of the conference.

Facebook: add a brief event announcement, which points back to your official web page. You can make this a Facebook event if you like, but that is optional since you aren't really using Facebook's calendar services. Pre-event announcements are helpful to build interest, but Facebook really excels at post-event socialization, such as posting results, awards, photos and albums, or videos. These are the sort of things that people enjoy reminiscing and bantering about in a social medium like Facebook.

If you have any questions about these new updates, please call us at 604-684-9440.