



# eSVShare App

App for Principals & Area Superintendents

*Updated 08/11/21*

# What does eSVShare do?



**News Posts**  
(to your Website & App)



**Push Notifications**  
(to phones with CUSD App)



**Instant Connect**  
(Phone, Email, Text)



**School Social Media**  
(Facebook, Instagram & Twitter)

# Table of Contents

---

What is eSVShare?

---

Download the App

---

Set-up Your Account

---

Share Your Message

---

What Messages Look Like

---

Best Practices

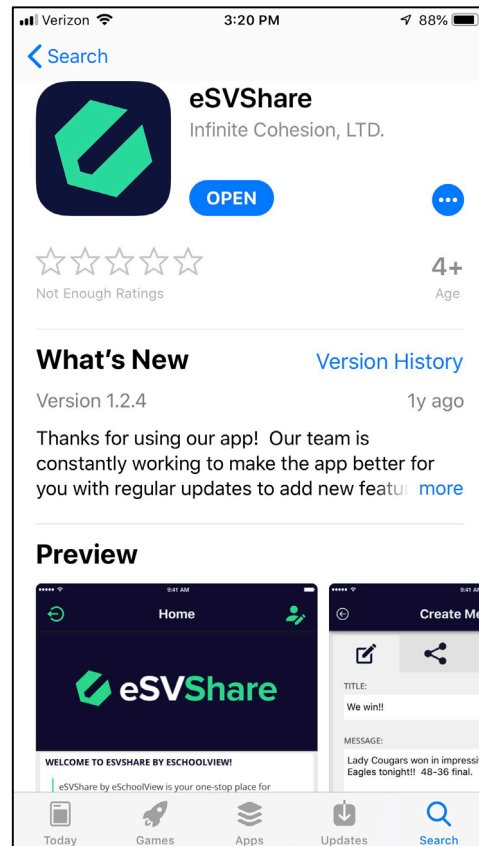
1

Download  
the App

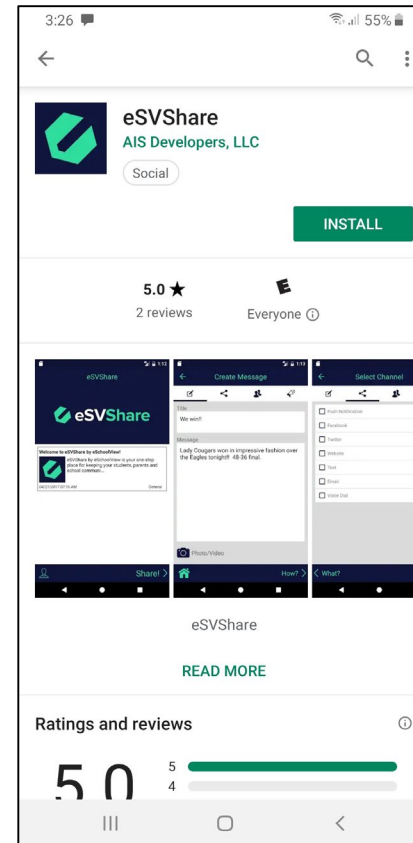


# Download the eSVShare app at Apple App Store or Google Play

## Android



## Apple



2

## Set-up Your Account



# Check Your Email

- You've been added as a user for your school site.
- Email from: **eSV2go** (no-reply@esvalerts.com via schoolinfoapp.com)
- Subject title: **Admin/Teacher registration for the Clovis Unified School District app**
- Message:

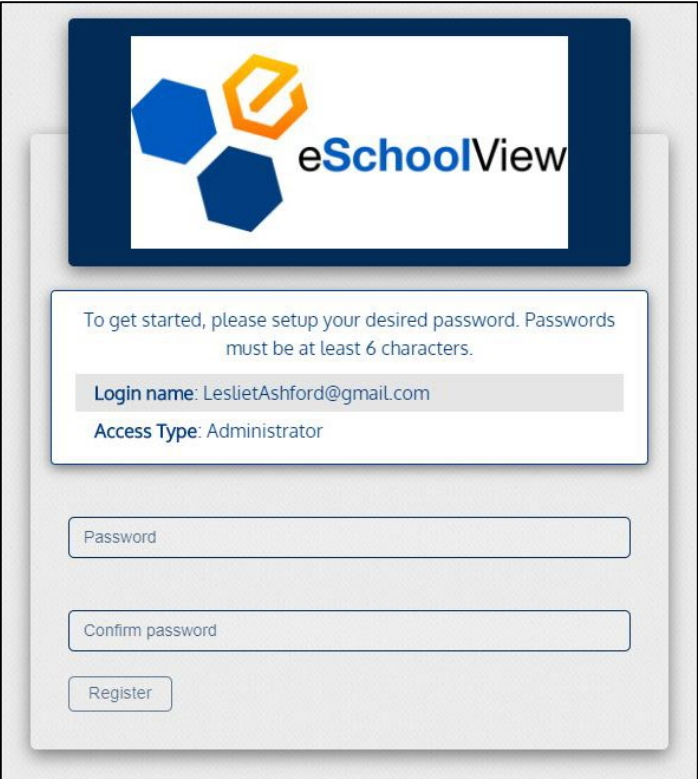
Click [here](#) to get started using the esv2go Dashboard to manage content, create notifications and more for the Clovis Unified School District app by esv2go or open the link below in your browser:

[http://siap\\_ps/a4b033](http://siap_ps/a4b033)

Thanks!

# Create Your Password

- Create your password on your computer or use your CUSD single sign-on password.
- After logging in on your computer, you will switch to the app. The website is no longer needed.



The screenshot shows the eSchoolView password creation interface. At the top, there is a logo for eSchoolView consisting of three blue hexagons and one orange hexagon with a white 'e' inside, followed by the text 'eSchoolView'. Below the logo, a message reads: 'To get started, please setup your desired password. Passwords must be at least 6 characters.' Underneath this message, the 'Login name' is displayed as 'LeslietAshford@gmail.com' and the 'Access Type' is 'Administrator'. There are two input fields: 'Password' and 'Confirm password'. At the bottom, there is a 'Register' button.



# Sign In on the App

- Open the app on your phone.
- Enter Username & Password (see image at right).
  - Username: DistrictEmail@clovisusd.k12.ca.us
  - Password: Password you created in Step #3.
- Click Login.



eSVShare

Username

Password

Login

3

Share Your  
Message



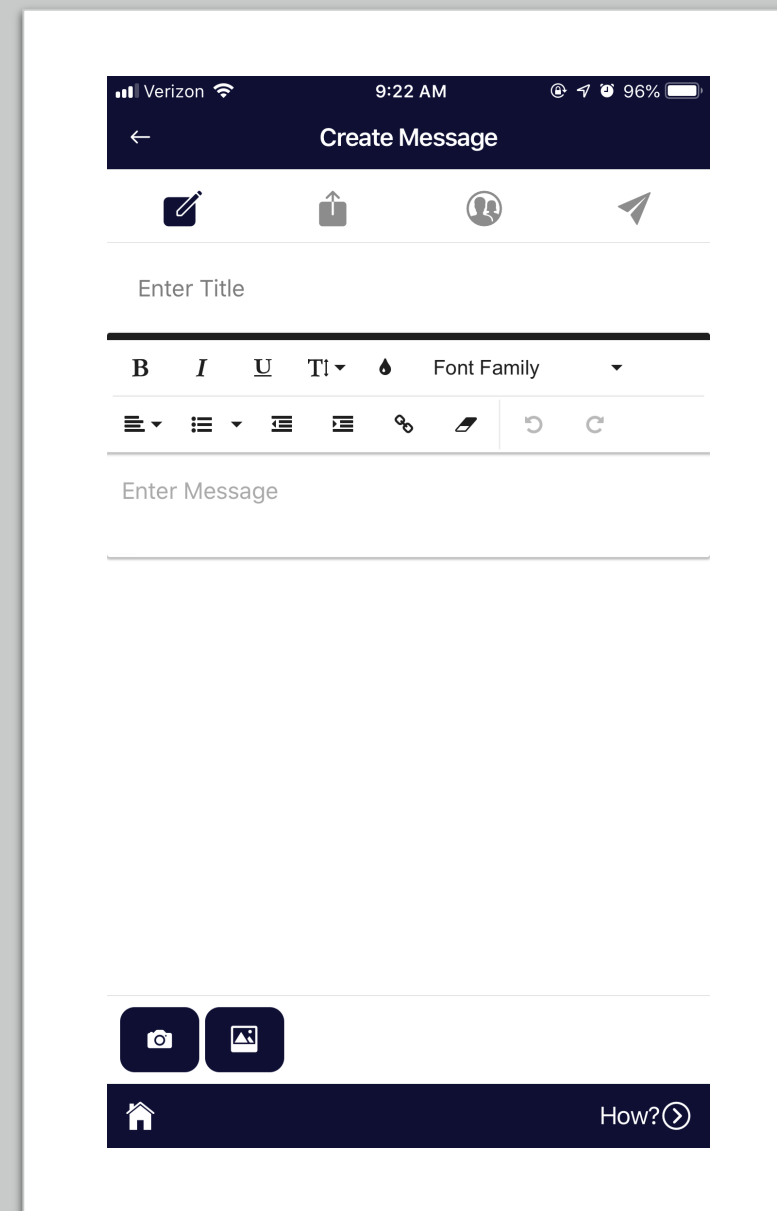
# eSVShare App Home Page Overview

- Click “Share” to begin composing a message to share.
- Click “My Profile” to connect your social media accounts.



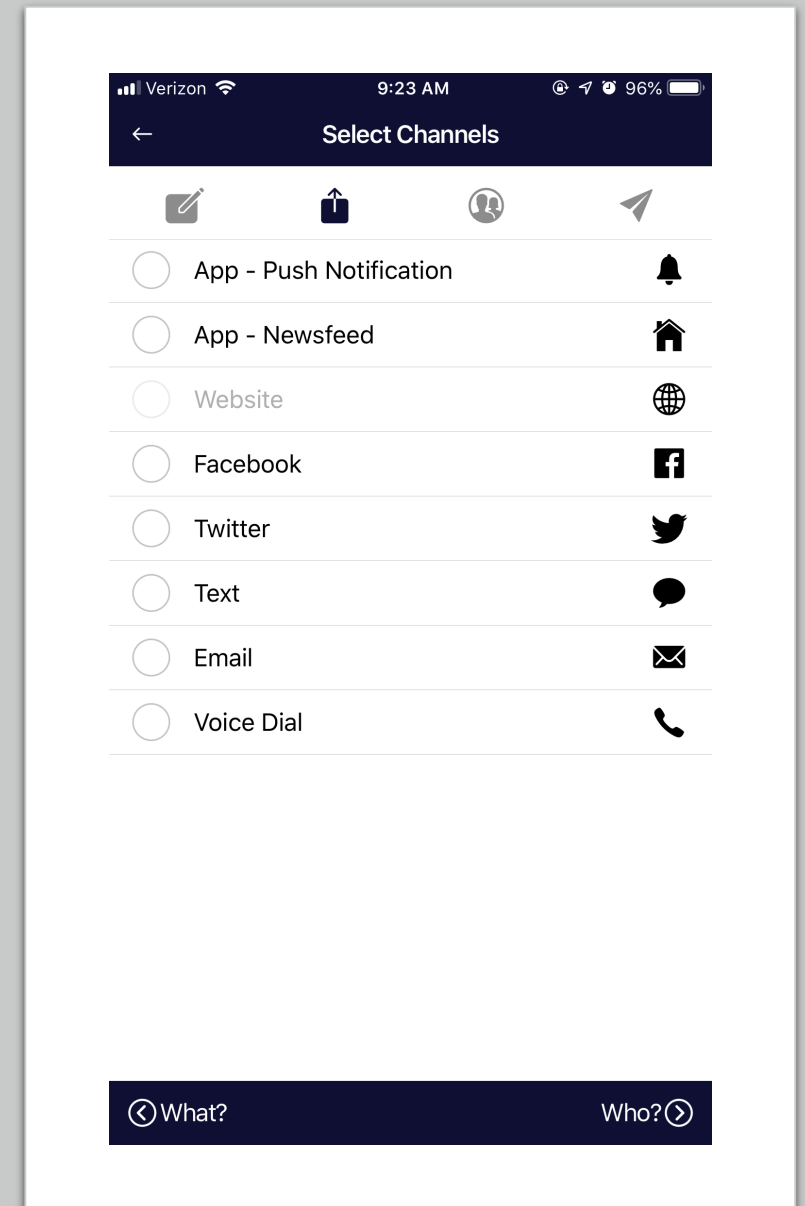
# Create Your Message

- Keep titles short and to the point (attention grabbers).
- Your message does not currently have a character count.
  - Feel free to copy in messages from e-mail or create ones from scratch in the message box.
- Photos/Videos can be attached at the bottom.



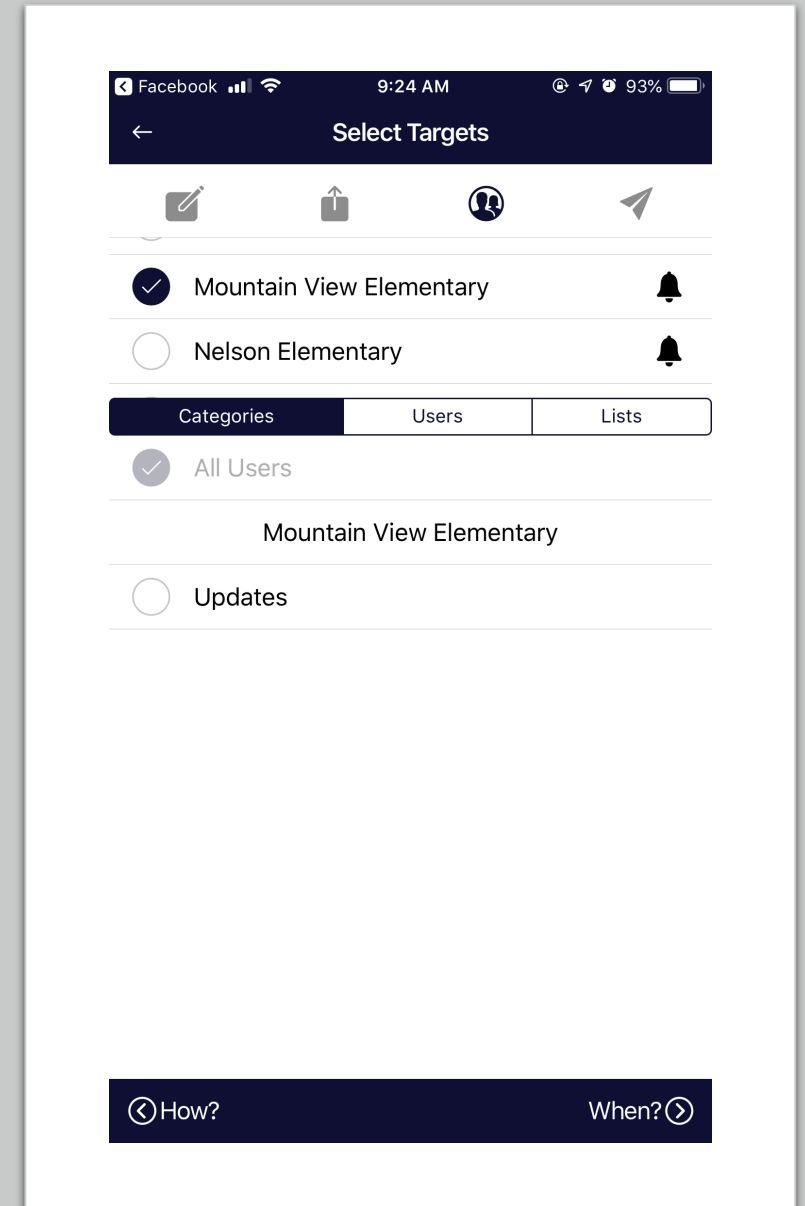
# Channels: Where do you want this message to appear?

- **App - Push Notification:** Sends to users following your school's app and have opted into notifications. Used for reminders or to point to another post.
- **App – Newsfeed:** Sends to your app's Newsfeed.
- **Website:** When you select App Newsfeed, Website becomes selectable.
  - Sends to the Updates section of your web homepage (Secondary = below Popular Links; Elementary = Above Parent Links). This section disappears when there is no message present.
  - Select **UPDATES** on the next screen to post to the Website.
- **Facebook, Instagram & Twitter:** Posts to the social media channels you've connected to your account.
- **Text/Email/Voice Dial:** All Instant Connect Features (lists will appear on next tab when one of these are selected)



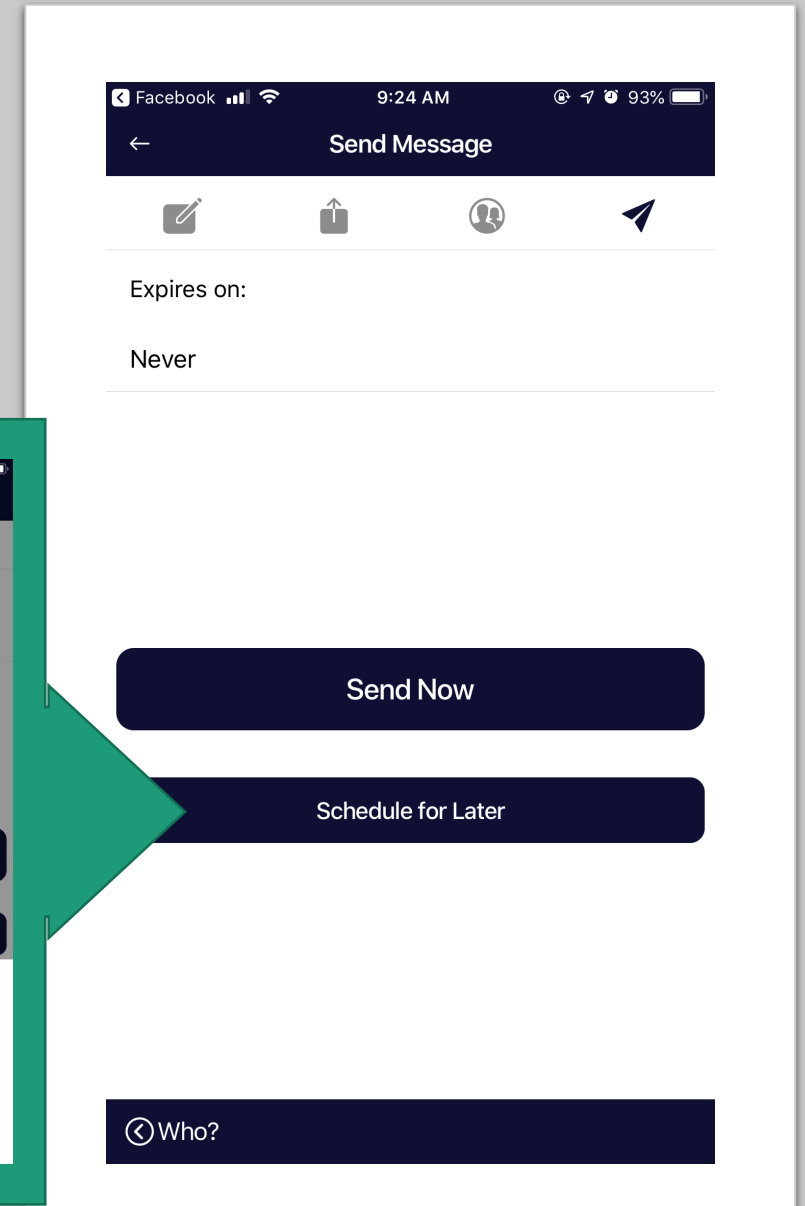
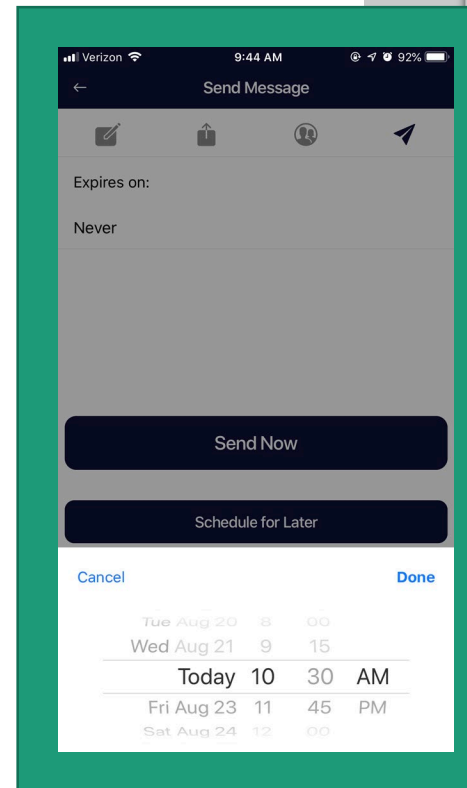
# Targets: Who do you want to send this message to?

- You will only be able to select your school(s).
- After selecting the school, you will also have the option to select any connected accounts like Facebook/Instagram/Twitter or Updates for your school.
- **UPDATES is what will send to your website homepage.**



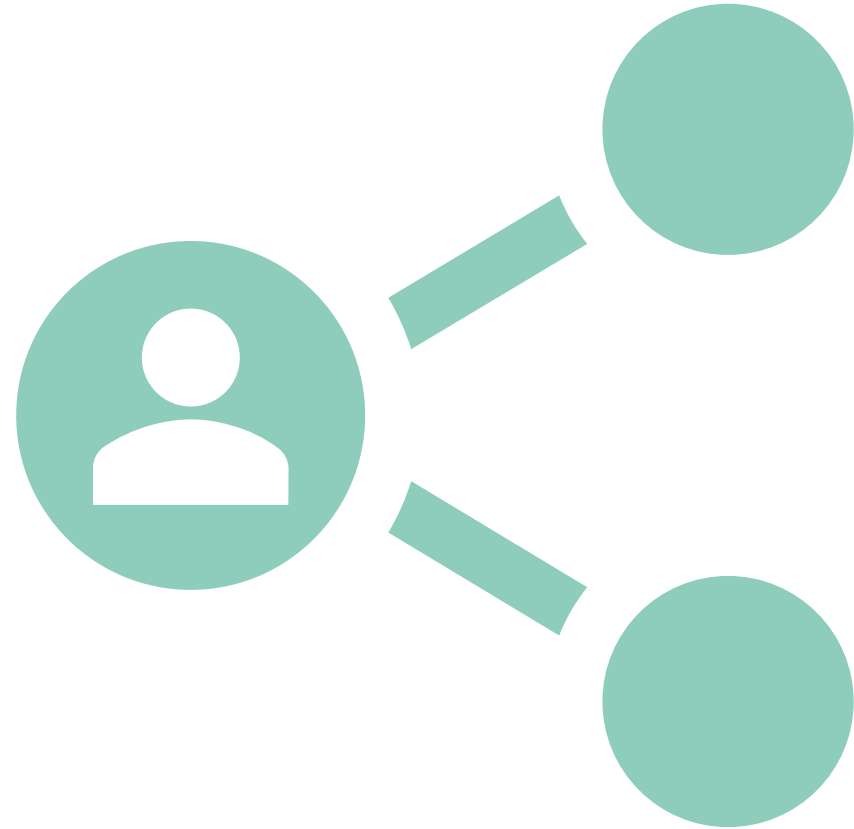
# Send Your Message

- Choose an expiration date OR select “Never” if no expiration date.
  - To change this, contact Kellie Feramisco to help make desired changes.
- Click “Send Now” to send immediately
- OR
- Click “Schedule for Later” to set a later date and/or time.



4

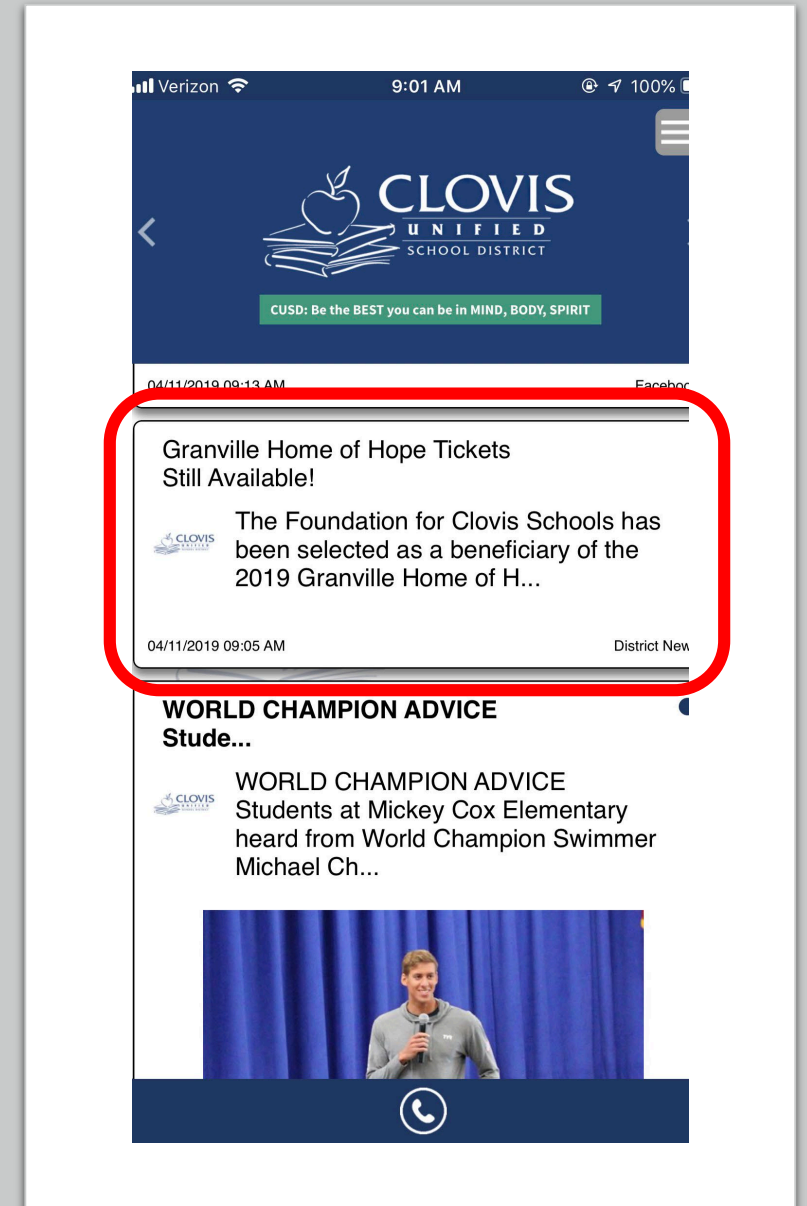
What  
Messages  
Look Like...



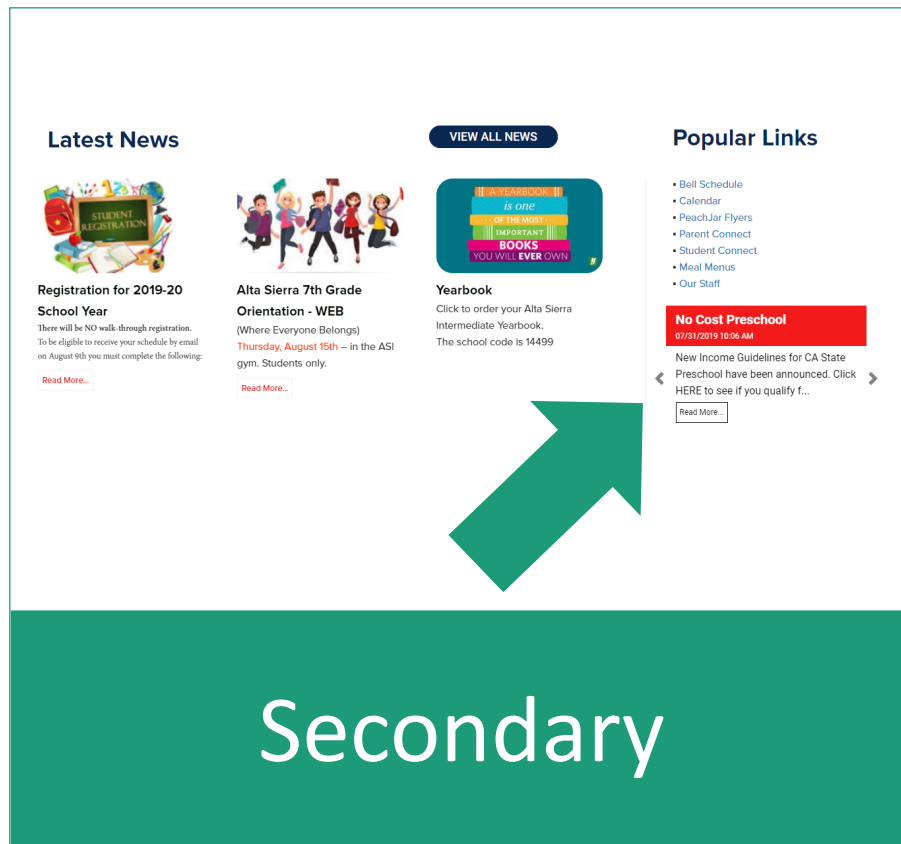


# ...In the App

- As a news item in your school's app



# ...On Your Website



This screenshot shows a website layout for a secondary school. It features a 'Latest News' section with three articles: 'Registration for 2019-20 School Year', 'Alta Sierra 7th Grade Orientation - WEB', and 'Yearbook'. A 'Popular Links' section includes 'Bell Schedule', 'Calendar', 'PeachJar Flyers', 'Parent Connect', 'Student Connect', 'Meal Menus', and 'Our Staff'. A 'No Cost Preschool' announcement is also visible. A large green arrow points from the bottom right towards the 'No Cost Preschool' link.

**Latest News**

**Registration for 2019-20 School Year**  
There will be NO walk-through registration. To be eligible to receive your schedule by email on August 9th you must complete the following:  
[Read More...](#)

**Alta Sierra 7th Grade Orientation - WEB**  
(Where Everyone Belongs)  
**Thursday, August 15th** -- in the ASI gym. Students only.  
[Read More...](#)

**Yearbook**  
Click to order your Alta Sierra Intermediate Yearbook. The school code is 14499

**VIEW ALL NEWS**

**Popular Links**

- Bell Schedule
- Calendar
- PeachJar Flyers
- Parent Connect
- Student Connect
- Meal Menus
- Our Staff

**No Cost Preschool**  
07/31/2019 10:06 AM  
New Income Guidelines for CA State Preschool have been announced. Click [HERE](#) to see if you qualify f...  
[Read More...](#)

**Secondary**



This screenshot shows a website layout for an elementary school. It features a 'SCHOOL NEWS' section with two articles: 'Century welcomes a new 1st grade teacher!' and 'A big Tiger welcome to another new 1st gr...'. A 'CALENDAR OF EVENTS' section lists 'No School - Labor Day', 'Back to School Night', and 'PTC General Meeting'. A 'Preschool' section includes 'New Income Guidelines for CA State Preschool'. A 'QUICKLINKS' section lists 'Century PTC Page', 'Clever! Sign in to CUSD programs', 'Century Official Facebook Page', 'Century Tiger YouTube Channel', and 'Social Media Awareness'. A large green arrow points from the top right towards the 'Preschool' section.

**SCHOOL NEWS**

**Century welcomes a new 1st grade teacher!**  
Suzie Acheatal  
[Read More...](#)

**A big Tiger welcome to another new 1st gr...**  
Lisa Crouch  
[Read More...](#)

**Recommended Supplies for each grade**

**CALENDAR OF EVENTS**

**SEP 2** No School - Labor Day  
7:00 AM - 6:00 PM

**SEP 3** Back to School Night  
5:30 PM - 7:00 PM

**SEP 4** PTC General Meeting  
5:30 PM - 6:00 PM

**Preschool**  
08/08/2019 09:20 AM  
New Income Guidelines for CA State Preschool. Click [HERE](#) to see if you qualify for no-cost preschool...  
[Read More...](#)

**QUICKLINKS**

- Century PTC Page
- Clever! Sign in to CUSD programs
- Century Official Facebook Page
- Century Tiger YouTube Channel
- Social Media Awareness

**Elementary**

5

# Best Practices



# What & Where to Send

- **Do not** always send the same message via all channels.
  - If Facebook, Twitter, or Instagram are connected to your app, they will populate to your app's news feed, along with other news News Article posts from your website or eSVShare and Instant Connect.
- **Do** designate different roles for each of these platforms.



# Examples of Channel Roles



**Facebook (or Instagram):** Quality photos or videos captured of events happening on campus; sneak peak into your school's environment, faculty or overall brand of the school.



**Twitter:** Updates on sporting events, competitions, things happening now or retweeting events, schools, news stories that could have to do with your school or education.



**App Push Notification:** Reminders of something happening that day OR pointing to an earlier post to re-generate buzz around it.

**\*\* Can also be paired with School News Posts: It will populate in the app newsfeed or CMS as well as send a notification to those who have the app.**



**Instant Connect:**

- Email = Use when you have LOTS of information to share
- Text = Use when you have Important, Time-Sensitive information to share
- Phone Calls = Use when you have Urgent, Very Time-Sensitive information to share



**News Posts:** These generate in your eSVShare app platform and push to the website and/or school's app.

**\*\* Use for any posts that normally go in your school news: new weekly calendar, introducing a new staff member, advertising something about to happen or did happen, etc.**

# When to Send

- **Do not** post late at night
  - The feed is posting within 10-30 minutes of creation.
- **Do** post during high-traffic business hours or morning/early evening hours
  - Luckily, eSVShare allows you to schedule posts. Use this feature as a way to ensure you aren't disrupting users late at night.

