

eSVShare Dashboard

The desktop controls for eSVShare's App

Updated 08/19/21

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What does eSVShare do?



News Posts (to your Website & App)



Push Notifications (to phones with CUSD App)

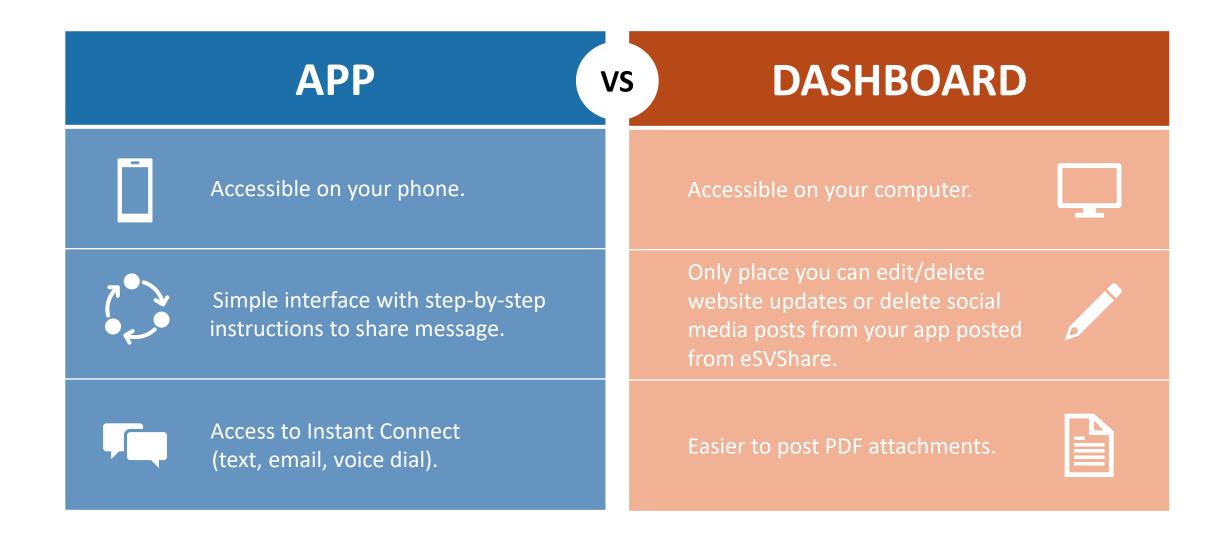


Instant Connect (Phone, Email, Text)



School Social Media (Facebook, Instagram & Twitter)

App vs. Dashboard



Login to the Dashboard

Go to: https://www.esv2go.com/login

Use your district long email: DistrictEmail@clovisusd.k12.ca.us

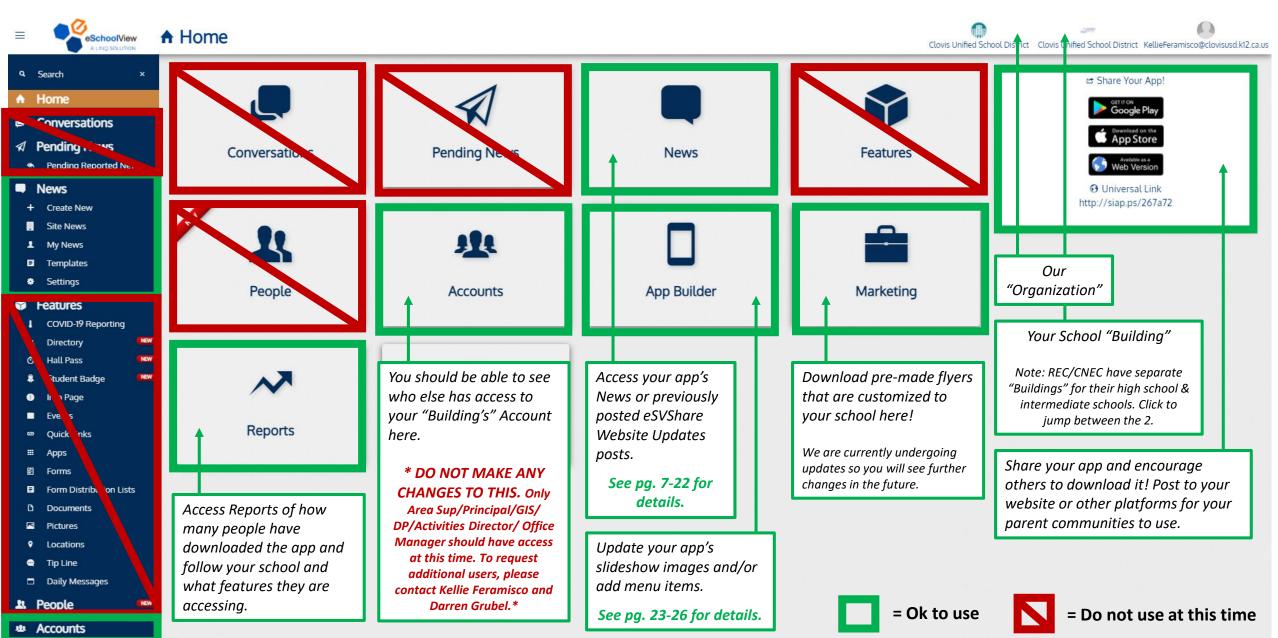
Password: The same as your app!

Password not working?

- Try your single sign on.
- Try your website password.
- If I had to manually add you to eSVShare, you have manually created a password and it is not tied to single sign on.
- If you once used eSVShare, but it is not allowing you to sign in, please email me (kellieferamisco@cusd.com) and I will check our user database.



Dashboard Homescreen Overview



Share Your Message

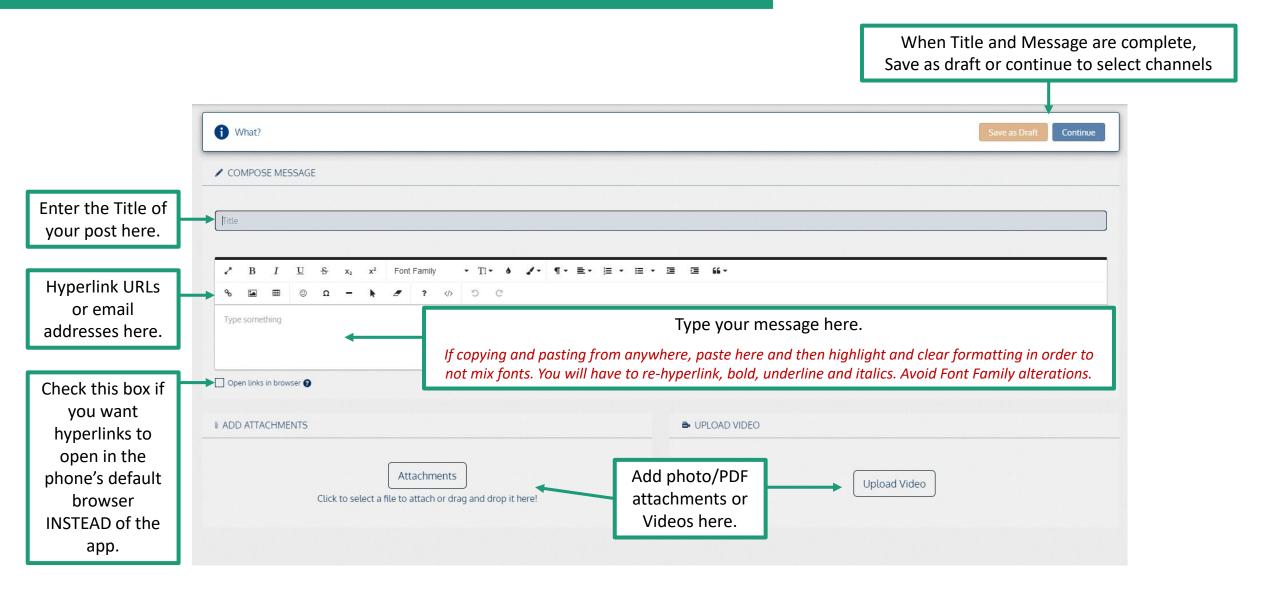
 $1.\,$ Navigate to the "+ Create New" News item page.



OPTION 2



2. Compose your message.



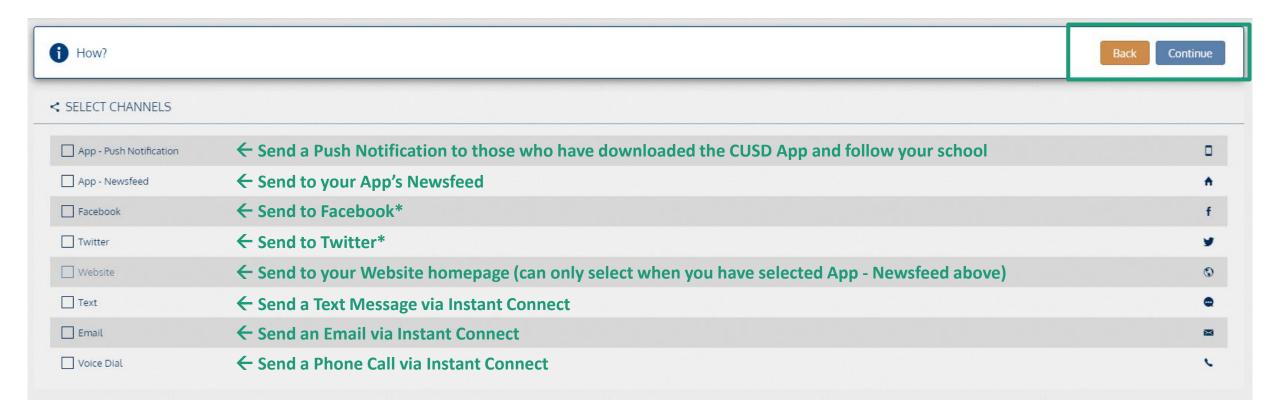
Message Tips:

- Keep titles **short** and to the point (attention grabbers).
- Messages do not have a character count (unless you are sending a text).
 - Feel free to copy in messages from e-mail or create ones from scratch in the message box.
 - If copying from anywhere else, remember to clear the formatting so posts do not appear with comic sans in your website, email or app.
- Photos/Videos/PDFs can be attached at the bottom.
- Please contact us if you notice issues with your texts or emails.
 - Sometimes the connection between the eSVShare Dashboard and Instant Connect (Email, Text, Phone) can break.



3. Select your Channel.

- Check the boxes next to the channels through which you want to send the message.
- When boxes are selected, click "Continue" to next step, or "Back" to change Message.



^{*}Must be connected to your profile in the Accounts section

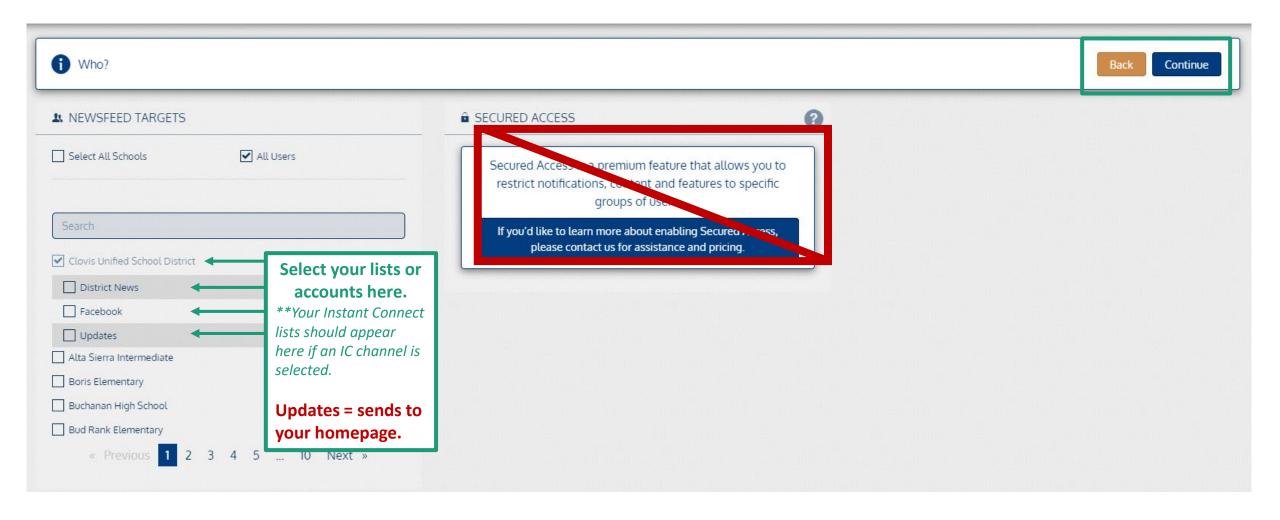
Channel Tips:

- App Push Notification: Sends to users following your school's app and opted into notifications. Used for reminders or to point to another post.
- App Newsfeed: Sends to your school's App 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 & Twitter: Posts to the social media channels connected to your account.
- Text/Email/Voice Dial: All Instant Connect Features (lists will appear on next tab when one of these are selected)



4. Select Targets/Recipients.

When boxes are selected, click "Continue" to next step, or "Back" to change Channel selections.



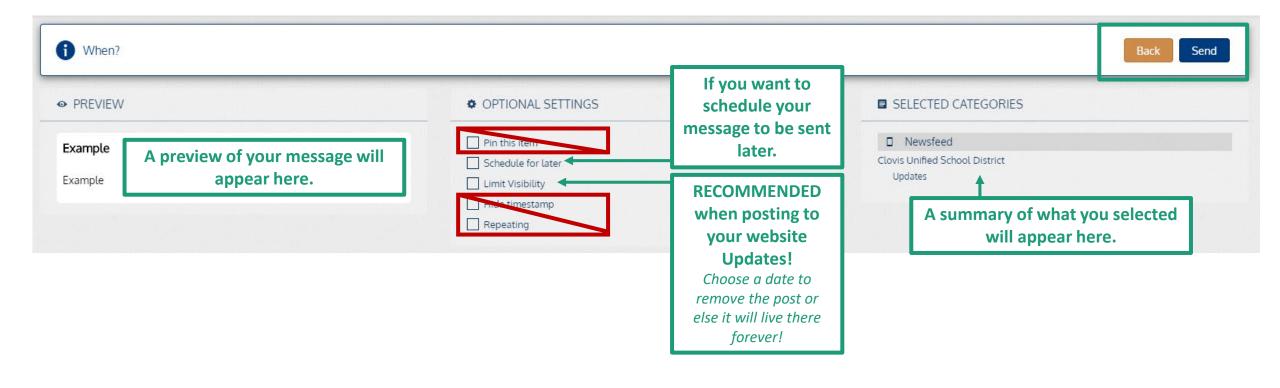
Target Tips:

- You will only be able to select your school(s).
 - This is especially helpful for those with separate apps for their educational center (e.g. CNEC, REC).
 - If you have access to a school you shouldn't, please contact Kellie Feramisco.
- After selecting the school, you will also have the option to select any connected accounts like Facebook/Twitter or Updates for you school.
- > UPDATES is what will send to your website homepage.



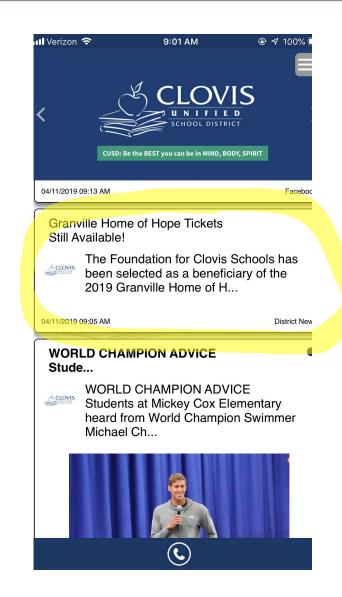
5. Send your message.

- When all content has been reviewed and Optional Settings boxes selected, click "Send" to Send your message.
 - If you didn't select "Schedule for Later," message will send within a few minutes.
 - If you selected "Schedule for Later," you STILL need to click "Send" to activate the scheduled message to be sent.

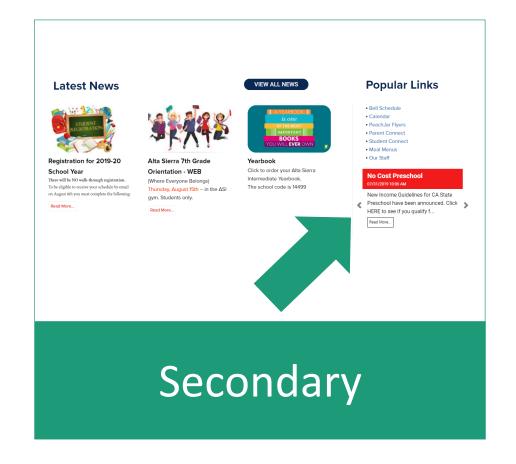


What Messages Look Like...

...In the App as a News Item



...On Your Website as an Updates item





Posting 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 roles for each of these platforms.

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.



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

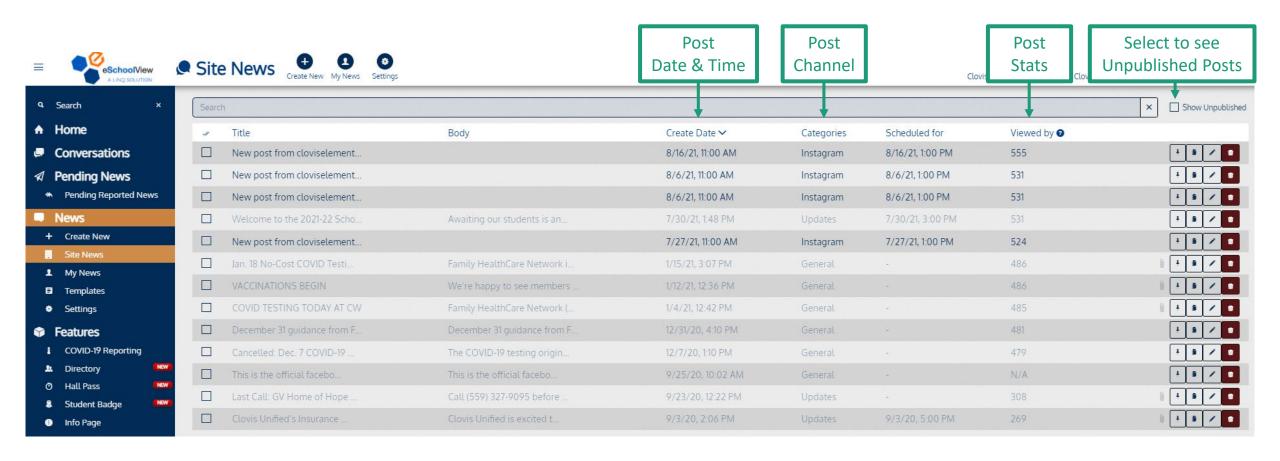


News Posts: These generate in your eSVShare app platform and push to the website and/or school's app.

** 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.

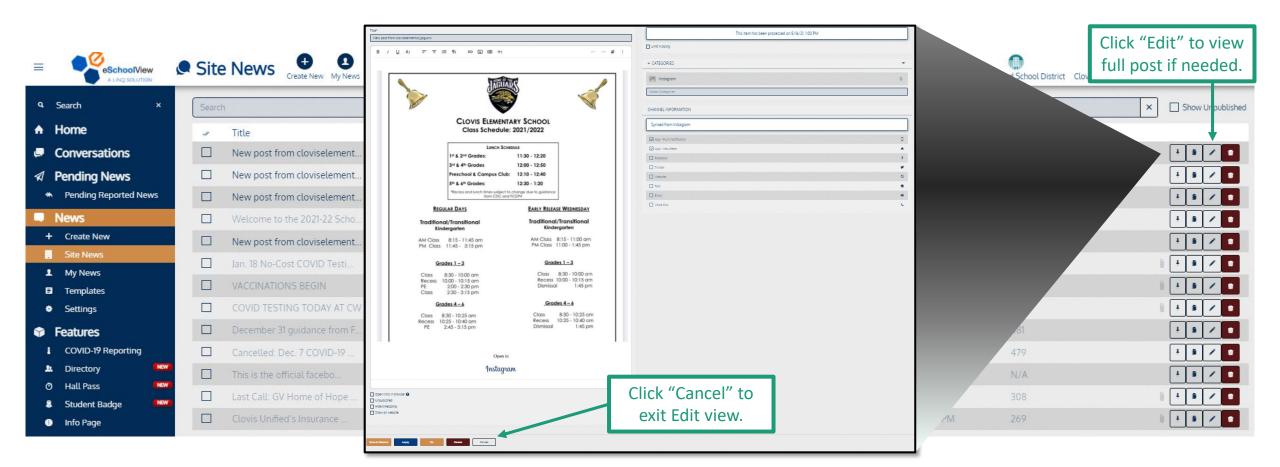
Edit or Delete a Post on Your App

- 1. Navigate to the Site News view on the Dashboard.
 - A list of all news posts will be shown.



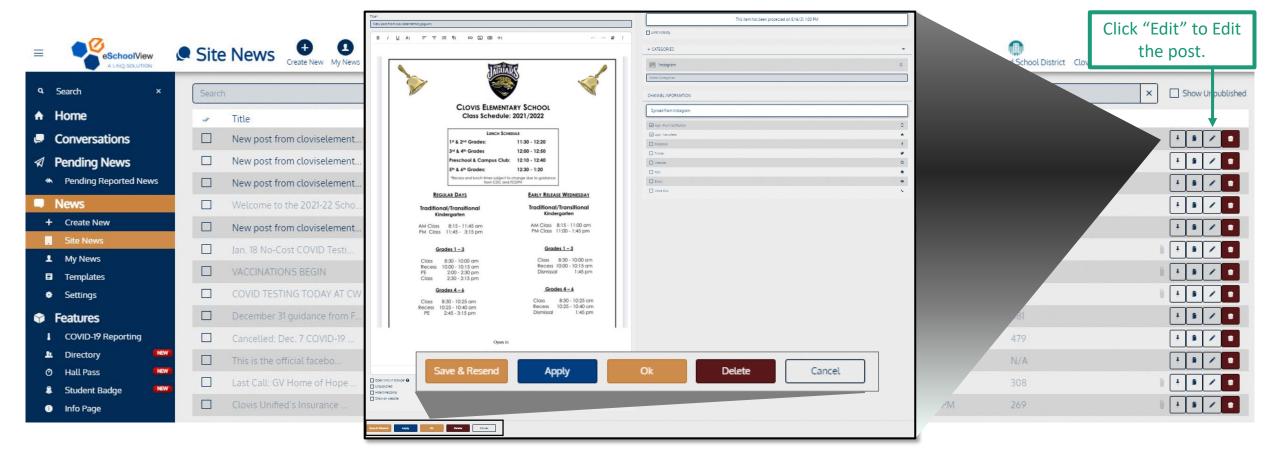
2. Find the post you wish to edit or delete.

- Click the "Edit" button to view the full post if you aren't sure which one it is on the list.
- This will pull up a preview of the post content and channel information.
- Click "Cancel" to exit Edit view.



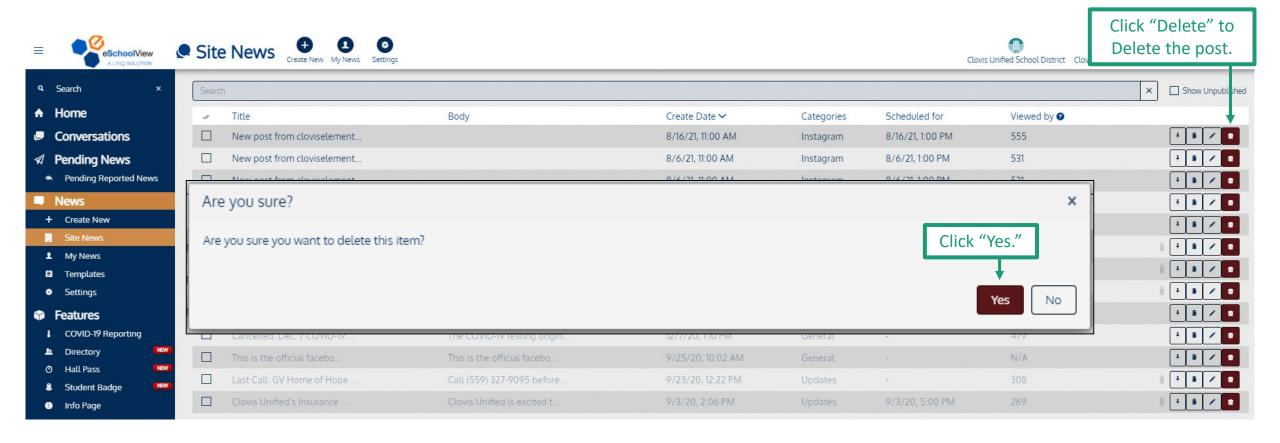
3. To Edit the Post:

- Click the "Edit" button.
- Make your updates in the post.
- To save changes:
 - Click "Ok" to Save changes. Updated post will appear whenever anyone opens the news item in the app.
 - Click "Save & Resend" if you want to save changes AND send a new notification on the app.



4. To Delete the Post:

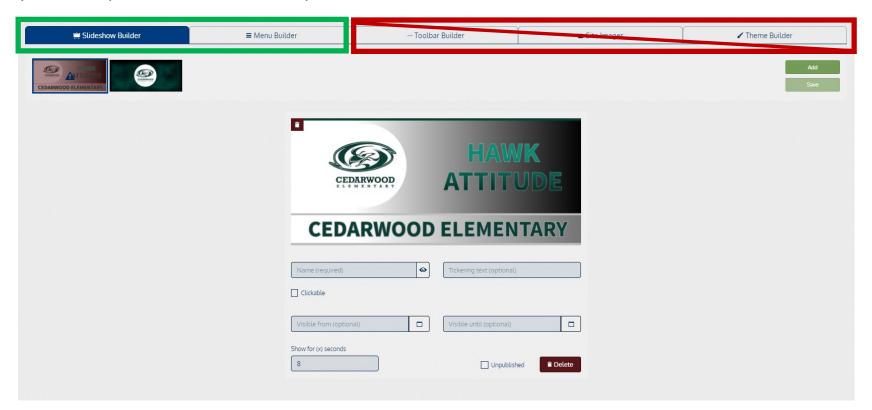
- Click the "Delete" button next to the post you wish to delete.
- Click "Yes" in the "Are you sure?" window that appears.
- Post will be removed from the app.



Using the App Builder to Make Updates to Your App

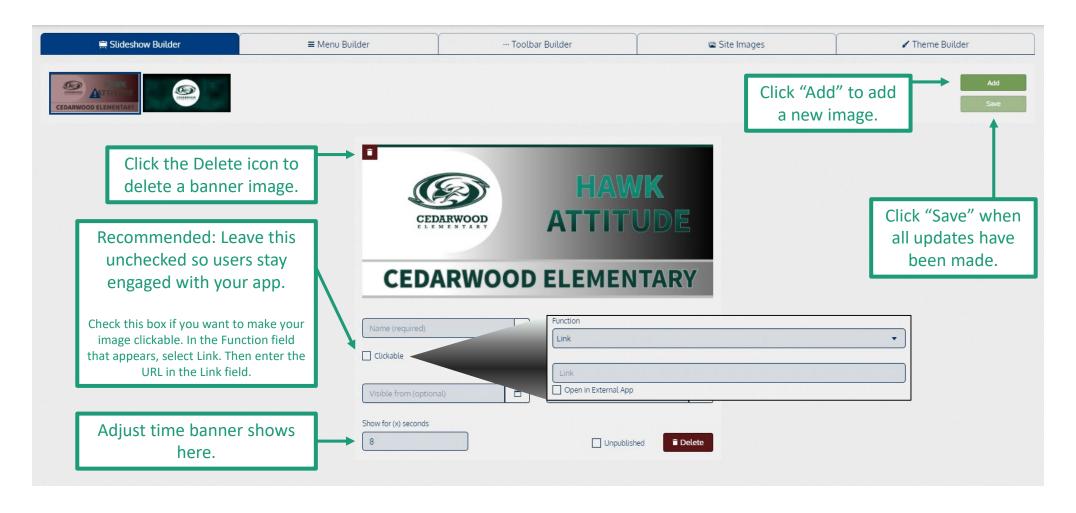
$1.\,$ Navigate to the App Builder view on the Dashboard.

- A screen with 5 tabs will appear.
- School sites may make updates to the Slideshow Builder & Menu Builder tabs.
- Please DO NOT make updates to the Toolbar Builder, Site Images, or Theme Builder tabs.
 - If you have questions about these, please contact Kellie Feramisco or Darren Grubel.



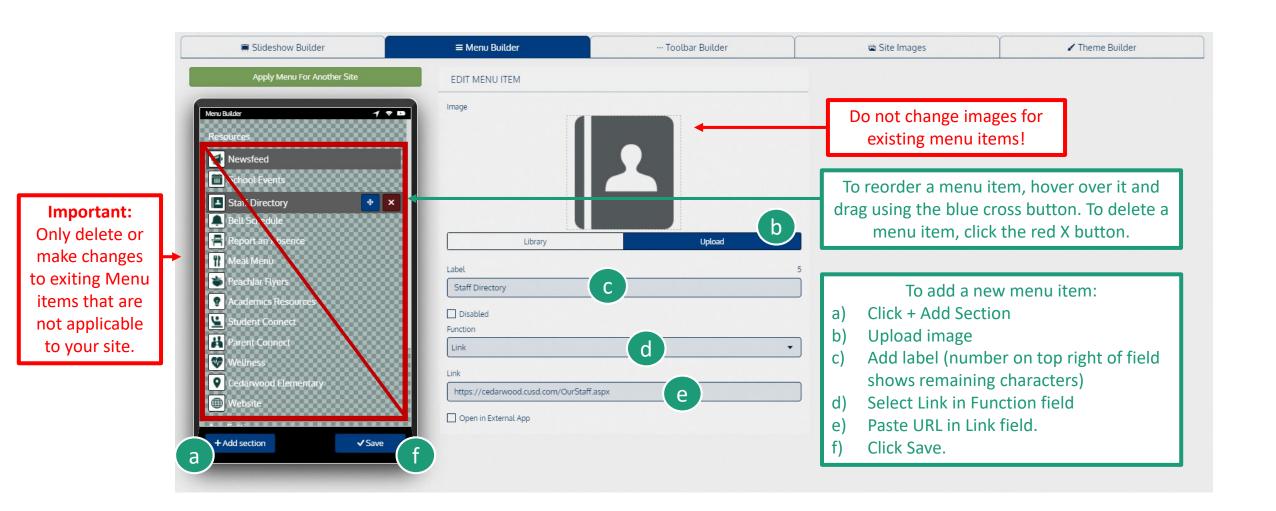
2. Slideshow Builder

- Your Slideshow is the image(s) that appear(s) on the top of your app's homepage
- On this tab, you can update your banner image, make it clickable (if desired), and set a time for each banner to show.



3. Menu Builder

- Your Menu is the list of links/resources that appears when you click on the app menu (3 lines).
- On this tab, you can add to your existing Menu and Links.



App Builder Best Practices

Slideshow Builder

- ✓ **Do** use images of your school's logo or motto.
- ✓ **Do not** include banners about specific events or random photos.
- ✓ Do have 1-3 images.
- ✓ Do set each banner to show for 5-8 seconds.
- ✓ Do not make banners clickable unless there is a specific reason you want users to leave the app.

Menu Builder

- ✓ **Do not** delete or remove existing Menu items.
 - Please contact Kellie
 Feramisco or Darren Grubel
 with questions or special
 requests.
- ✓ Do add new menu items based on your community's needs/ common questions.
- ✓ Do not have more than a total of 15 menu items.

