Message Server
Manual for
Content Editors
# Message Server 14: Manual for Content Editors

V14.0

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INTRODUCTION

Digital Signage Content Manager for TV and PC screens

Whether it's an urgent announcement, message from the CEO or the organization's news headlines, Netpresenter Message Server easily gets your message across – using all available screens.

Features

• Simply create, manage and preview messages in an easy-to-use Web interface.
• Just enter your message once for instant publication as interactive PC screensaver or pop-up message, on TV screens, digital displays, on Facebook or Twitter, as an SMS text message or e-mail, on smartphones and tablets via the app. You decide who gets to see what by selecting the desired output, channel and layout.
• Plan publication time and date.
• Preview your message before publishing.
• Pop-up available for urgent messages.

Please note: the images used in this document show fully functional windows. Some options may not be visible for you. Contact your System Administrator if you require access to these options.
FOUR EASY STEPS

1. Login
2. Create New Message
3. Preview & Save
4. Publish
1 Login

Open your Web browser
Ask your IT department for the location of the Message Server on your network.

Log in
Login with your username and password (your IT department will provide you with the details).

Account type
Your IT department can provide users with the following account types:

• Administrator – can add users and manage sites (System administrator only).
• Publisher – can add messages and publish these on screens.
• Editor – can add messages. These can be published by an Administrator or Publisher.

Create a shortcut
Save a shortcut to this location on your desktop, or add to your favorites in your browser, for easy access to the Message Server.
2 Create New Message

2.1 Enter your title
Please enter a message title, even if it is a full screen video or image. This title will be used in the message list.

2.2 Enter your message
You can change the layout of the text. Layout is set per box.

2.3 Change template
Select a message template from the list.

2.4 Social media
Post your message on Facebook and/or Twitter. To include a picture or another media object, tick ‘Publish Media object’ and select the number of the desired object.

2.5 E-mail and SMS text message
Send your message as an e-mail or as an SMS text message. To include a picture or another media object, tick ‘Publish Media object’ and select the number of the desired object.
2.6 Add Media
You can add an image (can also be used as background), (YouTube) video or Flash file. Option to choose location of media on screen & image border.

2.7 Select transition
Select the kind of transition between messages.

2.8 Message scheduling
Set the date and time you would like the message to appear. If you do not include a time and date, the message is visible from the moment you publish it until the moment you manually turn it off or delete it from the list. It’s also possible to let your message appear as a pop-up at the desired time.

2.9 Show for number of seconds
This is set to 20 seconds, which suffices for regular size messages. Very brief messages and full screen images can be shown more briefly. For videos, select the standard 20 seconds. Videos are automatically played to the end, regardless of the number of seconds entered in this box.
2.10 Add hyperlink

A message hyperlink provides one-click access to a specific source such as intranet, internet site, document, etc.

2.11 Add tickertape

Add the RSS feed URL here. When a message template is used that allows for this, and when the player has a current internet connection, this RSS feed will appear as tickertape scrollbar on the place in the presentation indicated on the message template.

2.12 Intranet

This field is only visible when your intranet is managed using the Message Server.

2.13 Add App output

Add the same message as an app output or create a custom message. You can choose to allow comments or sharing of your message. This shows a share or comment button for the message in the app.

2.14 Preview your message & save
How can you add an image?
An image can be uploaded via your PC. In the new message view, click on the + sign below Media. Click on [Image], select [Upload Images] and browse to the image on your PC and select this to upload it.

How can you add a video?
A video can be uploaded via your PC. In the new message view, click on the + sign below Media. Click on [Video], select [Upload] and browse to the video on your PC and select this to upload it.

It is also possible to directly include a video that is accessible via an URL. For this, please select the second tab ‘Select Video from Internet’.

📍 **TIP:** If you want readers to respond to your message, include an email address. For example: mailto:myemail@mail.com.

📍 **TIP:** Especially in larger organizations, a message hierarchy can prevent information overload. Our example COMPANY uses the following hierarchy:

- Corporate ➔ Companywide news
- Location specific news ➔ News targeted to a location / office
- Department ➔ Specific news targeted to a department

A sales assistant working at the London office of COMPANY, will see the following messages: Corporate + London office + sales department. This sales assistant will not see messages targeted to the other offices or departments.

📍 **TIP:** If you would like to include a different kind of transition, limit this to one type of transition for the whole presentation, to limit the risk of a messy presentation.

📍 **TIP:** Have a look in the message scheduling ‘Advanced Mode’. This allows you to easily schedule a message, leading to a varied presentation with little effort. You can, for example, show messages only during lunch hours or on Friday mornings. Also use this feature for messages that require people to change the way the work, such as safety regulations, monthly reminders, yearly events – set once and let the Message Server handle the rest!
3 Preview & Save Message

TIP: Press the blue [Preview] button and check the message. You will see an example of how the message will look for every output type. If the message requires changes, press the [Edit] button. Otherwise save the message by pressing the [Save] button. The message now appears in the Message List.
4 Publish Message

4.1 New message
Press this button to create a new message. Opens up the ‘New Message’ window.

4.2 Publish message
When you have created one or more new messages, publish these by changing the status and press the [Publish] button. They will only appear on all screens when all messages have been published.

4.3 Message status
The message status determines whether or not a message is visible in the presentation. A message can be turned on, off or on hold.

4.4 Message title
The name of each message is listed here. Clicking the message title, opens the ‘Edit Message’ window.

4.5 Template
This shows the template selected for this message. When you mouse over this image, a larger version of the template is shown. You can change the message template via the ‘Edit Message’ window. To open this window, click the message title.
4.6 Sub message actions

Use this button to edit, delete or copy a sub message to any number of sites.

4.7 Output

Click on the icons here to open the message history of your Facebook and Twitter posts, and e-mails and SMS text messages that were sent. Here you can also view all the comments & add a new comment on Facebook and Twitter.

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1 About submessages

Submessages allow you to work faster with similar messages. For instance, if you would like a set of messages to appear on the same time and date, you can set their scheduling in one go. Also, submessages can be published or deactivated in one go. This feature might not be available in your organization; please contact your System Administrator for more information.

Creating submessages

You can create a submessage by simply dragging and dropping an existing message to another message. It automatically becomes a submessage, dependent on the main message's settings. You can repeat this step for every new submessage that you would like to have.

Managing submessages

Submessages always belong to a main message. If you change the settings of the main message, the submessages will automatically adapt. For instance, if you change the scheduling in the main message, all its submessages will have the same scheduling. Also, if you publish the main message, all its submessages will automatically also be published.

Note: if you delete the main message, all its submessages will also be deleted. Use the [Delete] button on the right-hand side of the submessage to delete a specific submessage.
4.8 Message scheduling
For each message, you can decide when it should be visible, for example each Monday from 11:30 till 17:30. This can be done through the ‘New Message’ or ‘Edit Message’ window. When not scheduled, this is set to ‘Always visible’.

4.9 Message actions
Edit, copy or delete one or more messages, or create a new sub message. Only after clicking the [Publish] button, the deletion is final.

4.10 Move up/down
Drag a slide up or down. Moving up means the message will be shown earlier in the message list, moving down means it will be shown later.

4.11 Manage settings
This feature may not be visible on your screen. This option allows your System Administrator to add new channels, templates and users (depending on the number of licenses provided). Please have a look at the Message Server Technical Manual for more details.

4.12 Change site
Click here to change the channel (the group of screens/PC's you would like to target with your message). If your company publishes the same information on all screens, this feature is turned off.
EDITORIAL GUIDELINES

In an organization with more than one content editor, it is important to have editorial guidelines that establish what messages should look like, what kind of messages are included in the presentation and how messages are approved. Two editorial guideline examples are below:

Example 1

Guidelines for handing in messages

- Our screensaver and large screen presentation will show up to 10 messages.
- Messages stay on the screensaver and big screens for 3 days only, although exceptions are made.
- A message can contain up to 300 characters, including spaces. The header should not contain more than 30 characters including spaces.
- Messages should be handed into the content editorship via the following central e-mail address: xxx@xx.com. The editors ensure that the language & spelling used is correct.
- Messages need to be handed in before 11:00 am in order to be published the same day. If messages are handed in after 11:00 am, the editors cannot guarantee it is published the same day.
- If the content of the message allows for this, the content editors will use a more casual writing style.
- As soon as a message is published on the screensaver and big screens, it is automatically published on the intranet.
- Messages do not contain the name of the writer. However, it is possible to end a message with the words: 'For more information, please contact: Name and phone number'.
- If relevant, it is possible to add a photo to the message.
- Receptions are announced brief and business like.
- Vacancies include the job title, department and hyperlinks to more information.
- Obituaries include personal particulars and postal address.
- The editorial colophon is always included in the presentation list.
- Messages are not automatically published on the corporate Twitter and Facebook pages, nor automatically sent as an e-mail or SMS text message. If you would like your message to be published externally (corporate website, corporate Facebook & corporate Twitter account or as an e-mail or SMS text message) please send an email with this request to xxx@xx.com.

Example 2

The screensaver is used to keep all employees up-to-date with the latest news.

Editorial committee head offices (corporate messages): XXX
Editorial committee regional offices (other messages): XXX

Guidelines for handing in messages

- The editorial committee can only accept new items in English, because of the broad target audience within the company.
- The editorial committee reserves the right to refuse news items.
• The editorial committee reserves the right to send messages back for review by the sender, when a message does not comply with the editorial guidelines.

• The person sending the message will indicate how long the message needs to be visible for (with a maximum of 3 days).

• Messages can be 15 to 20 lines maximum. The header is no more than 50 characters including spaces. If a message (body text and/or header) is too long, the editorial committee has the right to send the message back so it can be cut down by the writer.

• Messages handed in before 10:00 am will be published the same day before 1:00 pm.

• If the message list already contains the maximum number of messages, publication of a message may be postponed.

• If the message type allows for this, the writer/sender can use a more casual writing style.

• Messages do not contain a sender, but can be concluded with: ‘For more information, please contact (name and contact details).’

• It is recommended to add a relevant photo to the message.

• When handing in a message, please refer to the ‘Layout Netpresenter Messages’ document.

• The editorial committee reserves the right to send back messages that do not comply.

The following channels (target groups) can be used

• Corporate (all).

• New York head offices.

• Amsterdam offices.

• Big screens New York head offices.

• Screen canteen Amsterdam.