



Robert Storer

CEP Product Manager,
Director of Marketing

The Community Engagement Platform: The How-To's

Community

P L A T F O R M
Engagement



Agenda

- Create a room
- Make an event
- Setup an RSVP
- Sign up for an event (including receiving the email)
- Book a room
- Make a smart list
- Make an email
- Make a newsletter (including receiving the email)
- See how a CEP email campaign performed



Welcome to Community Engagement Platform

GET STARTED

What do you want to do?



Create Event



Create Email



View Reports

EVENT & EMAIL REPORTS

EMAILS

THIS YEAR

6,284
EMAILS SENT



5,804
DELIVERED



EVENTS

THIS YEAR



UPCOMING

EMAILS



Event Reminder for: Food Around the
List : Adults w/children



Newsletter for December
List : All Library Members



Happy Birthday!
List : April Birthdays



How to Create a Room

Add New Room

CEP Booking Rooms

Location:

Select any option

Room Type:

Select any option

Room Capacity:

people

Map:

Add Image

Availability:

Start Date

End Date

Weekdays

S M T W T F S

Start Time

End Time

Equipment:

Requirements:

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

☐ Publish immediately [Edit](#)

Publish



How to Create an Event

Dashboard

Rooms

Events

Events

Add New

Tags

Event Categories

Locations

Presenters

Ticket Fieldsets

Images

Pages

Emails

Smart Lists

Profile

Collapse menu

Events

Add New

All (26) | Mine (4) | Published (26) | Trash (45) | Ticketed (6) | Unticketed (20)

Bulk Actions Apply

26 items

1

of 2

<div><input type="checkbox"/></div> Title	Author	Event Categories	Tags	Attendees	Recurring	Start Date	End Date
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	June 19	June 19
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	June 15	June 15
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	June 12	June 12
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	June 8	June 8
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	June 5	June 5
<div><input type="checkbox"/></div> Story Time	Julie Santana		—	—	—	May 30	May 30
<div><input type="checkbox"/></div> Kids Book Club	Julie Santana	Child	—	—	Yes	May 29	May 29



[Catalog](#)

[Get a Library Card](#)

[About Us](#)

[Contact Us](#)

« [All Events](#)

Craft Classes for Adults

An event every week that begins at 8:00 am on Tuesday, repeating until June 23, 2020

May 26 @ 8:00 am - 5:00 pm MDT | [Recurring Event \(See all\)](#)





How to Setup an RSVP



[Catalog](#)

[Get a Library Card](#)

[About Us](#)

[Contact Us](#)

[« All Events](#)

Craft Classes for Adults

May 26 @ 8:00 am - 11:00 am MDT | [Recurring Event \(See all\)](#)





How to Sign People in for an Event

Dashboard

Rooms

Events

Events

Add New

Tags

Event Categories

Locations

Presenters

Ticket Fieldsets

Images

Pages

Emails

Smart Lists

Profile

Collapse menu

Events

Add New

All (31) | Mine (9) | Published (31) | Trash (45) | Ticketed (7) | Unticketed (24)

Bulk Actions

Apply

31 items

<<

<

1

of 2

>

>>

Search Events

<input type="checkbox"/>	Title	Author	Event Categories	Tags	Attendees	Recurring	Start Date	End Date
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 23	June 23
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 19	June 19
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 16	June 16
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 15	June 15
<input type="checkbox"/>	Kids Book Club	Julie Santana	Child	—	—	Yes	June 12	June 12
<input type="checkbox"/>	Craft Classes for Adults	SD Library Member	Adult	—	—	Yes	June 9	June 9



How to Book a Room

Edit Event [Add New](#)

Story Time

Permalink: <https://preprod-cep.bc.sirsidynix.net/event/story-time/> [Edit](#)

VisualText

Paragraph **B** *I*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Word count: 69

Last edited by SD Library Member on May 15, 2020 at 8:08 am

The Events Calendar

TIME & DATE

Start/End: to [Time Zone: America/Denver](#)

☐ All Day Event

This event is from 10:30am to 12:30pm on May 30, 2020.

Event Series:

[Schedule multiple events](#)

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: 2 [Browse](#)

Published on: May 1, 2020 at 08:20 [Edit](#)

[Copy to a new draft](#)

[Move to Trash](#)

[Update](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

Event Categories

All Event Categories [Most Used](#)

- ☐ Adult
- ☒ Child
- ☐ Pre-teen
- ☐ Teen

[+ Add New Event Category](#)

Event Options

☐ Hide From Event Listings



How to Make a Smart List

- Dashboard
- Rooms
- Events
- Images
- Pages
- Emails
- Smart Lists
- All Smart Lists
- New Smart List
- Settings
- Profile
- Collapse menu

Smart Lists

New Smart List

All (6) | Mine (1) | Published (6) | Trash (10)

Bulk Actions

Apply

All dates

Filter

6 items

<input type="checkbox"/>	Title	Date
<input type="checkbox"/>	All Ok Patrons	Published 2020/05/15
<input type="checkbox"/>	Patrons w/Collection Status	Published 2020/05/12
<input type="checkbox"/>	Winnefox Patrons	Published 2020/05/12
<input type="checkbox"/>	Neshkoro Patrons	Published 2020/05/12
<input type="checkbox"/>	Oxford Patrons	Published 2020/05/12
<input type="checkbox"/>	Brandon Patrons	Published 2020/05/12
<input type="checkbox"/>	Title	Date

Bulk Actions

Apply

6 items



How to Make an Email

Dashboard

Rooms

Events

Images

Pages

Emails

All Emails

Add New Email

Smart Lists

Profile

Collapse menu

Emails

Add New Email

All (6) | Mine (2) | Published (5) | Draft (1) | Trash (17)

Bulk Actions

▼

Apply

All dates

▼

Filter

☐

Title

Date

☐

Library Newsletter – All Patrons

Published
1 hour ago

☐

Events March 2020

Published
2020/03/04

☐

2020.02.26 Blast

Published
2020/02/25

☐

2020-02-26 Email Blast — Draft

Last Modified
2020/02/25

☐

Library Announcement!

Published
2020/02/25

☐

Library Newsletter (do not delete)

Published
2020/02/24

☐

Title

Date

Bulk Actions

▼

Apply

6 items



*Easily Create
& Schedule a Newsletter*

- Dashboard
- Rooms
- Events
- Images
- Pages
- Emails
- All Emails
- Add New Email
- Smart Lists
- Profile
- Collapse menu

Emails

Add New Email

All (7) | Mine (3) | Published (6) | Draft (1) | Trash (17)

Search Emails

Bulk Actions

▼

Apply

All dates

▼

Filter

7 items

<input type="checkbox"/>	Title	Date
<input type="checkbox"/>	Upcoming Event for June	Published 6 mins ago
<input type="checkbox"/>	Library Newsletter – All Patrons	Published 2 hours ago
<input type="checkbox"/>	Events March 2020	Published 2020/03/04
<input type="checkbox"/>	2020.02.26 Blast	Published 2020/02/25
<input type="checkbox"/>	2020-02-26 Email Blast — Draft	Last Modified 2020/02/25
<input type="checkbox"/>	Library Announcement!	Published 2020/02/25
<input type="checkbox"/>	Library Newsletter (do not delete)	Published 2020/02/24
<input type="checkbox"/>	Title	Date

Bulk Actions

▼

Apply

7 items

- Dashboard
- Rooms
- Events
- Images
- Pages
- Emails
- All Emails
- Add New Email
- Smart Lists
- Profile
- Collapse menu

Edit Email Add New Email

Library Newsletter - All Patrons

Send From: sdlibrarymember@gmail.com


Email Subject: Library Newsletter Sample

Email Smart List: Select List

Content : Summit Library May Newsletter

Layout: 2 Column

Change Layout



SECTION HEADER

Header Title: H1 H2 H3

Header Text: B I U

Summit Library May Newsletter

Header Text: B I U

Header Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

COLUMN 1

Image: 4029113-1501x2255.jpg Dimensions: 2255 x 1501 Size: 697.01 KB

Replace Remove

Title: H1 H2 H3

Header Text: Lorem ipsum dolor sit amet

Save Email

Copy to a new draft

Preview

Send Sample

Schedule Email

Move to Trash

Update



How to See How a Campaign Performed

Welcome to Community Engagement Platform

GET STARTED
What do you want to do?



Create Event



Create Email



View Reports

EVENT & EMAIL REPORTS

EMAILS

THIS YEAR

6,284
EMAILS SENT



5,804
DELIVERED



73%
OPENED



21%
CLICKED

EVENTS

THIS YEAR

5,403
INVITES SENT

1,000,110
PAGE VIEWS



2,000
REGISTERED



500
ATTENDED

UPCOMING

EMAILS

TODAY



Event Reminder for: Food Around the
List : Adults w/children



Newsletter for December
List : All Library Members



Happy Birthday!
List : April Birthdays

EVENTS

TODAY

8:00 AM - 10:00 AM
Learn How to Code!
Location : Serving Benton

9:15 AM - 9:45 AM

Pricing

Unlimited

Emails Sent

Events

Registrations

Tickets

Smart Lists

Rooms

Pricing

Number of Library Brands

Number of Patron Email Addresses

Community

P L A T F O R M *Engagement*

CEP will be released on

June 17.

Available for Order Now!

Sign up before June
30 and we will wave
all implementation
costs.



May

26

1:00 PM (ET)

NEXT WEBINAR

Product Overview: The Community Engagement Platform

Thank You!

Robert.Storer@SirsiDynix.com