



ListManager Discussion Forums

Presented by Ana DeLeón

Shared Audio

- **Share comments, questions, jokes...**
- **Please state your name when asking a question**
- **Mute out background noise and music**

What You'll Learn



- **How to use ListManager's discussion forum interface**
- **Create, run and administer discussion groups**

- **Introduction to Discussion Lists**
- **The Discussion Forums Interface**
- **Discussions Via Email**
- **Creating Discussion Forums**
- **Administration of Discussion Forums**
- **Moderating Messages**
- **Discussions Tools**
- **Q & A**

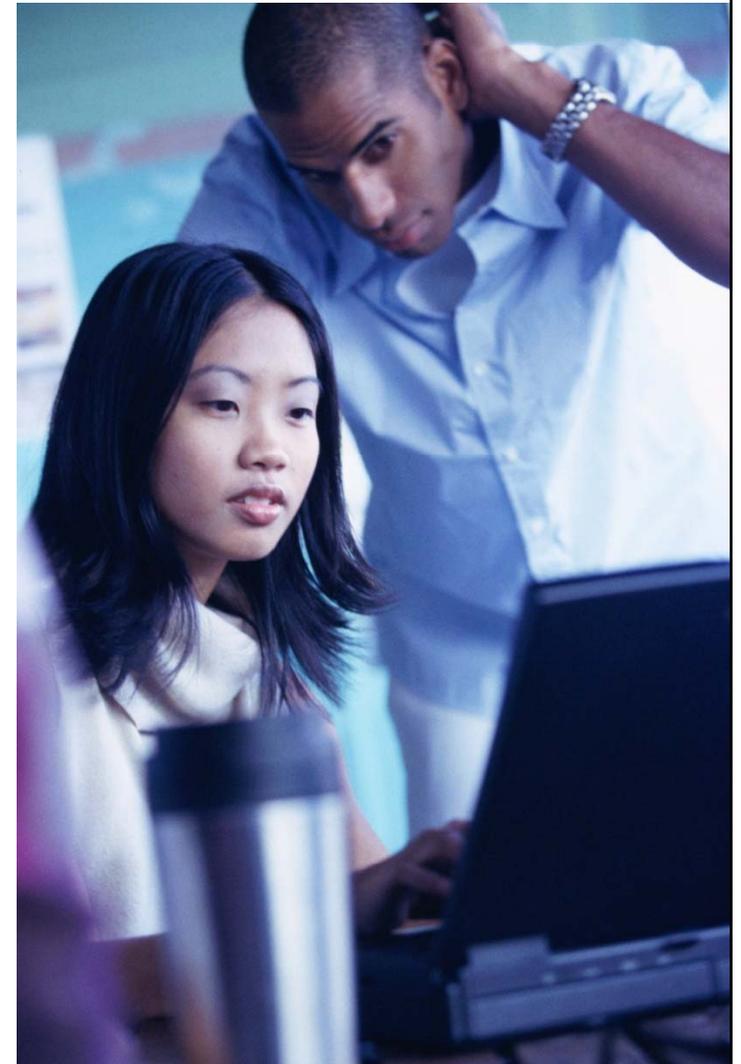
- **Introduction to Discussion Lists**
- The Discussion Forums Interface
- Discussions Via Email
- Creating Discussion Forums
- Administration of Discussion Forums
- Moderating Messages
- Discussions Tools
- Q & A

What is a Discussion List

- Share information between list members
- List may be *moderated* or *unmoderated*
- Members may participate via email, or through the *Discussion Forum Interface*



- **Who can join and how?**
- **Who can post?**
- **How should postings appear**
- **Can archived messages be seen and by who?**



Use the “Welcome Message” to have clear list rules

- **What is the list’s purpose?**
- **What is relevant and on-topic?**
- **What is expected?**

Moderate the list if membership is open

- **Use number moderation to “prove” new members if you don’t want to moderate everything**

- Introduction to Discussion Lists
- **The Discussion Forums Interface**
- Discussions Via Email
- Creating Discussion Forums
- Administration of Discussion Forums
- Moderating Messages
- Discussions Tools
- Q & A

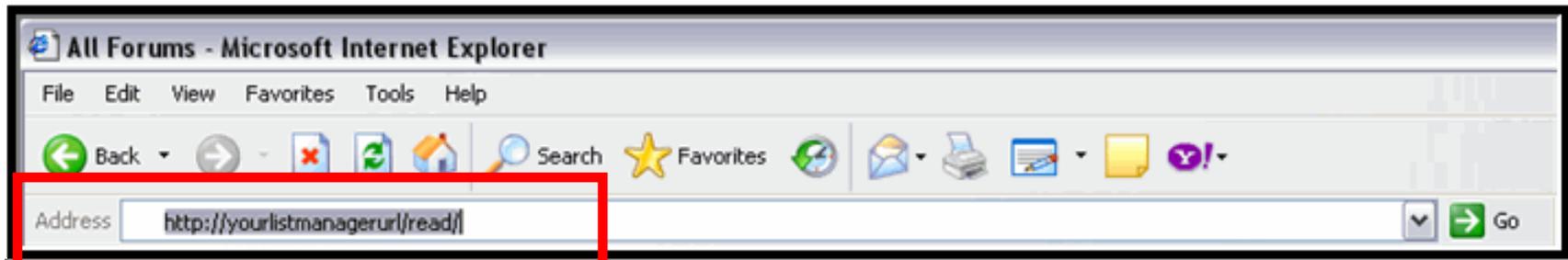
How to Access a Forum



Access the Forum's Interface by:

- **Main Discussions Forum Interface URL**
- **Particular Discussion Forum Interface URL**
- **ListManager's Home Page**

Access Via URL



- **Access the Discussion Forum Interface by going to**

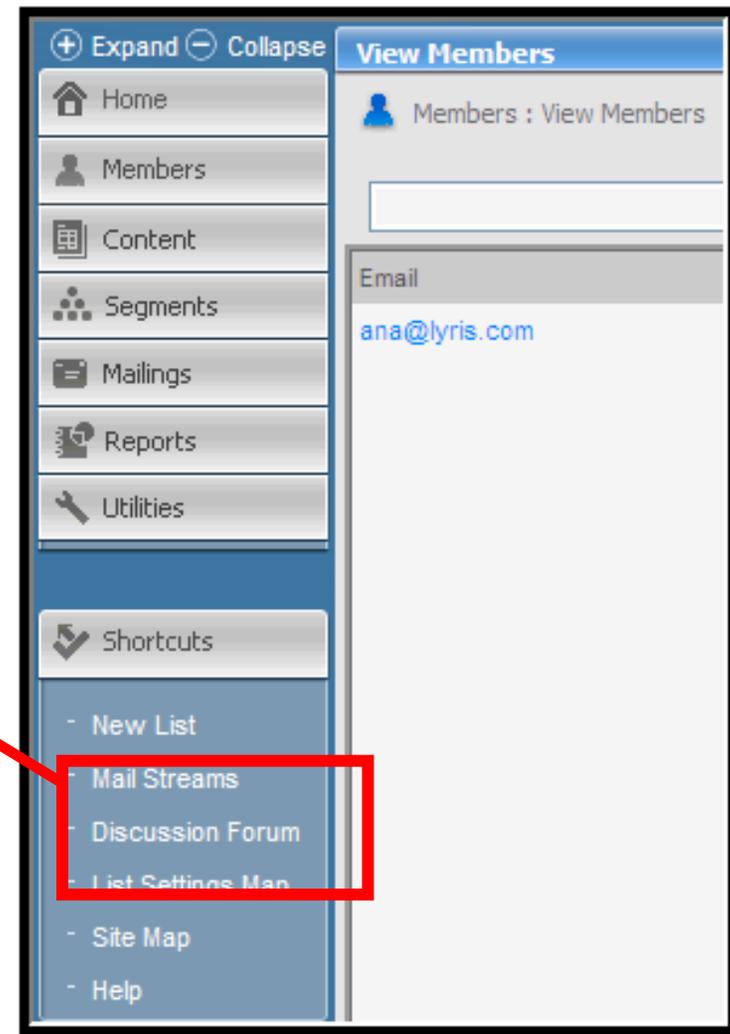
<http://yourlistmanagerurl/read/>

- **Access a particular forum by adding to the end of the URL the forum name**

[?forum=forumname](http://yourlistmanagerurl/read/?forum=forumname)

Access Via ListManager

Easily access the Discussion Forum from the ListManager interface in the “Shortcuts” area.



Log In



LYRIS ListManager Not logged in

Messages

Search

Conference

My Account

My Forums

All Forums

About

Help

Login

Email address:

OK

Lyris Technologies, Inc. | Email Marketing Software

"Take Control of Your Email Marketing"

**Log in to see your forums,
messages, or to edit your
account**

Messages

The screenshot shows the LYRIS Messages interface. On the left, a sidebar contains navigation options: Messages (highlighted with a red box and arrow), Search, Conference, My Account, My Forum, All Forums, About, and Help. The main area displays a list of messages with the following data:

Date	Subject	Replies	Author
2006-06-29 11:59:00	females	0	Ana DeLeon
2006-06-13 14:54:00	conditional 244	1	Ana DeLeon
2006-06-13 14:00:00	kjkjk	0	Ana DeLeon
2006-06-13 13:59:00	conditional	0	Ana DeLeon
2006-06-13 13:44:00	Cali only	1	Ana DeLeon
2006-06-13 13:00:00	Take control	2	Ana DeLeon
2006-06-12 10:15:00	Latin Trade	1	Joe Mullaney

- Create a message
- Read messages
- Reply to a message
- View messages from a particular author

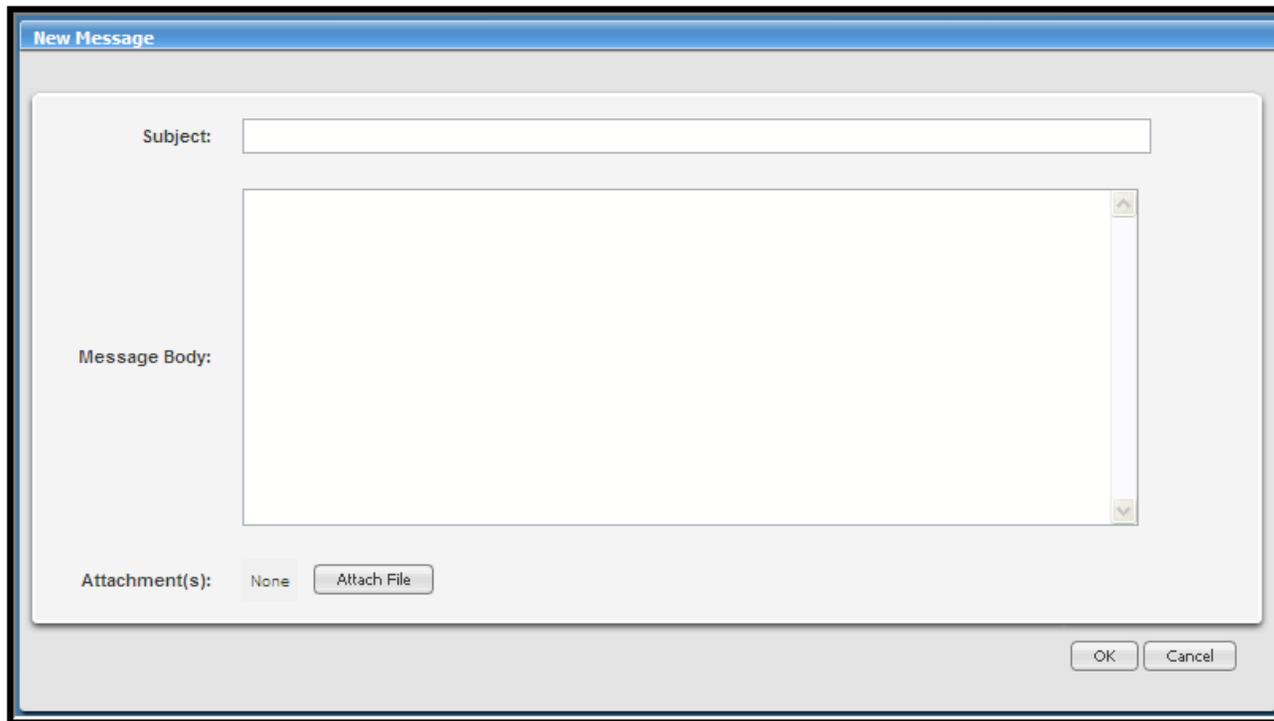
Send a Message

The screenshot shows a web application interface with a sidebar on the left and a main content area. The sidebar contains navigation links: Messages, Search, Conference, My Account, My Forums, All Forums, About, and Help. The main content area is titled 'Messages' and contains a table of messages. A red box highlights the 'Create New Message' button in the top right corner of the main content area. A red arrow points from this button to the 'Replies' column of the table.

Date	Subject	Replies	Author
2006-06-29 11:59:00	females	0	Ana DeLeon
2006-06-13 14:54:00	conditional 244	1	Ana DeLeon
2006-06-13 14:00:00	kjkjk	0	Ana DeLeon
2006-06-13 13:59:00	conditional	0	Ana DeLeon
2006-06-13 13:44:00	Cali only	1	Ana DeLeon
2006-06-13 13:00:00	Take control	2	Ana DeLeon
2006-06-12 10:15:00	Latin Trade	1	Joe Mullaney

Create a new message, and...

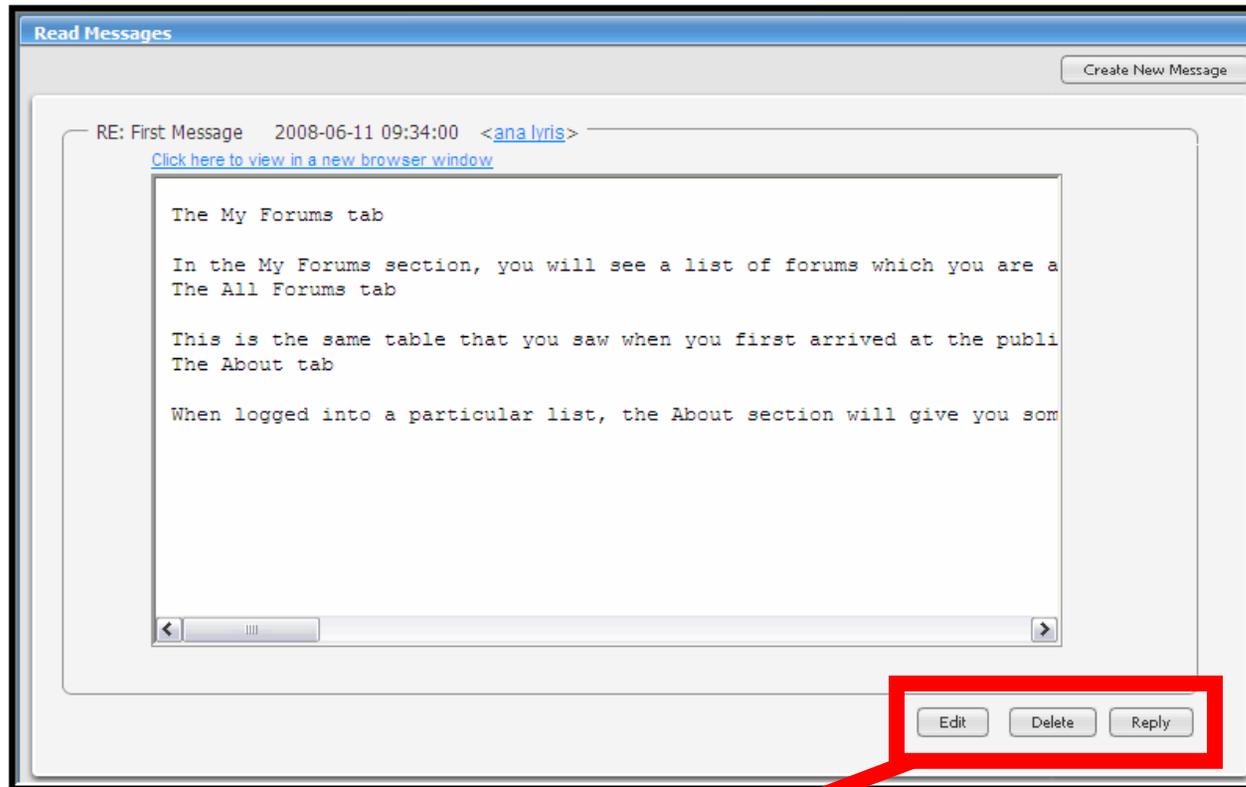
Send a Message (2)



The image shows a 'New Message' dialog box with a blue title bar. It contains a 'Subject:' label followed by a text input field. Below that is a 'Message Body:' label followed by a large text area with a vertical scrollbar. At the bottom left, there is an 'Attachment(s):' label, a 'None' button, and an 'Attach File' button. At the bottom right, there are 'OK' and 'Cancel' buttons.

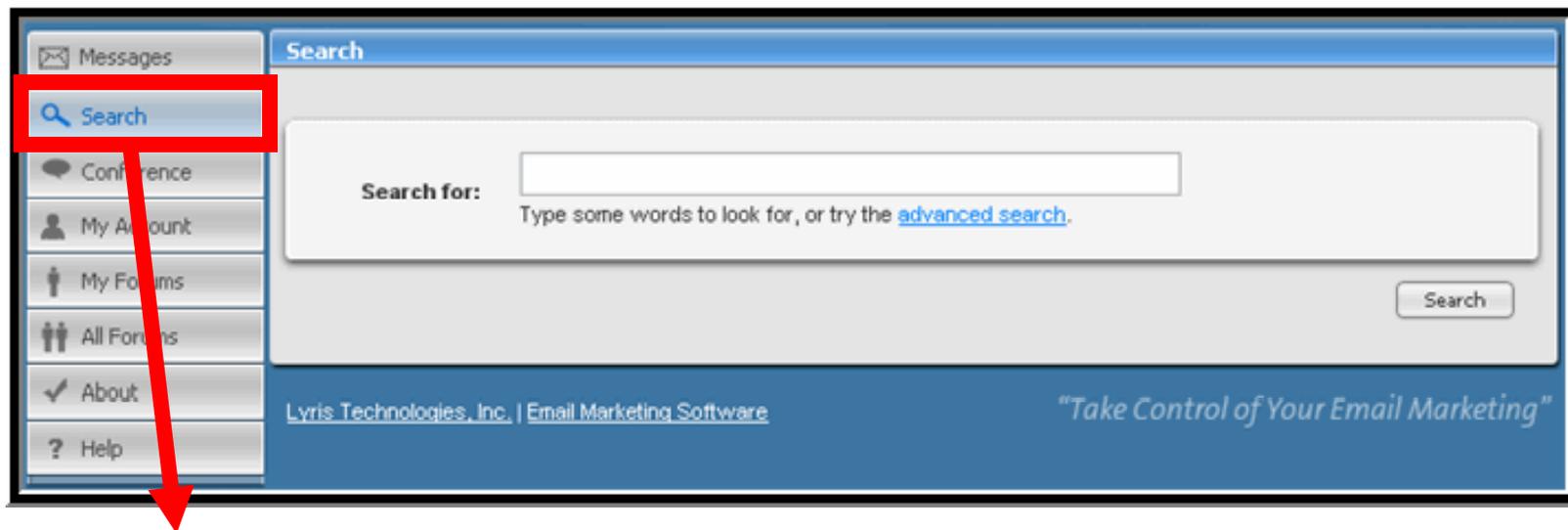
A new message will be a new message thread

Administrative Options



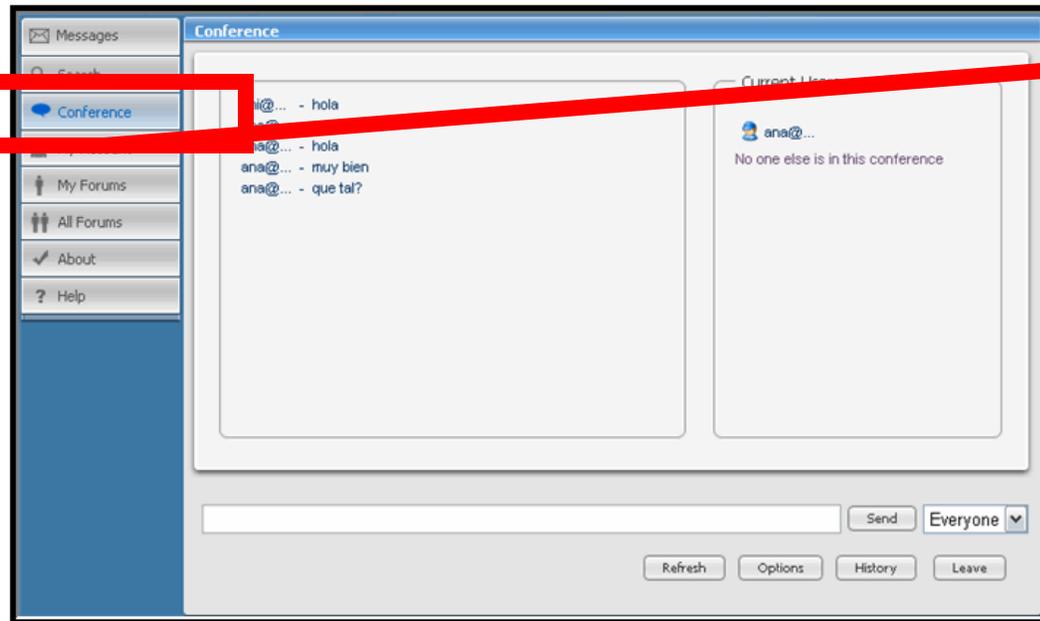
Administrators can “Edit” and “Delete” a message.

Search



Search for a particular word or set of words sent through used in a message. Advanced allows you to exclude a word

Conference



Conference allows you to chat with others, if enabled

My Account

Messages

Search

Conference

My Account

My Forum

All Forums

About

Help

My Account

Essentials Advanced

Your email address: ana@lyris.com

Your name: ana@lyris.com

Membership type: Normal: receive messages as they are contributed

Language: English

Log Out Cancel Save Changes

Edit your account settings. Change membership type when enabled

- **Mail:** Receives messages via as sent
- **Nomail:** Receives no mail from the list
- **Digest:** Receives messages in once-a-day digest
- **MIME-Digest:** Receives messages in a format that preserves encoding (makes HTML readable)
- **Index:** Receives message subjects once a day

My Forums

The screenshot shows a user interface with a left-hand navigation menu and a main content area. The navigation menu includes: Messages, Search, Conference, My Account, My Forums (highlighted with a red box), All Forum, About, and Help. The main content area is titled 'My Forums' and contains a table of forum subscriptions. Each row in the table has a 'Forum Name', a 'Forum Description', and an 'Unsubscribe' link. A red arrow points from the 'My Forums' menu item to the table.

Forum Name	Forum Description	
admin	admin	Unsubscribe
analuz	analuz	Unsubscribe
anatest	anatest	Unsubscribe
jasontest	jasontest	Unsubscribe
joedemo	joedemo	Unsubscribe
june	june	Unsubscribe

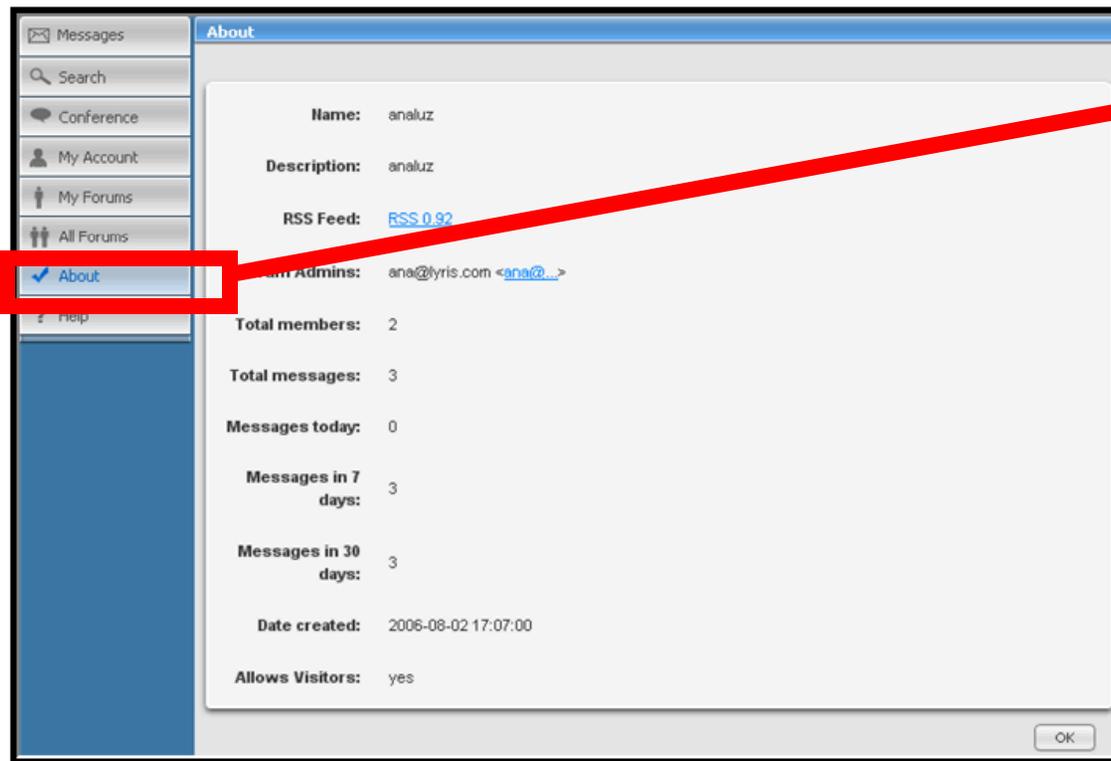
See what forums you have subscribed to. You may unsubscribe from lists on this page

All Forums

Name	Description	Members Only?	
admin	admin	yes	Subscribe
annetmortgage	test list	yes	Subscribe
analuz	analuz	no	
anatest	anatest	no	Subscribe
ap-mod-test	Test List for V8.95 of Lyris List Manager	yes	Subscribe
ari test	test	no	Subscribe

See and “Subscribe” to available forums

About

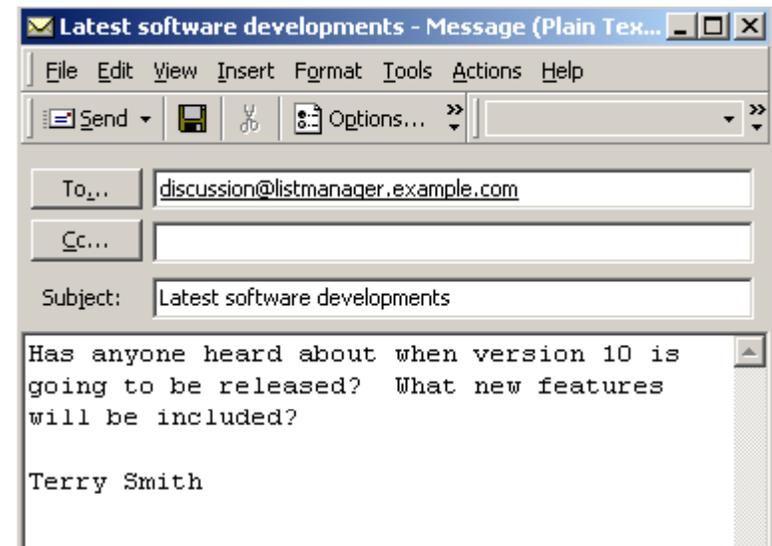


Learn more about a forum. You may need to be a member to view this information

- Introduction to Discussion Lists
- The Discussion Forums Interface
- **Discussions Via Email**
- Creating Discussion Forums
- Administration of Discussion Forums
- Moderating Messages
- Discussions Tools
- Q & A

Contribute

Contribute via email by writing to
list@servername.com
Write to admin at
list-
owner@servername.com

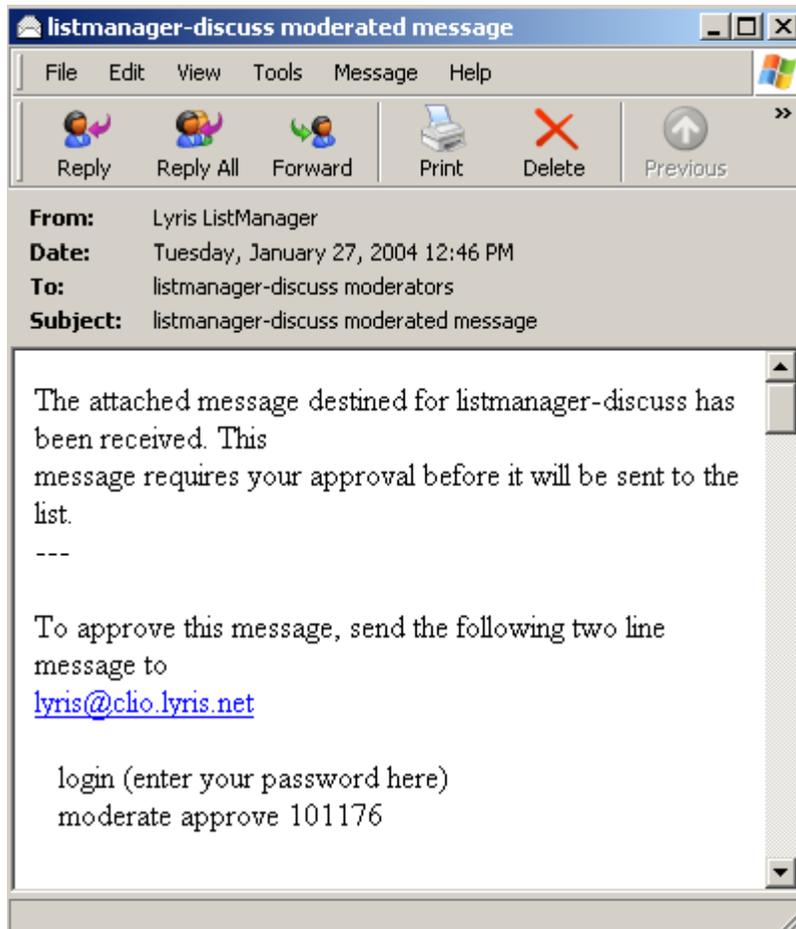


Manage Your Subscription



- **Subscribe by writing to**
list@servername.com
 - **Unsubscribe by writing to**
leave-list@servername.com
 - **Set list options by writing to**
lyris@servername.com
- Use *login* and *set* commands. E.g:**
- ```
login yourpassword
set listname digest
```

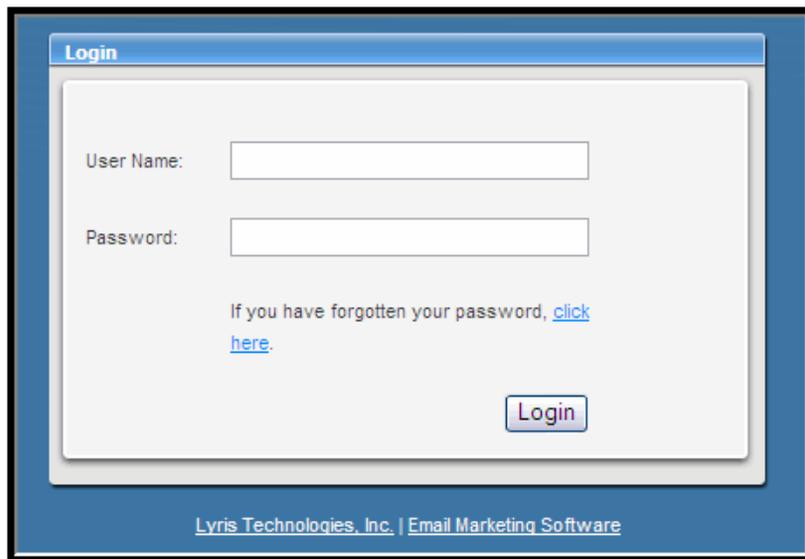
# Approval by Email



Moderate via email  
by sending  
*moderate approve*  
command to  
**lyris@yourserver**  
address

- Introduction to Discussion Lists
- The Discussion Forums Interface
- Discussions Via Email
- **Creating Discussion Forums**
- Administration of Discussion Forums
- Moderating Messages
- Discussions Tools
- Q & A

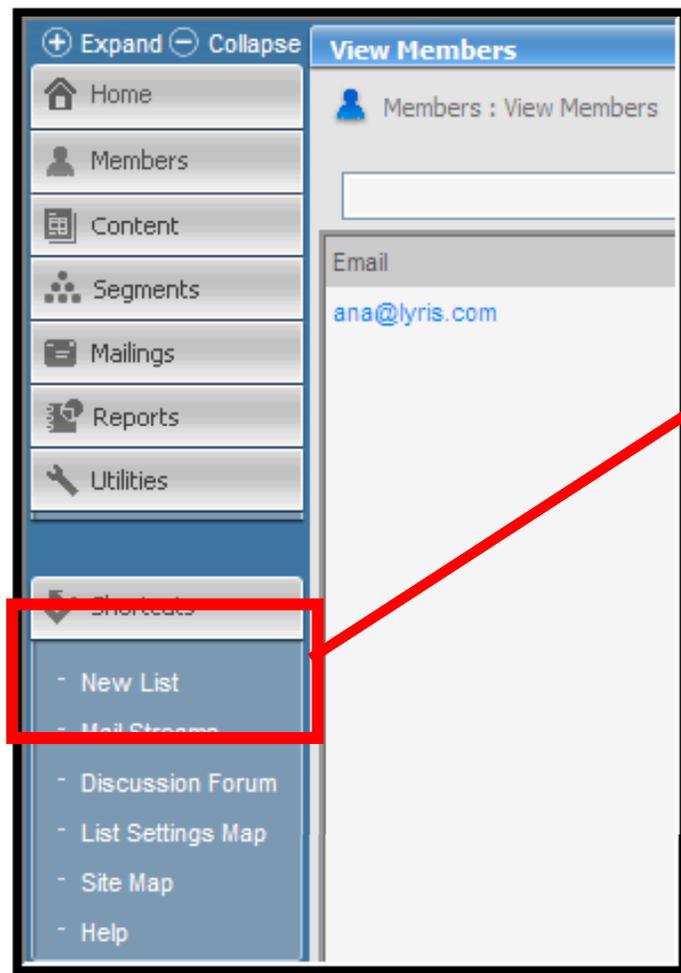
# Log In



The screenshot shows a login window titled "Login". It contains two input fields: "User Name:" and "Password:". Below the password field is a link that says "If you have forgotten your password, [click here.](#)". At the bottom right of the form is a "Login" button. At the bottom of the window, there is a footer that reads "Lyris Technologies, Inc. | Email Marketing Software".

- **Use your email address (not your name) and password**
- **Each admin should have a separate account**

# New List (Step 1)



**Site and server administrators may create a new list**

# New List (Step 2)

Select the  
“Purpose of the  
List”

*Moderated or  
unmoderated  
Each list will  
have it's own  
default settings*

Moderated requires admin approval of  
postings; unmoderated does not

# New List (Step 3)

**Purpose of list:** email marketing

**List name:** email marketing

**List description:** discussion list

**Admin name:** ana@lyris.com

**Admin email address:** ana@lyris.com

**Admin password:** [masked]

**Verify Admin Password:** [masked]

**Topic/site:** ana: ana

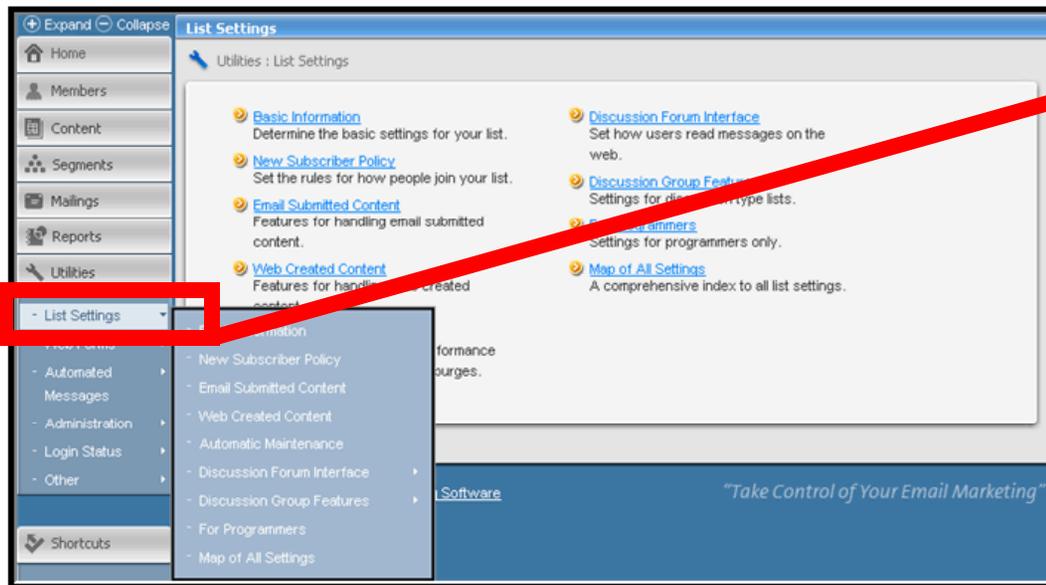
**Recency limit:** none

List will require:

- Name (no caps & no spaces)
- Admin Email
- Password

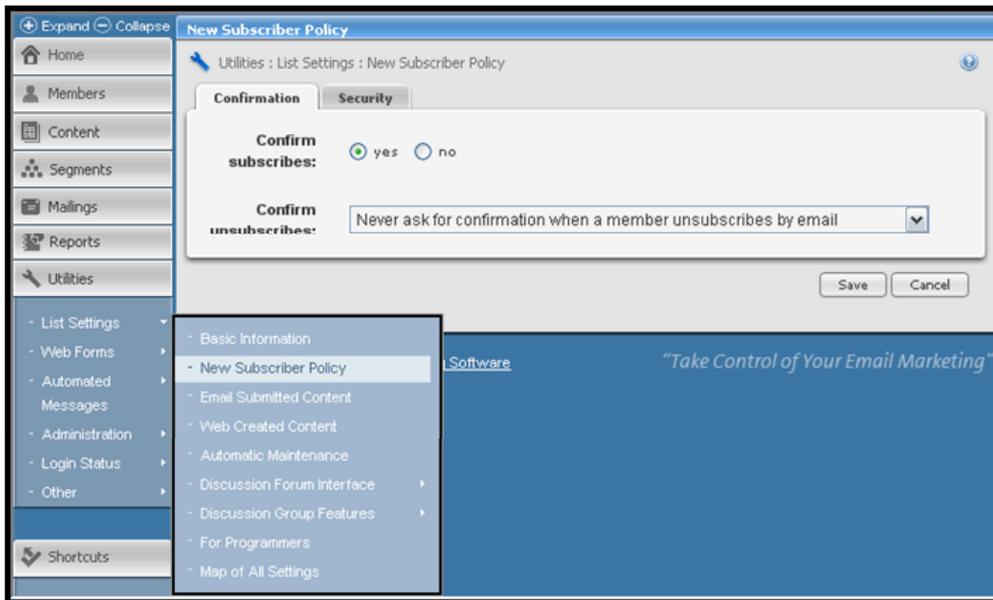
- Introduction to Discussion Lists
- The Discussion Forums Interface
- Discussions Via Email
- Creating Discussion Forums
- **Administration of Discussion Forums**
- Moderating Messages
- Discussions Tools
- Q & A

# Discussion List Settings



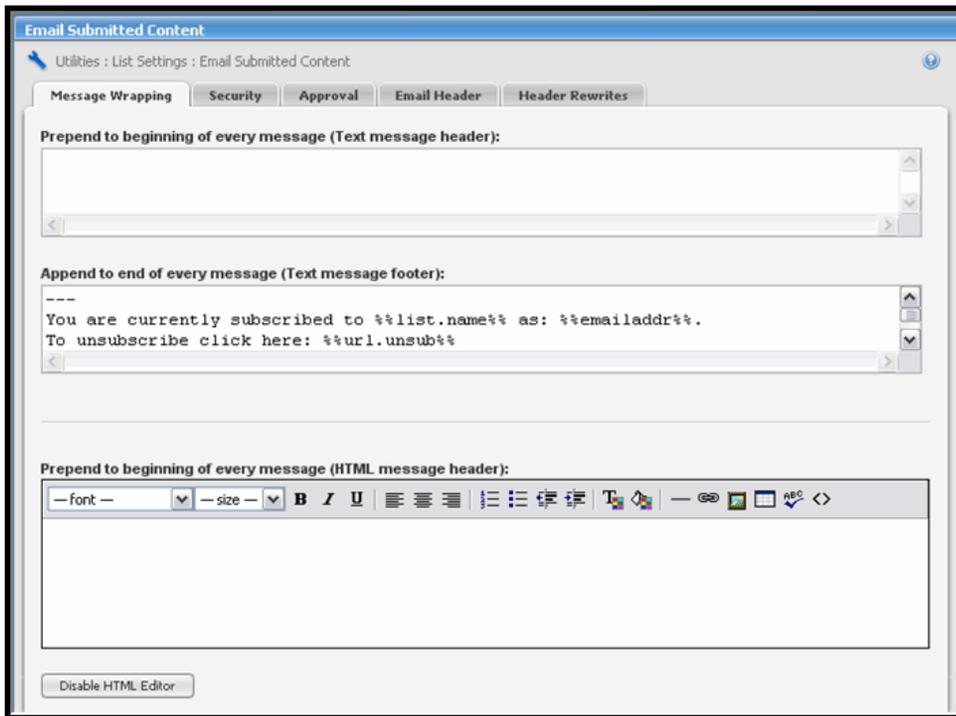
- Use list settings to
- Specify New Subscriber Policy
  - Set email & Web submitted content preferences
  - Set interface features

# Subscriber Policy



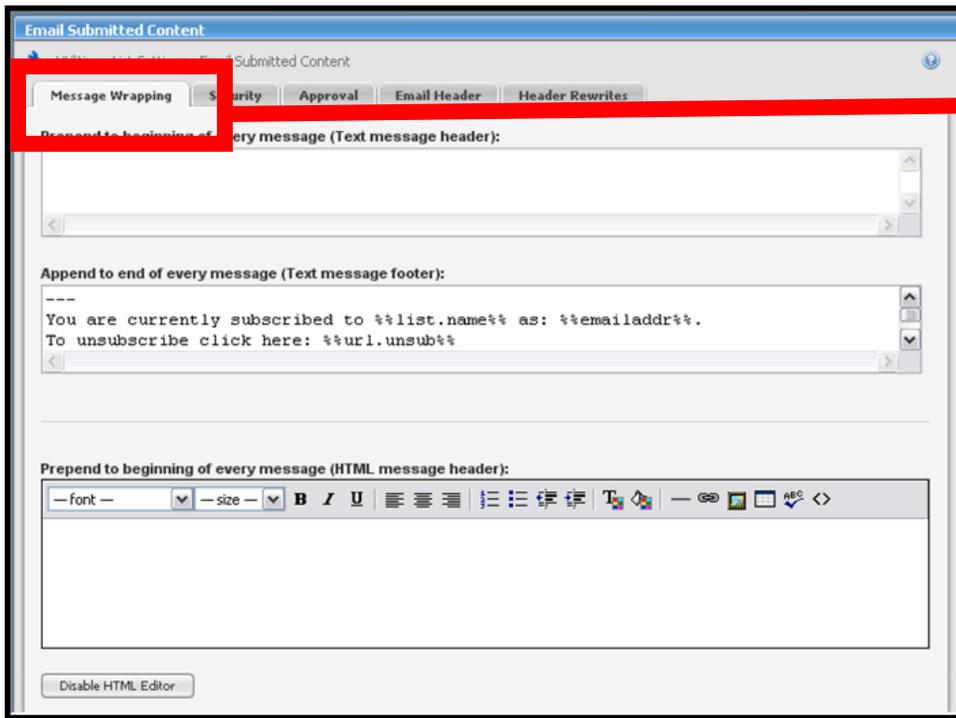
Set the rules for how people join your list

# Email Submitted Content



Features for email submitted messages

# Message Wrapping (1)



Modify how messages look (e.g., unsub footers)

# Message Wrapping (2)

```
>to: ana-disc
>Subject: re: lyris
>Date: Mon, 28 Aug 2006 17:29:22 -0000
>
>the reply
```

```

You are currently subscribed to ana-disc as: ana@lyris.com.
To unsubscribe click here: http://demoent.lyris.com/u?id=387368N&n=T&l=ana-disc&o=9626
or send a blank email to leave-9626-387368N@demoent.lyris.com
```

**Sample of footer from email**

Utilities : List Settings : Email Submitted Content

Message Wrapping | **Security** | Approval | Email Header | Header Rewrites

Reject email submissions:  yes  no

Only admins can send:  yes  no

Require password in body: no, password is not required in the message body (default) ▼

Save Cancel

**Specify whether only administrators can send and if messages can be submitted via email**

# Approvals

Utilities : List Settings : Email Submitted Content

Message Wrapping Security **Approval** Email Header Header Rewrites

Is list moderated: moderated - all messages must be approved

Approve # for number moderated: always needs approval

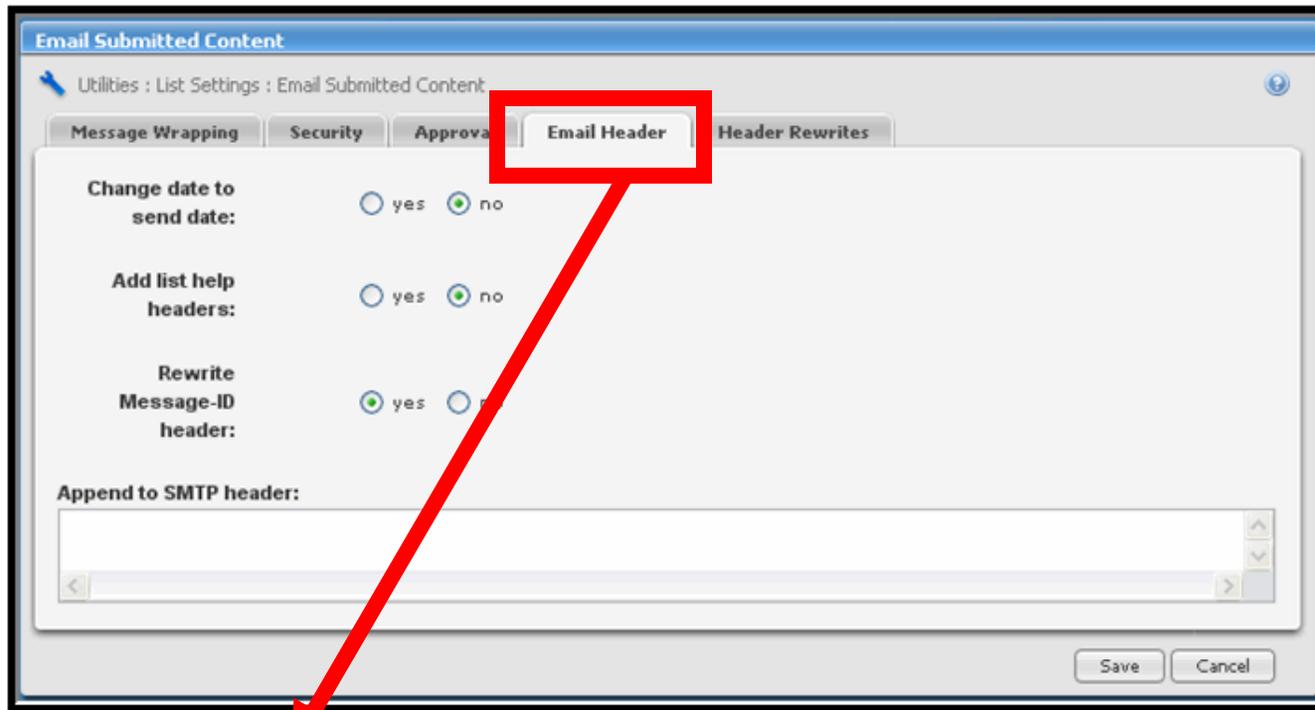
Automatically release unmoderated messages: Approval is always required

Automatically release messages at: midnight (0:00)

Save Cancel

Specify if list is moderated and if approval is required

# Email Header



Rewrite date of when mailing is sent out

# Header Rewrites

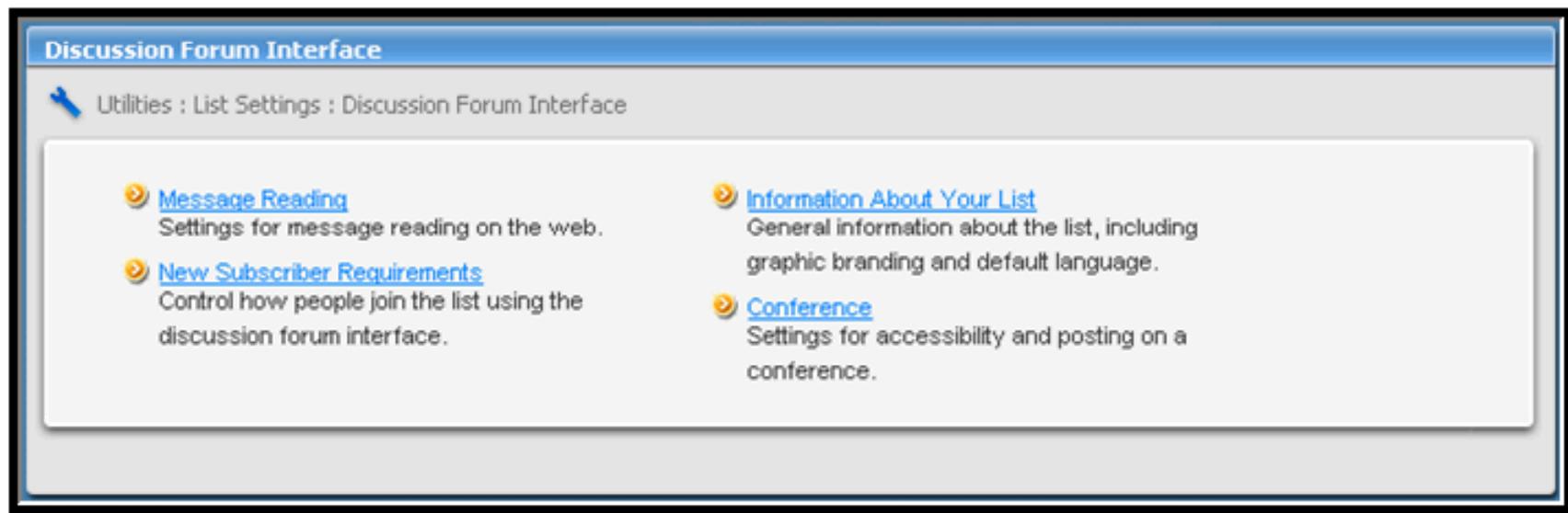
The screenshot shows a configuration window titled "Email Submitted Content" with a breadcrumb path "Utilities : List Settings : Email Submitted Content". The "Header Rewrites" tab is selected, showing the following fields:

- From:** An empty text input field.
- Reply To:** A text input field containing the value "author".
- To:** A text input field containing the placeholder text "%nameemail%".
- Remove headers:** A list box containing the items "precedence" and "received".

At the bottom right of the window are "Save" and "Cancel" buttons.

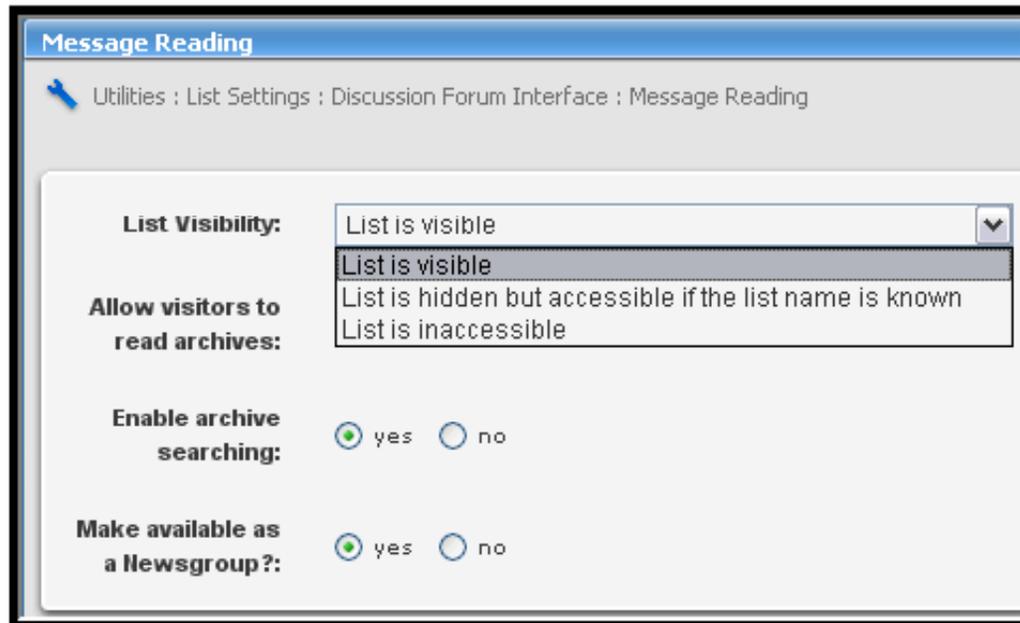
- **From:** The email address and name of the author of the message
- **Reply To:** "Author" or "nochange"
- **To:** The email address of the list will be entered.

# Discussion Forum Interface



**Determine how members interact with the forum interface, and what kind of information they can see about your list**

# Message Look



**Message Reading**

Utilities : List Settings : Discussion Forum Interface : Message Reading

**List Visibility:** List is visible

**Allow visitors to read archives:**

**Enable archive searching:**  yes  no

**Make available as a Newsgroup?:**  yes  no

- Define whether or not this list is accessible in the ListManager discussion forum interface
- Allow archiving and searching to members and non-members

# New Subscriber Requirements

**New Subscriber Requirements**

Utilities : List Settings : Discussion Forum Interface : New Subscriber Requirements

**Restrict member options:** No, allow members to choose their own membership options

**Ask subscribers for name:** Ask for name when joining, but make it optional

**Require password:** Do not ask for a password at all

Save Cancel

**Allow members to set various membership options (e.g digest) and control how members join the list**

# Conference

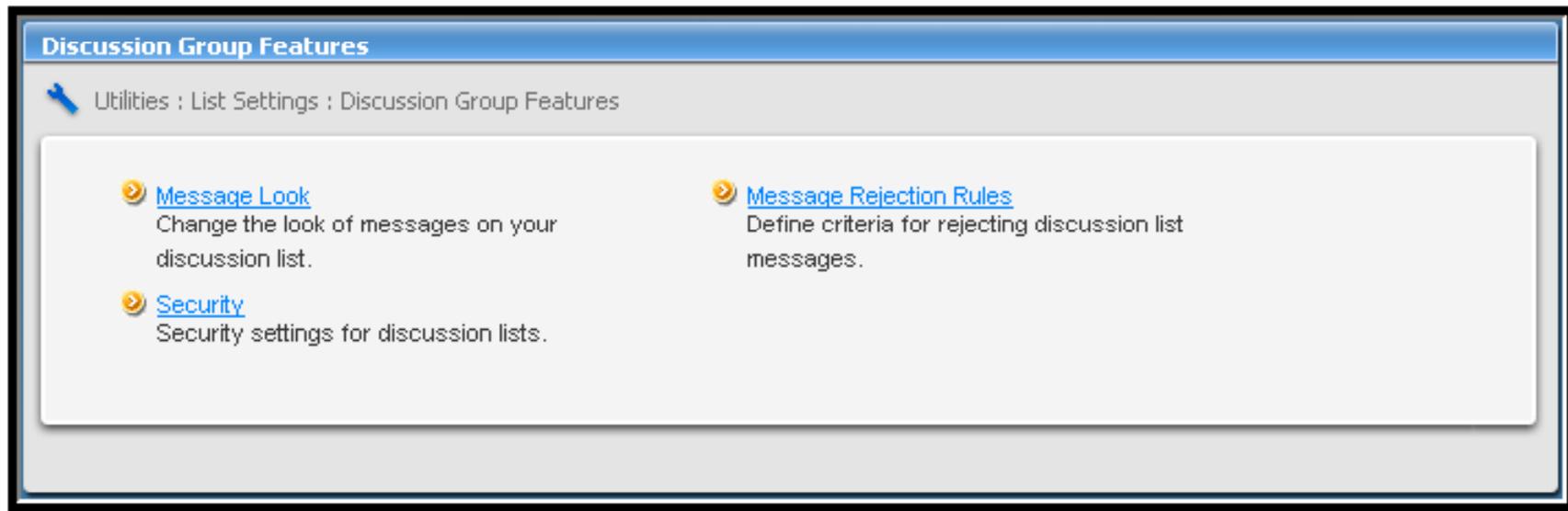
The screenshot shows a web-based configuration window titled "Conference". The breadcrumb trail is "Utilities : List Settings : Discussion Forum Interface : Conference". The window contains the following settings:

- Accessibility:** Three radio button options: "disable conference", "members only", and "everyone (visitors must be enabled)". The "everyone" option is selected.
- Posting:** Three radio button options: "admins only", "members only", and "everyone (visitors must be enabled)". The "everyone" option is selected.
- Save posts for:** A dropdown menu currently set to "1 day".
- Guest message:** A text area containing the note: "Note: If you are a member, please [log in](#) before using the conference. If you are not a member, please create a temporary guest user by entering a name and password."

At the bottom right of the window are "Save" and "Cancel" buttons.

**Determine how members may access the conference feature**

# Discussion Group Features



- **Make postings anonymous**
- **Allow anyone to post**
- **Accept duplicates, blanks**
- **Limit length, number of messages, quoting**

# Message Look

Message Look

Utilities : List Settings : Discussion Group Features : Message Look

List subject:

Make postings anonymous:  yes  no

Prepend to beginning of every digest (aka header):

Append to end of every digest (aka footer):

```

You are currently subscribed to %%list.name%% as: %%emailaddr%%
To unsubscribe click here: %%url.unsub%%
```

- Prepend the list name in the subject
- Make posting anonymous

Subject: re: lyris  
From: "[ana@lyris.com](mailto:ana@lyris.com)" <[ana@lyris.com](mailto:ana@lyris.com)>  
Date: Mon, 28 Aug 2006 17:29:22 -0000  
X-Message-Number: 1

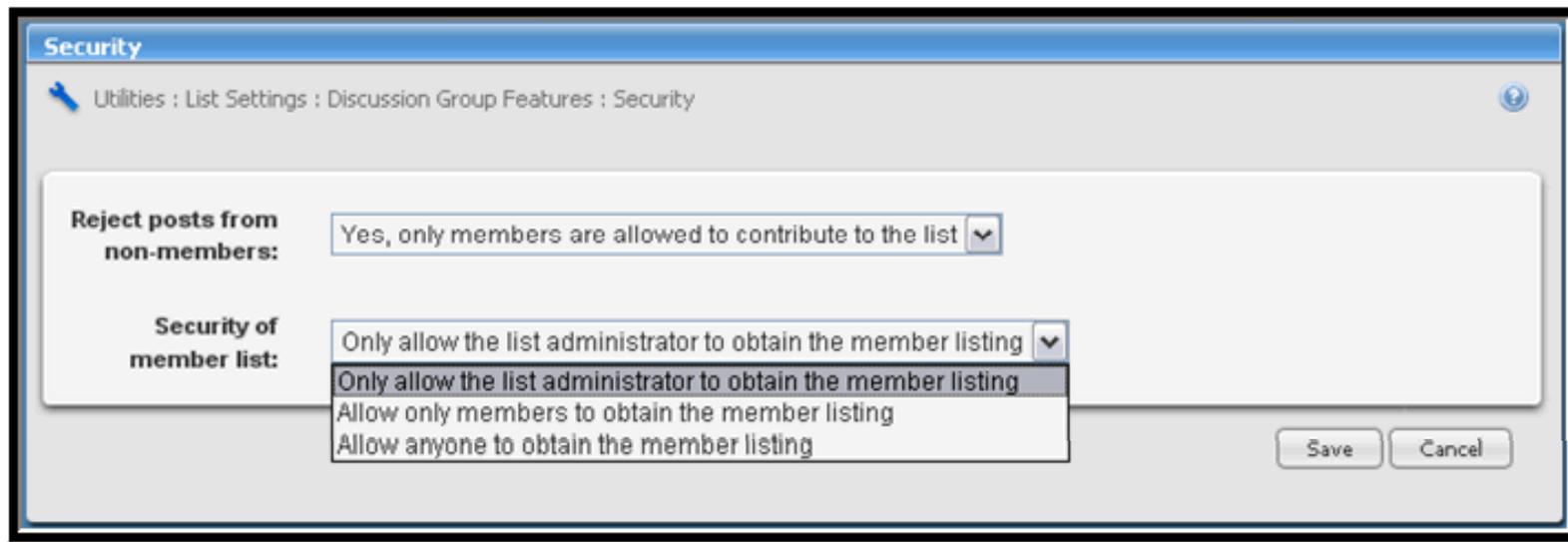
the reply

-----

END OF DIGEST

-----

You are currently subscribed to ana-disc as: [ana@lyris.com](mailto:ana@lyris.com)  
To unsubscribe click here: <http://demoent.lyris.com/u?id=387368N&n=T&l=ana-disc&o=9354>  
or send a blank email to [leave-9354-387368N@demoent.lyris.com](mailto:leave-9354-387368N@demoent.lyris.com)



**Define who has rights to post and view member list. By default it's considered confidential and only viewed by admins**

# Message Rejection Rule



**ListManager, by default, will not allow a blank subjects and a blank body**

# Member Settings

Members : Add Members : Add Member

Basics List Admin Settings Advanced Settings Information Demographics

Membership status: normal member

Membership kind: mail: receive messages as they are contributed

Enter New Password: [text input]

Verify New Password: [text input]

Membership expiration date: [calendar icon] yyyy-mm-dd hh:mm:ss

# of approvals required: no approval needed

Save Cancel

- Members may opt to receive digests
- Admin may specify moderation for particular members that overrides list settings

# Member Admin Settings

The screenshot shows a web application window titled "Add Member". The breadcrumb trail is "Members : Add Members : Add Member". The "List Admin" tab is selected, showing the following settings:

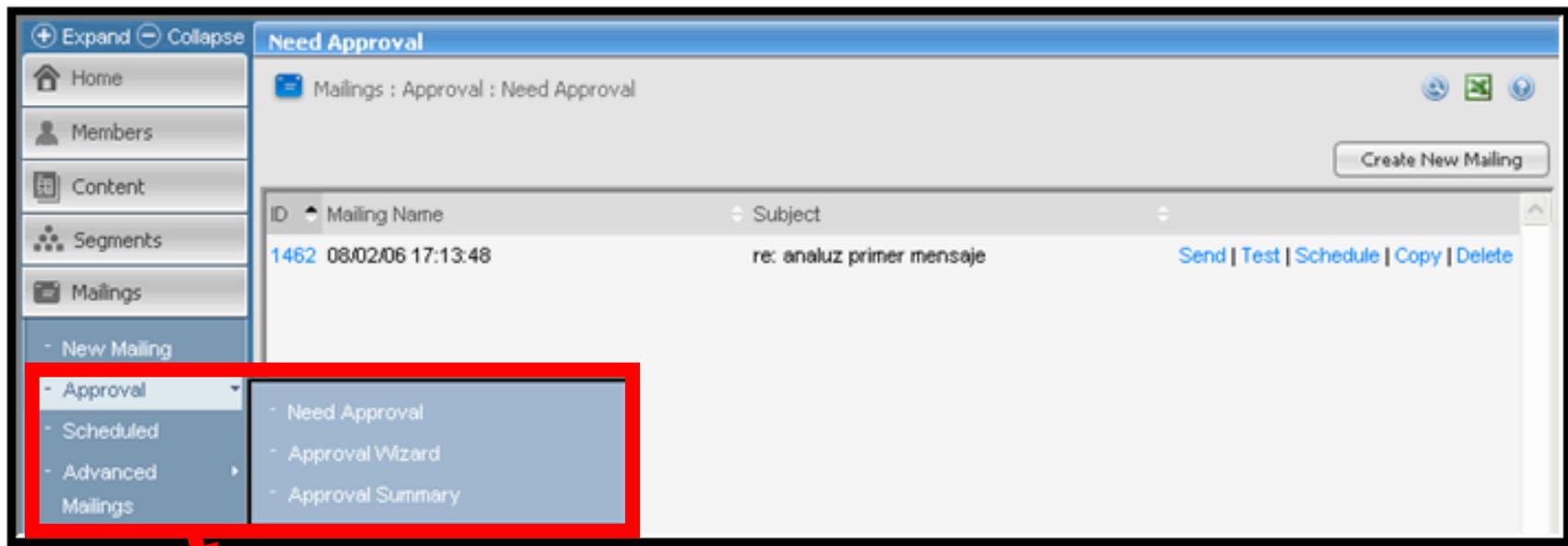
- Is list admin?:**  yes  no
- Receive list admin mail?:**  yes  no
- Receive moderation notifications?:**  yes  no
- Bypass list moderation?:**  yes  no
- Permission Group:** Allow all (dropdown menu)
- Enable WYSIWYG editor:**  yes  no

Buttons for "Save" and "Cancel" are located at the bottom right of the dialog.

**Determine whether this member is a list administrator and what functions they have right to**

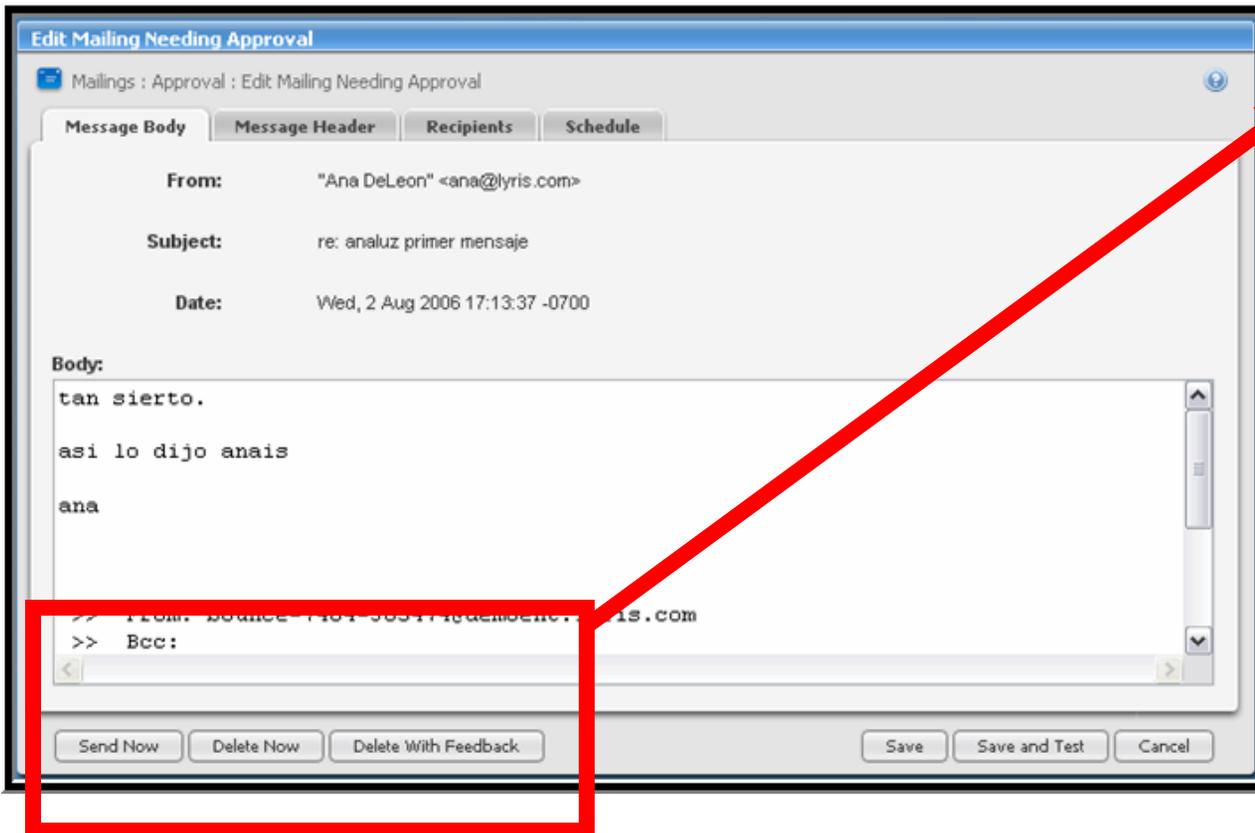
- Introduction to Discussion Lists
- The Discussion Forums Interface
- Discussions Via Email
- Creating Discussion Forums
- Administration of Discussion Forums
- **Moderating Messages**
- Discussions Tools
- Q & A

# Mailing Approvals



**Approve messages quickly and easily through the administrator's GUI**

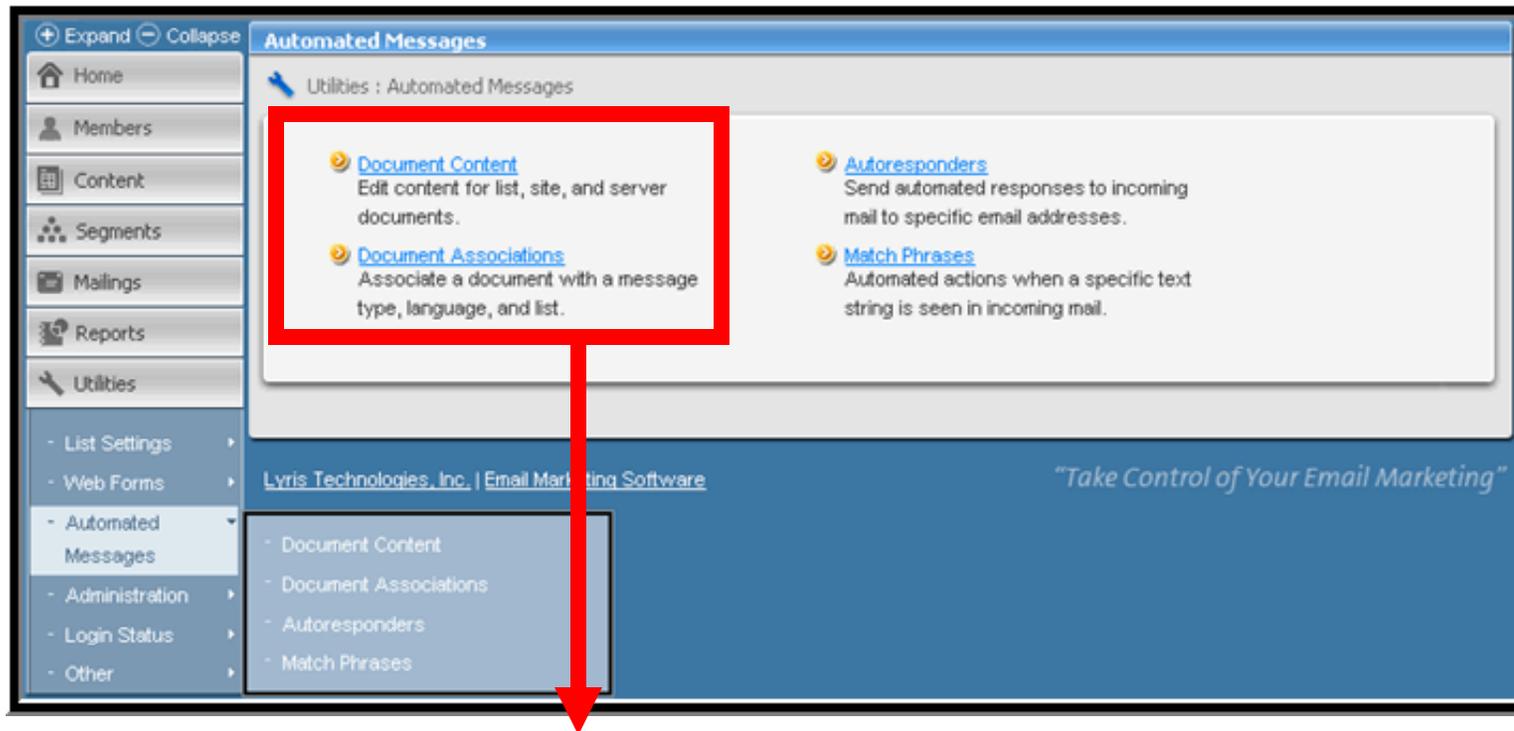
# Approval Wizard



Easily  
“send” or  
“reject” a  
message

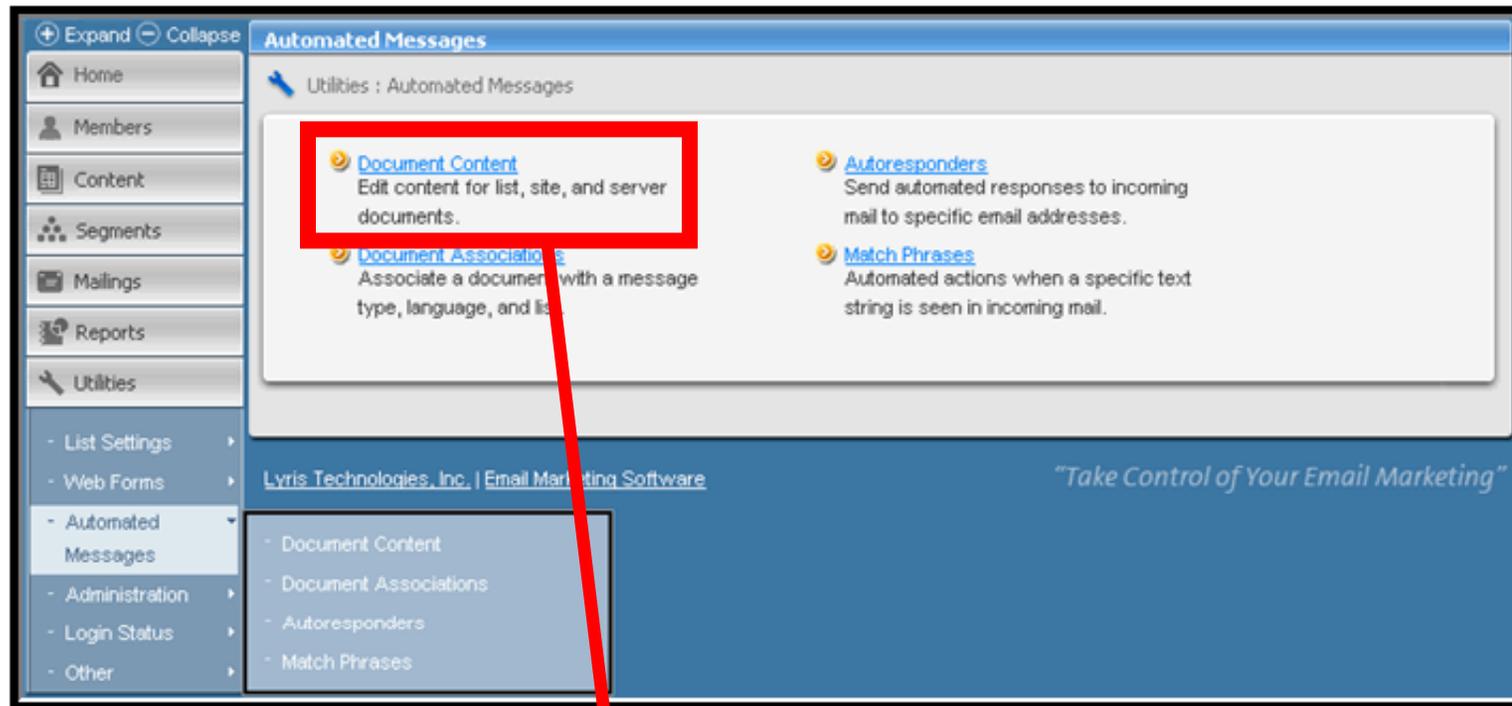
- Introduction to Discussion Lists
- The Discussion Forums Interface
- Discussions Via Email
- Creating Discussion Forums
- Administration of Discussion Forums
- Moderating Messages
- **Discussions Tools**
- Q & A

# Automated Messages



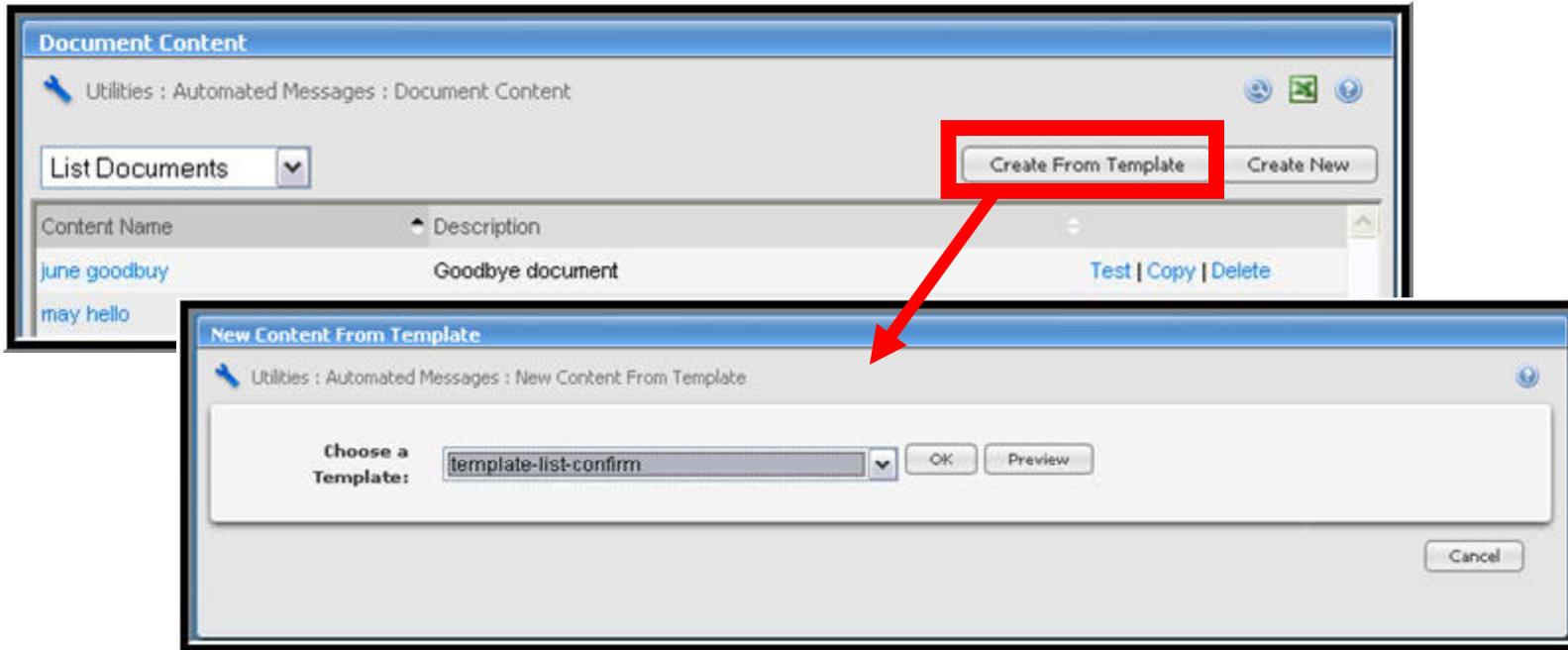
**Create your own custom automated messages**

# Automated Messages (Step 1)



**The Document Content will specify your message**

# Automated Messages (Step 2)



**Edit a previously created template for easy content creation**

# Automated Messages (Step 3)

New Content

Content : New Content

Essentials Text Message HTML Message Advanced Internationalization

Content name:

Description:

From: \*ana\* <ana@lyris.com>

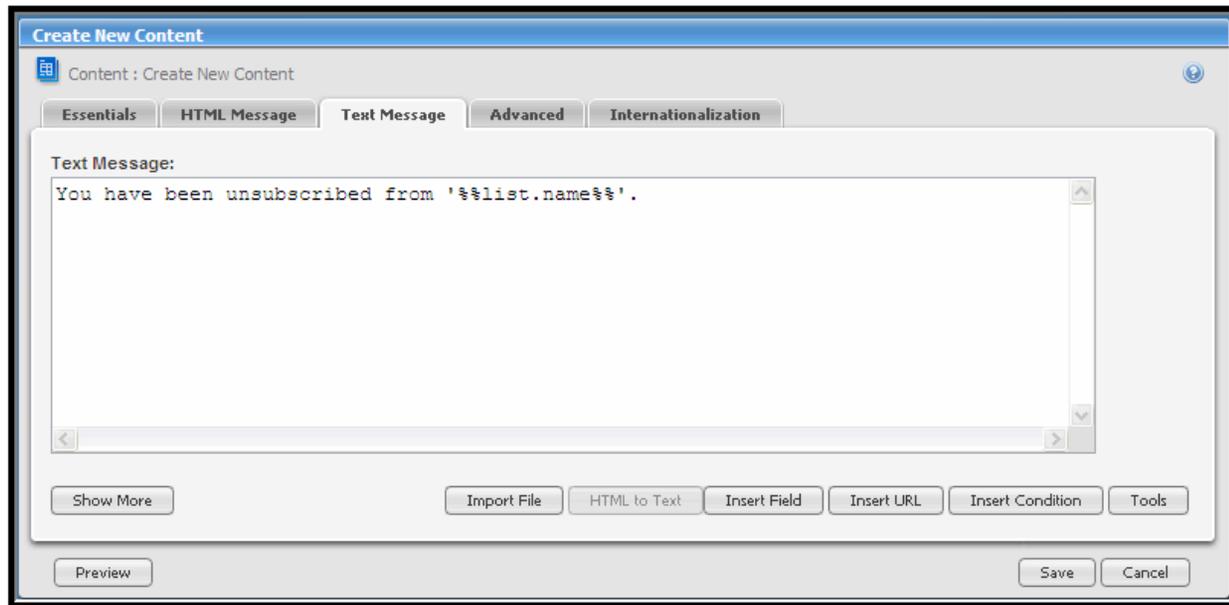
To: %%nameemail%%

Subject:

Select the internal name and description

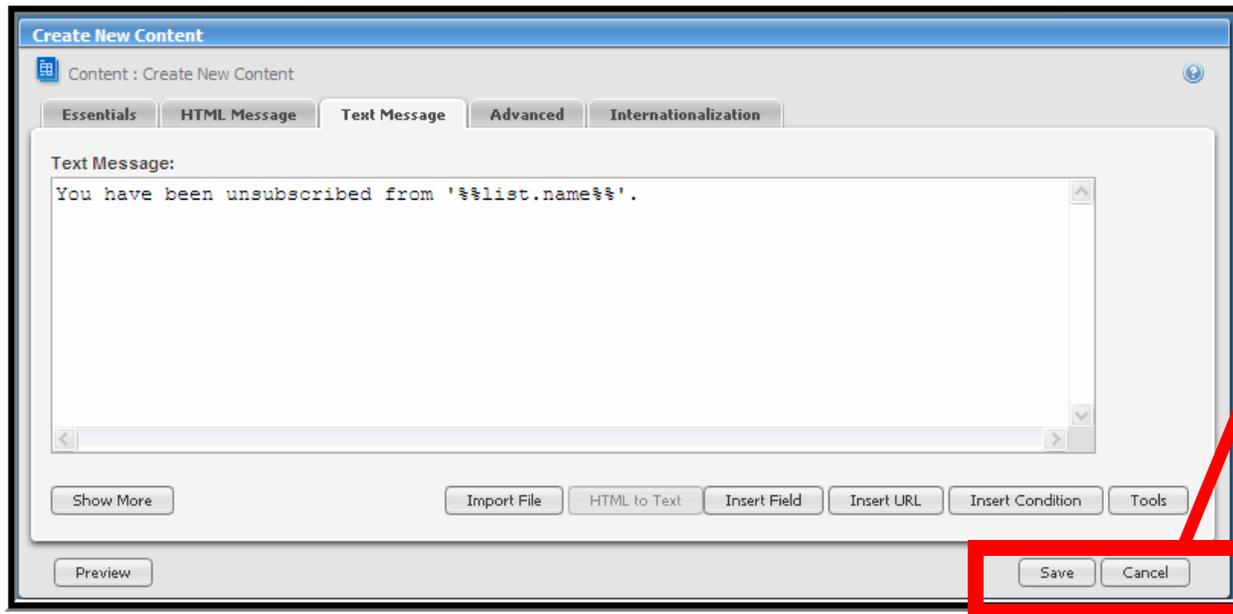
Add in the header information

# Automated Messages (Step 4)



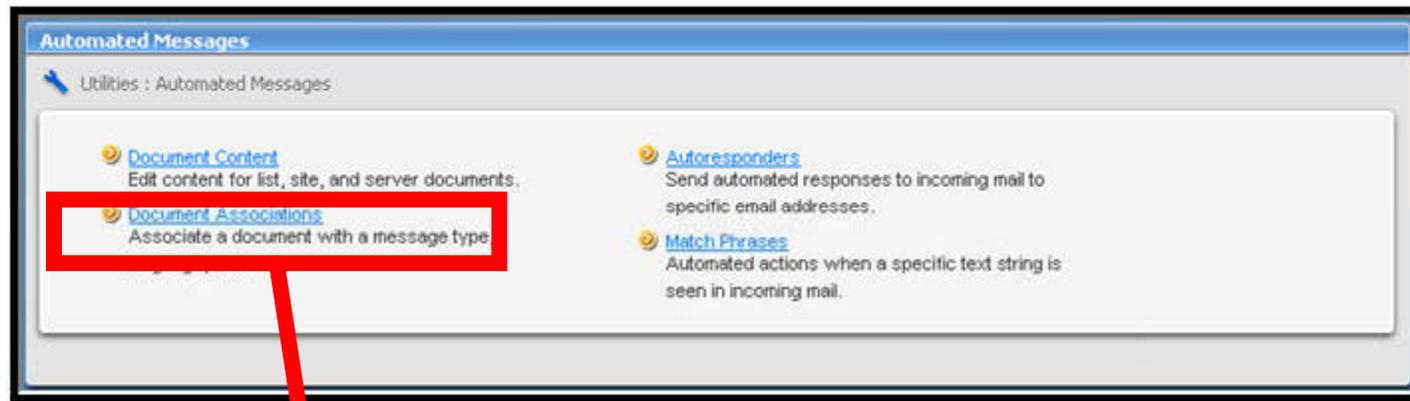
**Edit the preexisting text and place your message in the HTML and text area**

# Automated Messages (Step 5)



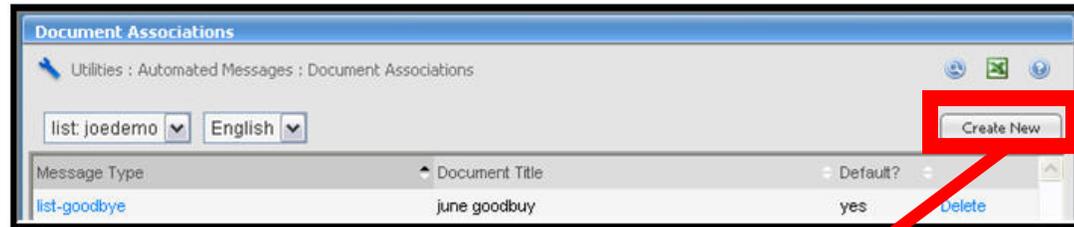
**Save the content**

# Document Association (Step 1)



**The Association informs the system when specific content should be deployed based on a specific trigger event**

# Document Association (Step 2)



**Create New Association**

# Document Association (Step 3)

Utilities : Automated Messages : Document Associations : New Document Association

Applies To: list: joedemo

Language: English

Message Type: List Hello Document

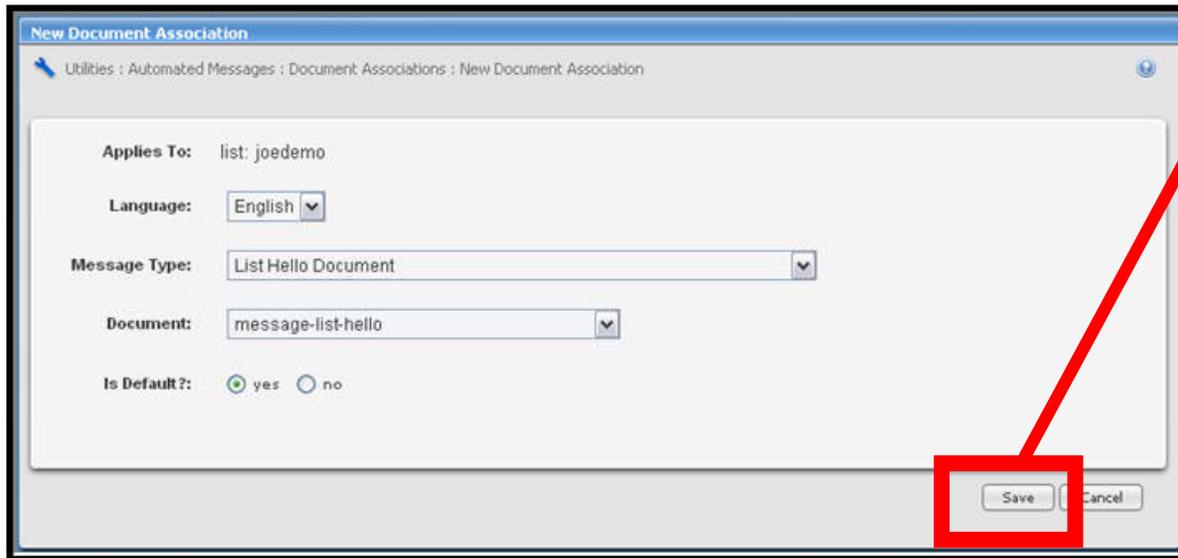
Document: message-list-hello

Is Default?:  yes  no

Save Cancel

1. Choose the “Message Type”
2. Specify the “Document” to be sent
3. Set Default to “yes”

# Document Association (Step 4)



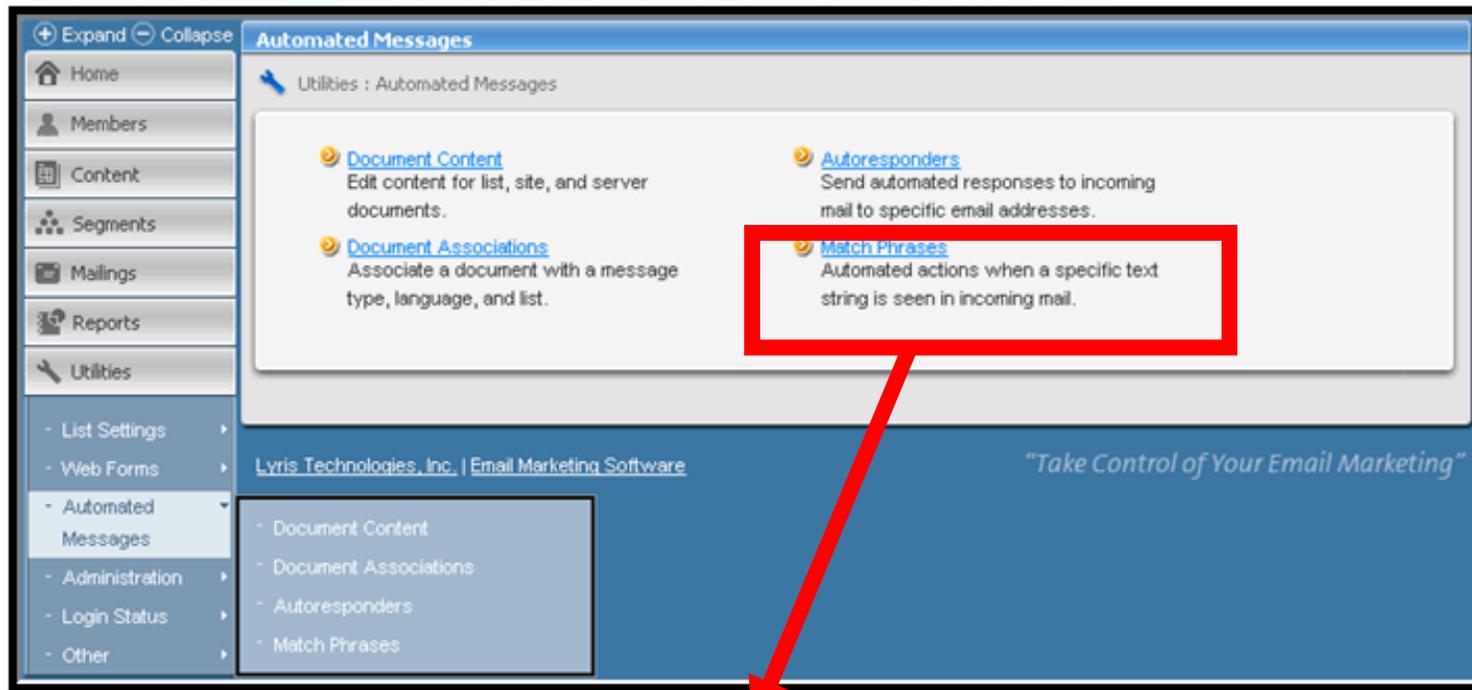
The screenshot shows a dialog box titled "New Document Association" with the following fields and options:

- Applies To:** list: joedemo
- Language:** English (dropdown menu)
- Message Type:** List Hello Document (dropdown menu)
- Document:** message-list-hello (dropdown menu)
- Is Default?:**  yes  no

At the bottom right, the **Save** button is highlighted with a red square, and a red arrow points from this square towards the text "Save the Association".

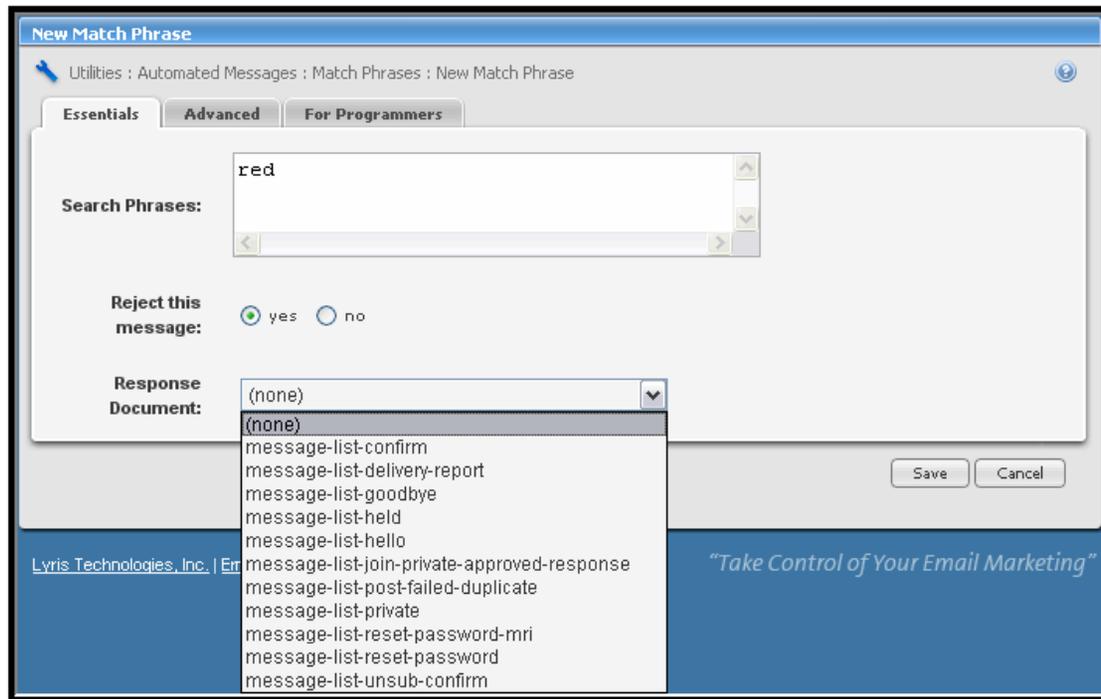
**Save the Association**

# Match Phrases (Step 1)



**Trigger various actions based on text in a message and place security restrictions**

# Match Phrase (Step 2)



- Receive an alert that the phrase is being used
- Reject the message automatically
- Send an automated message to sender (e.g., “Your posting has been rejected because you said x”)

# Auto Responders

**New Autoresponder**

Utilities : Automated Messages : Autoresponders : New Autoresponder

**Essentials**   **Advanced**   **For Programmers**

**Email address prefix:**

**Document title:** (none) ▼

Save   Cancel

**Autoresponders can send list rules to members when they write to the autoresponder address**

- Introduction to Discussion Lists
- The Discussion Forums Interface
- Discussions Via Email
- Creating Discussion Forums
- Administration of Discussion Forums
- Moderating Messages
- Discussions Tools
- **Q & A**

The logo for LYRIS INC. features the word "LYRIS" in a large, bold, blue, sans-serif font. The letters have a slight 3D effect with a lighter blue gradient. To the right of "LYRIS" is the word "INC." in a smaller, blue, sans-serif font. The logo is centered in the upper half of the image, which has a white background with several curved lines in shades of blue and orange arching over it.

**LYRIS** INC.

**Support:**  
**888-LYRIS-CS**  
**(888-597-4727)**

[www.lyris.com/customer-service/](http://www.lyris.com/customer-service/)

The logo for LYRIS INC. features the word "LYRIS" in a large, bold, blue sans-serif font. The letters have a slight 3D effect with a lighter blue gradient on the right side. To the right of "LYRIS" is the word "INC." in a smaller, blue, all-caps sans-serif font. The background of the slide is white with several curved lines in shades of blue and orange arching across the top. The bottom half of the slide is a solid light blue gradient.

# LYRIS<sub>INC.</sub>

Questions about this presentation contact:

Ana DeLeón

[ana@lyris.com](mailto:ana@lyris.com)

[www.lyris.com](http://www.lyris.com)