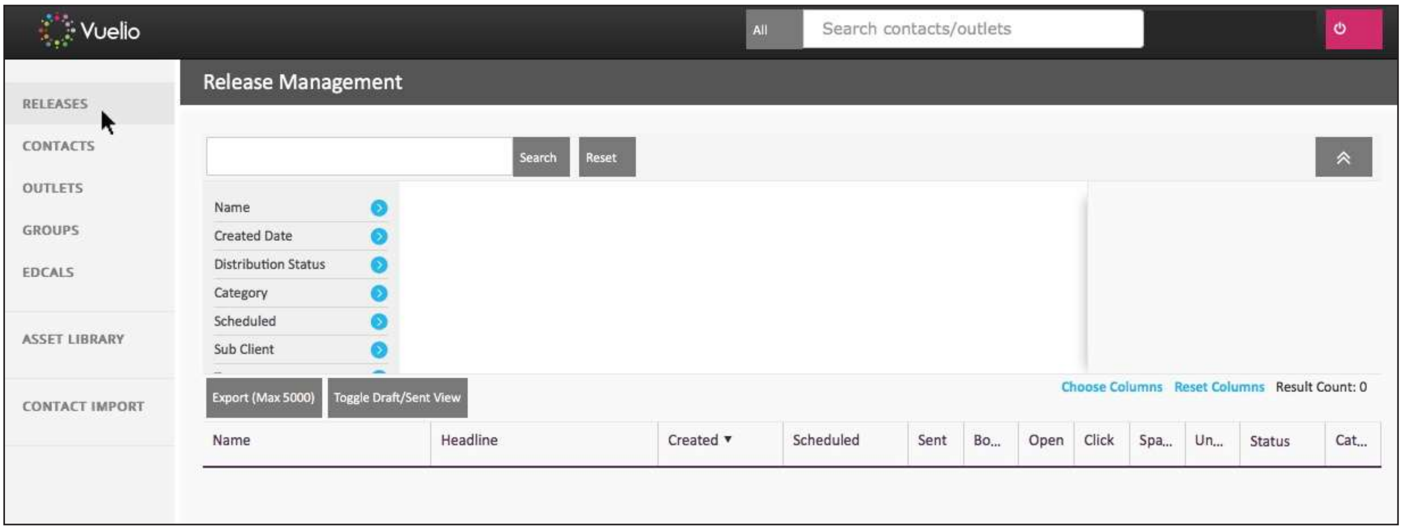
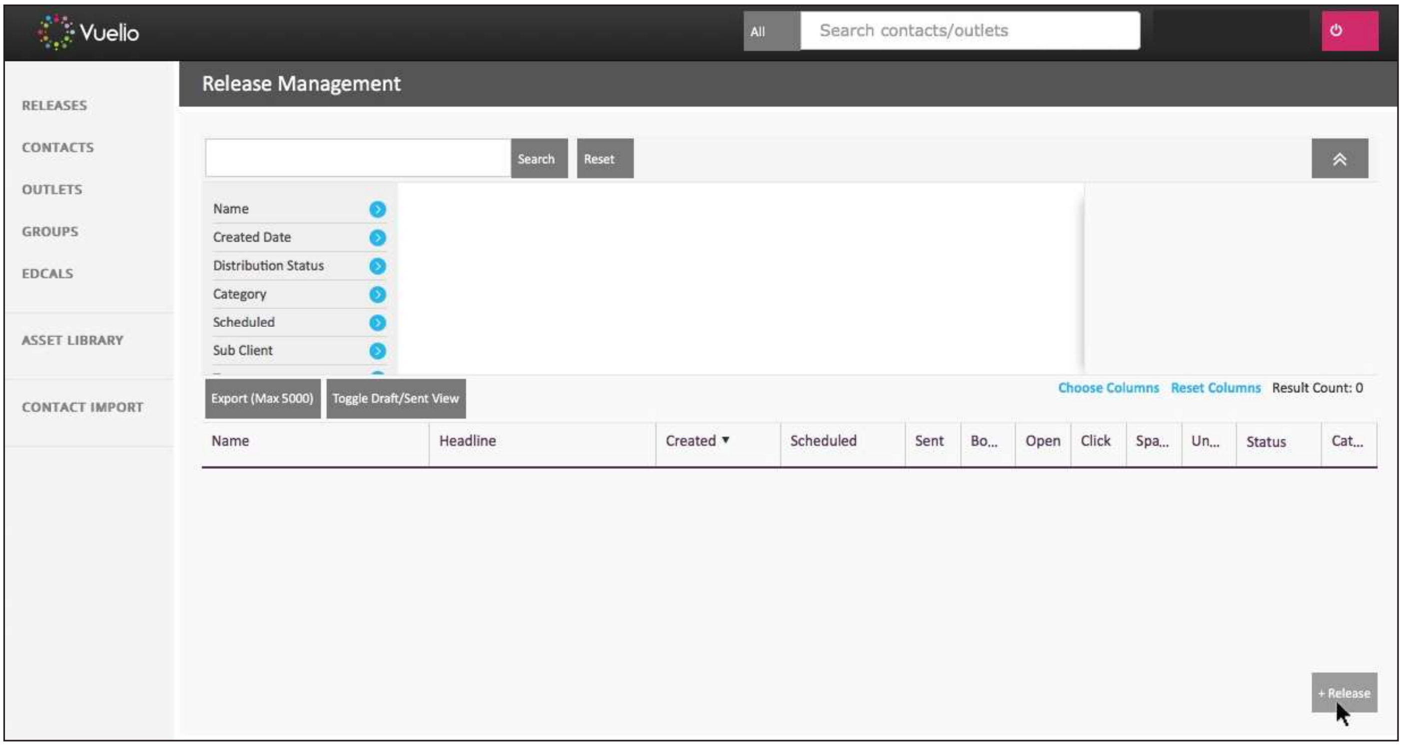
Sending a New Distribution

To send a new distribution, select **Releases** from the menu on the left of the screen to access the **Release Management** page:



Next, press the **+Release** button in the bottom right corner to start a new distribution:

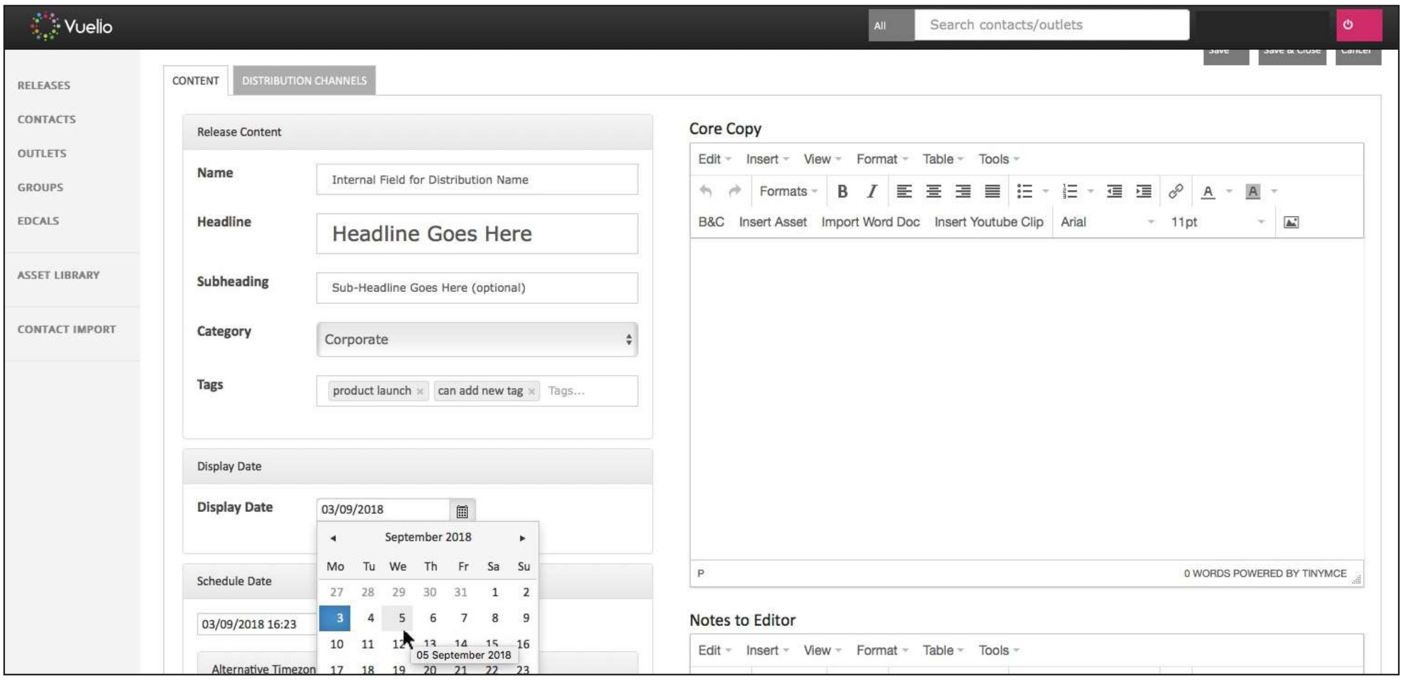


Release Content

Creating a new distribution is a two-step process:

1) Create your release's **Content** on the first tab.
2) Choose your recipients and send the release from the **Distribution Channels** tab.

The first section of the **Content** tab is **Release Content**:



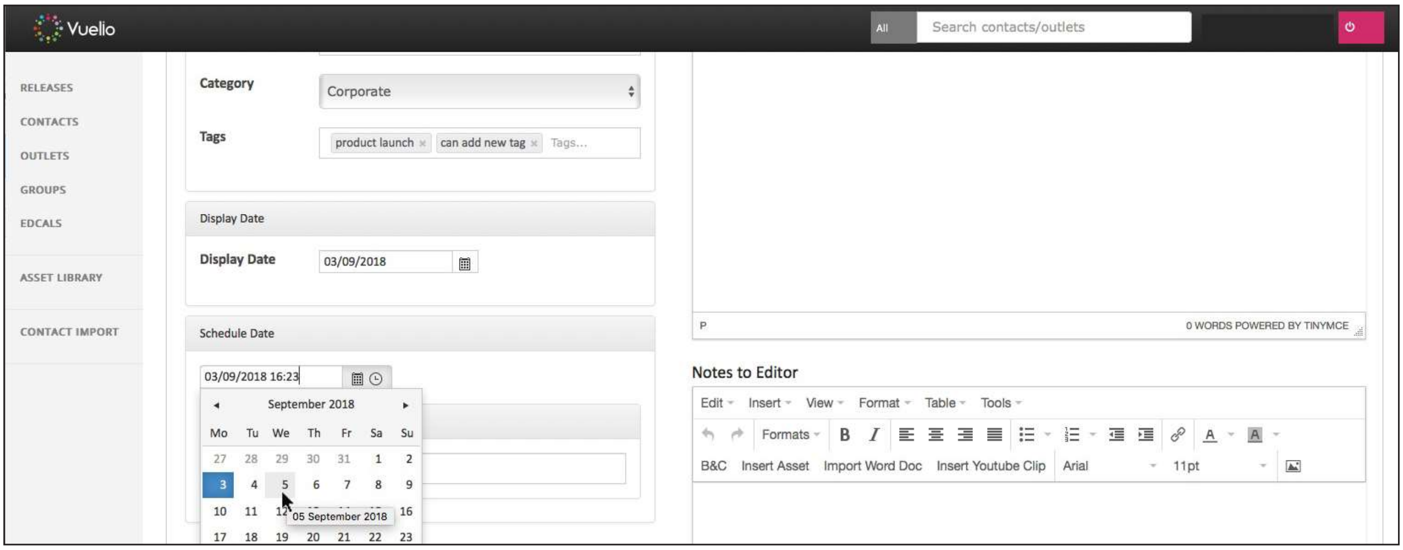
Name - this is an internal field (it is not used in the sent release) and is used to identify your press release on the **Release Management** page, and can also be used in **Filters** to search for the release and its details in the future.
Headline - this is the headline of the press release, and also serves as the **Subject Line** of the sent email. The **Headline** will automatically copy the text added in the **Name** field, but this can be changed by overwriting it.
Subheading - this is an optional field and can be used to add a **Sub-head** to the release.
Category - this is an internal field which enables you to categorise your release for future reference, and also search for it from the **Release Management** page by **Category**.
Tags - this is also an internal field, and enables you to turn keywords or phrases specific to the release into **Tags** so you can find its details in the future by **Filtering** using **Tags** from the **Release Management** page. Type the keyword or phrase and press **Return/Enter** to turn the text into a **Tag**.

Display Date

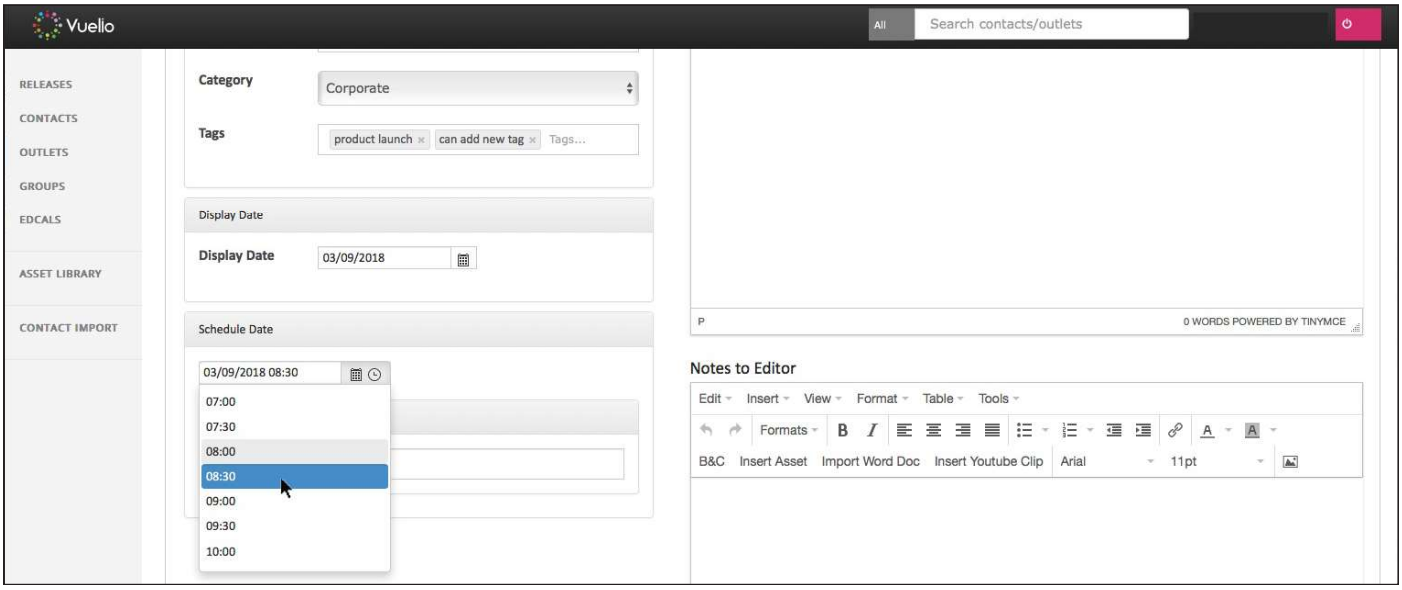
The **Display Date** is the date that will be added in the body of the email, if the layout template you choose includes a date as part of the release. Use today's date if the email will be sent today, or a future date if you will be sending it out later.

Schedule Date & Time

The **Schedule Date** is the date and time your release will be sent - leave as the current date and time if you want your release to be sent immediately. To embargo your release to send at a future date and time, first select the **Date** you want it to send:



And then select the **Time** you want it to send:



Alternative Time Zone View

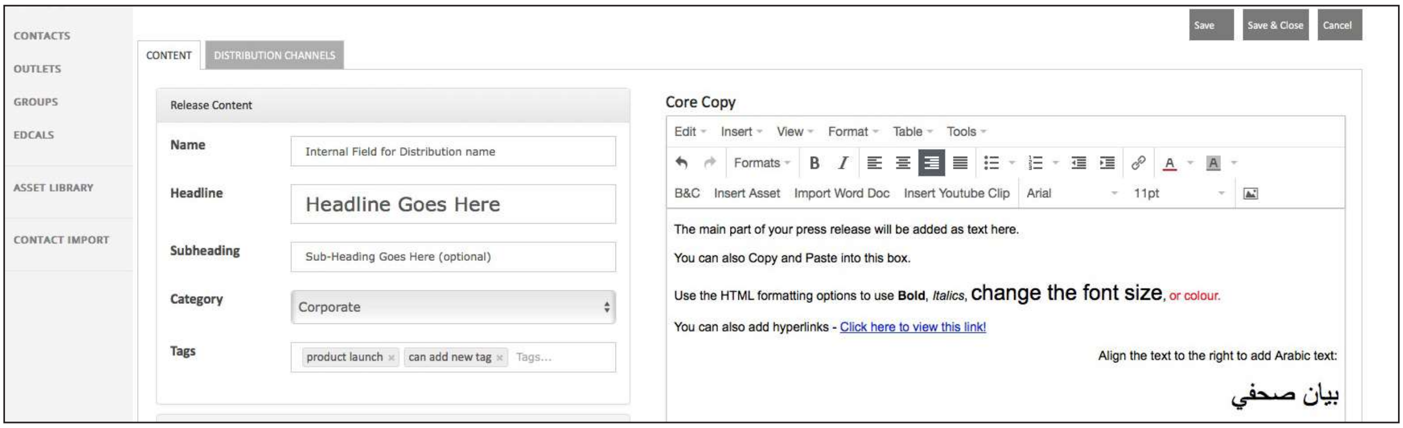
The time zone is set to being **local** to the country where you are based.

Core Copy - Adding Text

The **Core Copy** section is where you add the main text of your press release, and can also add attachments as download links, embed images, and link to videos on ***YouTube***.

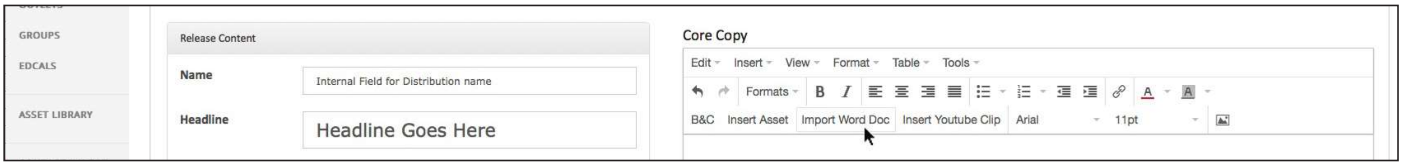
Text can be added in three ways:
1) By **Typing** directly into the box.
2) By **Copying and Pasting** into the box.
3) By **Importing** from a **Word** document.

Once text is added, you can use the HTML formatting options at the top of the **Core Copy** box to change the font, text size, text colour, use Bold or Italics, insert hyperlinks etc

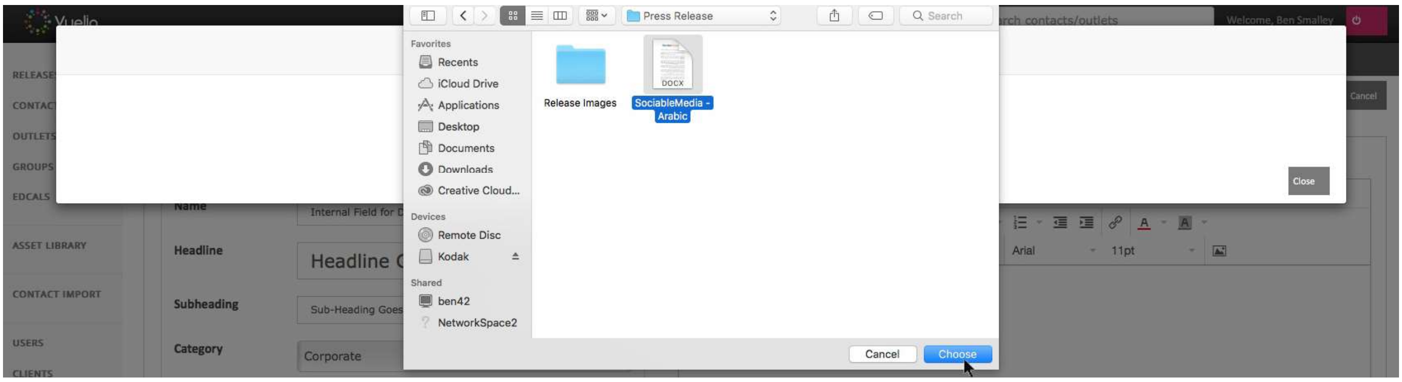


Note: For **Arabic** text, use the option to **Align Right** to move the cursor to the right of the screen. You can now type or paste **Arabic** text and it will read from right-to-left.

If your press release has already been written in **Microsoft Word**, you can import the contents by selecting the option to **Insert Word Doc:**

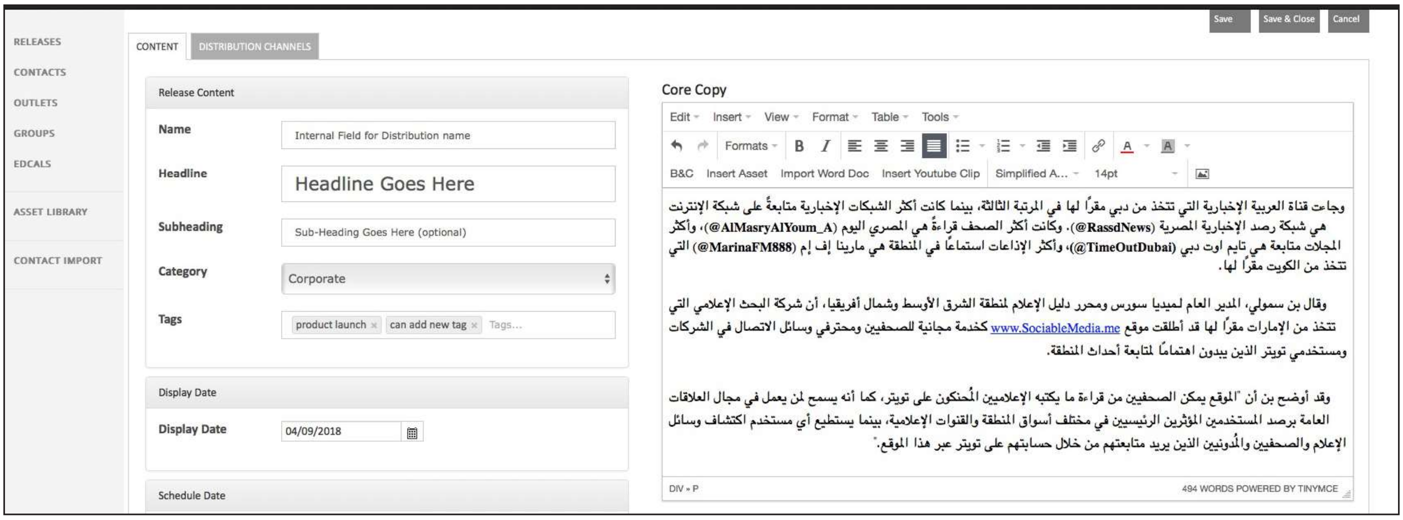


Find the **Word Document** on your computer (must be saved in **.docx** format) and select it:



MediaSource

The contents of the **Word Document** will be imported. Select the **Use** button to proceed, and the contents will be placed in the **Core Copy** box for you:

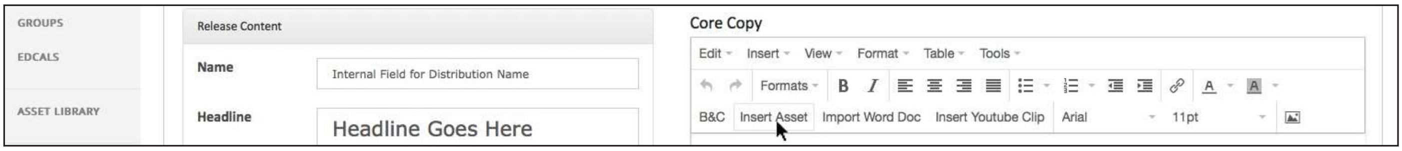


Note: If you import text from a Word document, ensure you send yourself a **Test Email** and check the details and formatting carefully as it may need some minor editing if extra formatting is imported from the document.

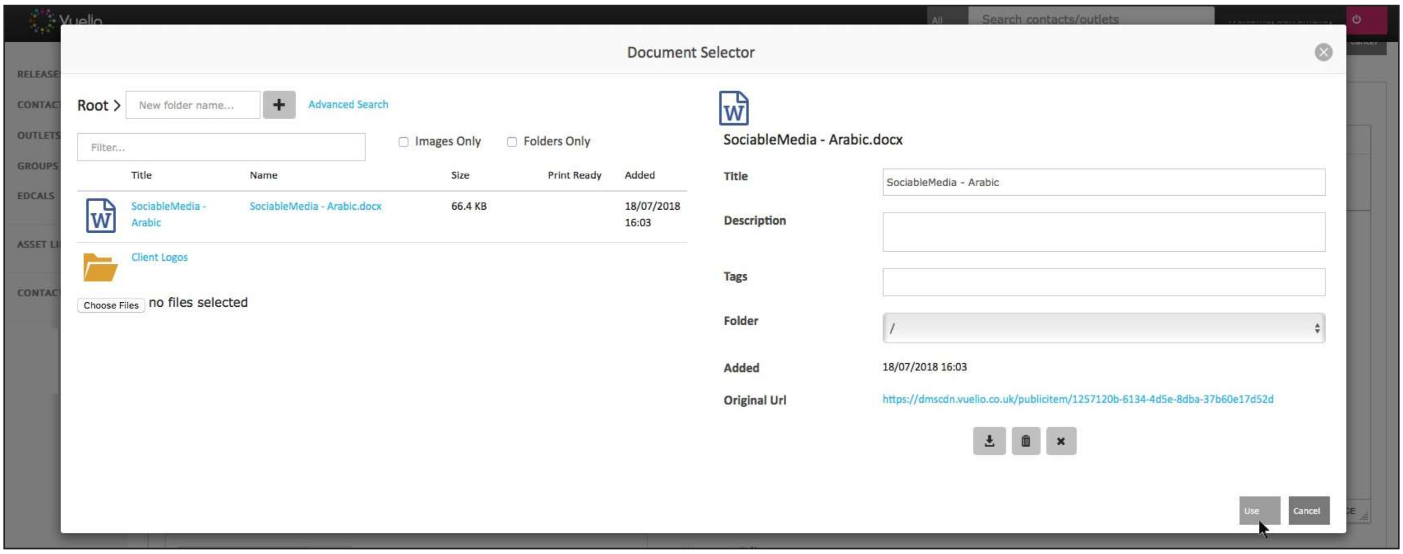
Vuelio

Inserting Files from your Asset Library

To add a file from your **Asset Library**, select the option to **Insert Asset:**

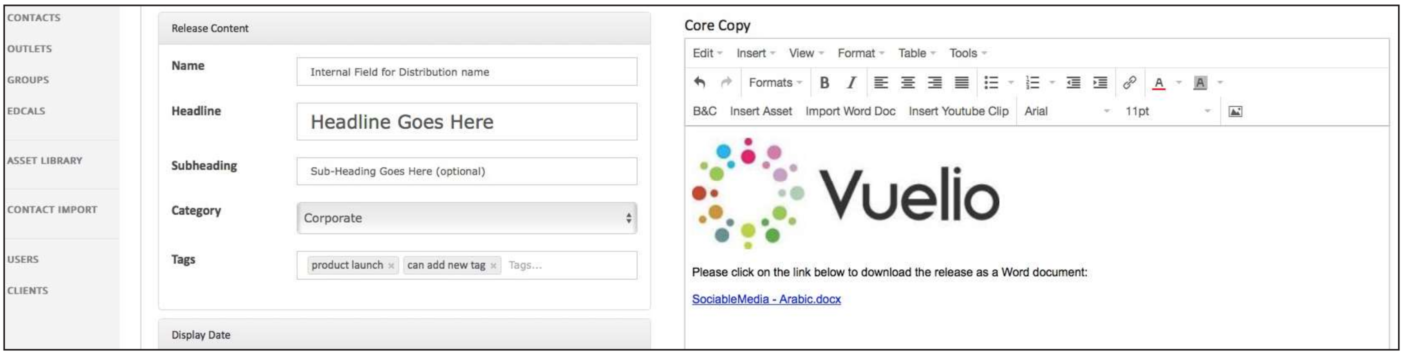


The files previously uploaded to your **Asset Library** will be available to select from, or use the **Choose Files** button to upload new content. Click on the **Title** or **Name** of the uploaded file to select it, and then press the **Use** button:



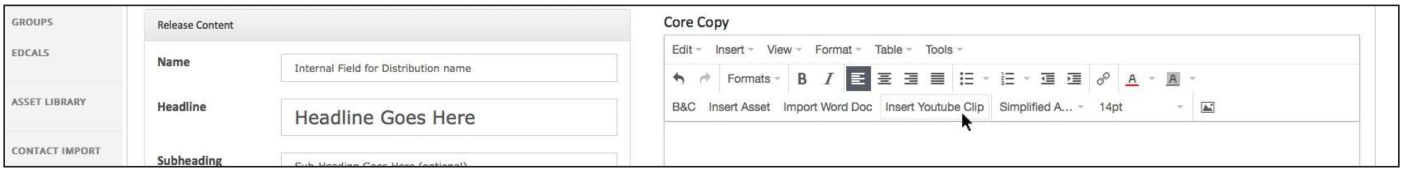
Selecting a document places a link into the **Core Copy** box for the recipient of the distribution to click to download the file:

Selecting an image will embed the image in the **Core Copy** box, which can be dragged to re-size:

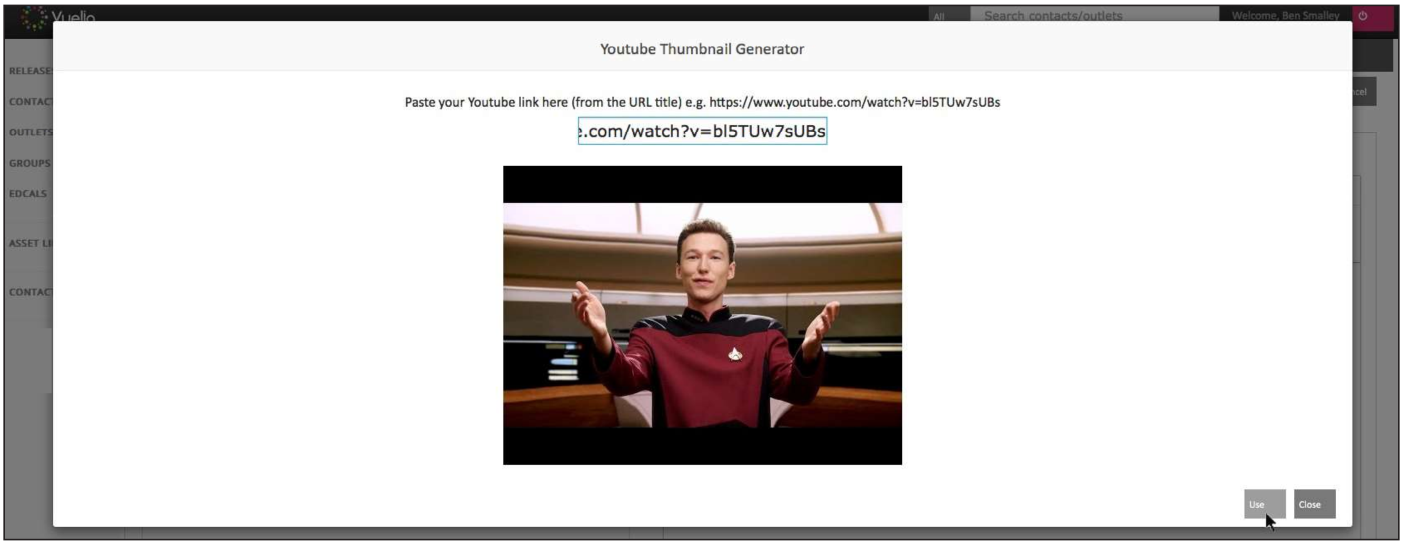


Inserting a YouTube Clip

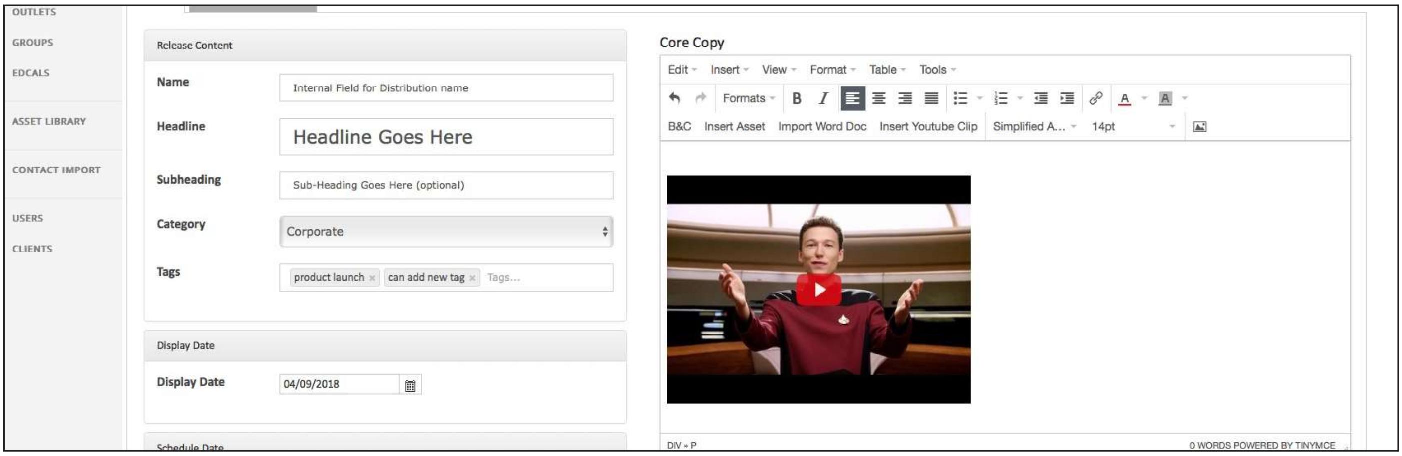
To insert a *YouTube* video into your distribution, select the option to **Insert YouTube Clip:**



Enter the full **URL** for the video in the text box and a screenshot image from the video will appear. Press the **Use** button to proceed:



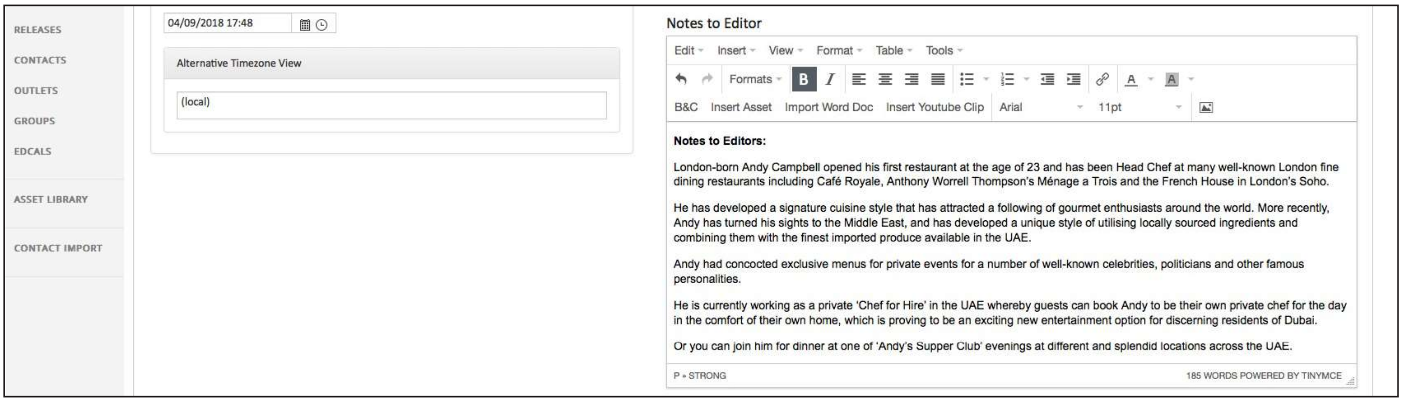
The hyperlinked image from the *YouTube* clip will be embedded into the **Core Copy** box, which the recipient can click to watch the video clip:



Note: The image can be re-sized as required by dragging its corners, and can also be moved to position within the other content in your **Core Copy** box.

Notes to Editors Section

The **Notes to Editors** section is an optional box (can be left blank) where you can add text as background information for your press release:



If used, the **Notes to Editors** box contents will appear below the **Core Copy** box contents in your email.

Boiler Plate Section

Similarly, the **Boiler Plate** section is an optional box (can be left blank) where you can add further text, images and links if required:

If used, the **Boiler Plate** box contents will appear at the bottom of your email.

Note: You can add any **Notes to Editors** and **Boiler Plate** information in the **Core Copy** box instead if you prefer to only use one entry box.

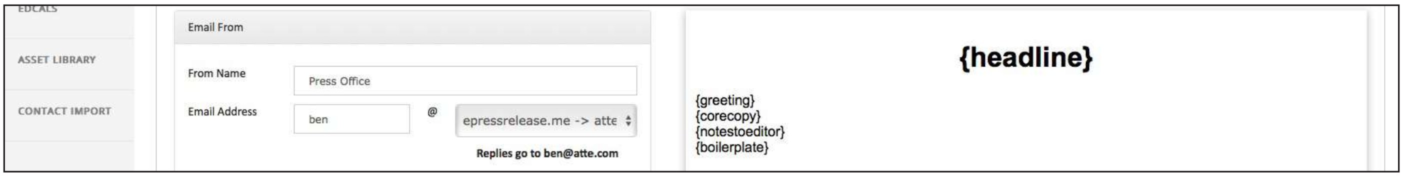
Distribution Channels

Once you have created the **Content** for your release, select the **Distribution Channels** tab at the top of the screen and choose **Email** as the distribution method:

Sender Details

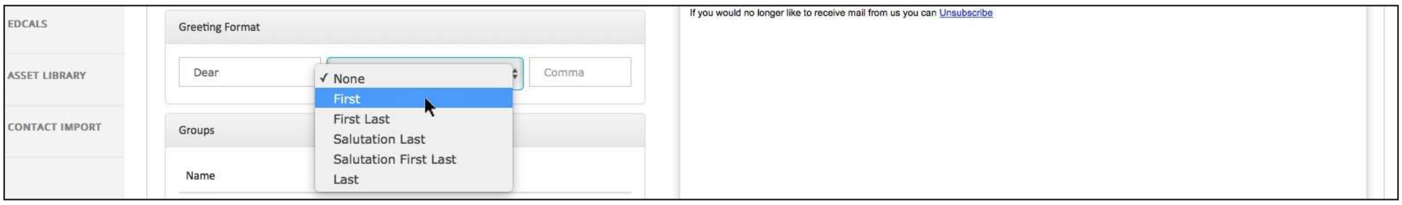
The **Email From** section enables you to choose who sent emails say they are from by setting the sender details. In the **From Name** box enter the name any sent emails should say they have come from. For example, this could by your name, company name, or department (such as ***Press Office***).

The **Email Address** section enables you to set the first part of the sending email address. The domain part of the sending email address cannot be changed and will be **@epressrelease.me** on new accounts, although this can be customised to send from your own email address domain on request. The **Reply To** email address will comprise the first part of the email address you typed in the box, followed by your actual company domain. The complete **Reply To** address is displayed in bold under the domain section:



Personalise Greeting

Use the **Greeting Format** section if you wish to include a personalised greeting for each recipient. Add a greeting (such as **Dear**) in the first box, select which of the name-related **Merge Field** combinations you wish to use in the second box, and any punctuation (such as a comma) in the third box:



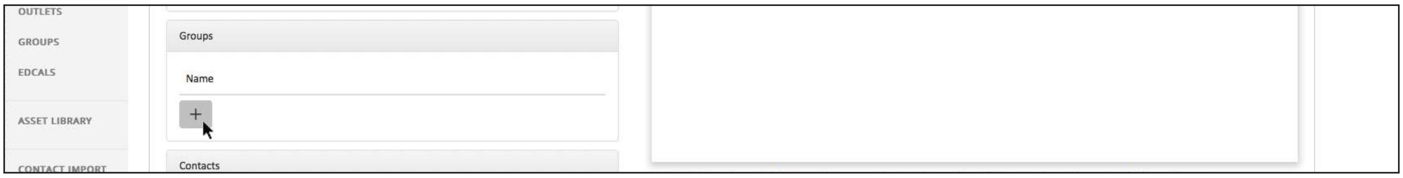
Note: Leave the three **Greeting Format** boxes empty if you do not wish to include this feature.

Select Release Recipients

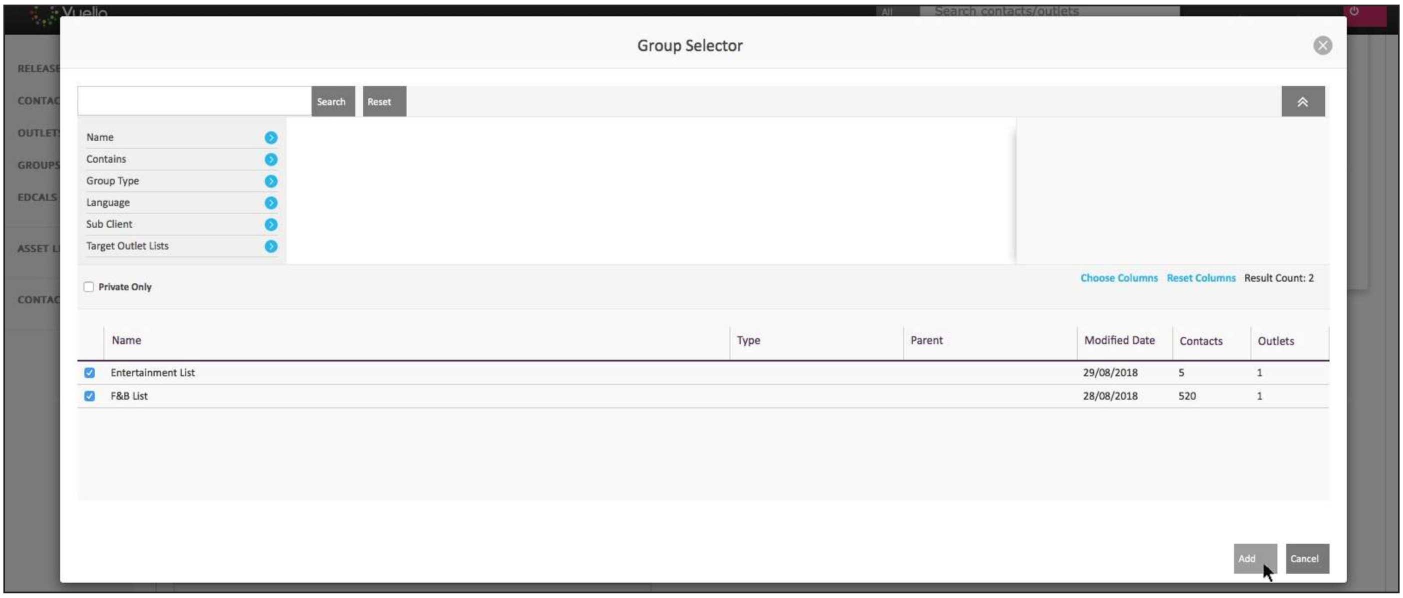
You can choose to send your release to saved **Groups**, selected **Contacts** or **Outlets**, manually added **Contacts**, or to an external list of recipients in a spreadsheet file (or any combination).

Selecting Saved Groups

To send to any of your saved lists, click the **+** button in the **Groups** section:



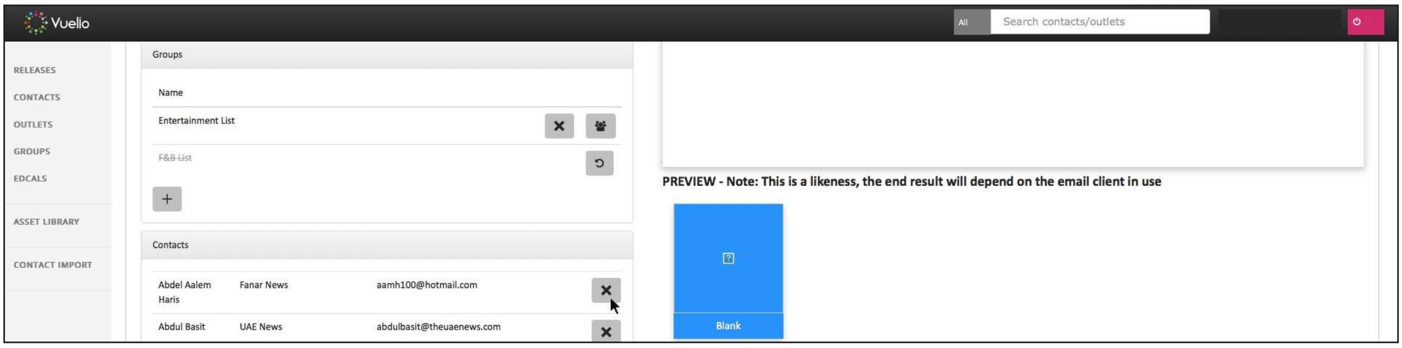
The **Groups** created on your account display, and you can also use the **Filter** section above to **Search** for them if required. Select a **Group** using its tick box (you can send to multiple **Groups** at the same time by selecting more than one) and then press the **Add** button:



Selecting from within a Saved Group

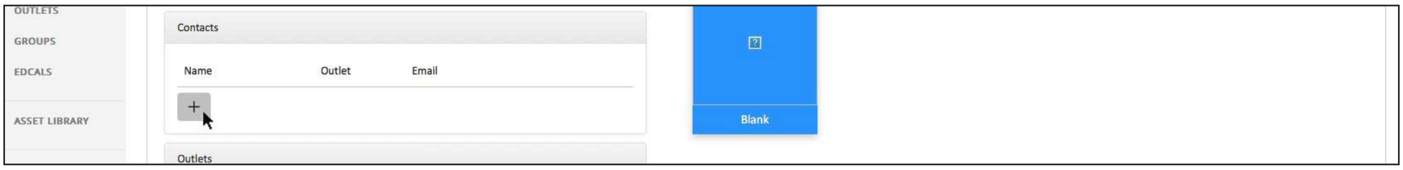
If there are any recipients in one of your selected **Group(s)** that you do not wish to include in your distribution, press the **Explode Group** button next to the **Group's** name:

The contents of the **Group** will be added individually to the **Contacts** and/or **Outlets** sections below the **Groups** section (depending on their type), along with a **Delete** button next to each which can be used to remove individual entries so they no longer receive the distribution:

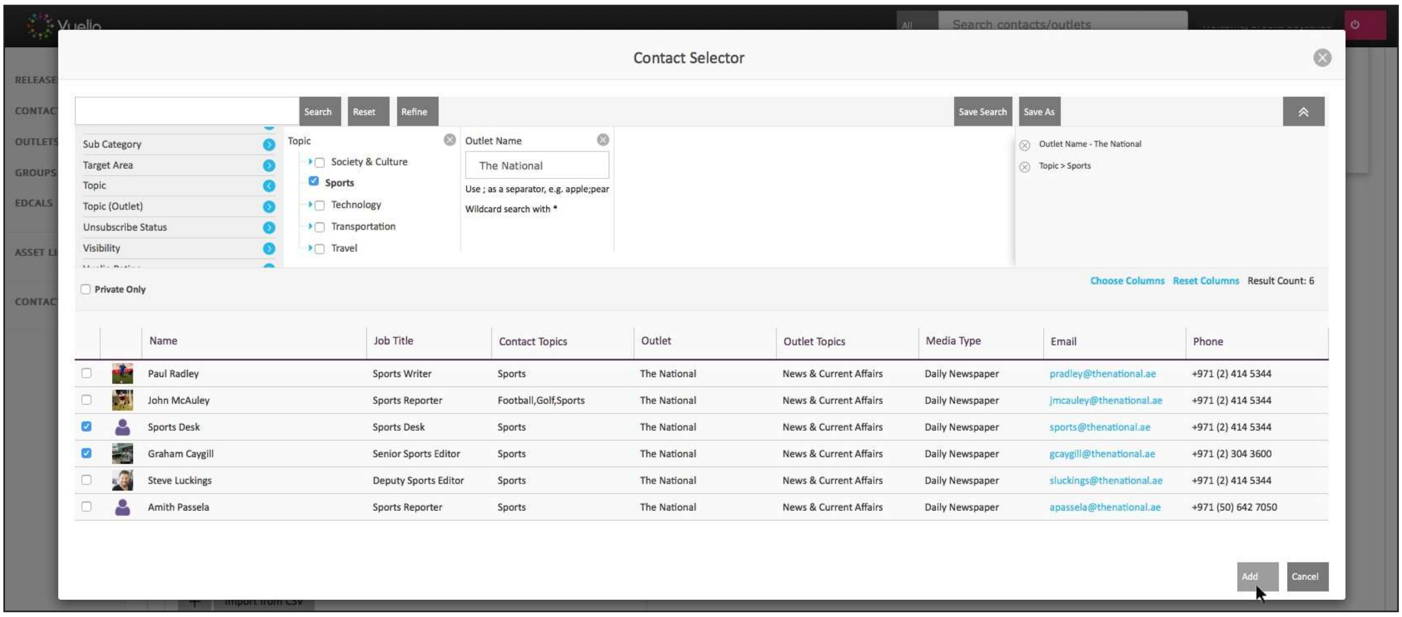


Selecting Individual Contacts

To select **Contacts** from the database to include in your distribution, press the **+** button in the **Contacts** section:



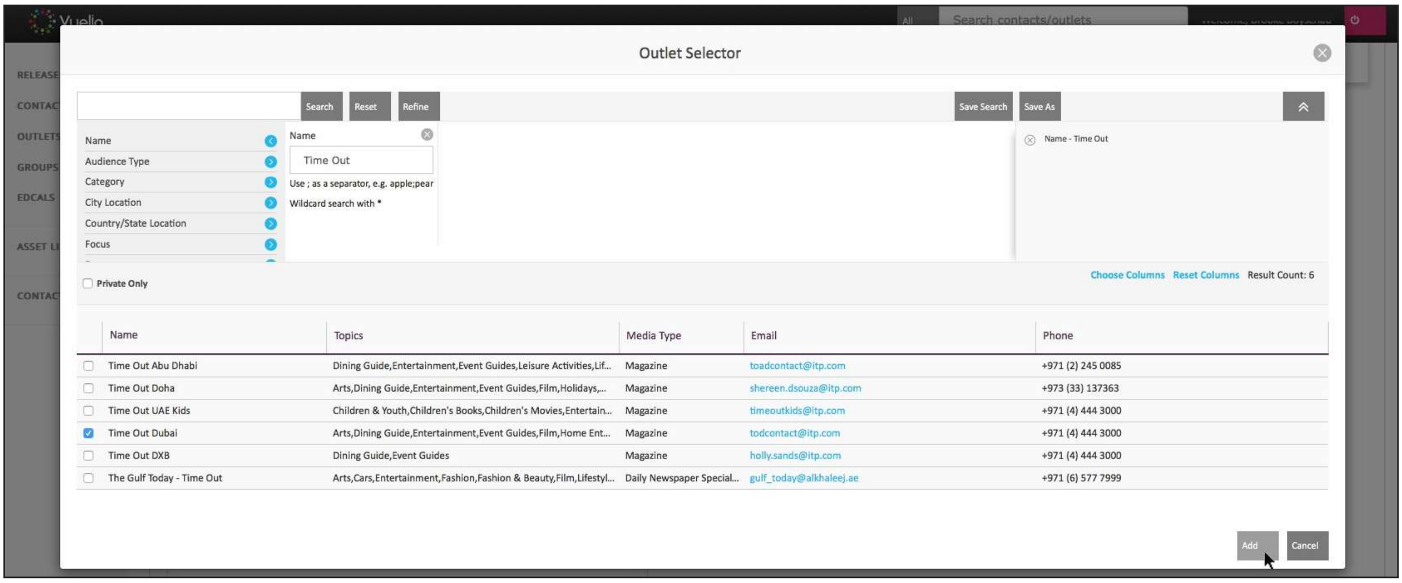
Use the **Filter** and **Search** options at the top of the **Contact Selector** screen to find **Contacts**, select the ones you wish to include using their tick boxes, and then press the **Add** button to include the selected **Contacts** in your distribution:



Selecting Individual Outlets

To select **Outlets** from the database to include in your distribution, press the **+** button in the **Outlets** section:

Use the **Filter** and **Search** options at the top of the **Outlet Selector** screen to find **Outlets**, select the ones you wish to include using their tick boxes, and then press the **Add** button to include the selected **Outlet(s)** in your distribution:



Adding Manual Contacts

To include **Contacts** not listed in the database, use the **+** button in the **Manual Recipients** section to add their email address and name (for use in any personalised greeting) to the distribution:

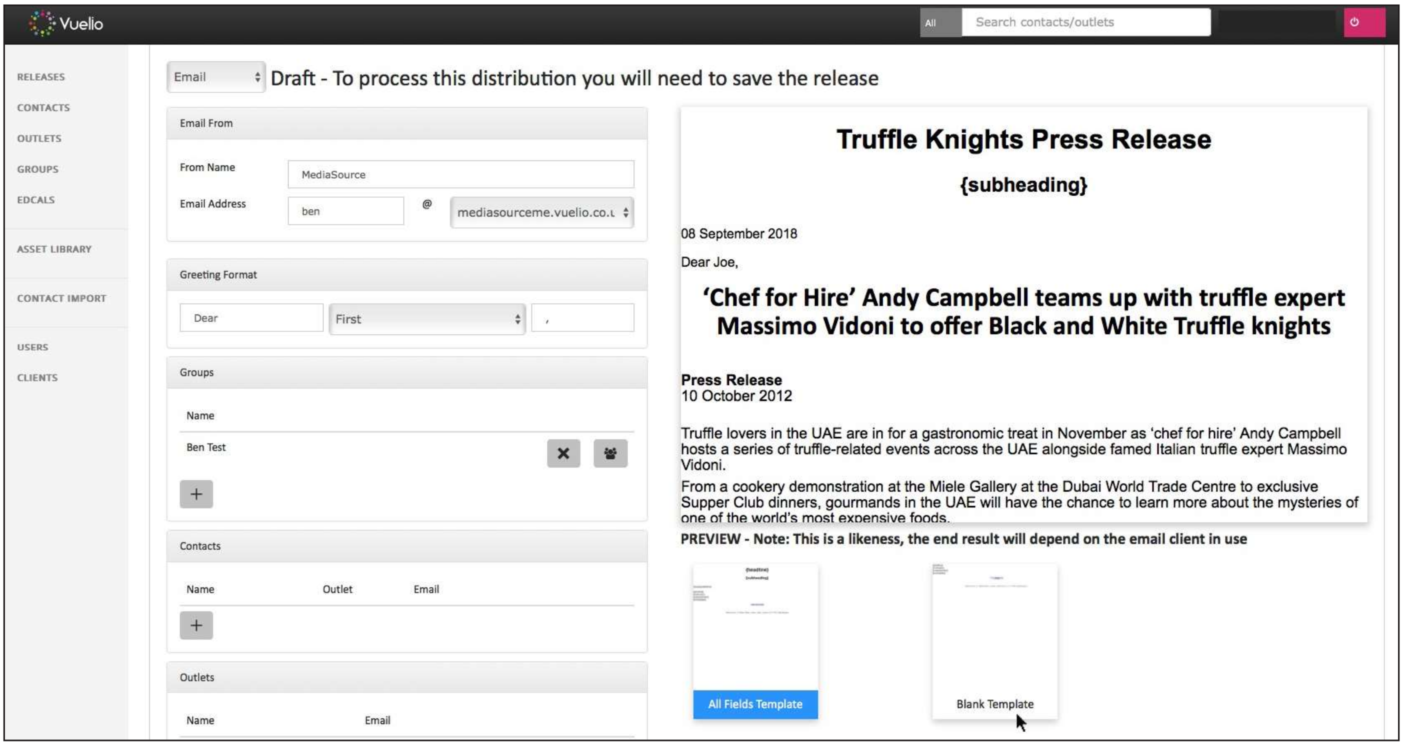
You can also use **Import from CSV** to add multiple external recipients from a spreadsheet saved in **.csv** (comma separated values) format.

Note: If the same email address is included more than once across your distribution list(s), it will automatically de-duplicate so that email address only receives the distribution once.

Preview and Send

The right side of the **Distribution Channels** tab shows you a **Preview** of how the release looks.

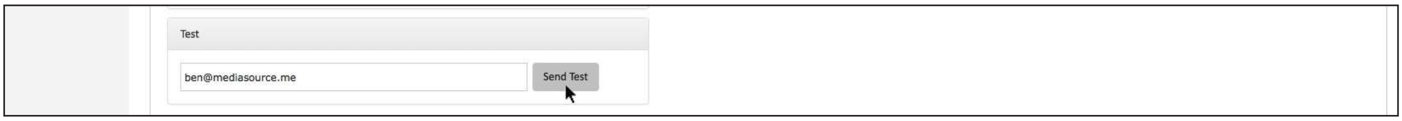
If you have more than one **Template** available on your account, select the layout you wish to use from the **Template** options below the **Preview**:



Send Test Email

You can send yourself (or somebody else) a sample email to check what it will look like before sending the actual distribution.

Enter your email address in the **Test** section and press **Send Test**:

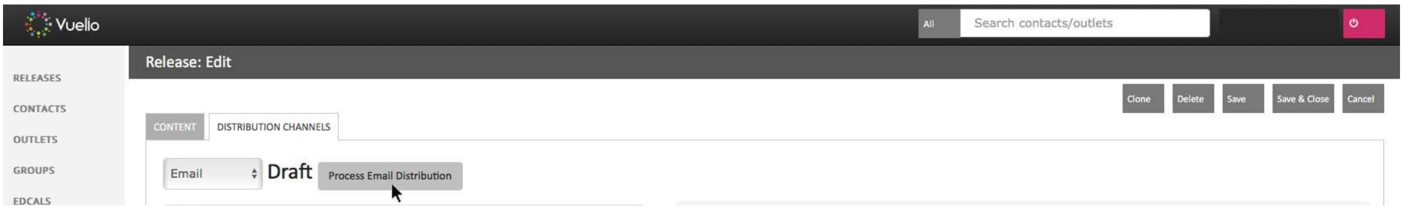


If you are not happy with any aspect of how your release appears, you can make changes on the **Content** tab as required, and then send another **Test Email** to re-check.

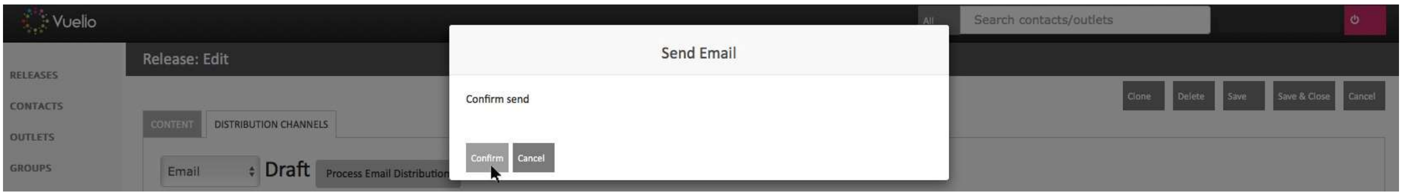
Send Distribution

Once you are happy with your **Test Email**, you are ready to send.

Press the **Save** button in the top right corner to save the distribution (or press **Save & Close** if you want to save the distribution and send later) and then select **Process Email Distribution**:

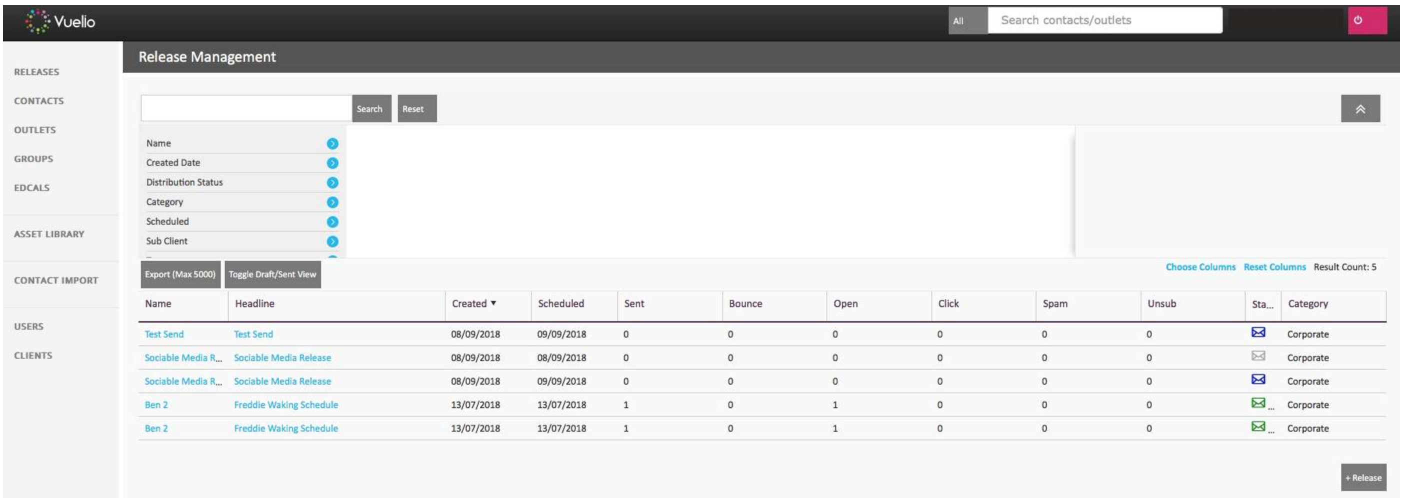


You will receive a prompt asking you to **Confirm** sending the distribution:



Pressing **Confirm** will start sending your distribution if you have set it to send immediately. If you have embargoed your distribution to send at a scheduled date in the future, it will wait until the date and time you have asked it to send.

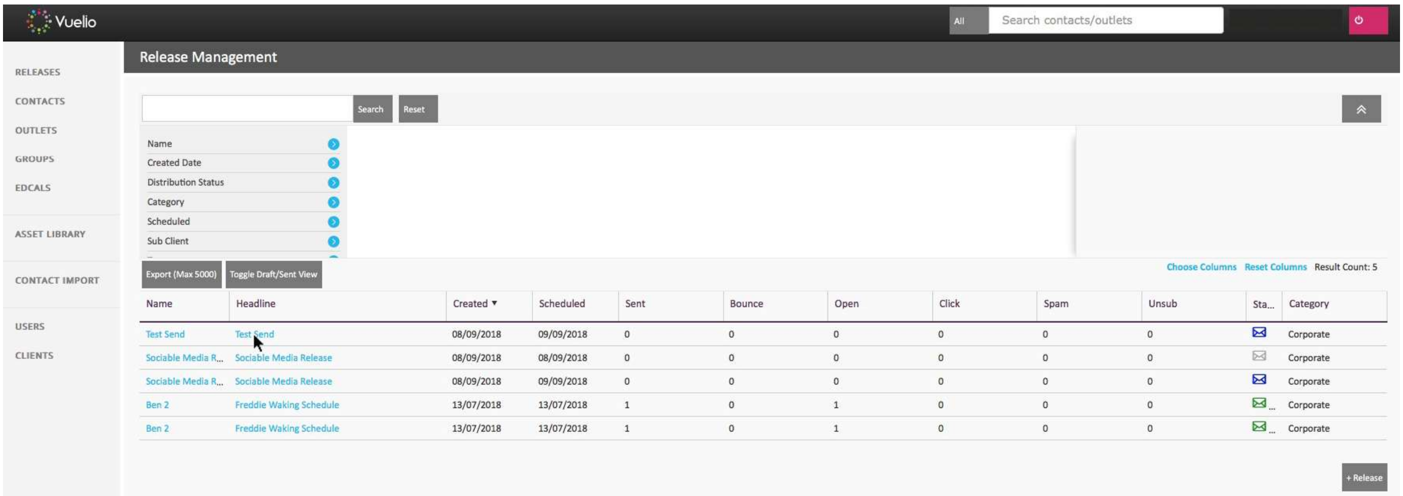
The screen will return to your **Release Management** page where you can see details of the distribution, and where its distribution statistics will display once sent:



Distributions scheduled to send in the future display with a purple envelope icon in the **Status** column, while **Sent** distributions show a green icon.

Cancelling a Scheduled Distribution

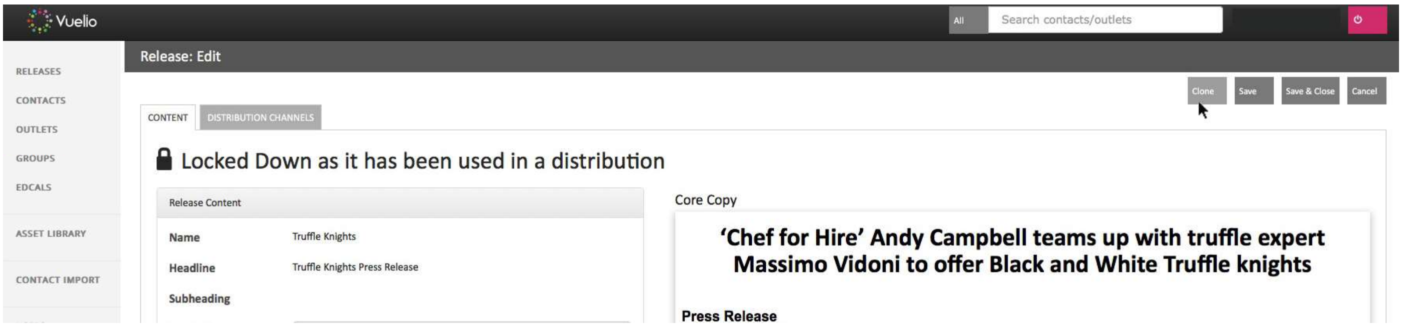
If you want to **Cancel** a scheduled distribution (can only be done before it has started to send), select the distribution from your **Release Management** page:



Select the **Distribution Channels** tab and click the **Cancel Email Distribution** button:

Clone a Distribution

To send the same distribution to different recipients, open the distribution from the **Release Management** page and press the **Clone** button in the top right corner:



After confirming you wish to **Clone** the release, a new distribution will be created comprising a copy of the release's **Content** and you can now select new recipients to send the distribution to.