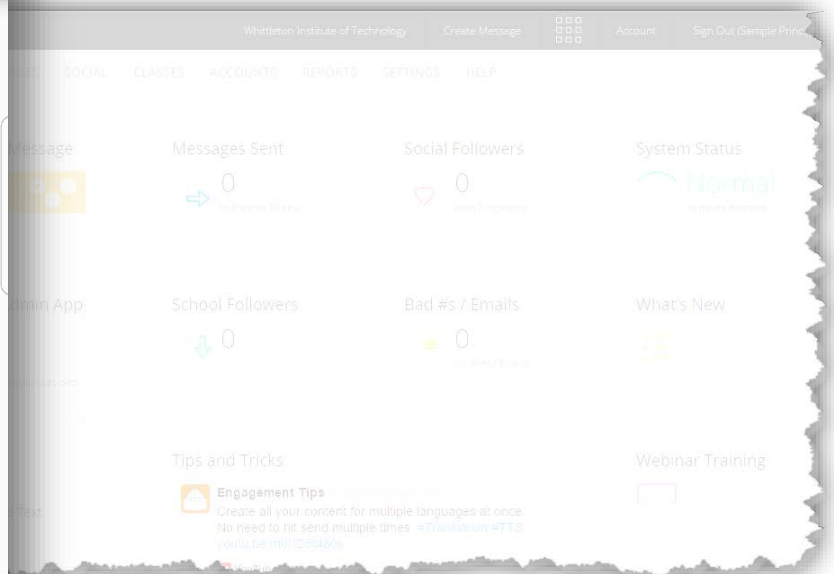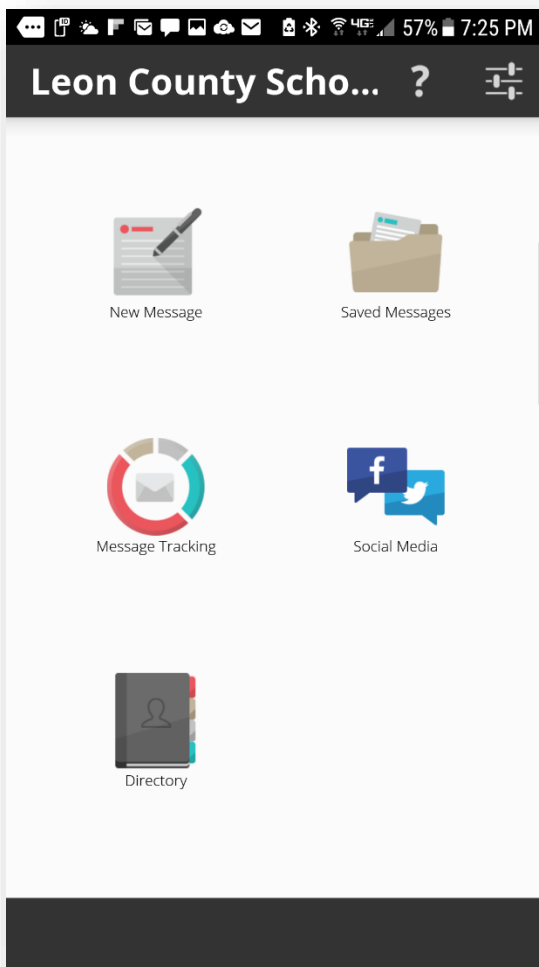LEON COUNTY SCHOOLS

BLACKBOARD COMMUNITY ENGAGEMENT

Bb CommHQ App - Administrators

Prepared for
Leon County School District

Date: June 26, 2017
Version 1.0

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Author	Blackboard Management Team		
Title	Blackboard Community Engagement		
File Name	Bbcommhq - Administrators.Docx		
Milestone	End User Training		
Last Edited	6/26/2017 1:23 PM		
Number of Pages	8		
Version	**Revision Date**	**Revision Comments**	**Author**
1.0	6/7/2017	Created Document	Scott Whittle

With the Blackboard Communications HQ app, you have access to the same message creation capabilities and features that currently exist on the web interface version.

Working with the Bb Communications HQ App

Download and Configure the App

Download the Blackboard Communications HQ App onto any mobile device.

1. Open the app store on the mobile device.
   - For Android devices this is the Play Store.
   - For Apple devices it is the App Store.
2. Click on the search bar and search for **Blackboard Communications HQ**.
3. Install the app.
4. Enter your district location to start the mobile app.

Under Settings, you can log out, reset the app, and rate the app in the app store. You can also configure alerts and contact support.

Configure alerts

You can determine whether or not to receive social media alerts, for your school you want for the alerts (*or school(s) if you are a district administrator**).

- *By default, you are only able to see the school you are assigned to as the administrator to manage communications for*
1. From the Settings, select Configure alerts.
2. Select **On** for *Social Media Alert* to receive alerts.
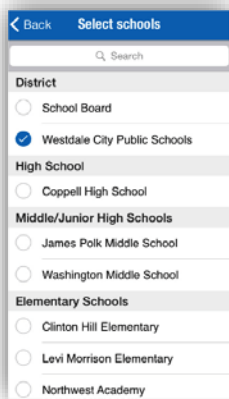
Select Off to turn the alerts off.

*Dist Admins only –
1. To select specific schools to receive alerts, choose *Select Schools*.
2. Select the schools you want to receive alerts for.
3. Select Back when finished.

Messages in HQ Mobile App

Create a message

1. From the Blackboard Communications HQ app, select *New Message.*
2. Select one of the delivery methods from the ***Send Message*** tab:
   Note: *You can select one or more delivery options for the same msg. All options are **OFF** by default, simply click the icons for the delivery method on the bottom bar you wish to use.*

   o ***Template*** option - Create a template message to be used on all of the delivery types and modified later in each one to customize them. You should type the body of the message here. You can also add images for the template option. Not all messages types will post images.

   You must fill out the template before selecting delivery methods. ***The text will not transfer automatically if the delivery methods are chosen before the template is finished.***

   o ***Phone*** messages - If you created a template message, the content will be added here for phone calls. You can update the text and select how to make the recording - ***Call me to record (voice recording), Call in to record (voice recording), Upload audio file***, or ***Text to speech***. To remove the phone call option, close out the tab from the upper right hand corner.

   o ***Emails -*** If you created a template message, the content will be added here for emails. You can update the text and add any images. To remove the email option, close out the tab from the upper right hand corner.

   o ***Text/SMS -*** If you created a template message, the content will be added here for text/SMS messages, but you may need to edit the content to be less than 160 characters. To remove the text/SMS option, close out the tab from the upper right hand corner.

   o ***Push Notifications -*** If you created a template message, the content will be added here for the app notifications. You can update the text and add any images. You can also mark the notification to appear only to known recipients and not to the general public of your mobile app. To remove the app notification option, close out the tab from the upper right hand corner.

   o ***Facebook -*** If you created a template message, the content will be added here for Facebook messages, but you may need to edit the content to be less than 160 characters. You can update the text and add any images. To remove the Facebook option, close out the tab from the upper right hand corner.

   o ***Twitter -*** If you created a template message, the content will be added here for text/SMS messages, but you may need to edit the content to be less than 140 characters. You can update the text and add an image. To remove the Twitter option, close out the tab from the upper right hand corner.

   o ***District/School Websites -*** If you created a template message, the content will be added here for your district or school websites. You can update the text and add any images. To remove the website option, close out the tab from the upper right hand corner.
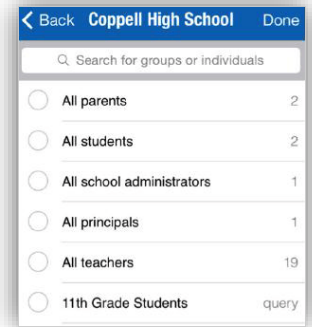
3. Select the message recipients:
   o Select the **Recipients** bar.
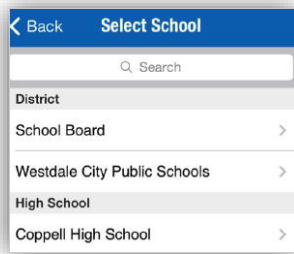
   o Select the school or district.
   o Select the recipient group.

     You can add as many groups as you would like. Select **Back** to add groups from different schools.

     The lists only show the groups themselves. To find individuals, use the search bar at the top, and then filter by the options.

   o Select **Done** when finished.
4. Fill out the appropriate information for the message, such as the message title and the message content.
5. Select **Send** when ready to send your message, or use the advanced options.

Advanced options

Before selecting **Send**, you can translate the message to different languages, customize the date and time a message begins delivering, and set it to go out as an emergency message.

1. To translate your message, select the **Translate** icon.

   Amheric language will not include translation or text-to-speech capabilities. Some Android devices and iOS do NOT support Amheric, and the message may not look correct on those devices. However, it is expected that those users requiring Amheric language will use phones that support the display.

   o Select the languages for the translation, or select **Translate to all languages**.
   o To update the content in a specific language, select **Edit**.
   o Update the specific message types as required by any character restrictions.
   o Select **Done** when finished.
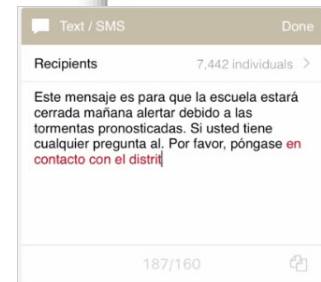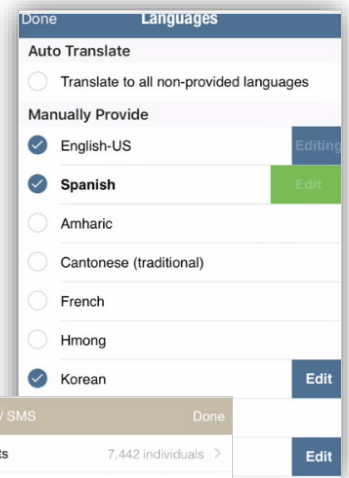
2. To adjust the delivery for the message, select the **Date and Time** icon.
   o Select the date and time for when to **Start** the message delivery.
   o Select the date and time for when to **End** the message delivery.
   o Select **Done** when finished with the delivery time.
3. For an emergency message, select the **Emergency** icon.

⚠ *Emergency messages will appear as warnings to recipients and all black-out delivery times configured will be ignored. Use **ONLY** in emergency situations that affect either the health or safety of school or district staff, or student or parents.*

   o Select **OK** when finished to send immediately.
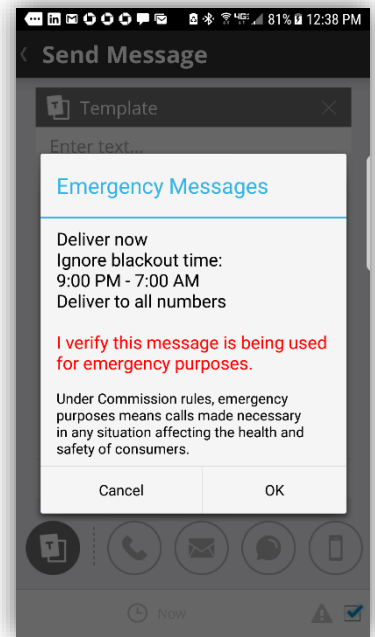
You can send an already existing message from the Saved Messages feature. Use these standard messages for content that needs to be sent out on a time-to-time or frequent basis.

Send a saved message

1. From the Blackboard Communications HQ app, select **Saved Messages**.
2. Select the message to send.
3. Change any of the following for the message:
   o Edit the text, edit the subject, or add new delivery method types.
   o Choose the recipients.
   o Translate to different languages.
   o Select delivery time.
   o Select emergency status.
   o Delete delivery method types.
4. Select **Send** when ready.
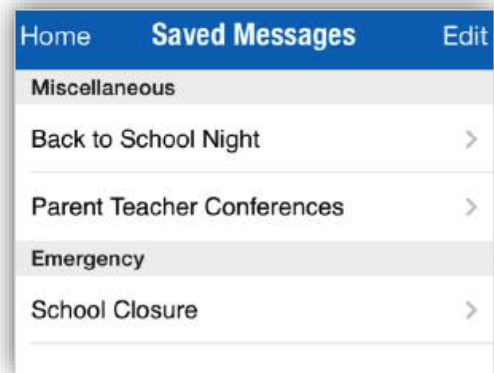
💡 *To delete a saved message, select Edit, select the message to delete, and then select Delete.*

Add a photo

You can add pictures to several delivery methods in the Blackboard Communications HQ mobile app, including email, to the app, Facebook, Twitter, and to the website feed.

1. Select the **Camera** icon available for the delivery method.
2. Either take a photo or select an existing photo:
   o Select **Take Photo** to take a picture.
   o Select **Choose Photo** to select from the **Photos** or **Gallery.**
3. Select **Use Photo** to add the picture to the message or template.
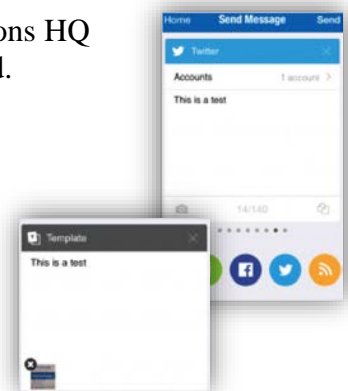
Users can easily remove the photo by selecting the *Delete (x)* icon. You can also select the image and move it to where you need it in the message.
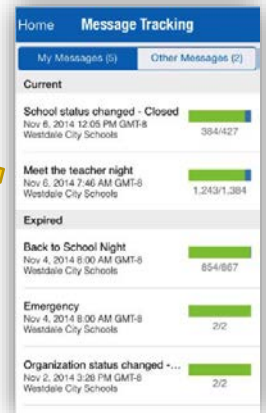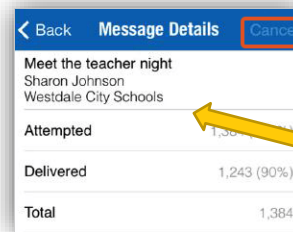
The Blackboard Communications HQ app allows the user to cancel a message that was sent from the Blackboard Communications HQ app. You cannot cancel a message if it is currently being delivered, but you can cancel the message up to 5 minutes before the delivery.

Once a message starts being built and sent, the cancel feature does not guarantee to stop cancelation immediately.

Cancel a message

1. In the Blackboard Communication HQ app, select *Message Tracking*.

2. Select the message to cancel.

3. Select the *Cancel* option.

Track Messages

The Blackboard Communications HQ app allows you to see the delivery status of messages and the priority levels.

- In the Blackboard Communications HQ app, select *Message Tracking*.

You can view the message summary including who sent the message, the percentage of delivery attempts and successes, the detailed date and time, the priority level, the category for the message, and the delivery methods chosen.

The Directory feature from the Blackboard Communications HQ app allows you to search for a specific user. Administrators can also use this feature to update the district or school recordings.
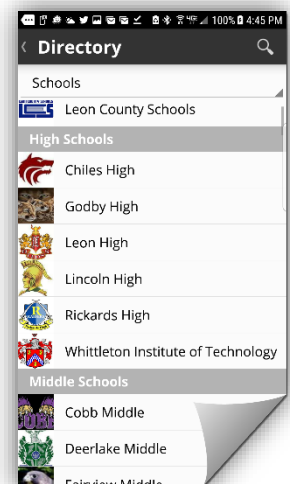
Directory in HQ Mobile App
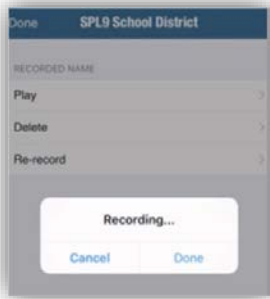
Search the directory

1. Select the *Directory* icon.

   The schools listed on this page strictly show organization information.

   o To find *Schools, Staff, Parents, or Students*, select the specific buttons at the top of the directory.
   o Use the *Search* bar to search for individuals.

Update the school name recording

In the Apple iOS only- district and school administrators can now record school names.

Select the *Directory* option and then select the school.

1. Select the *Setting* icon in the right corner to access the recordings.
2. You can select to *Play, Delete, or Re-record* the school message.
3. Select *Done* when finished.

# Social Media Manager in HQ Mobile App
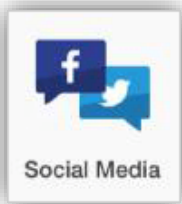
Staying social while on-the-go!

If your district or school has included the Social Media Manager feature to your Community Engagement solution, you will be able to access the Social Media icon on the Blackboard Communications HQ app. This feature allows you to access Social Media Manager from your mobile device.

As an administrator, you can track how well the district and school are doing on social media, respond to questions posted by people on the pages and accounts, and see what is happening overall in the district/school.

Access social media posts

You can access any social media posts through the Blackboard Communications HQ app. You can reply to all types of comments, answer specific questions, and reply to specific VIPs set for Sociability.

1. Select the *Social Media* icon from the Blackboard Communications HQ app.
2. Select *Activity*.
3. Select the type of posts to view:
    - Select *All* to see all that's going on. The All page will show posts recently made on social media that are being tracked.
    - Select *Questions* to only show posts that contain a question. This page starts with the most recent question posted on one of the pages/accounts being tracked by your district or school.
    - Select *VIPs* to only shows posts that were posted by a VIP, starting with the most recent post.
4. Reply to any of the posts:
    - Select the post where you want a response.
   - Type the response and select *Post*.
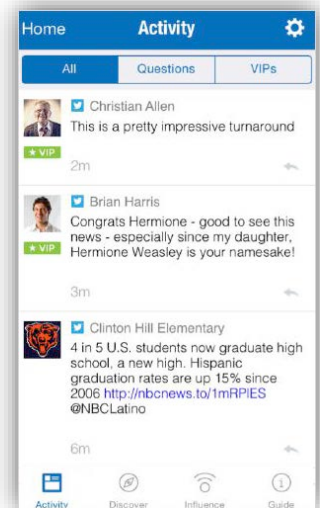
You can review your social media influence based on the number or followers, posts, and your VIP influence, plus you can discover when other pages link to your school, and add social media guidelines for your school.

Determine social media influence

The Social Media Influence feature lets you see how well your district and schools are doing with social media, as well as how influence from your VIPs is doing.

1. Select the *Social Media* icon from the Blackboard Communications HQ app.
2. Select *Influence*.
3. Select the type of influence to review:
   o Select *Followers* to show many followers each school has.
   o Select *Posts* to show how many posts were made at each account/page.
   o Select *VIPs* to aggregate all VIPs that have ever posted on any of the social media pages/account being tracked.
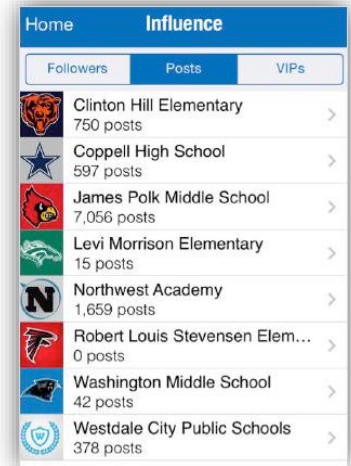
Discover your school on social media

The Social Media Discover feature shows posts that contain links, or anything "discoverable" made on different pages/accounts not owned by the district or school that contain references to the district or school.

1. Select the *Social Media* icon from the Blackboard Communications HQ app.
2. Select *Discover*.
   o You can Reply to any post.
   o Select any of the links contained in posts to review details.
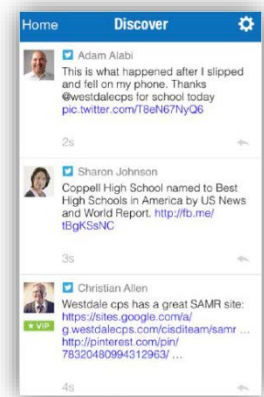
Access the social media guide

The Guide feature of Social Media allows the district to post their suggestions/guidelines/rules for their social media content.

1. Select the *Social Media* icon from the Blackboard Communications HQ app.
2. Select *Guide*.