



How nuAlerts Works

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What is nuAlerts?

It is a simple, easy to use online service that helps you get the word out to your community, to the web, to social networks via email, text messaging and more. Simply go to www.nualerts.com to post an alert about your upcoming event, news, promotions, tips, discounts etc to get your word out everywhere.



So what makes nuAlerts special?

What makes nuAlerts special is that it's like a Swiss army knife for online marketing!



1. You can now **post your alert** anytime and have it immediately visible to Chamber members:
 - a. Via the [Chamber Member Alerts page](#)
 - b. Via the [Chamber website](#)
 - c. Instantly [via text messaging, email or dashboard](#) to anyone getting your alerts



2. **Post to Your Website:** With the same account you can also send your alert to your website and keep your website fresh, active, engaged and search engine optimized.



3. **Post to Social Networks:** Post with 1 click to Facebook, Twitter to get more exposure. We can provide logins for 35 accounts if you prefer not to setup and maintain your own.



4. **Send Free Text Message Alerts:** Free text messaging number for your nuAlert account so people can sign up to get text alerts when you post an alert. You get the number automatically when you register your account.



5. **Get Google Optimized:** Posting alerts gets you immediately optimized for Google and makes sure that people can find you when they search online.



6. **Get a Blog:** nuAlerts is also part of microblogging which is the next generation of blogging. So you may chose not to have a blog and use nuAlerts instead to post important updates.



7. **Get a Portable Website/Dashboard:** Paid accounts have a free widget/gadget or Dashboard which is basically a portable window with your alerts on it. You can put this portable dashboard on other sites, social networks or people can take it with them to help you market your services.

Who sees my alerts?



1. People who have specifically signed up to get your alerts.
2. People seeing the nuAlerts home page which is a running news ticker
3. People in your Chamber as they look at the Chamber Member Alerts page
4. People visiting the Chamber website

How do I post my first alert?

1. Go to www.nualerts.com and **login** on the Member login on top of the page
 - a. Enter your email address: the email you received your nualert invitation
 - b. Enter your password:
 - c. Click on Go button

Post an Alert >>

2. Click on the **Post an Alert** red button on the right side
3. **Select a Topic** from the list (you must select one. You can also change these topics, more on that later.)
4. **Select Lists** – you can skip this on the first post since we will build lists later
5. **Type in Alert message:**
 - a. **Short Message:** think of this as the headline of your post or ad. You must fill this section out and type in only 140 characters. The number on the left will decrease as you type; letting you know how many characters you have left. This message will post to the nuAlerts home page, dashboard, go out via text messaging and via Twitter, if you check those boxes below.
 - b. **Addition Text:** think of this as the details section including images, color, and font sizes. You can also spell check in this section. This text does stay with the short message if you send out via emails and also on your alerts page. It however will not go to Twitter or via text messaging. You are limited to 500 characters in this section.
6. **Where to post this nuAlert?** Your options are to send out emails, text messages, post to your Facebook account, your Twitter account, post to nuAlerts home page and dashboard. You can check one or a combination based on your goals. For example, if you want to send out a message to a specific list via email online, then uncheck everything but email. This gives you complete control over where your message gets posted and how it is sent out. If someone has signed up for text alerts and you don't check SMS/text then they will not receive your alert.
7. **Click on the button Post an Alert.** If you checked Facebook and/or Twitter then first you will be taken to those sites, asked for your logins and allowed to post before you are brought back to nuAlerts. Be patient since sometimes the connections with those sites can take longer than a few seconds!



How does someone get my alerts?

1. Your account will have an orange Follow button which anyone can click to start receiving the alerts they want and how they want them.
2. You can also invite people by clicking on Invite to Network and entering emails or uploading a file or importing from Gmail/Yahoo. The email invitations have a link that invitees can click on to sign up for your alerts.
3. Finally, you can work with us to add all your approved email lists into nuAlerts and start sending alerts instead of email campaigns.