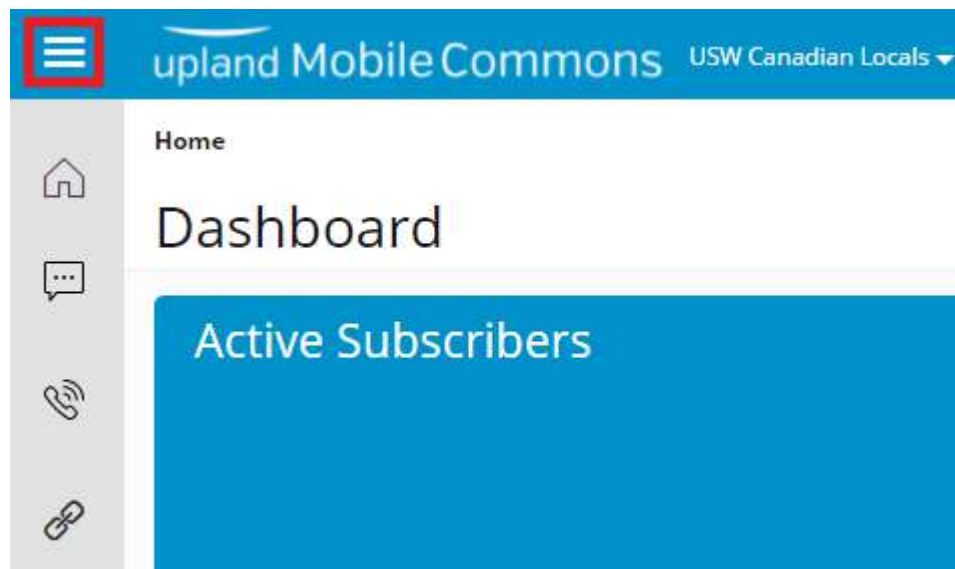


1. SIGNING INTO THE MOBILE COMMONS DATABASE

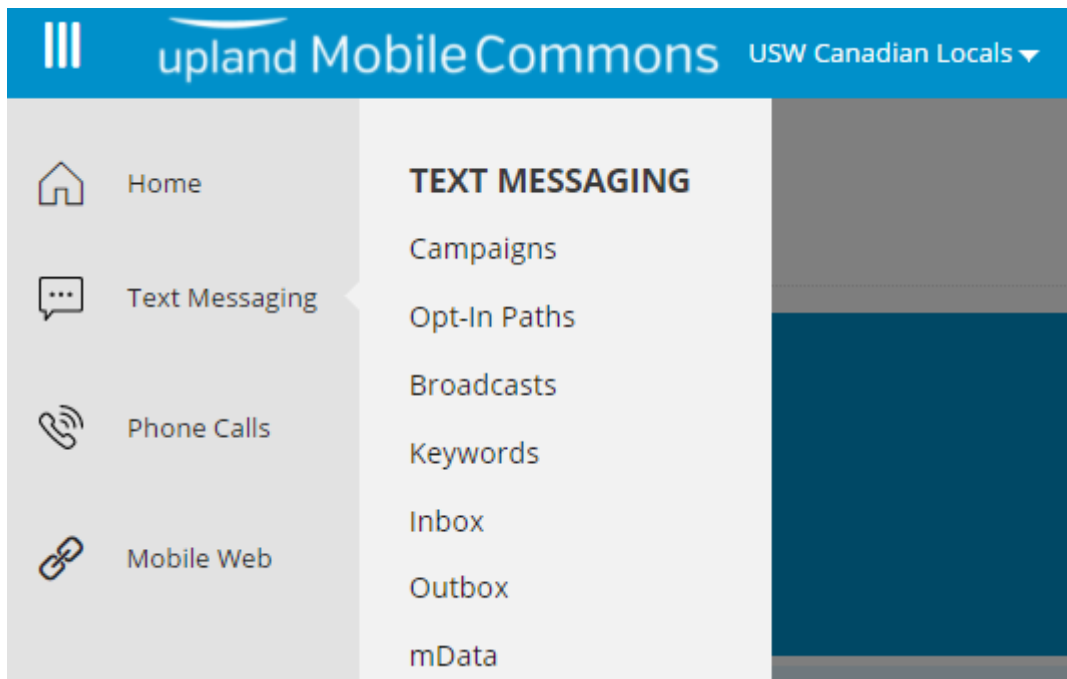
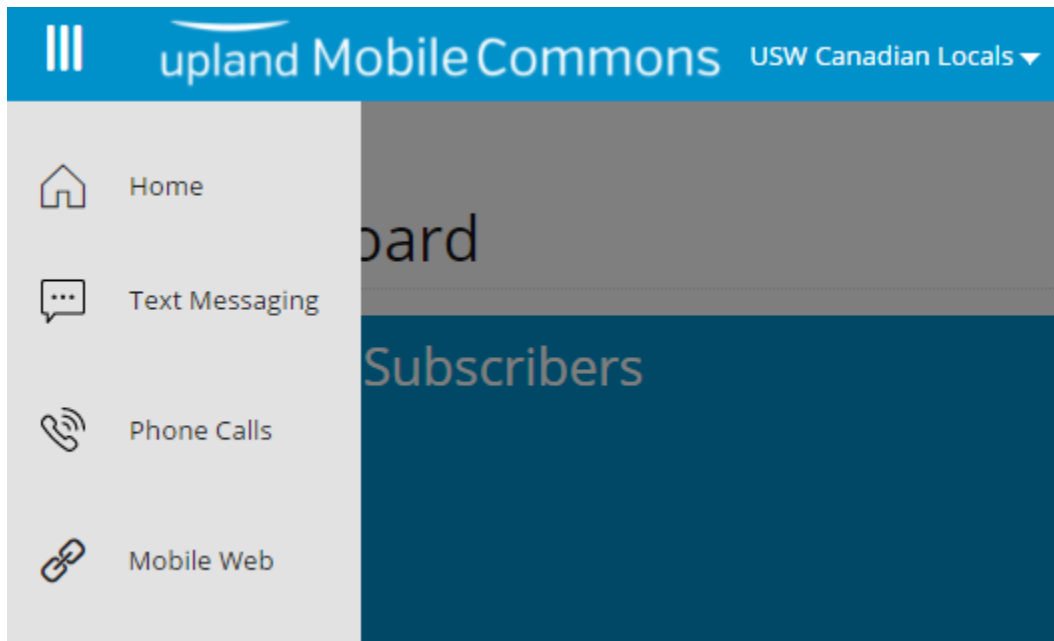
1. Go to:
<https://secure.mcommons.com/login>
2. Log in:
Use the email address you provided
3. Password:
::themMOREock85
4. Please change your password after the first time logging in. Click “My Settings.” Scroll down and enter the password you want in “Password” and “Password Confirmation,” plus the password that we assigned you in “Current Password.”*
 - Your new password needs to be very secure. Please make it at least 8 characters long, multiple CAPS, and include numbers and non-alphabet characters. This is your members’ information, so it is important to protect it.
** Please also update your own contact information if it is wrong or lapsed in the system.

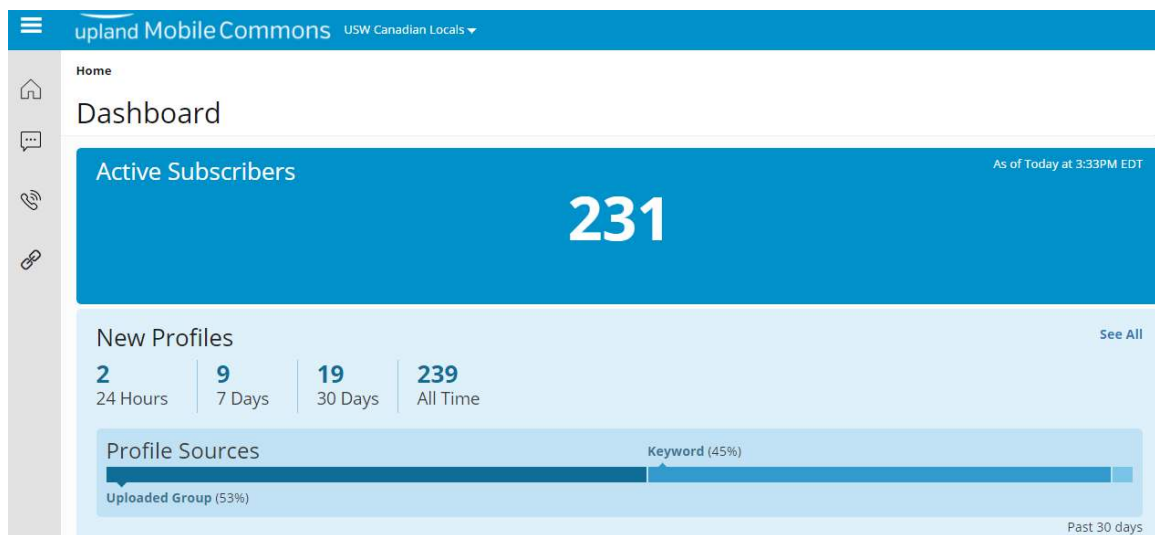
2. Your Dashboard

Mobile Commons has changed their left-hand menu slightly, hiding the text behind three horizontal bars in the upper-left corner, highlighted in red below:



When you click on the three bars, it expands the menu on the left-hand side to include text labels and sub-options like this:





After logging in, the dashboard is the default view. Please note that the Active Subscribers and Profiles numbers on the dashboard will reflect all of the campaigns under the 'USW Canadian Locals.' This number will change over time as folks subscribe/unsubscribe to lists. Step number three below will show you how to check the number of subscribers from your own local's list.

3. FIND YOUR LOCAL UNION LIST

1. You will be mainly accessing your list and sending out text messages from your local's section of the "Campaigns" section of Mobile Commons. Click on "Text Messaging" on the left hand side menu, then click on "Campaigns". Here is your list Local Union list.



4. FIND A MEMBER AND UPDATE THEIR CONTACT INFORMATION

1. To see your individual members, click on subscriptions at the top of the page.

The screenshot shows the Upland Mobile Commons interface. At the top, there's a blue header with the logo and 'USW Canadian Locals'. Below the header, a breadcrumb trail reads 'Home > Campaigns > LU 2020'. The main heading is 'LU 2020'. Below this, there are two rows of information: 'Phone Opt-In Keywords: 2020' and 'Current Subscribers: 201 subscriptions (Full Report)'. On the left side, there's a vertical menu with icons for home, messages, and a phone handset.

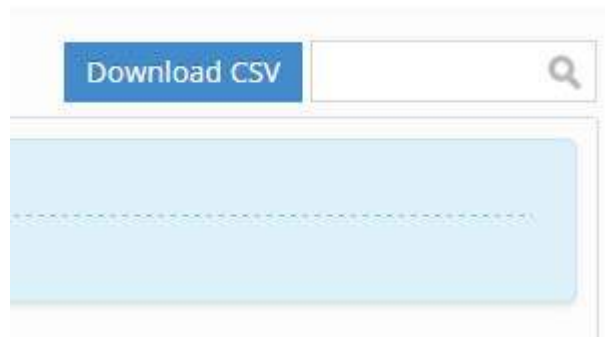
2. You will land on a page with all of the names listed. To search for a person, type their name or their cell phone number in the search bar at the top right hand side of the screen. Here, we typed in Jen Hassum. Hit enter to initiate the search.

The screenshot shows the Upland Mobile Commons interface with the 'Subscribers' page. At the top, there's a blue header with the logo and 'USW Canadian Locals'. Below the header, a breadcrumb trail reads 'Home > Campaigns > LU 2020 > Subscribers'. The main heading is 'Profiles'. Below this, there's a filter bar with tabs: 'Show: All | Active Subscribers | Former Subscribers | No Subscriptions | Opted Out | Synced | Invalid Profile Data'. Below the filter bar, there's a table with columns: 'User', 'Address', and 'First Seen'. The table contains four rows of data, each representing a subscriber. The first row shows a subscriber with the address 'Street Address, City, State P0M 2K0' and 'Opted in with 2020 3/29/2017 11:44AM EDT'. The second row shows a subscriber with the address 'Street Address, City, State P3E 4J8' and 'Opted in with 2020 3/28/2017 8:48PM EDT'. The third row shows a subscriber with the address 'Street Address, City, State P3E 2G8' and 'Opted in with 2020 3/28/2017 8:08PM EDT'. The fourth row shows a subscriber with the address 'Street Address, City, State Zip' and 'Opted in with 2020 3/28/2017 2:16PM EDT'. On the left side, there's a vertical menu with icons for home, messages, and a phone handset.

3. Click on the user's cell phone number. You will now see an entire page with the person's contact information. Click on what you would like to edit (the spelling of their name, their email, their cell, or to subscribe or unsubscribe them).

5. REIVEW YOUR LIST BY DOWNLOADING IT

1. The best way to review your list to ensure that all of your subscribers are members is to download it and compare it to your membership list.
2. Just as explained above, in your local union's Campaign click on "subscribers", located at the top of the page. Once you are on the page, click on "Save as CSV".*
* CSV is a very simple spreadsheet file; you can open it in standard software like Microsoft Excel.
3. It will take a few moments to "Generate" and the button will turn dark blue and now say "Download CSV". Click on "Download" and save the file to your computer.



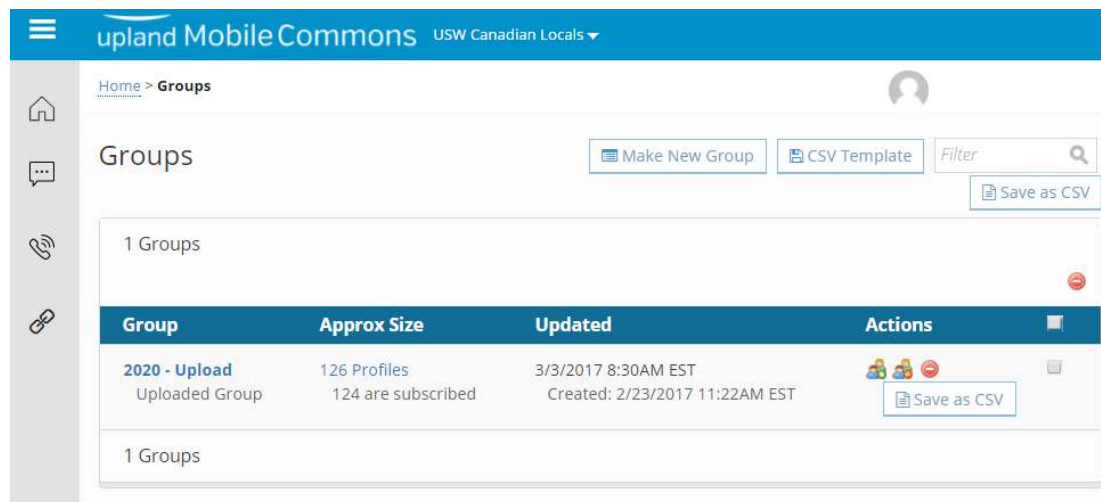
4. Open the downloaded file in Excel. Sort it alphabetically and compare it to your membership list. If you notice anyone who did not submit their name when registering for your list, you can call them to validate. Please be sure to enter their name, email and postal code in Mobile Commons when they share that information with you.
5. If you find anyone who does not belong on your list, use the directions to "Find a member and update your list" to find them using their phone number and unsubscribe them from your list.

6. HOW TO UPLOAD A LIST

To upload a new list of subscribers, it must be in .csv format with corresponding fields in Mobile Commons. You can download the template at:

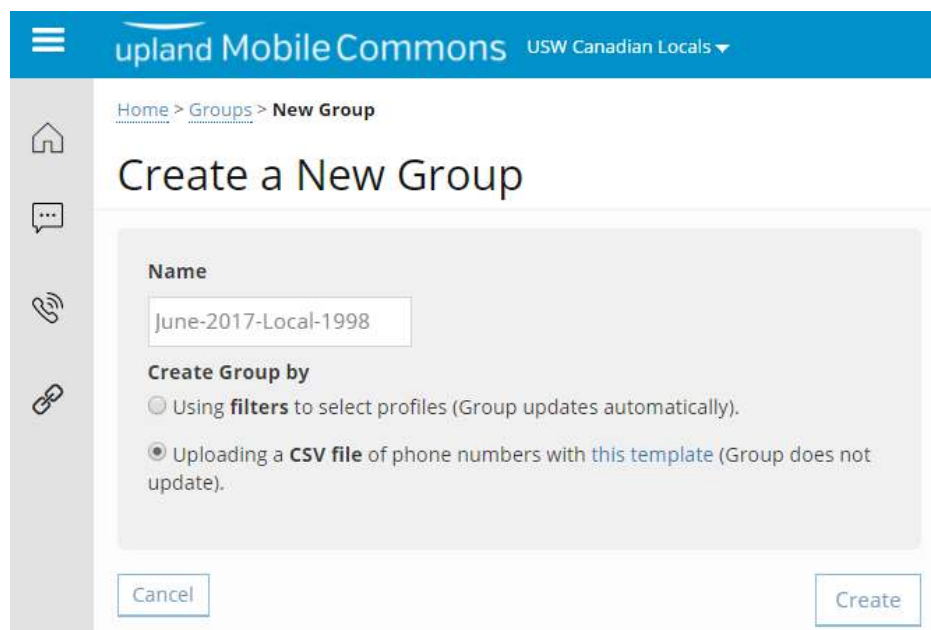
<https://secure.mcommons.com/groups/new/example.csv>

Once your list is ready, click on 'Groups' under the 'Home' tab, then click on 'Make a New Group.'



Name your group (suggested format: Date-Local, ex: **March-17-2017-Local-2020.**)

Choose 'Uploading a CSV file of phone numbers with this template'



Upload your CSV file, and click on 'Preview Group.'

upland Mobile Commons USW Canadian Locals ▼

Home > Groups > New Group > Upload Profiles

Upload Profiles

Choose file:

mobile_comm...sample.csv

or paste into here:

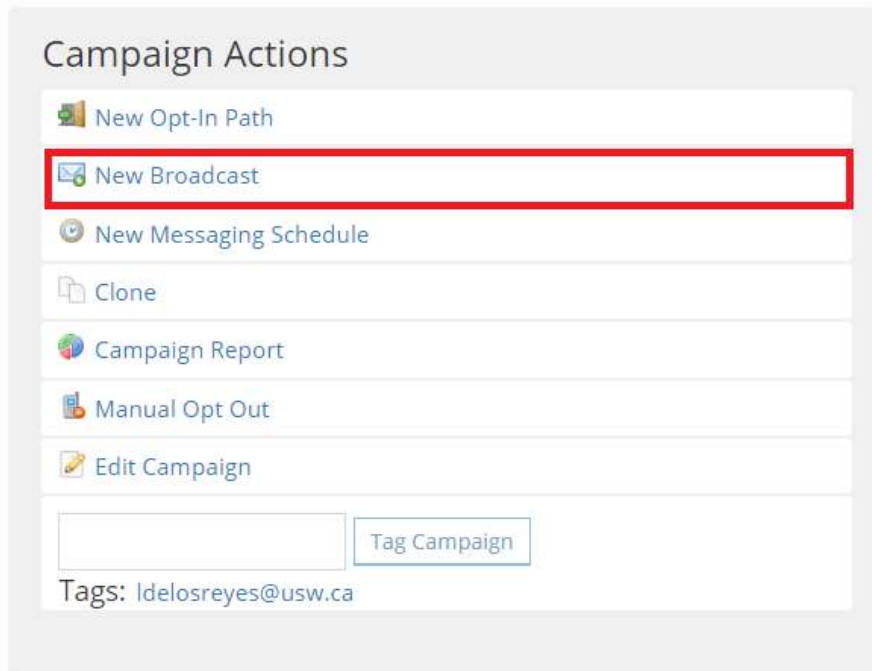
☒ **Create/Update Profiles:** Imports all data from CSV (Normal speed)

☐ **Segment Only:** Selects *existing* profiles by phone number. This will not update profile information. (Faster)

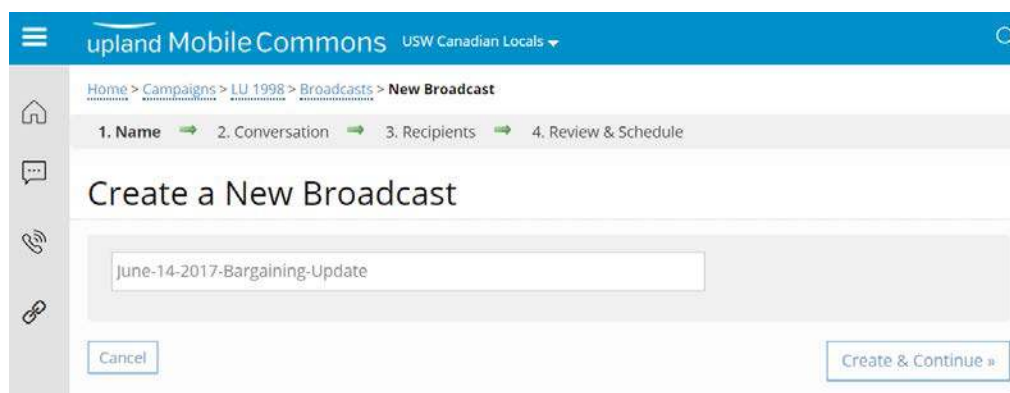
If there are no errors in your preview, you can go ahead and click 'Create Group.'

7. SENDING A TEXT MESSAGE (BROADCAST)

1. Just as explained above, get to your local union's Campaign.
2. On the right hand side click on "New Broadcast."



3. Name your Broadcast (suggested format: Date-Subject, ex: **June-14-2017-Bargaining-Update1**.) Click on "Create and Continue."



4. Type in the information that you would like to send out as a text message in the top green bubble. The text that appears when you first log in is automatic and will disappear when you start typing.

The screenshot shows the 'upland Mobile Commons' interface. At the top, there's a blue header with the logo and 'USW Canadian Locals'. Below it, a breadcrumb trail reads: 'Home > Campaigns > LU 1998 > Broadcasts > June-14-2017-Bargaining-Update > Edit Conversation'. A progress bar shows four steps: 1. Name, 2. Conversation (active), 3. Recipients, and 4. Review & Schedule. The main title is 'June-14-2017-Bargaining-Update : Conversation'. The central area contains a large text input field with the placeholder 'Test'. Below the input field, there's a preview of the message: 'Text message template under different scenarios. This is the text message you're going to send. 1:32 Left. This message will be sent via SMS. Lorem ipsum abracadabra! This is my response.' At the bottom, there are two buttons: '< Back' and 'Save & Continue >'. An 'Add a Message' button is also visible near the preview.

5. Click “Save & Continue” when you are done typing in your message. You can also cut and paste a message from Word into this space. Please be aware that there is a character limit on the number of letters you can have in one text. Keep your message short and to the point.
6. The next step is to verify who you are sending this out to. Please click on the box on the top of the page so that all of your subscribers are emailed. Press “Save and Continue” to move to the next page.

The screenshot shows the 'upland Mobile Commons' interface at the 'Recipients' step. The breadcrumb trail is: 'Home > Campaigns > LU 1998 > Broadcasts > June-14-2017-Bargaining-Update'. The progress bar shows: 1. Name, 2. Conversation, 3. Recipients (active), and 4. Review & Schedule. The main title is 'June-14-2017-Bargaining-Update : Recipients'. A yellow box contains a checked checkbox and the text 'Send Broadcast to 0 Campaign Subscribers'. Below this, there's a section 'Also include the following groups:' with a link 'Click here to Target'. Another section 'And suppress the following groups:' has a link 'Click here to Suppress'. At the bottom, there are two buttons: '< Back' and 'Save & Continue >'. The 'Save & Continue' button is highlighted with a blue border.

7. Review the text message as it will be seen by your members. This is the chance to give it one last look. If you want to go back and edit the text, click on the word 'Conversation' above and it will take you back to where you can edit the text in the green bubble. Review the recipients; be sure that it shows the correct number of subscribers. If the number is zero, you forgot to click on the box. Click on "Recipients" to go back and select your campaign subscribers list.
8. Select "Send Now" and click "Schedule" for the text to be immediately sent out to your members. A final pop-up will appear to double check that this is what you want to do. Click or hit enter to accept.

1. Name → 2. Conversation → 3. Recipients → 4. Review & Schedule

June-14-2017-Bargaining-Update : Conversation

Test

This is the text message you're going to send.

This message will be sent via: SMS

Lorem ipsum abracadabra! This is my response.

Joe User can respond with anything they like. Their responses will be in the inbox and in their profiles.

This marks the end of this Conversation

Recipients

Campaign Subscribers:0 Subscribers

Estimated Recipients:0 Deliverable Phones

Review & Schedule

Delivery Time
Times shown in Eastern Time (US & Canada) (-05:00)

☒ Send Now

☐ Send at

2017 June 14 — 20 : 55

☐ Automatically adjust for each recipient's time zone

Advanced Scheduling Options +/-

« Back

Schedule

8. SCHEDULING A TEXT MESSAGE SO IT IS SENT OUT LATER

1. Just as explained above, in sending out your text, at the final step you can select “Send At” and select the exact date and time that you want your text message sent. This means that you can load the information late at night or in the early morning and have it go out when it will not wake people up. Or you can prepare for meetings and notices in advance, all at one time, and send them out automatically.

secure.mcommons.com says:

This broadcast will start sending on June 14, 2017 at 20:55 Eastern Time (US & Canada) (-05:00) which is about 4 hours from now.

Delivery time will not be personalized to each recipient's timezone.

Click OK to confirm or Cancel to make changes.

OK Cancel

Review & Schedule

Delivery Time
Times shown in Eastern Time

☐ Send Now

☒ Send at: 2017 June 14 20:55

☐ Automatically adjust for each recipient's time zone

Advanced Scheduling Options +/-

« Back Schedule

2. You can edit and change a scheduled broadcast anytime before it is sent. First, click on the broadcast as it is listed on your main page.

[Home](#) > [Campaigns](#) > LU 1998

LU 1998

Phone Opt-In Keywords: lu1998, local 1998, lu 1998, local1998
Current Subscribers: 0 subscriptions (Full Report)

Opt-in Paths

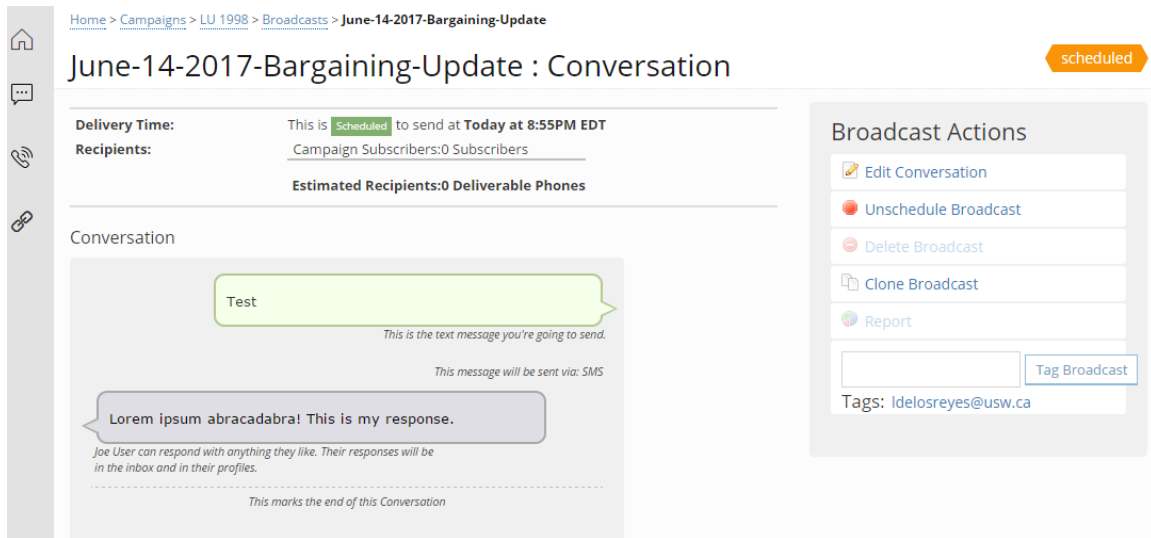
1 Opt-in Path			
Status	Name & Type	Length	
Active	Bargaining	4 messages	Report
1 Opt-in Path			

Recently Updated Broadcasts

[Show All Broadcasts](#)

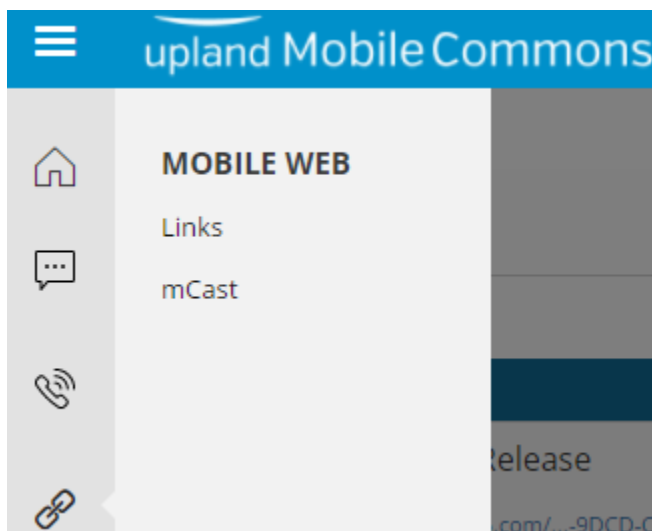
1 Recently Updated Broadcast			
Status	Name	Delivery Time	Length
Scheduled	June-14-2017-Bargaining-Update	Today at 8:55PM EDT	1 message
	Test		
1 Recently Updated Broadcast			

3. On the right hand menu, select “Edit Conversation” and/or “Unschedule Broadcast” to make adjustments to the text, or change when you want to schedule it.



9. ADDING A LINK TO YOUR TEXT MESSAGE

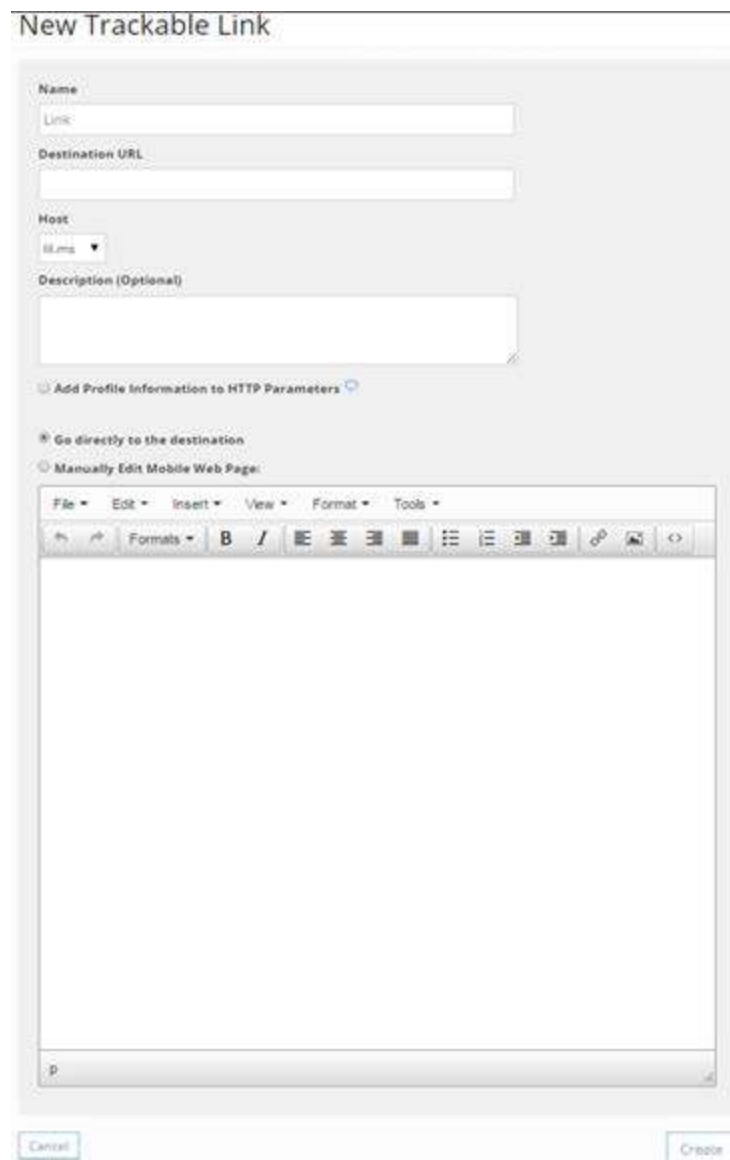
1. On the left-hand side click on the link icon.
2. Click on “Links” under Mobile Web.



3. Click on “Track Web Links” on the far right side.



4. Name your link. Here, I put the year, month, and date first, and called it Op-Ed in Sudbury Star, so that I can see the list in chronological order later.
5. Paste the website link where you want your members to click. Scroll down to “Create”.

A screenshot of a web form titled "New Trackable Link" in a light grey header. The form has a light grey background and contains several input fields and checkboxes. At the top, there is a "Name" label followed by a text input field containing the word "Link". Below this is a "Destination URL" label followed by a text input field. Underneath is a "Host" label with a dropdown menu showing "ill.ms" and a small downward arrow. Below that is a "Description (Optional)" label followed by a large text area. There are two checkboxes: "Add Profile Information to HTTP Parameters" (unchecked) and "Go directly to the destination" (checked). Below these is a section titled "Manually Edit Mobile Web Page:" which contains a rich text editor. The rich text editor has a menu bar with "File", "Edit", "Insert", "View", "Format", and "Tools". Below the menu bar is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color, bulleted list, numbered list, link, unlink, image, code) and a large text area for editing. At the bottom of the form, there are two buttons: "Cancel" on the left and "Create" on the right.

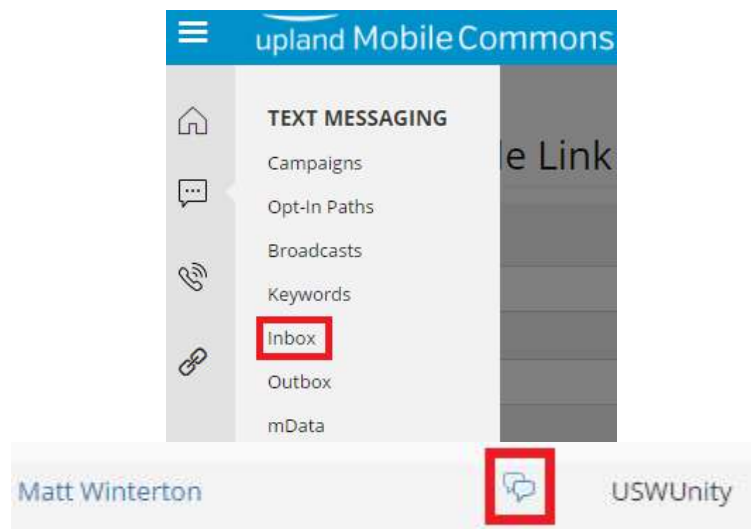
6. Copy and paste the “Trackable URL” and paste it into your text message that you want to send. Ours in this example is: <http://lil.ms/1jm6>.
7. Now when you send out the text message you will know just how many of your members clicked on the website or update that you sent them to. This is useful if you would like to send them a bargaining notice. You can put the PDF of the bargaining update on your website. Create a shortlink for people to click on, then see how many of your members read it.

Bonus: What is a shortlink?

A shortlink converts a regular URL (the web address that starts with http://) into a condensed format. It has more of an aesthetic appeal and allows you to track the clicks on the webpage.

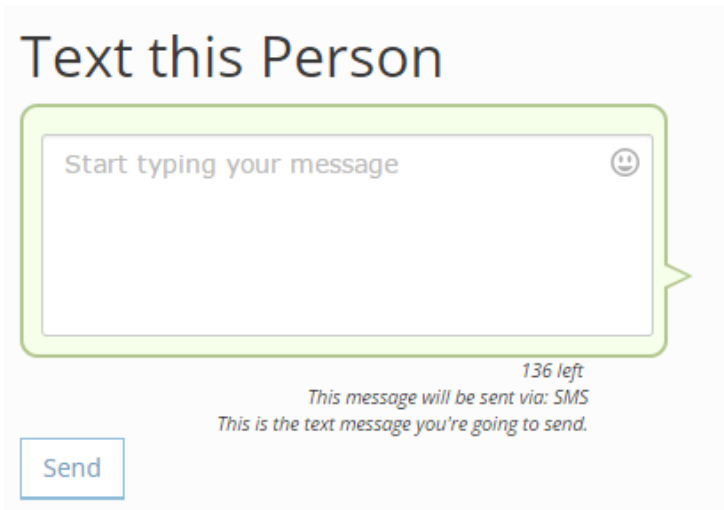
10. REPLYING TO AN INDIVIDUAL TEXT MESSAGE

1. From time to time a union member will contact you or reply for more information. You can check your text message replies by clicking on “Text Messaging,” then on ‘Inbox.’ The inbox will have all of the incoming messages including opt-in replies. To read the incoming text messages, look for the message with the message box icon.



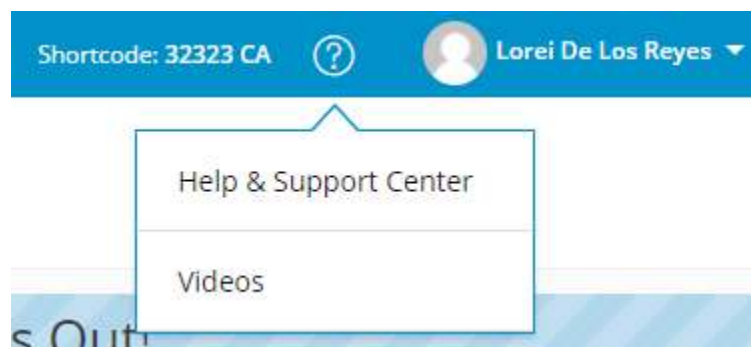
2. You can text them directly by clicking on the name of the sender. Here we found “Matt Winterton.”

3. Scroll down and see the green text bubble with the title “Text this Person”. Enter what you want to say to them. Press send and it sends automatically. No one else on the list will see it. Your identity and cell phone number are protected, since you are texting the person via the Steelworker short code 32323.



11. ADDITIONAL HELP

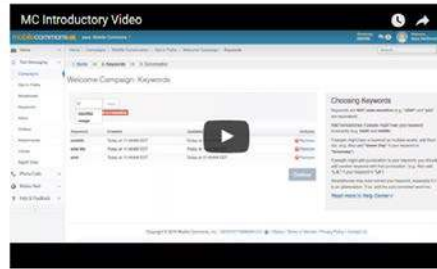
1. This is a very basic overview of Mobile Commons. If you have any questions, please contact the United Steelworkers New Media and I.T. Department.*
* Do not contact Mobile Commons directly for support. We pay for a certain number of hours of support and prefer to help resolve your problem with our New Media and I.T. staff and save our hours for questions and solutions that are beyond our abilities.
2. You can also find out answers to common questions by watching Mobile Commons tutorials online. Just go to the top right of the page beside your name, click on “Help and Feedback”, then “Videos”.



Tutorial Videos



- Basics
 - Getting Started
 - Adding, Ending, and Moving Keywords
 - Create Filtered Groups
 - Create Uploaded Group
 - Create a Phone Opt-in Path
 - Create a Web Opt-in Path
 - Create an Active Campaign
 - Profiles
 - Reports
 - How to Submit a Support Ticket
- Broadcasts
- Conversations
- Phone Calls
- Mobile Web
- Mobile Giving
- Advanced



Getting Started