Introducing FMP

Our Fordham Messaging Platform (FMP) is powered by the Acoustic Campaign system.

How to use the Asset Library

- Locate the master template in your folder. Check it and make a copy.
- Give your template a name. Naming convention: YYYYMMDD – mailing description
- Place cursor in row stating, ‘place content here...’. Ensure that your cursor is placed within this row.
- Be careful not to include content in the row above or the row below as they are spacer blocks for formatting.
- Insert a content block from the Asset Library.
- Click ‘Load from Asset Library’.
- You will see a ‘Load Content From Library’ box; ensure that ‘Shared’ is highlighted (instead of ‘Private’).

- You will be provided with a list of HTML building blocks.
- Sample from the list. A popular content block is the ‘Image Left’ as it allows for an image and wrap around text.
- You will insert a block that looks like this.
- Note that the suggested image size is 600 x 375.

- Click upon the image and insert an image from your computer or from the Asset Library.
- To insert an image from your computer
  - Highlight the image within the HTML block below and click upon the ‘Insert/Edit Image’ icon at top.
  - Upload the image from your desktop.
- The image had a predefined size of 600 x 375. So, change the ‘Width’ to 600. The Height will auto-adjust.
It is important to type in the ‘Alternative Text’.

- Alternate text (Alt text) is a text description that can be added to an image’s HTML tag on a Web page.
- This Alt Text will be displayed if the image in the Web page cannot be displayed.
- Alt Text is also displayed when a user mouses over the image.

About image size:

- You may resize the image by changing the Width above and the Height will auto-adjust; otherwise, you may change the Height and the Width will auto-adjust.
- The image is responsive, and it will retain its original aspect ratio by default. The ‘lock’ image to the right of the Width identifies that the aspect ratio is locked.
- If you would like to alter the Width as well as the Height, click upon the ‘lock’ image to remove the aspect ratio lock first.

Once you have inserted the image from your desktop as above, click ‘OK’ to continue.

If this is an image that you may reuse, you may click upon ‘Save Copy To Library’.
- You may insert another HTML block from the Asset Library. Another example, you may insert a ‘Date and Location’ block.

- You may also insert a ‘Button’ from the Asset Library. You can edit the text and set the URL in next step.
- Add more text as needed.

- Now, let’s assign a URL to the button link. Click the ‘Preview’ button at top right.
You may change the button text from 'Call to Action' to something else (e.g., Register Now).

Highlight the button text and click upon the ‘Hyperlinks’ link at right to enter the URL.

You can test the URL by clicking the arrow icon to its right.
- Remember to type your School or Department Name in the Header, and delete the dummy ‘Place your content here...’ text.
Your template is ready to be tested and distribution as noted in the instructional documentation. Refer to the quick start guide for “How To Create A Mailing”.

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