

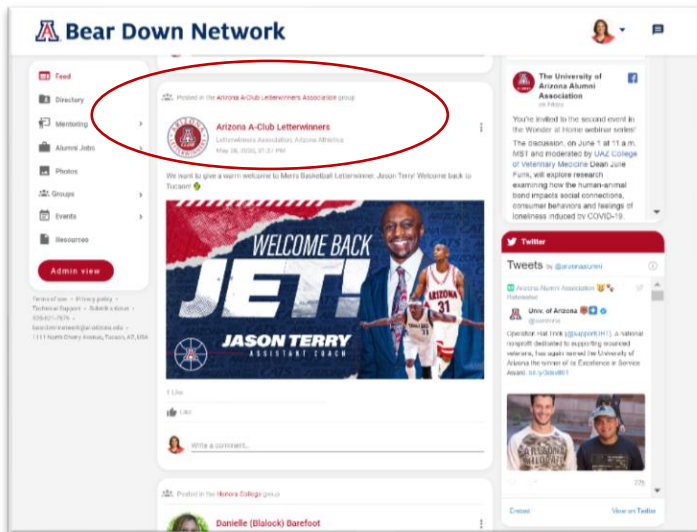


Messaging to Groups on the Bear Down Network

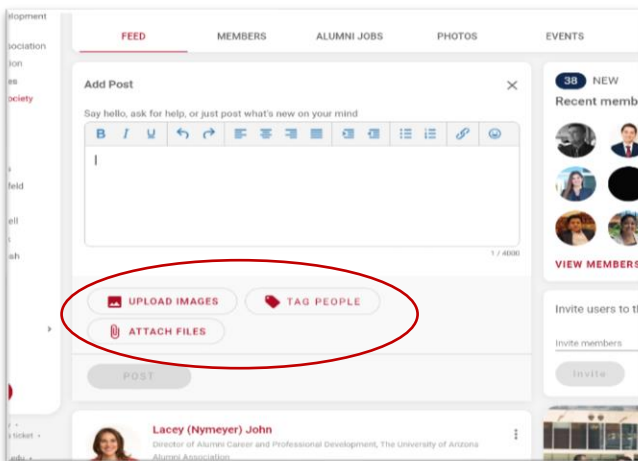
Sending messages to your group can easily be done in three ways: posts to the main feed, group messages and direct messages. See below for instructions on how to use each of these tools.

1. **MAIN FEED POSTS** | When using this tool, you can tag multiple group members and attach PDFs and pictures to your post. Once posted, other members can respond via comments and “likes” in the main feed. Members are only notified via email if they are tagged in a post and can receive a push notification if they have the mobile app. The main homepage of the platform will automatically pull group posts into the user’s main feed, so users do not need to click on their group to see posts made there.

- General announcements and updates
- Shared resources and media
- Discussion questions



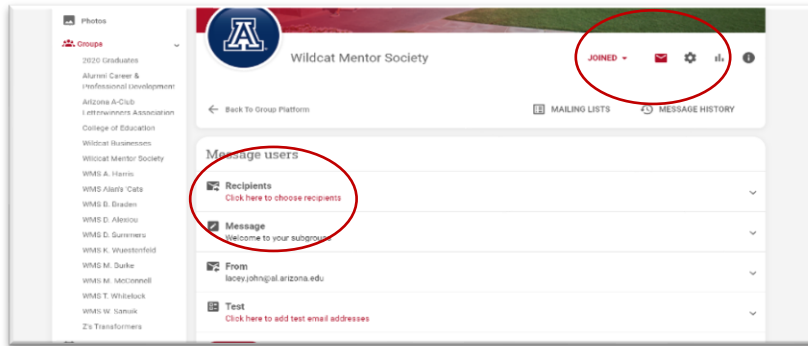
Group posts show on the user’s main feed.



Tag other users, upload images and documents to the post.

2. **GROUP MESSAGES** | This tool is used only by group administrators to communicate with the entire group or select communities within the group. Group administrators can create mailing lists based on profile selections (major, graduation year, location, etc.), and these lists can be downloaded to see individual names and email addresses. Messages can be sent with images and attachments through a customizable email template and tracked for open and click rates.

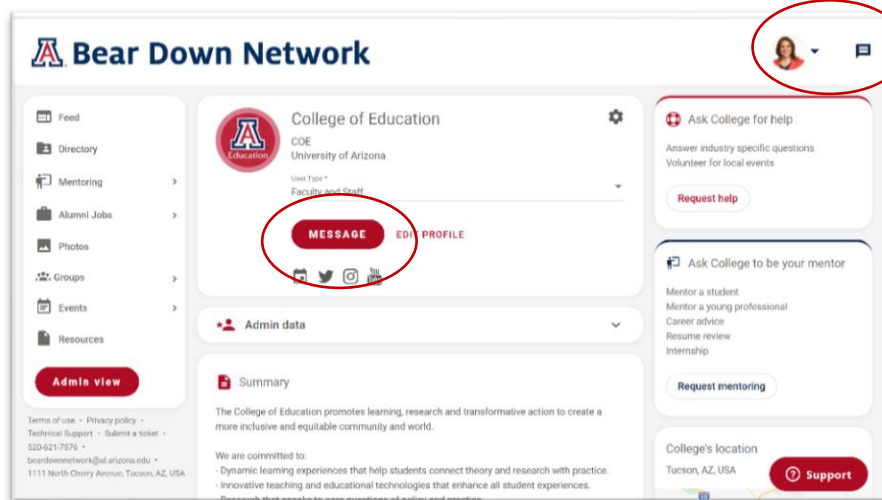
- Formal messages send via email



Group messaging icon is located on the top right of the group page. Recipient mailing lists are in the message builder.

3. **DIRECT MESSAGES** | This tool is to send private messages directly to individuals in your group. Click on the profile of the person you would like to contact and select the message button. Members will be notified of the message by email and push notifications, if they have the mobile app. The conversation will appear in the top right of the user's screen.

- Individual messages
- Upload attachments



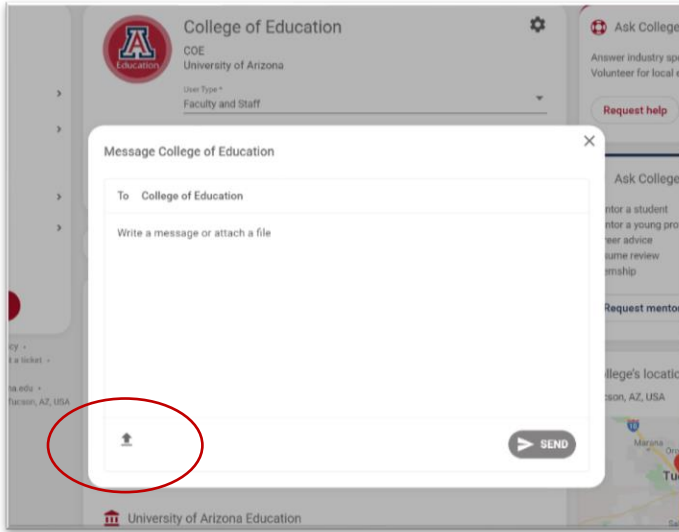
Direct message conversations are stored in the user's messages.



Click on the "message" button in the user's profile to start a direct message.



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Upload files and photos to the direct message.

