

**TECHNOLOGY
SUPPORT**

LYRIS LM

USER GUIDE



TEXAS TECH UNIVERSITY
Information Technology Division

Texas Tech University

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Lyris ListManager (LM)

User Guide

Lyris LM Overview

Lyris ListManager is an email marketing software that can help you design, automate, and optimize email communication for your department or organization's audience, inside and/or outside of the Texas Tech community. **Note** that you can also use Outlook distribution lists for internal audiences.

Import existing email lists into Lyris, so your department can send email to the group you need to reach. Once your list is in place, Lyris offers tools to easily manage your recipient lists. Lyris allows multiple members of your group to initiate and approve messages, and to automate scheduled releases of emails for bulletins, newsletters, and other important announcements. **Note** that you can also prevent recipients from "**replying all**" to your list, as well as a host of other mailing ListManager features.

To request a new Lyris mailing list, please fill out the web form available at <https://www.ttu.edu/accounts/maillist/index.php>. This form generates an email that goes directly to **ITTS Systems**, who will send you confirmation once the list has been created.

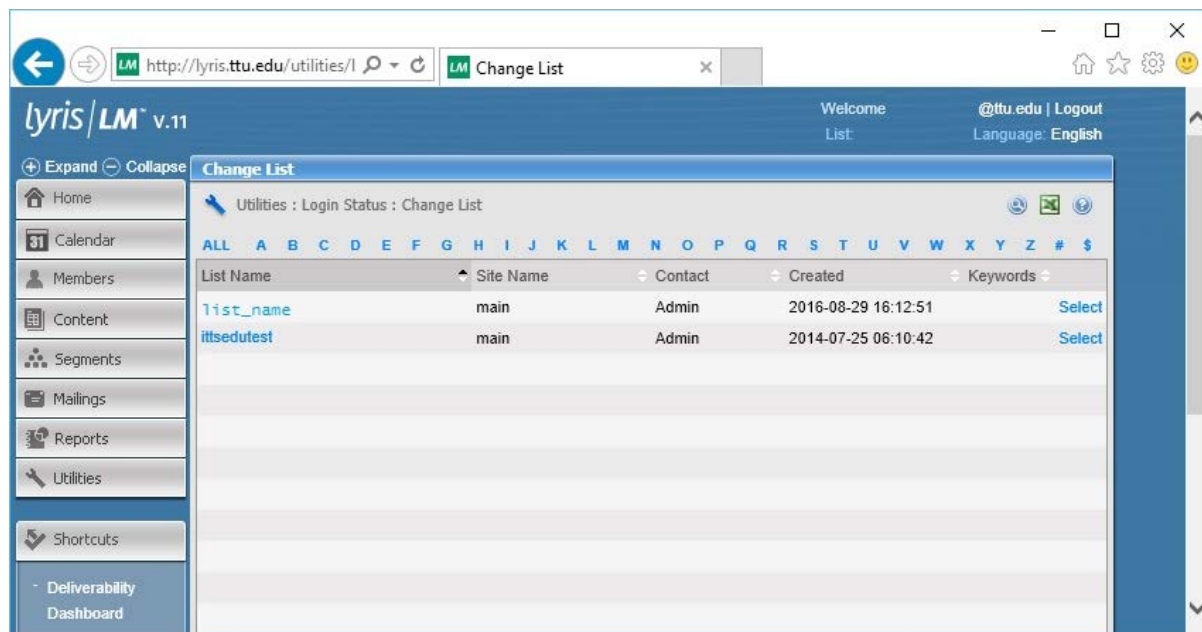
ListManager User Guide

System Login

- Navigate to <http://lyris.ttu.edu>
- Log in using your eRaider Username and Password
- The home page will list any Lyris lists you administer

List Management

Select the list that you would like to manage, then follow the steps below to manage users and create and send messages.



User Management

There are two basic types of Lyris Users: Members and Administrators.

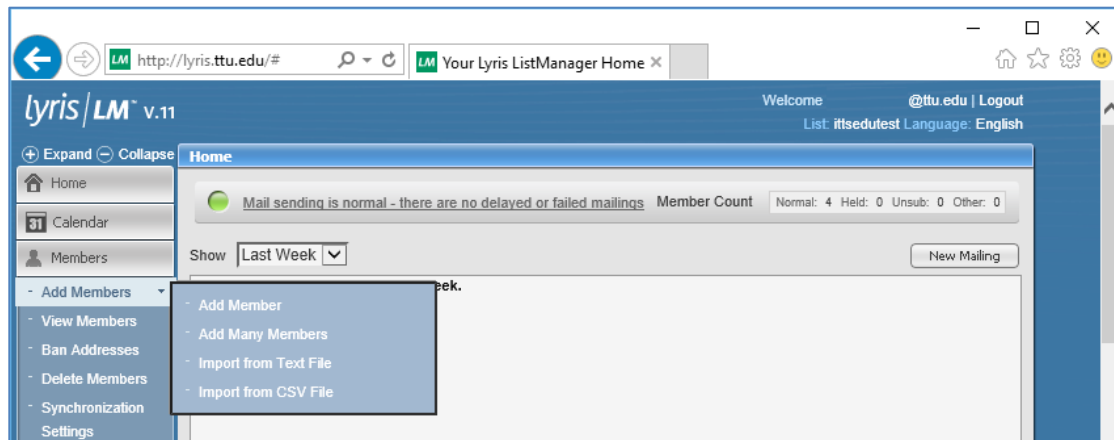
- **Members** are those people you wish to receive messages that are sent from Lyris.
- **Administrators** are those people you wish to create, send, and manage Lyris messages.

Add Member

A member is anyone that you want to receive messages. Each member is required to have an email address. All other information is optional.

To Add a person and/or email address as a member:

- Click on the “**Members**” tab on the left pane.
- Select “**Add Member**”.
- Then choose “**Add Member**”.



Add MULTIPLE Members

You can import a list of names and email addresses as a group to your Lyris list. Your imported contacts must be in a **.csv** or **.txt** file format.

- If using a **.txt file format**, simply supply a list of email addresses, one address per line.
- If using a **.csv file format**, two column headers are required:
- Email addresses should be in a column named “**EMAILADDR_**”
- Contact names should be in a column named “**FULLNAME_**”
- If you are unfamiliar with how to create a **.csv file** in the appropriate format, you may send your contacts in an Excel Spreadsheet to itts.systems@ttu.edu. In this email, please explain which Lyris list the users need to be added to.

View Members

- Displays a list of all members in the list. There is a drop down box where you can change what types of members are displayed. For example, you can display member by: all members, normal members, and list administrators.

Remove Members

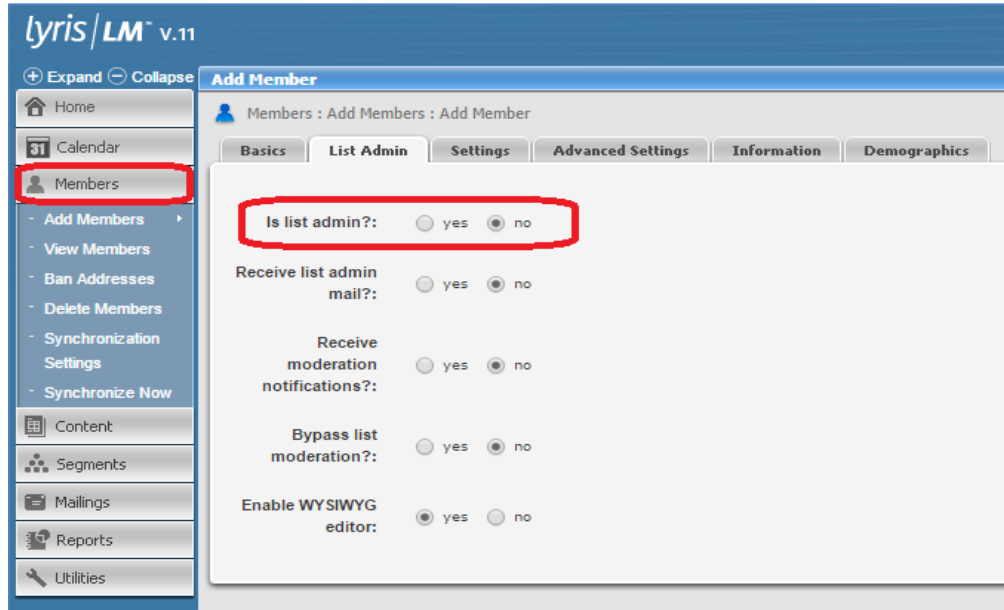
There are 3 ways you can remove members.

- From the "View Members" screen you can click the "Delete" link to the right of the user's name;
or
- Choose the "Delete Members" section and type in a list of email addresses you want removed and click the delete button; or
- If the user wants to be removed and knows that they will not need to be added again, click "View Members." Find the user and select their name. Go to the "Settings" tab and change the Membership Status to "Unsubscribed."

Add Administrator User

An Administrator receives list messages AND is able to edit users and send messages to the list

- On the left side of the screen, click the "Members" section.
- Select "Add Members."
- Then choose "Add member."
- Next, go to the "Settings" tab and enter a password.
- Then click on the "List Admin" tab.
- Check "Yes" on the radio buttons that reads "**Is List Admin?:, Receive List Admin Mail?:, Receive Moderation Notifications?:**"



Making a User an Administrator

- Select the Member you want to become an Administrator.
- Then click on the "List Admin" tab.
- Check "Yes" on the box that reads "Is List admin?," "Receive List Admin Mail?," "Receive Moderation Notifications?,"

List Customization

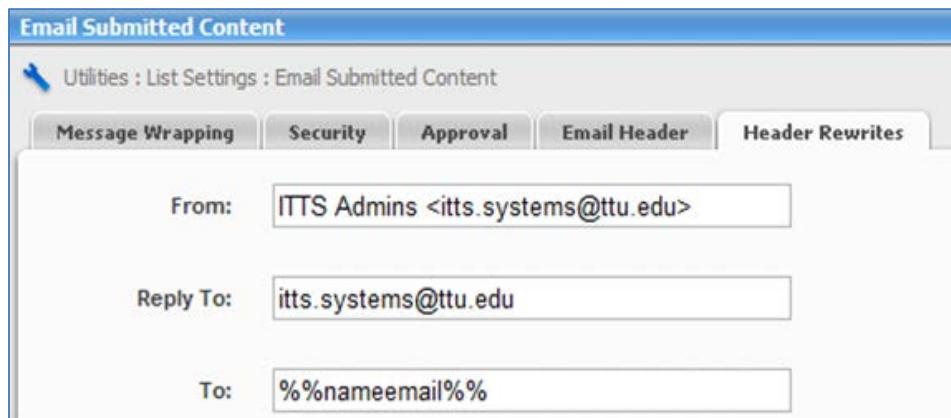
Header Rewrites

- **From:** In some cases, you may want to obscure the email address of the administrator who created the mailing and replace that address with another. For instance, if several people in the sales department of your organization can contribute announcements, you may want the "From:" to say sales@your-company... rather than the email address of the actual author. Doing so protects the original author's identity and prevents list members from contacting the author directly.
- **Reply To:** This allows you to configure how the email will respond when a user presses "reply." It allows you to display one email address when sending, yet when they reply it will go to another.
- **To:** This allows you to change how the "To:" field will be filled out.

- %%nameemail%% – default
 - This will display the user’s name followed by email address
- %%emailaddr%%
 - Display only the email address
- **To change these fields, go to**
 - Utilities tab – on the left hand pane
 - List Settings
 - Email Submitted Content
 - Header Rewrites tab

Example for the “From:” Field

- If the author wanted to change the header rewrites so any message sent to a list would show to come from the “ITTS admins group” mailbox and allow members to reply to that mailbox, the author would configure the fields as shown below:



The screenshot shows a web interface for configuring email settings. The title bar reads "Email Submitted Content". Below the title bar, there is a breadcrumb trail: "Utilities : List Settings : Email Submitted Content". There are five tabs: "Message Wrapping", "Security", "Approval", "Email Header", and "Header Rewrites". The "Header Rewrites" tab is selected. The configuration area contains three input fields:

- From:** ITTS Admins <itts.systems@ttu.edu>
- Reply To:** itts.systems@ttu.edu
- To:** %%nameemail%%

Subscription Methods

- Closed – Only an administrator can add new members
- Open – Anyone can join (no approval needed)
- Private – The administrator must approve new members
- Password – New members need to know the password to join
- To change these fields
 - **Utilities** (on the left hand pane)
 - **List Settings**
 - **New Subscriber Policy**
 - **Security** Tab.

Sending Messages

When Lyris messages are sent, they go into a queue. Because of the way the queue is handled, it could take anywhere from **5 minutes to several hours** from the time you submit your message to the time it is received by list members.

Web Generated Messages

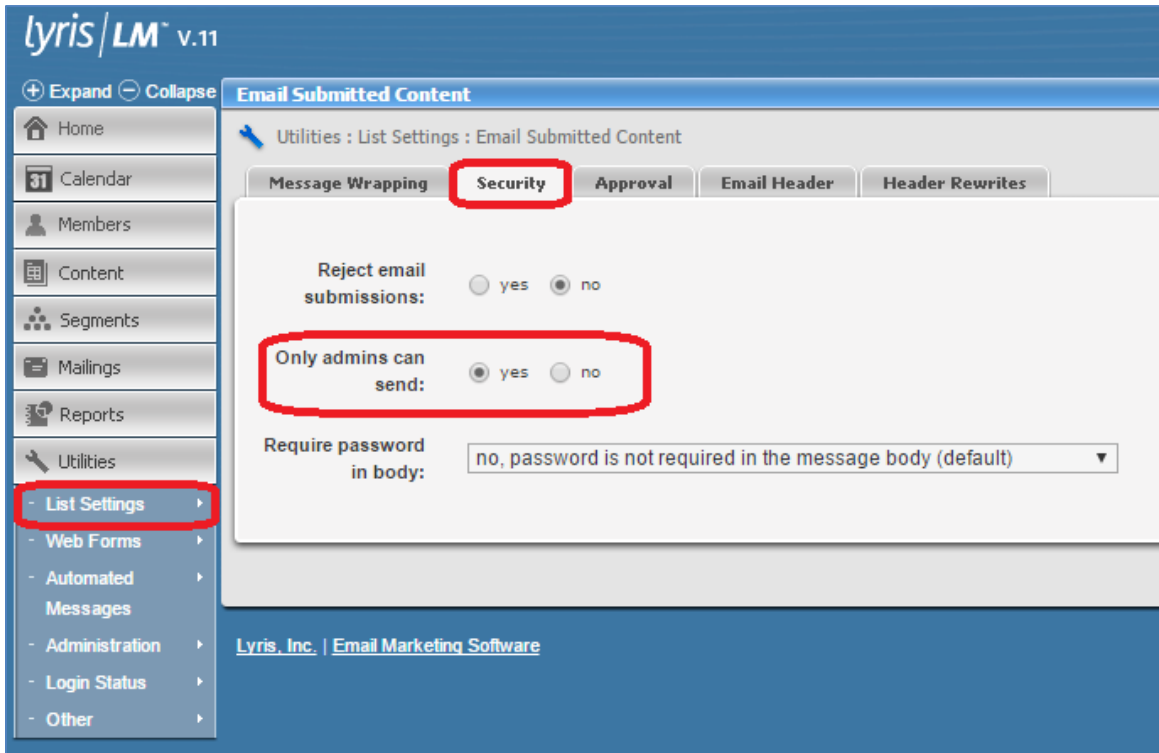
- Go to “**Mailings**” and “**New Mailing.**”
- Type your subject on the Subject line.
- Add your message to the body of the mail message.
- Click “Save” or “Save and Test,” located at the bottom of the screen
- To send a test message, type in an email address to send the test message to.
- After you have tested your message, or if you decide to forego sending a test message, click **Mailings -> Approval -> Need Approval** (on the left pane).
- In this screen you can see all messages that are waiting to go out. The options you have are (on the right pane):
 - **Send** – Send messages out
 - **Schedule** – Allows you to delay the sending to a specific time
 - **Test** – Allows for another test message to be sent
 - **Copy** – Create a duplicate mailing that can be edited
 - **Delete** – Removes the mailing altogether

Moderated/Unmoderated Messages

There are two types of lists, Moderated and Unmoderated.

- **Moderated** – Messages sent to your list are put into the “need approval” queue. This allows you to double check email before it is sent out. Messages sent to your list will wait in the outgoing mail queue before being relayed to your recipients. **This is the default setting- moderated messages are strongly recommended to ensure that your recipients do not receive incomplete or unapproved messages.**
- **Unmoderated** – Messages sent to your list are sent immediately, without offering the opportunity to double check email before it is sent to the group. This also applies to messages sent to your list email address, which means that content can be sent to your list recipients without your approval. As such, the **use of the unmoderated list setting is not recommended.**

- **To toggle moderated/unmoderated reply emails to the list recipients:**
 - go to **Utilities > List Settings > Email Submitted Content > Security**
 - adjust the radio buttons next to **“Only admins can send”**
 - “yes” for moderated, “no” for unmoderated.



For further questions or assistance with Lyris LM, please send an email itts.systems@ttu.edu