

How to use Hyper Tagging in IQ

Market: Federal/State/Local, House, Senate

Module: Outreach

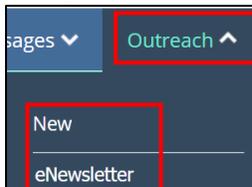
Purpose: This guide provides instruction on how to use the hyper-tagging feature that is available for eNewsletters and Press Releases.

Key Benefits

When generating an eNewsletter or Press Release with a hyperlink, this hyperlink can now be used to automatically tag your constituent with a particular affiliation code. As a result, your office can use this information to pinpoint and build a more accurate target audience set.

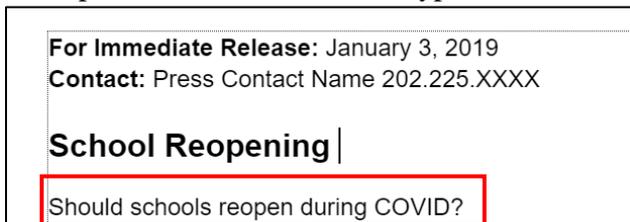
For example, in an eNewsletter that discusses Hybrid Learning for schools, you can create a hyperlink that tags constituents who click on it with an affiliation code associated with their opinion (i.e. Full School Reopening vs. Partial School Reopening). When an individual clicks on this hyperlink, their existing contact record in IQ will automatically be associated with the corresponding affiliation code.

1. Navigate to **Outreach > New > eNewsletter**.

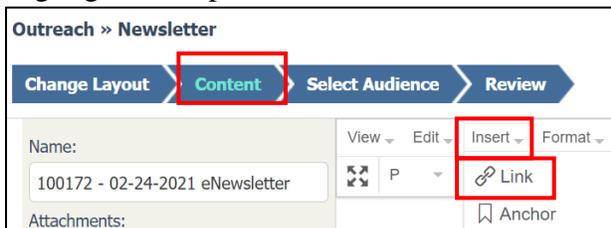


2. Select a template and modify the information as needed.

3. While working in the **Content** section, select the area of the page to insert a hyperlink and type the description associated with the hyperlink.



4. Highlight description. From the menu, click **Insert > Link**.



5. A new window opens. Complete the information and click OK.

Notes: A best practice to use the same description for the text and hyperlink title. Also, if you are routing your audience to the same URL via multiple hyperlinks, assign a unique hyperlink title each hyperlink.

6. After all the information has been entered and the audience has been selected, navigate to **Review**.

7. Scroll to the bottom and select **Show Click-Throughs**.

8. All the hyperlinks that you've inserted into the eNewsletter/Press Release will display.

9. Select the affiliation code that you want to set with the hyperlink. This is the affiliation code that will be associated with the individual's record.