

## How to use Hyper Tagging in IQ

**Market:** Federal/State/Local, House, Senate

**Module:** Outreach

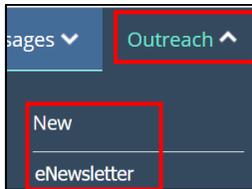
**Purpose:** This guide provides instruction on how to use the hyper-tagging feature that is available for eNewsletters and Press Releases.

### Key Benefits

When generating an eNewsletter or Press Release with a hyperlink, this hyperlink can be 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, an office may want to send an eNewsletter that contains a Poll or an RSVP Event using a hyperlink. Respondents who click on the hyperlink can be automatically tagged with an affiliation code such as “*Opt In Newsletter Subscribers.*”

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



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

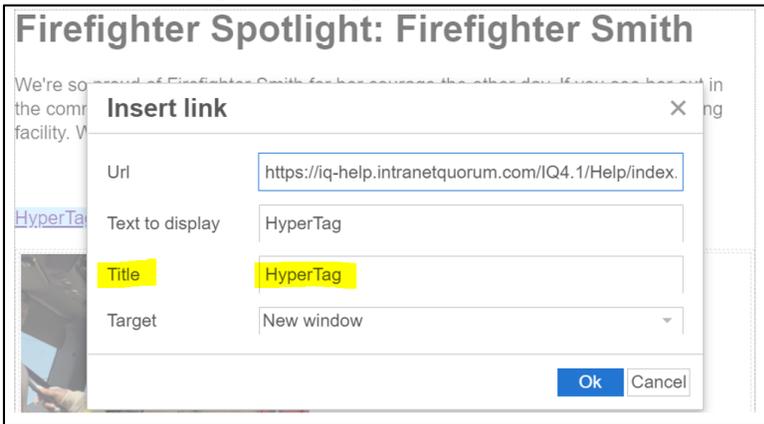
#### 3. While working in the **Content** section, select the area of the page to insert a hyperlink and type the description associated with the hyperlink.



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

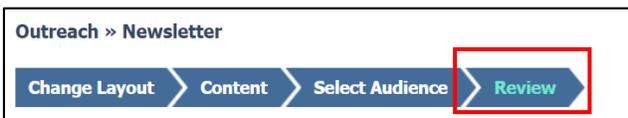


5. A new window opens. Complete the information and click **OK**.

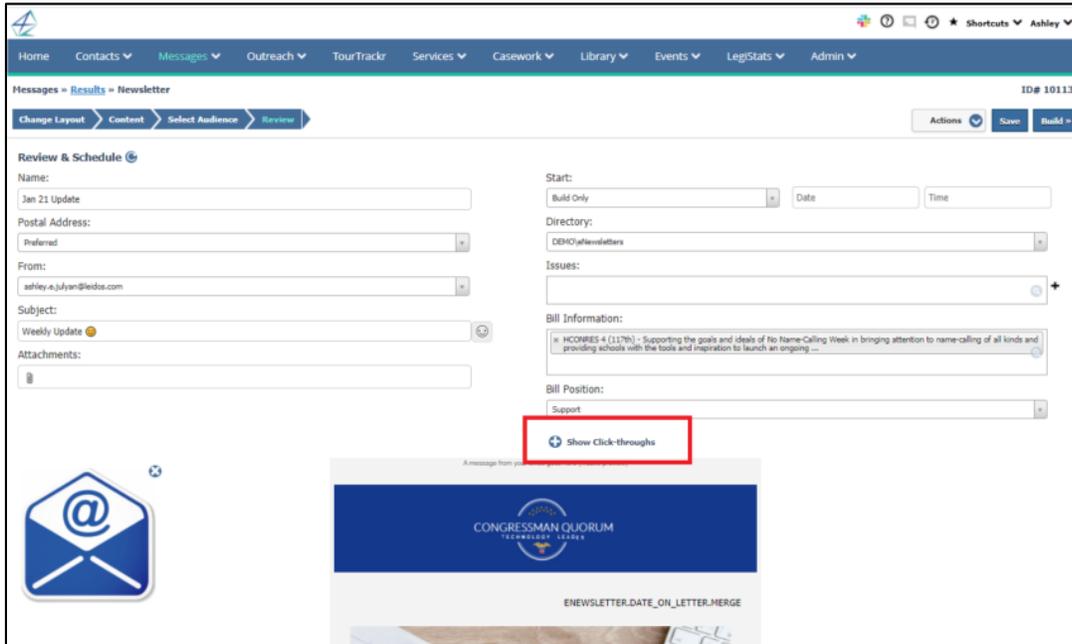


**Note:** A best practice is to use the same description for the text and hyperlink title. Also, if you are routing your audience to the same URL via multiple hyperlinks, assign a unique hyperlink title for each hyperlink.

6. After all the information has been entered and the audience has been selected, select **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.