

## Cerkl Automated Newsletters - FAQs

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**Cerkl Newsletters** help schools maximize engagement and save time creating email communications that are personalized for job-seeking students. (See [Cerkl product page](#) to learn more.) **Includes:** Automated Email Newsletters "Smart" Personalized Content Real-Time Engagement Metrics Below are Frequently Asked Questions for Cerkl Setup and Usage - **Account Setup:** <http://help.cerkl.com/miscellaneous/so-youre-a-new-cerkl-admin>

<http://help.cerkl.com/strengthening-team-collaboration/what-are-the-specs-for-branding>

<http://help.cerkl.com/strengthening-team-collaboration/administration-set-up-and-guide>

<http://help.cerkl.com/generating-content/publishing-options-and-settings/what-should-i-use-for-my-organizations-categories>

<http://help.cerkl.com/preserving-audience-engagement/settings/your-automated-newsletters-ideal-default-delivery-time>

**Generating Content** <http://help.cerkl.com/generating-content/how-is-content-curated-in-my-subscribers-newsletters>

<http://help.cerkl.com/generating-content/cerkl-content-manager-complete-guide>

<http://help.cerkl.com/generating-content/how-to-create-content-on-cerkl>

<http://help.cerkl.com/generating-content/external-content-sources-rss-feeds/what-is-a-content-source>

<http://help.cerkl.com/preserving-audience-engagement/settings/what-is-the-content-expiration-days-feature>

<http://help.cerkl.com/generating-content/email-campaigns-or-dedicated-email/creating-a-dedicated-email-campaigns>

<http://help.cerkl.com/preserving-audience-engagement/tagging-content-quality-over-quantity> **Managing Your**

**Audience** <http://help.cerkl.com/managing-your-subscriber-list/how-do-i-use-segments>

<http://help.cerkl.com/growing-your-audience/how-to-upload-an-entire-subscriber-list>

<http://help.cerkl.com/preserving-audience-engagement/settings/how-do-i-resend-the-onboarding-welcome-email>

## Practices & Continued Support

<http://help.cerkl.com/mastering-analytics/tips-for-increasing-your-personalization-rate-aka-personalized>

<http://help.cerkl.com/mastering-analytics/tips-for-increasing-your-click-thru-rate-ctr>

<http://help.cerkl.com/mastering-analytics/tips-for-increasing-your-open-rate>

<http://help.cerkl.com/growing-your-audience/tips-for-growing-your-audience>

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