Higher Logic | Super Admin

Higher Logic Users Group (HUG) Reference Guide

Training Resources

Academy Online

Higher Logic courses are self-paced tutorials that cover a single topic so you can discover what you need and get on with your day.

Super Admin Path

This path is designed for learners that have Super Admin rights on their community site and are the "go to" person for all things Higher Logic.

Additional HUG Resources

- **Resources for New Admins**
- **CSS Knowledge Bank**
- **Support Center**
- **Discussion Posts**

Getting Started

This section is the launching off point for everything you need to know and learn about the Higher Logic (HL) platform, including site-, community-, and user-management options, HL's core and optional products, tools and features, and more.

CMS Overview

The CMS is HL's navigation- and content-management editor. With it, you can:
- Manage site navigation
- Create new pages and update existing ones
- Add and remove content to and from pages, and determine content placement
- Control who can access pages and content on those pages
- Hide and remove pages and content

Site List

The Site List page makes it easy to view, access, and manage your main site and any Microsites, as well as see the Theme and community associated to each.

Site Setup

The Site Setup interface enables Super Admins to manage a number of important site settings, including applying a Theme, configuring various layout options, and managing high-level imagery. If you're managing a new HL site or have just created a new Microsite, configuring the various settings in this interface is one of the first tasks you should complete.

Create & Edit Themes

HL websites run on the Bootstrap framework and support a responsive user experience. While the base Bootstrap theme is applied to all HL sites via CSS style sheets and a universal template, it can be edited/overwritten by applying Themes with the Theme Editor. **Note:** For more information about HL baseline styles and template structure, refer to the Bootstrap Documentation on HUG.

A Theme is a color scheme governed by CSS that's applied to a website to control its aesthetic look. Using the Theme Editor, you can create and manage unlimited color Themes, or insert third-party code, that can be applied to your main site (and any Microsites). **Note:** Never delete a theme that is being used and DO NOT delete your mobile theme.

Higher Logic Functionality

Event Calendar

Event Calendar is the standard HL event product. While it doesn't provide full event registration and management capabilities like Event Manager, it's perfect for getting the word out about upcoming events from your organization, and if you're an integrated client, to advertise events from your AMS on your HL community site. **Note:** Event Manager is a separate, optional HL product allowing for full event registration and management. See Event Manager to learn more.

Resource Libraries

Resource Libraries are a core element of the HL community platform. Through Libraries, users can share files, including multimedia, in a socially-enriched environment. Multimedia content can be viewed directly on Library Entry pages, and even embedded on other web pages. In addition, you can add Creative Commons licensing notices to Library Entries. **Note:** While stand-alone Libraries can be created, Resource Libraries are almost always associated to a community. In fact, whenever a community is created, an associated Discussion and Library is created along with it.

Blogs

Over the years, blogs have become increasingly important to organizations as both a method of social networking and outlet for their communication strategy. Blogs allow their members to connect and share ideas in a less structured manner, and they often enable readers to post comments and rate articles, providing even more opportunities for them to interact with each other. More and more, blogs are evolving into more than just a way to communicate: They have become a way to reflect on life, express opinions, and share commonalities. In addition to member-written articles, more and more organizations are using blogs for more direct purposes, like enhancing their communication and culture, and strengthening their marketing, branding, and public-relation goals.

With an understanding of the power and importance of blogs, they're included in HL's core product suite, along with a host of features. Blog articles can be published at the community and user level, and made available to the entire site, specific communities, or even externally to users who aren't members of your site. HL blogs also provide popular features like tagging articles, making them easier to organize and find, and the ability to rate and post comments to articles that interest you. **Note:** Because blogs are a standard product on all HL sites, you'll have to hide the pages on which they're created and displayed if you don't want to include blogs on your site. The most recent blogs are generally included on Microsite and community Home pages, and community Home pages also often have a tab dedicated to its blogs.

Manage Terms & Conditions

You can create Terms & Conditions at the global and modular (i.e., page-specific) level in the *Terms and Conditions* section of the Admin interface.

Email Delivery Management

The ability to communicate with your members is of the utmost importance, especially for administrators, community managers, and organizational leadership. More often than not, this communication is accomplished via email, which is why the HL platform includes a number of email delivery tools to help you track all emails sent from the system and, more importantly, view those that were unsuccessfully delivered. You can access these email delivery tools in the *Email Managemen*t section of the Admin interface.

View Your Site's Traffic Report

The Traffic page runs the Site Traffic report, which provides several charts displaying website use statistics. While more detailed site data can be obtained via reports in the *Admin > Reports* area, this report provides a quick visual summary of site use.

Community Management

Community Configuration

This section provides access to information covering what you, as a Super Admin, can manage for your site's communities.

Impersonation

As an administrator, it's likely users will contact you regarding an issue they're experiencing on your site. Because much of what a user can see or access is dependent upon their security and various levels of access, what they see may be different than what you see, sometimes making it difficult to help them. When you impersonate a user, you're literally logged into your site as that user, allowing you to view your site from *their* perspective. **Note:**

1. By default, the ability to impersonate is not available, but Super Admins can turn it on or off at any time, and even turn it off permanently (if turned off permanently, you must submit a support ticket to Higher Logic to turn it back on). You can control this on the *Control Your Data Privacy > Impersonation* page.
2. The Member Impersonation Notification email is sent to users when their account is impersonated. To view/update this email, navigate to the Admin > *Communities > Email Templates* page and select the *Data Privacy* category.
3. Impersonation is only possible for the length of time configured on the *Control Your Data Privacy > Impersonation* page, which can be updated at any time.

In addition, you can give all Super Admins the ability to impersonate OR only give specific admins the right.

4. The first time the impersonation tool is used by an authorized admin, they'll be required to agree to the *Impersonation Terms and Conditions*, which can be configured on the *Admin > Users > Terms and Conditions > Module* page (see Page-specific Conditions for more information).

5. All impersonation instances (including by HL staff) are logged in the Impersonation Log report. To view this report, navigate to *Admin > Reports > Logins*.

Manage My Members

This section provides access to information covering what you, as a Super Admin, can manage and control about your members and their access on your HL community site.

- User Profile Configuration
- Manage Site, Community, & Super Admins
- Manage Security Groups
- Add Users & Manage Passwords
- Impersonate a User

Moderate Users & Content

The *Moderation* tools in the Admin interface allow you to moderate Discussion posts, Library entries, and individual user contributions from the Moderation Queue, as well as determine who should receive notifications when an item is added to the queue. **Note:** This section also explains how to manage a specific community's Moderation Queue.

Manage My Profile

Much like Facebook or LinkedIn, each user on the HL platform has their own profile, where they can perform a number of actions like managing their personal information, updating their profile picture, configuring privacy settings and email preferences, and more.

Directory

The Directory enables you to search for and find other users. It's similar to your site search, but instead of searching for content you're searching for people. This is accomplished via simple criteria like first name, last name, and email address or more advanced criteria like location, community, and demographics. The ultimate goal of using the Directory is accessing user profiles, and it can most simply be explained as the interface through which users' profiles are searched for and displayed.

A user's profile pages include general information about them, like their name, bio, contact details, education, and potentially other custom Demographics unique to your site, and this is the content queried when searching via the Directory.

By default, you can access the Directory from your site's main Navigation Bar. Depending on your HL configuration, up to four Directories are available, and while the Member Directory is the primary default Directory you'll use to search for someone, the other three allow you to search for specific types of users. For example, the Expert Directory searches across all user Expert profiles, the Mentoring Directories searches across all user Mentor/Mentee profiles, etc. **Note:** The Expert and Mentoring Directories are only available if your organization licenses the Expert Directory and Mentor Match modules (these are optional modules that must be purchased).

Discussions

On the HL platform, Discussion forums are almost always associated to a community; in fact, whenever a community is created, an associated Discussion is created along with it. Discussion forums are places where users can post messages to share their thoughts and ideas on a particular topic, ask questions for support, and answer the questions posed by others to offer help and guidance. Forums often focus on a specific theme, which users discuss by creating threads; within these threads is where the discussion grows as other users respond by posting replies. Generally, these discussions are monitored by one or more administrators to ensure they remain on topic and don't contain inaccurate or inappropriate content.

Widgets

Widgets are one of the best ways to provide content across your site for three main reasons:

1. They automatically update as new content becomes available. For example, the Latest Discussions List widget displays the latest Discussion posts, and automatically shows new posts as they're made.
2. They respect security settings and user access on a per-user basis, dynamically showing only the content available to a specific user. For example, when Mary views the Latest Discussions List widget, she only sees posts from communities she belongs to, John only sees posts from communities he belongs to, and so on.
3. Most widgets include numerous parameters you can use to configure and customize them to fit your specific needs.

Their dynamic, highly customizable nature and "smart" content awareness make them perfect for automating content updates and ensuring your sites and communities remain fresh on a daily basis, reducing the busywork for community managers and enabling them to focus on other user-engagement tasks and projects. **Note**: Like other Content Items, widgets can be added to any page in the desired location. See Add Content to Pages to learn how to add widgets and other types of content to your pages.

Wiki Glossary

The Wiki Glossary is where you can store definitions for words, phrases, and terms that are used within your organization. Doing so ensures your members are never confused by technical or other jargon they're likely to come across during their interactions on your HL community site. One of the Wiki Glossary's best features, and why "Wiki" is included in the name, is that all members of your HL site can add glossary entries and even request definitions for words and phrases they don't know. In addition, they can add tags and comments to entries, and even links to related resources, if information about a particular glossary entry already exists elsewhere. This creates a more social experience and collaborative environment.

Tools & Features

Accessibility

Over the years, HL has made a number of technical changes and upgrades across the platform to make it more accessible to those with vision impairments or who may be using assistive technologies like screen readers. If web accessibility is an important pillar of your organization, this page discusses some examples for how an accessible website should be formatted for those using assistive technologies.

Reports

As a Super Administrator, you can run a variety of reports to generate data about the activity across your site and its communities. You can access reports from two locations:
- Admin - These reports generally offer broader, site-wide data.
- From a community - These reports allow you to more easily see the activities taking place within a specific community.

Tags (Hashtags)

Tags (also known as #hashtags) are like behind-the-scenes organizers, helping to categorize your site's content and make it easier to find. For example, if 15 users tag their content with #2018conference, all 15 pieces of content can be viewed simply by clicking the tag. There are three types of tags on the HL platform:

1. **User-created tags** - All users can define and tag their content (e.g., discussion posts, blog articles, etc.) with their own keyword(s).
2. **Formal tags** - These are tags specifically defined by Super Admins to reflect an organization's approved tagging taxonomy. These tags are organized into Tag Groups, and each Tag Group can be made available to your users or limited to admins only (i.e., you can control whether users can apply the tags in a Tag Group or only admins can).
3. **Topic tags** - These tags are unique to HL's Personalization functionality. We're going to focus on User and Formal tags on this page, but you can refer to the Personalization page to learn more about Topic Tags.

Manage Advertisements

As a Super Admin, you can create and manage advertising campaigns to display:

- In your Discussion forums and subscription emails
- In various locations on the pages across a single site or all sites

@Mentions

If enabled, users can @mention other users in various locations across your HL site, including:

- Announcements
- Blogs
- Comments
- Discussion posts
- Events
- Glossary terms
- Library Entries
- Volunteer Opportunities

Gamification - Engagement & Rewards

Understanding and monitoring the engagement level of your users is a crucial part of maintaining and growing a successful online community. Fortunately, the HL platform makes this easy by providing a wide range of Engagement Types for you to manage.

Assigning point values (i.e., weight) to the Engagement Types that are important to your organization is a great way to measure the engagement level of your members and the types of content they enjoy, which in turn provides insight into how best to grow and evolve your online community.

Performing actions across your site to earn points incentivizes users to remain active for months and years to come, because the points they earn result in digital rewards in the form of Ribbons. These Ribbons are displayed prominently on a user's profile and the Most Active Members widget, which is often displayed on a site's main home page for everyone to see.

Ratings

Many types of content on your HL site can be rated by your users. By default, the term used is "Recommend," though this is configurable. Using Parameters, you can enable/disable this feature on any or all of the pages where ratings can be applied.

Optional Modules

Activity Sync

Activity Sync gives your organization a 360-degree view of your members' activities by bringing more member data into and out of your online community. How does it work? Activity Sync writes back a member's HL activities (e.g., actions within a community, Volunteer Program, online or in-person event, etc.) to your organization's AMS or CRM database. With that data, you can create custom reports and extended engagement data, which generates actionable business intelligence you can use to inform the overall engagement strategy of your organization.

Group Manager

Reaching out to a community's members is an important community-management task. While the HL platform offers a variety of ways to contact these members (e.g., Discussion posts, Automation Rule emails, Announcements, etc.), this page explains how you can directly email the members of a specific community. HL's baseline Email Community Members functionality allows Community and Super Admins to send emails to all members of a community. Group Manager is an optional add-on module your organization can license to gain additional features and more control.

Group Manager's additional features enable Super Admins to:

1. Enable/disable additional community messaging features, including limiting the number of emails Community Admins can send per month, allowing meeting invitations in emails, and allowing file attachments in emails.
2. Create unlimited email templates and apply a template to each Data Source.
3. Create Data Sources to define segments of users, allowing you to target specific members within a community.

Experts Directory

The Experts Directory allows your organization to build an online network of industry leaders, speakers, and subject matter experts. Each can create and manage their own Expert Profile, complete with their contact information, bio, areas of expertise, location availability, and more. Your community members, chapters, and associations can search and review these credentials to find and connect with the perfect candidate for any of your organization's events, meetings, and conferences. If your organization licenses this module, members will have access to an additional Directory search and user profile.

Event Manager

Event Manager allows you to create and manage a variety of event types for your organization, from online webinars only requiring attendees to RSVP to large, multi-day conferences with numerous registration options and sessions. Events requiring payment processing are also supported via integration with one of three payment providers (PayPal, CyberSource, and Stripe), while three pricing models ensure you can create as simple or as complex a pricing structure as needed for your events.

Learning Management System

Higher Logic's LMS integrations enable your organization to leverage your current community engagement strategies to support continued learning for your members with learning paths, guided courses, certificate programs, etc. and consolidate your education resources in a single, branded location. When licensing our LMS, you can integrate with either of our LMS partners (CommPartners and BlueSky) with one of two packages:

- LMS - Your LMS is integrated directly into your HL community and includes reporting dashboards and learning paths
- LMS Pro - Includes a stand-alone LMS site featuring the baseline features plus eCommerce functionality, Learner Dashboards, and program/certificate tracking.

Note: Please contact your Higher Logic representative for more information.

Microsites

The Microsites product is one of HL's optional modules. It gives your organization the ability to create and manage independent websites (Microsites) for any of your HL communities, and if needed, stand-alone Microsites that aren't associated to a community. Doing so grants community leaders and organizational staff the flexibility to manage an independent website tailored specifically for their community and its members, controlling everything from the content available to the design, layout, and navigation.

Mentor Match

Mentor Match enables your organization to establish an online mentoring program to promote professional development and networking across your HL communities. To participate, users must enroll as a Mentor or Mentee (or both) before they'll be able to request a mentoring relationship with another enrolled user. Mentors have the opportunity to share their knowledge with Mentees, who benefit by gaining insight from someone with years of experience in their particular field. Ultimately, this type of network allows real, meaningful connections to be made, and gives Mentors and Mentees the opportunity to share resources and experience, and work together to achieve professional and personal goals. **Note:** If your organization licenses this module, members will have access to an additional Directory search and user profile.

Mobile Apps

This section describes the three mobile apps you can license to enhance your HL events and online community offerings for your members and organization:
- Eventsential
- Eventpedia
- MemberCentric

Nested Communities

Most organizations and businesses have multi-tiered structures—leadership hierarchies, committees and sub-committees, products under product lines, etc. With the Nested Communities module, you can structure your HL communities to exactly reflect how your company or association is organized. The Nested Communities system allows for three tiers of communities to be nested under any community (for a total of four tiers). There can be an unlimited number of communities within each sub-tier, so no matter whether you have 1, 100, or 1000 "working groups" under one of your committees, they can all be represented properly. In addition, view and join permissions within the strata of

communities are established independently. This means that within the Chapter Officers community, sub-community X can be totally private while sub-community Y can be visible to all members of the Chapter Officers community–it's up to you.

Volunteer Manager

HL's Volunteer Manager allows your organization to build, manage, and provide a complete volunteer program for your constituents to not only increase engagement in your online community but also in the real world. Volunteer Manager makes it easy to create opportunities, match volunteers to them, and track resulting data about those who participate in a single place, providing exponentially greater value to your organization and shining a light on your unsung heroes. Volunteer Manager enables your organization to:

1. Increase engagement through volunteering (e.g., committees, chapters, working at events, etc.).
2. Track volunteering at all levels. This system allows you to create a near limitless variety of volunteer opportunities, giving all members a chance to participate, whether it be larger tasks like helping run a committee or chapter to something as simple as handing out badges at a local event or translating a blog article into another language.