

# Site and app notifications

## What they are

The Notifications section in WordPress allows you to build notifications that are sent to people who have enabled them in their web browser or in the NewsBreak app.

## Types of notifications

Currently we send two types of notifications:

**Recommended Reads**, which go out daily after The Wrap email is sent (around 7 p.m.) and on weekend/holiday afternoons for selected stories.

**Breaking News**, which is sent out as breaking news occurs. Our current rule for when to send one is “holy smoke, with manager approval.” So, if you see a breaking news story – local or wire – and think “holy smokes!” then ask a supervisor or duty editor if it’s appropriate to send a Breaking News alert.

## Notifications: Stage 1

As of August 2023, we’re launching desktop notifications but not notifications in our NewsBreak app on Android or iOS. These instructions may change when app notifications are available.

## A few definitions

The Title and Message of your post are both sent in the notification.

Action Type controls what happens when the reader clicks the notification in the apps.

- Open post opens the article page. In most cases when we are linking to a news story, use Open post.
- Open URL opens the user’s web browser to specified URL. This works for notifications where the item is not something we can currently browse to in WordPress (for example, as of August 2023, Briefings)

## Recommended Length

How much text is visible without truncation (“...” or “more”) varies depending on the operating system, browser and device where the notification appears.

For maximum impact without truncation, suggested lengths are:

- Title: Maximum 30 characters
- Message: Maximum 120 characters

## A note on receiving notifications

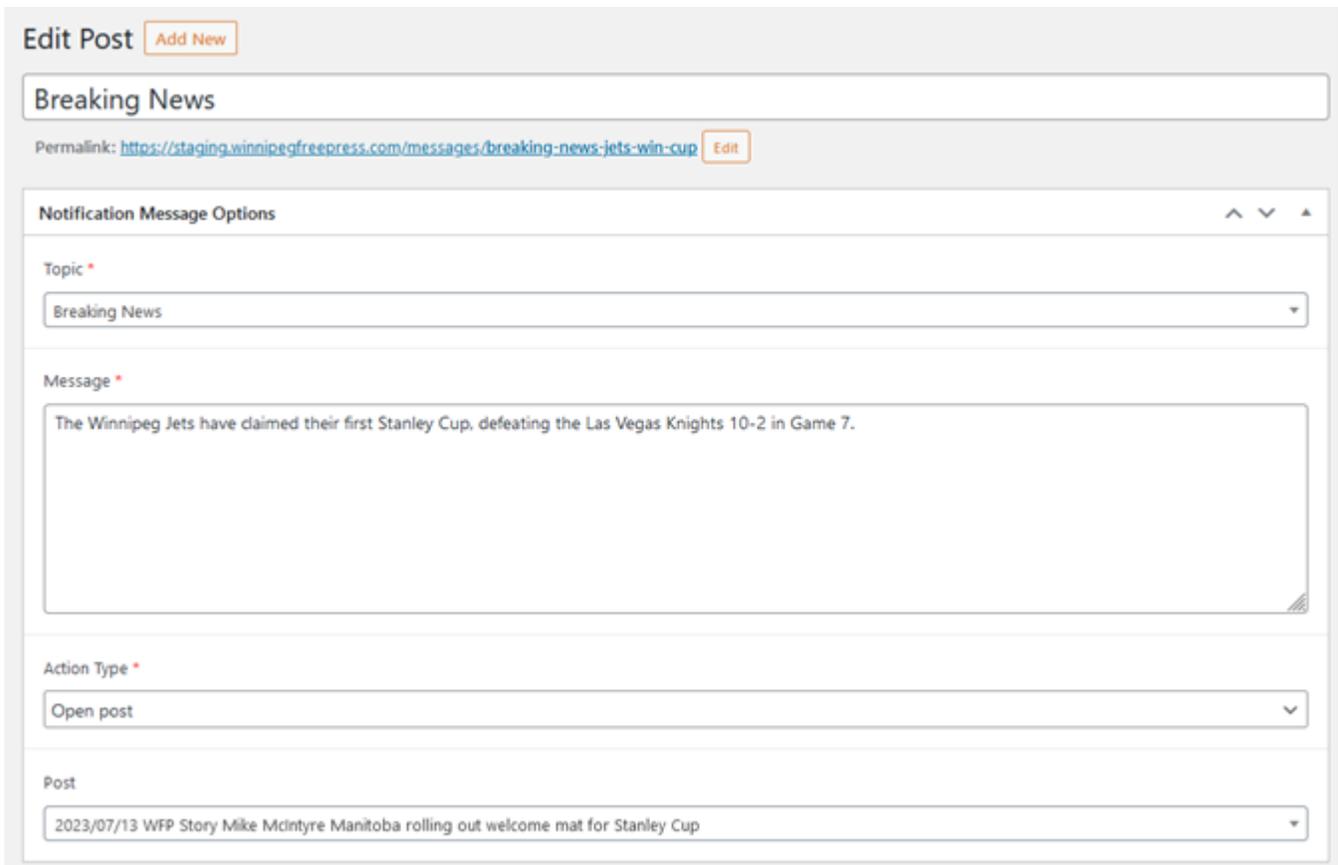
Notifications are NOT received by users under two conditions that may impact you:

- a) If you have a winniegfreepress.com page active in your browser. (Fine if it’s a background tab, but it cannot be the active tab), or
- b) You are logged in to WordPress on the browser.

If you sent a notification and did not receive it yourself, it’s likely one of those states prevented you from receiving it. Check with other users, if possible, to see if the notification was received.

## How to send Breaking News notifications

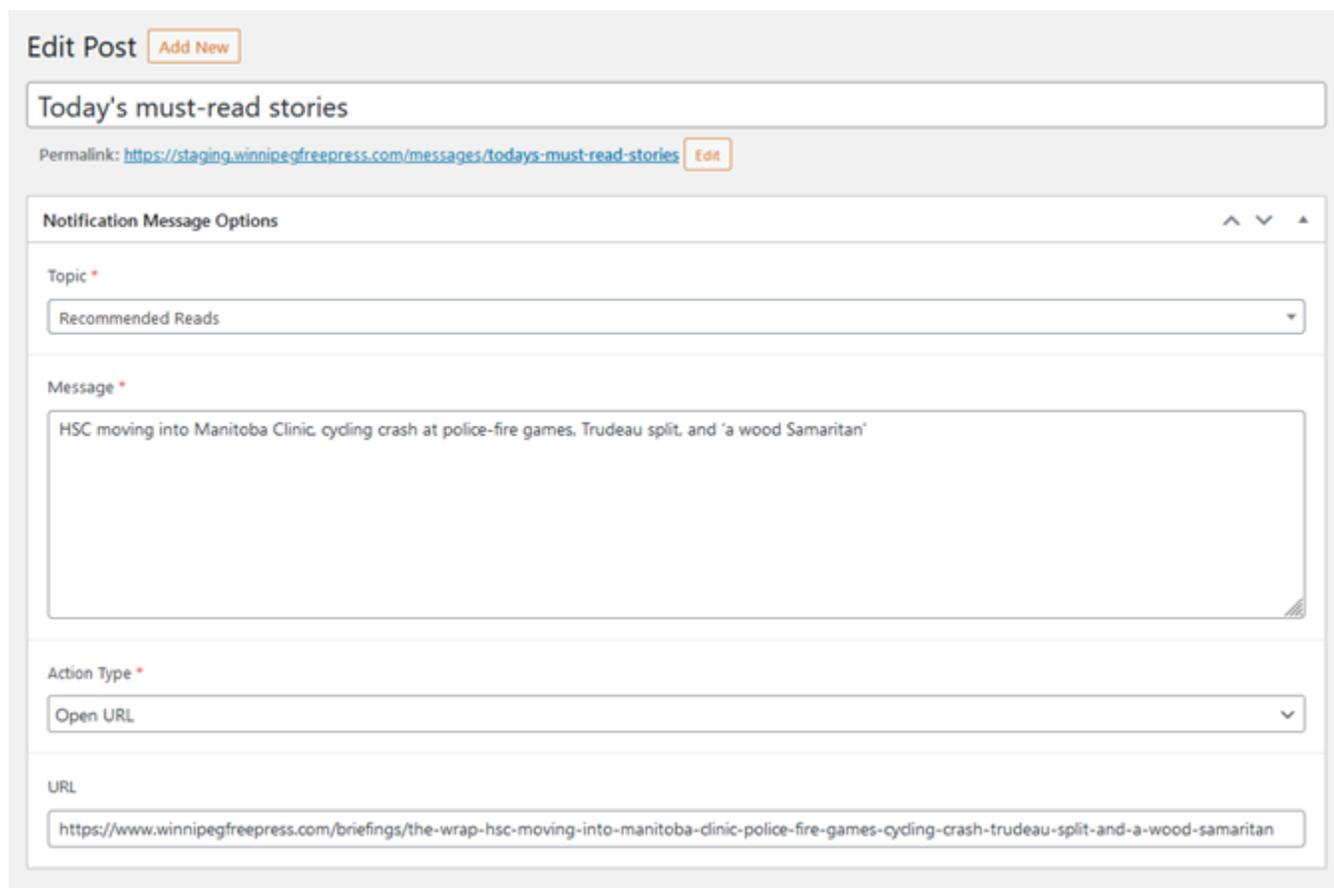
1. In WordPress, click on Notifications in the left-hand navigation. On the page that opens, click “Add New” at the top.
2. Give your post the Title “Breaking News.”
3. Select “Breaking News” as the Topic.
4. Add a short description of events in the Message element. Using the headline or lede of the story you’re linking to is usually fine. Remember the ideal message length is 120 characters.
5. Under “Action Type” select “Open post” if we have a news story posted (in most cases, we will).
6. Select the post from the drop-down menu.
7. Hit “Save Draft.”
8. Preview your post. You’ll see what it looks like in a browser pop-up. This is a general preview – actual display will depend on the device and user settings.
9. Proofread carefully. There is no way to edit or take back a notification once it is sent. If someone is sitting near you or you know someone else is working/available, send a screenshot and ask them to proofread.
10. When you’re ready, hit “Publish.” That sends the notification. That’s it, you’re done!



The screenshot shows the 'Edit Post' interface in WordPress. At the top, there is a header with 'Edit Post' and an 'Add New' button. Below this is a text input field containing 'Breaking News'. Underneath is a 'Permalink' field with the URL <https://staging.winnipegfreepress.com/messages/breaking-news-jets-win-cup> and an 'Edit' button. The main section is titled 'Notification Message Options' and contains several fields: 'Topic' with a dropdown menu set to 'Breaking News'; 'Message' with a text area containing 'The Winnipeg Jets have claimed their first Stanley Cup, defeating the Las Vegas Knights 10-2 in Game 7.'; 'Action Type' with a dropdown menu set to 'Open post'; and 'Post' with a dropdown menu showing '2023/07/13 WFP Story Mike McIntyre Manitoba rolling out welcome mat for Stanley Cup'.

## How to send Recommended Reads notifications for The Wrap

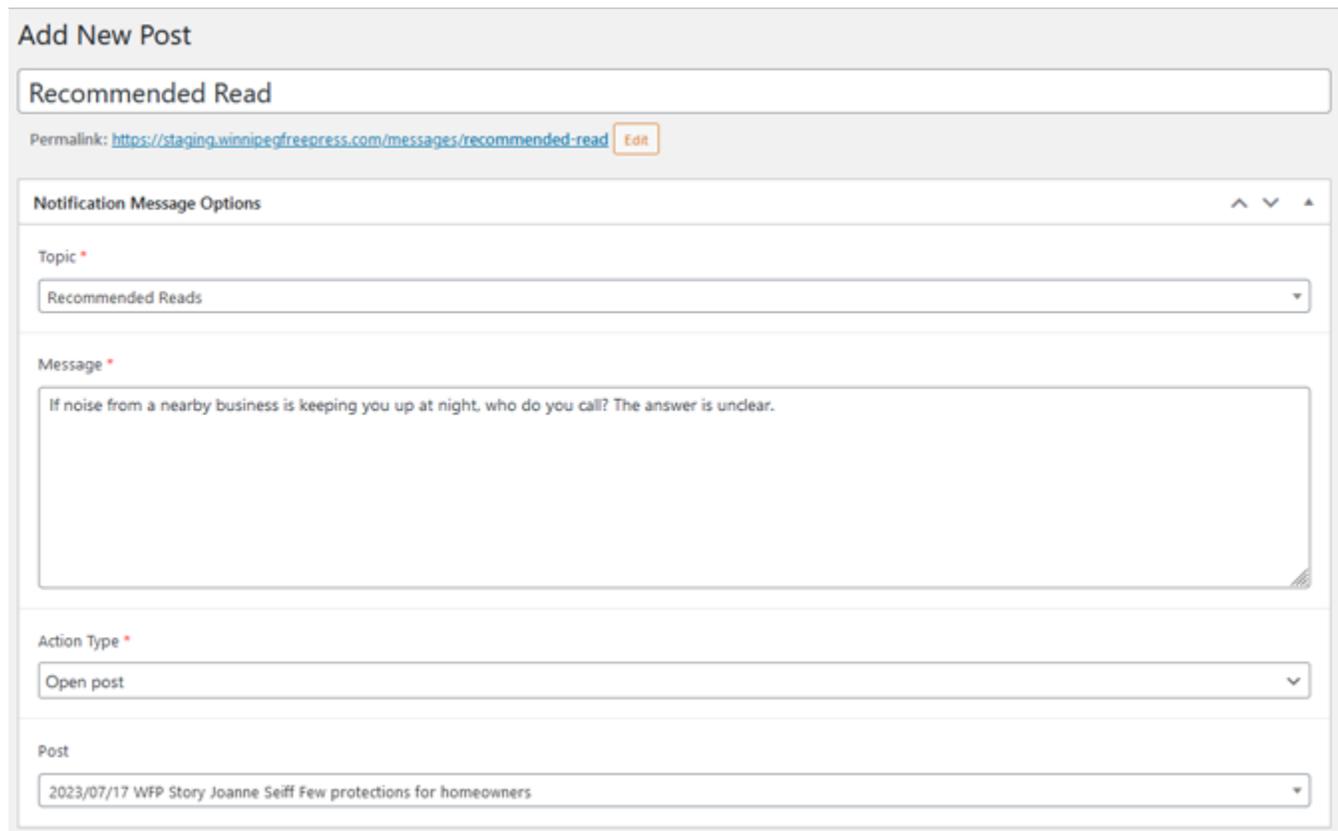
1. In WordPress, click on Notifications in the left-hand navigation. On the page that opens, click “Add New” at the top.
2. Give your post a Title: “Today’s Must-Read Stories”
3. Select “Recommended Reads” as the Topic.
4. Use the subject line – or a variation of it – as the Message. Remember the ideal message length is 120 characters.
5. Under “Action Type” select “Open URL.” Enter the full URL of The Wrap.
6. Hit “Save Draft.”
7. Preview your post. You’ll see what it looks like in a browser pop-up. This is a general preview – the actual display will depend on each user’s device and settings.
8. Proofread carefully. There is no way to edit or take back a notification once it is sent. If someone else is working/available, send a screenshot and ask them to proofread.
9. When you’re ready, hit “Publish.” That sends the notification. That’s it, you’re done!



The screenshot shows the 'Edit Post' interface in WordPress. At the top left, there is a label 'Edit Post' and a button 'Add New'. Below this is a text input field containing the title 'Today's must-read stories'. Underneath the title is a 'Permalink' field with the URL 'https://staging.winnipegfreepress.com/messages/todays-must-read-stories' and an 'Edit' button. The main form is titled 'Notification Message Options' and contains several sections: 'Topic' with a dropdown menu set to 'Recommended Reads'; 'Message' with a text area containing the text 'HSC moving into Manitoba Clinic, cycling crash at police-fire games, Trudeau split, and a wood Samaritan'; 'Action Type' with a dropdown menu set to 'Open URL'; and 'URL' with a text input field containing the full URL 'https://www.winnipegfreepress.com/briefings/the-wrap-hsc-moving-into-manitoba-clinic-police-fire-games-cyding-crash-trudeau-split-and-a-wood-samaritan'.

## How to send Recommended Reads notifications on the weekend

1. In WordPress, click on Notifications in the left-hand navigation. On the page that opens, click “Add New” at the top.
2. Give your post a Title: “Recommended Read”
3. Select “Recommended Reads” as the Topic.
4. Use the subject line (or a variation thereof) as the Message element.
5. Under “Action Type” select “Open post.” Select the post from the drop-down search menu.
6. Hit “Save Draft.”
7. Preview your post. You’ll see what it looks like in a browser pop-up. This is a general preview – actual display will depend on the device and user settings.
8. Proofread carefully. There is no way to edit or take back a notification once it is sent. If someone else is working/available, send a screenshot and ask them to proofread.
9. When you’re ready, hit “Publish.” That sends the notification. That’s it, you’re done!



The screenshot shows the 'Add New Post' interface in WordPress. At the top, the title 'Recommended Read' is entered in a text field. Below this, the permalink is displayed as 'https://staging.winnipegfreepress.com/messages/recommended-read' with an 'Edit' button. The 'Notification Message Options' section is expanded, showing a 'Topic' dropdown menu set to 'Recommended Reads'. The 'Message' field contains the text: 'If noise from a nearby business is keeping you up at night, who do you call? The answer is unclear.' The 'Action Type' dropdown menu is set to 'Open post'. At the bottom, the 'Post' dropdown menu is set to '2023/07/17 WFP Story Joanne Seiff Few protections for homeowners'.