Restricting content viewership
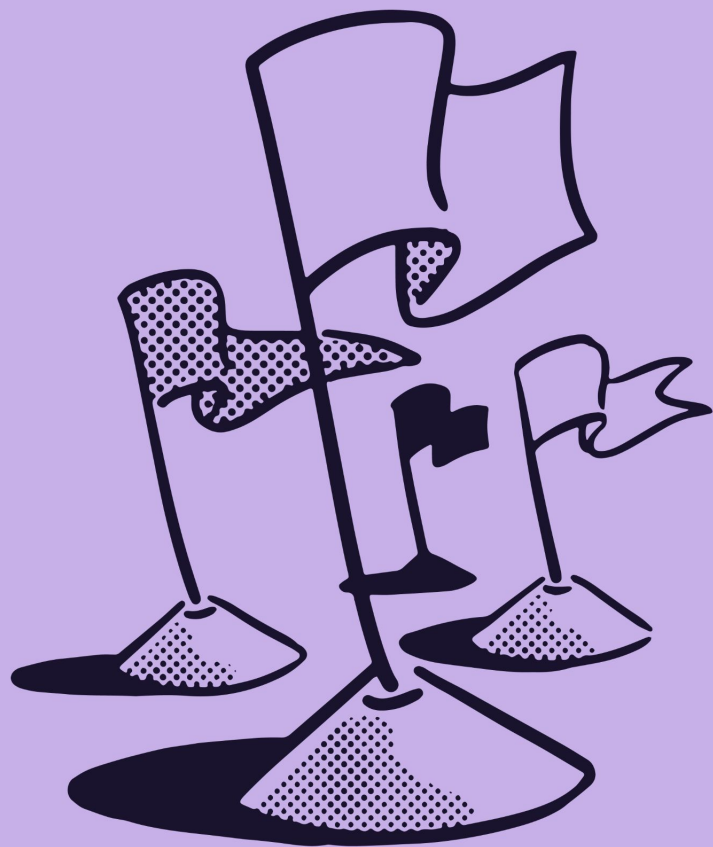
How to use our new content restriction feature to limit views to a specific audience

Agenda

What we'll be covering

1. Why we built this feature
2. How it works with the different settings available to you
3. Where to find it in the dashboard
4. Examples of situations where this feature adds value
5. Q&A

Content access

The Default

All content published to your platform is accessible to *all* visitors. This ensures that all your stakeholders understand the full scope of your work, and the value you provide. Especially important for **engaging key populations like prospective students, parents, employers,** and more

The Exception

We now offer the ability to set specific restriction settings on individual pieces of content if you have sensitive or critical information you'd like to **keep limited to just a particular segment of your stakeholder group.**

How it works

User Groups

Allows you to limit viewership to just:

- End-users that are **logged in** to the platform
- End-users that are logged into the platform **via SSO**

Community Groups

Allows you to <u>further</u> limit viewership to:

- Users whose profile preferences match the community tags you've flagged for restriction

Diving into user groups

Logged-In Users

This will encourage people to login in order to view your content.

If you have disabled new-user signup from the end-user experience, no one except your existing subscriber base will be able to view the content.

SSO Users

This will ensure that only members of your institutional community (faculty, students, etc.), or subscribers with SSO credentials, will be able to view the content. Those who have created accounts without SSO credentials will not be able to view the content.

Diving into community groups

Hidden community groups

Within the Community Groups dropdown, you'll be able to select any of the Community Groups you have in your platform that have been set to **hidden from alerts sign-up**.

Make your selection

From this list, you're able to select the community group that you wish to influence the viewership restrictions on your piece of content.

System checks for tagging

Once you select a group, the system will look at the the tags you've selected for the piece of content **within that selected community group,** and will only allow viewers who belong to that community to view the content.

Let's look at a few examples

Example A – An Email Template for Employer Outreach | Resource

How You've Tagged the Content

- **Audience:** Students
- **Resource Category:** Email Templates
- **Degree-Level:** Full-Time MBA
- **Industry:** Finance

How You've Set Restrictions

- **User Group:** SSO Users
- **Community Group Options:** Audience + Degree-Level
- **Community Group Selection:** Degree-Level

Who Can View It

Only users that are logged into the platform via SSO *and* belong to the Full-Time MBA community will be able to view the content.

*Red text designates a community that has been hidden from alert signups.

Let's look at a few examples

Example B – Course Syllabus for Part-Time MBA Accounting Majors | Resource

How You've Tagged the Content

- **Audience:** Graduate Students
- **Resource Category:** Academic Resources
- **Degree-Level:** Part-Time MBA
- **Major:** Accounting

How You've Set Restrictions

- **User Group:** Logged In Users
- **Community Group Options:** Audience, Degree-Level, + Major
- **Community Group Selection:** Degree-Level + Major

Who Can View It

Only users that are logged into the platform *and* belong to the Full-Time MBA community *and* the Accounting major community will be able to view the content.
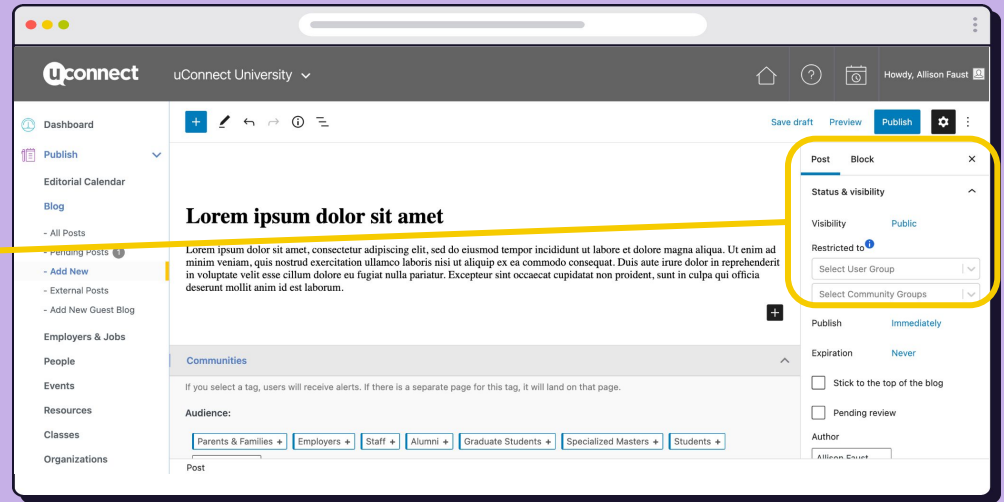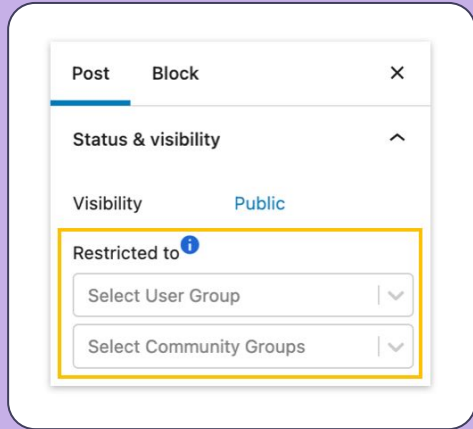
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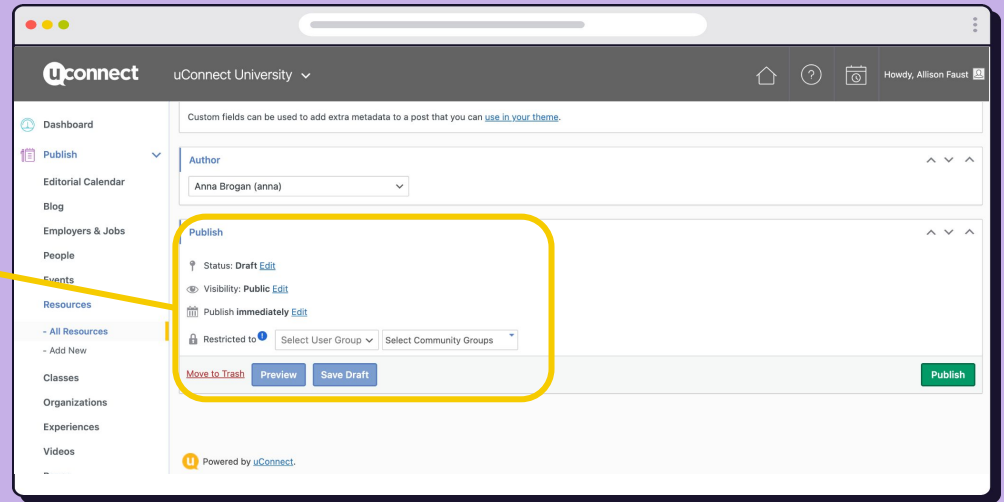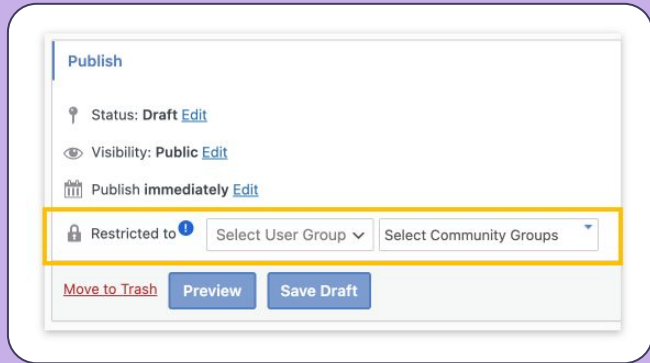
Questions so far?

Where to leverage this feature
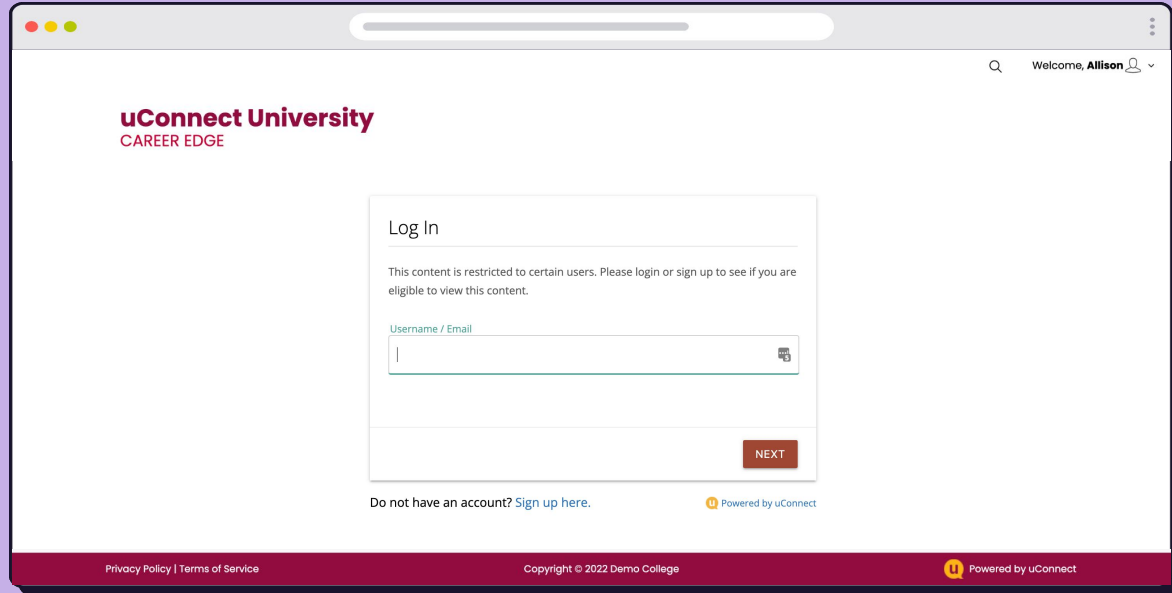
If you're using our block editor

Where to leverage this feature

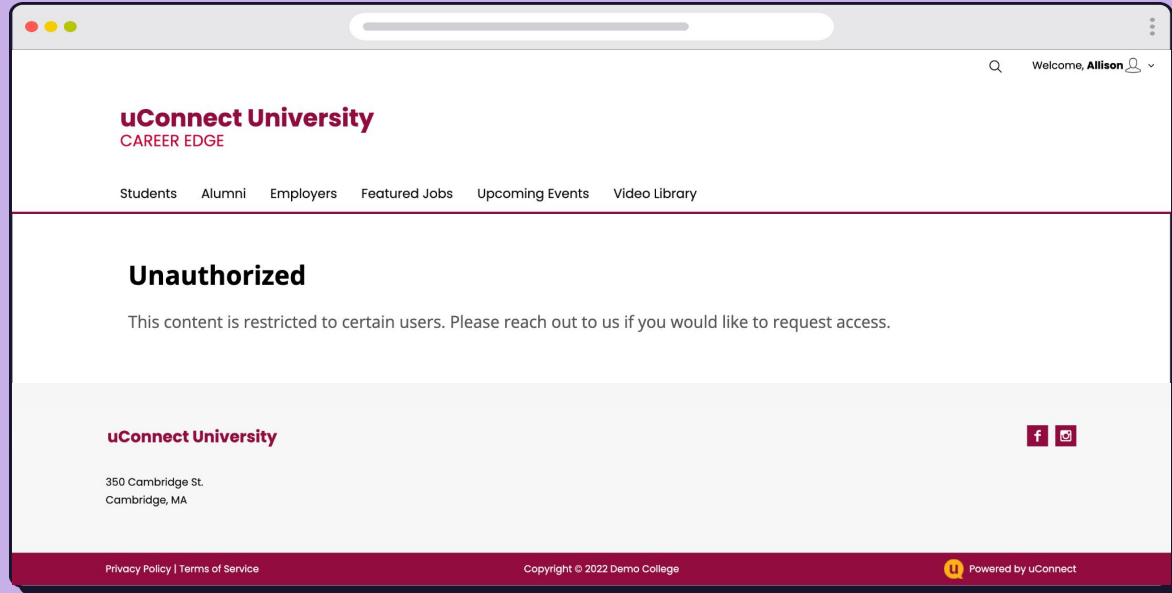**If you're using our legacy editor**

How it appears

When someone isn't logged in

How it appears

When someone doesn't have access

When *not* to use this feature

The best rule of thumb here, is to not overdo it. You only want to use this when necessary.

You don't want to overly restrict access to content on your platform, as this will create a really frustrating user experience for your many stakeholders, and it won't showcase the value your office provides to your full community.

You can already curate and segment content through regular tags, and if the content isn't sensitive or restricted, we **highly** recommend just sticking to tagging as your means to indicate audience.

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When *to* use this feature

That being said… the perfect time to use this feature is:

- when you'd otherwise have to separate a piece of content on your student portal because of necessary privacy or sensitivity protections
- when you want to add faculty-only content without worrying that students will have access to it
- when you want to post an event that's only available for certain population
- when you want to share a resources designated for a particular program only

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Questions?