



## Corporate Action Network Tutorial

### Campaign Management

The Corporate Action Network is organized by a series of campaigns that fall under a broader cause. Causes are defined by the targeted corporate abuse being fought. By uniting under a singular cause, a variety of organizations with different specific objectives and motivating factors can work concurrently as a part of a broader movement combatting abuse.

All events, materials, petitions, groups, and letter-to-the-editor efforts on the Corporate Action Network are associated with a campaign.

Be sure to begin any online organizing efforts by first establishing a campaign page where supporters can learn the basics about your particular campaign and how it relates to the broader movement.

#### Connecting with Campaigns

- Navigate to <http://corporateactionnetwork.org/campaigns> for a full listing of existing campaigns on the Corporate Action Network
- Show your support and join campaigns you believe in by clicking the “Agree” button next to any particular campaign. This will be reflected on your individual profile on the Corporate Action Network and will make it easier for campaigns to keep you updated on their progress.
- Click on a campaign’s image to be taken to the campaign page to read more about a given campaign.
- You can see what events, petitions, groups, letter-to-the-editor tools, and materials are associated with this campaign by clicking on the buttons on the right-side toolbar under “Actions”

#### Creating a Campaign

- Navigate to <http://corporateactionnetwork.org/campaigns> and click on the “Create a Campaign” button on the top right. Note: Don’t see this? Email us at [help@corporateactionnetwork.org](mailto:help@corporateactionnetwork.org) to request administrator permissions.
- Fill out the appropriate details to describe your campaign:
  - Name
  - Tagline



- Details - You can create HTML tags in this area, including links. This should be brief, but make it as engaging and informative as you can to encourage people to join your campaign!
- Deadline (when your campaign will come to a close and thus be removed off the front page of the Corporate Action Network.)
- Master Tag - this is a unique tag that associates material on the system with your campaign.
- Tags (Comma separated) - this is open - you can put whatever you want in here - but as people search on the site, tags are a key way they can find things, so try to create tags that make sense
- Cause (drop-down menu)
- Upload a photo to go with your campaign using the “Choose file” button in the left-hand toolbar. The image should be no greater than 620 x 374 pixels, whenever possible. This image is a critical part of the presentation of your campaign, so try to choose it with care.
- Click “Publish” to create your campaign.

### Editing your campaign

- As the campaign creator, you can always go back in and edit your campaign page. To do so, navigate to the campaigns tab, located at <http://corporateactionnetwork.org/campaigns/>
- Click on your campaign
- Click on the “Edit Campaign” link that appears below the name of your campaign on the campaign’s page.
- Edit and click “Publish” once more to save the changes.

### Questions?

Email us at [help@corporateactionnetwork.org](mailto:help@corporateactionnetwork.org) or get in touch via the Help Center at [www.corporateactionnetwork.org/help](http://www.corporateactionnetwork.org/help)