Adding an Unsubscribe Link to your BGSU LISTSERV Postings

If you own a LISTSERV and you would like to add an unsubscribe link to the postings or messages you send to your BGSU LISTSERV, there are 2 things you need to do:

1. Put in a request at the Technology Support Center using one of their online forms at by phone at 419-372-0999, include the name of your LISTSERV and request that the LISTSERV administrator turn on mail merge so the unsubscribe links on your postings or messages are visible.
2. Edit the two templates associated with your LISTSERV by following the instructions below.

Editing your LISTSERV Templates

1. Go to http://lists.bgsu.edu and click the Log In link.

2. On the Login screen, enter your BGSU username followed by @bgsu.edu Then enter your LISTSERV server password.

(Note: You must have an account on the LISTSERV to successfully login.)
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3. Under the List Management dropdown menu, select List Reports and List Reports again from the sub-menu to display all the LISTSERVs you own.

![Image of LISTSERV 15.0 interface]

4. On the page that is displayed, click on the link to the LISTSERV that you want to modify so it includes an unsubscribe link in all postings.

5. Under the List Management dropdown menu, select Customization and then Mail Templates.

![Image of LISTSERV 15.0 interface]

6. Search for the templates associated with your list by entering the text ‘bottom_banner’ and clicking the Search button.

![Image of Edit Template]

7. Your search results will look like the illustration below. When you display the dropdown menu under Select Template, you will see your two templates. There is a BOTTOM_BANNER for plain text postings and a BOTTOM_BANNER_HTML for HTML postings. You will be editing both templates.
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Select BOTTOM_BANNER and click the Edit Template button.

8. Enter the text just like it appears below with one exception. Replace the text ‘TESTLIST’ with the name of your LISTSERV in all caps. When finished click the Update button.

```
Subject:

Contents:
*********
To unsubscribe, click the following link:
&*TICKET_URL[TESTLIST,SIGNOFF];
*********
```

You will then see a message at the top of the page that your BOTTOM_BANNER form has been successfully stored.
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9. Use the back button so you can go back to the dropdown menu that includes your templates but this time select BOTTOM_BANNER_HTML and click the Edit Template button.

10. Enter the text just like it appears below with one exception. Replace the text ‘TESTLIST’ with the name of your LISTSERV in all caps. When finished click the Update button.

```
BOTTOM_BANNER_HTML for TESTLIST

Subject:

Contents:

********
To unsubscribe, <a href="&amp;"TICKET_URL(TELLLIST,SIGNOFF):"&gt;click here&lt;/a&gt;
********
```

You will then see a message at the top of the page that your BOTTOM_BANNER_HTML form has been successfully stored.

When you have successfully modified your templates and you receive a notice that the incident you requested at the TSC to have the LISTSERV administrator enable mail merge on your LISTSERV has been resolved, your subscribers will see an unsubscribe link included in your postings.

**Note:** Only persons who are not the owner of a BGSU LISTSERV can use the unsubscribe link to unsubscribe.

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