

How to Create a News Feed Item

By Zu Wei | Published Mar 19, 2026 | Newsfeed | 3 min read

What Is This?

News Feed items are cards that appear on your customer portal's home page. They can showcase promotions, link to specific pages within the portal, open external websites, or display pop-up announcements. Think of them as digital flyers pinned to your portal's bulletin board.

Real-Life Example

Puan Liyana manages **Glow Beauty Studio** in Puchong. She creates three news feed items:

1. A pop-up announcing their anniversary sale
2. A card linking to the rewards page so customers can browse available rewards
3. A card linking to their Instagram page to drive social media engagement

All three appear as attractive cards on the portal home page.












How to Create a News Feed Item

Step 1: Open the News Feeds Page

From the Admin Panel sidebar, go to **Loyalty Program** → **News Feeds**. Click **Create**.

Pixalink

Loyalty Program ^

-  Record Points
-  Transactions
-  Rewards
-  E-commerce Transactions
-  POS Transactions
-  Customer Portal Design
-  **News Feed**
-  Referral Configuration
-  Tier Configuration
-  Feedback
-  Paid Membership Types

Step 2: Choose the Type

Select the type of news feed item you want to create:

Type	What It Does
Internal Navigation (Within Customer Portal)	Links to a page inside the customer portal (e.g., Reward Marketplace, Profile, Orders)
External Link	Opens an external URL (e.g., your website, Instagram, booking page)
Pop Up	Displays as a pop-up announcement overlay on the portal

Type

Internal Navigation (Within Customer Portal) ▼

Step 3: Fill In Basic Details

- **Space** — Select the outlet
- **Name** — Internal name for easy identification
- **Active** — Toggle on to make it visible
- **Thumbnail** — Upload an image (16:9 ratio recommended)

Thumbnail

Thumbnail

Drag & drop your file or browse

Aspect ratio: 16:9 recommended.

Basic Details

Space

Glow Beauty Studio — Puchong▼

Name

Anniversary Sale — 50% Off All Services

Active

Step 4: Configure Type-Specific Settings

For Internal Navigation:

- **Page** — Choose which portal page to link to (Profile, Orders, Reward Marketplace, View Specific Reward, My Rewards, Points, Credits, Calendar, Referral, Feedback, My Reservation, Paid Membership, and more)
- **Reward ID** — Only appears when "View Specific Reward" is selected as the page
- **Calendar ID** — Only appears when "Calendar" (reservation) is selected as the page

For External Link:

- **URL** — Enter the full web address (e.g., <https://instagram.com/your-business>)

For Pop-up:

- **Title** — The pop-up headline
- **Content** — Rich text content with formatting options

Internal Navigation

Page

Reward Marketplace ▾

Reward ID

Only appears when "View Specific Reward" is selected

Step 5: Set Schedule (Optional)

Toggle **Schedule** on to set:

- **Start Date** — When the item becomes visible
- **End Date** — When it automatically hides

Leave the schedule off to display the item indefinitely.

Schedule

Schedule

Start Date

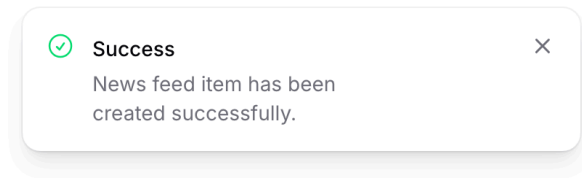
04/01/2026 📅

End Date

04/30/2026 📅

Step 6: Save

Click **Create** to publish. The news feed item appears on your customer portal immediately (or at the scheduled time).



Good to Know

- **Reorder items** — Drag and drop news feed items to control their display order on the portal.
- **Active toggle** — Quickly show/hide items without deleting them.
- **Scheduling is powerful** — Plan an entire month of promotions in advance and let the system handle the rest.
- **16:9 thumbnails** — This aspect ratio displays best on mobile phones, which is how most customers view the portal.
- **Internal navigation options** — You can link to: Profile, Orders, Reward Marketplace, View Specific Reward, My Rewards, Points, Credits, Calendar, Referral, Feedback, My Reservation, Paid Membership, Membership Terms, Membership Tier Benefits, Terms, Privacy Policy, and more.