

How to Create an Announcement

By Zu Wei | Published Mar 19, 2026 | Customer Portal | 2 min read

What Is This?

Announcements are pop-up messages that appear on your customer portal. They're great for promoting limited-time deals, sharing important updates, or highlighting new products. In Pixalink, announcements are created as **News Feed items** with the "Pop-up" type — when customers visit your portal, the announcement appears as an eye-catching overlay.

Real-Life Example

Encik Faisal runs **Nasi Kandar Aroma** in Georgetown, Penang. He wants to announce a Ramadan buffet promotion to all portal visitors. He creates a News Feed item with the Pop-up type, writes a short description with pricing details, and sets it to display for the month of Ramadan. Every customer who opens the portal sees the promotion immediately.












How to Create an Announcement

Step 1: Open the News Feeds Page

From the Admin Panel sidebar, go to **Loyalty Program** → **News Feeds**. Click **Create** to start a new news feed item.

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: Set Basic Information

Fill in the basic details:

- **Space** — Select which outlet this announcement applies to
- **Name** — Give it a clear internal name (e.g., "Ramadan Buffet Promo")
- **Type** — Select **Pop Up** from the dropdown
- **Active** — Toggle on to make it visible immediately

Basic Information

Active

Space

Nasi Kandar Aroma — Georgetown

Name

Ramadan Buffet Promo

Type

Pop Up

Step 3: Add the Pop-up Content

Once you select the Pop-up type, two additional fields appear:

- **Title** — The headline customers see (e.g., "Ramadan Buffet Special!")
- **Content** — A rich text editor where you can write your announcement with formatting, links, and images

Pop-up Content

Title

Ramadan Buffet Special!

Content

B *I* U ~~ABC~~ x₂ x² [Link](#) H₂ H₃

Step 4: Upload a Thumbnail

Upload an eye-catching thumbnail image (required). The aspect ratio must be **16:9** for proper display on the portal.

Thumbnail

Thumbnail

Drag & drop your file or browse

Aspect ratio: 16:9. Max file size: 10 MB.


Step 5: Set a Schedule (Optional)

If your announcement is time-limited:


Schedule

Schedule

Start Date

03/01/2026 

End Date

03/31/2026 

1. Toggle **Schedule** on
2. Set the **Start Date** — When the announcement becomes visible
3. Set the **End Date** — When it automatically disappears

This is perfect for seasonal promotions, holiday specials, or limited-time offers.

Step 6: Save

Click **Create** to publish your announcement. It will immediately appear as a pop-up on your customer portal (or at the scheduled time if you set one).

**Success**

News feed item has been created successfully.

Good to Know

- **Three News Feed types** — Besides Pop-up (for announcements), you can also create news items that link to **internal pages** (like rewards or orders) or **external links** (like your website or social media).
- **Scheduling** — Use start and end dates to plan announcements in advance. No need to manually activate/deactivate them.
- **Reordering** — You can reorder news feed items to control which ones appear first on the portal.
- **One announcement per space** — Each announcement is tied to a specific space. Create separate ones for different outlets if needed.