



Splash Announcements User Guide

Last Updated: Jul 2, 2025

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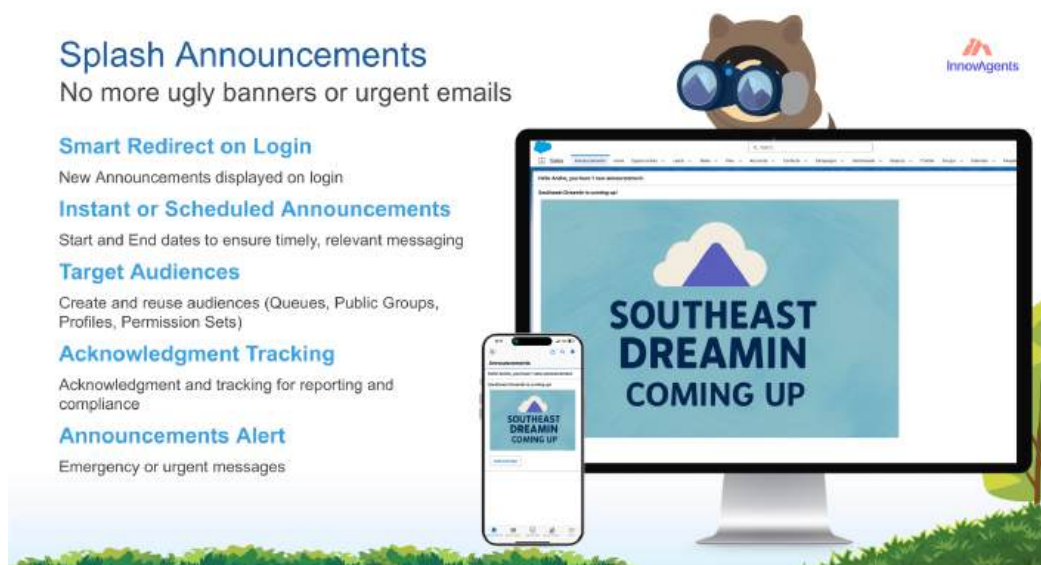
CREATING ANNOUNCEMENTS.....21

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OVERVIEW

Splash Announcements is a powerful tool designed to improve communication between companies and their users in Salesforce. It delivers smart, targeted messaging that appears on login, ensuring users see important updates immediately. With options for instant or scheduled announcements, companies can set precise start and end dates for timely communication. The tool supports creating and reusing targeted audiences, so messages reach exactly who they need to. It also includes acknowledgment tracking for compliance and reporting, plus an alert feature for emergency or urgent messages, making it an essential solution for clear, effective internal communication in Salesforce.

This User Instruction Manual serves as your comprehensive guide to harnessing the full potential of "Splash Announcements", enabling you to optimize changes management within your Salesforce environment.



KEY FEATURES

1. Rich Text Announcement

Use rich text to create compelling announcements including images and special formatting

2. Smart Redirect on Login

New Announcements displayed on login

3. Instant or Scheduled Announcements

Start and End dates to ensure timely, relevant messaging

4. Target Audiences

Create and reuse audiences (Queues, Public Groups, Profiles, Permission Sets)

5. Acknowledgment Tracking

Acknowledgment and tracking for reporting and compliance

6. Announcements Alert

Emergency or urgent messages

7. Track changes to junction objects (e.g. AccountContactRelation)

- a. Capture updates on complex relationships with full visibility into junction objects.

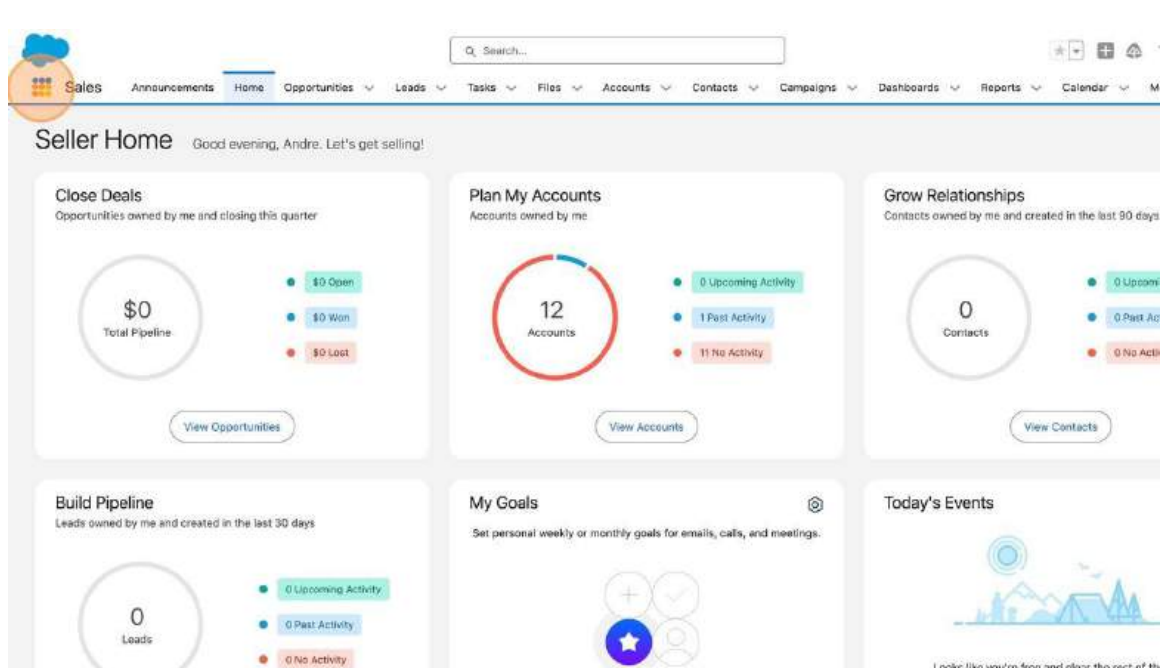
INSTALLATION

"Splash Announcements" is a Salesforce Managed Package. You can install it following the [Salesforce guide on how to install a package](#).

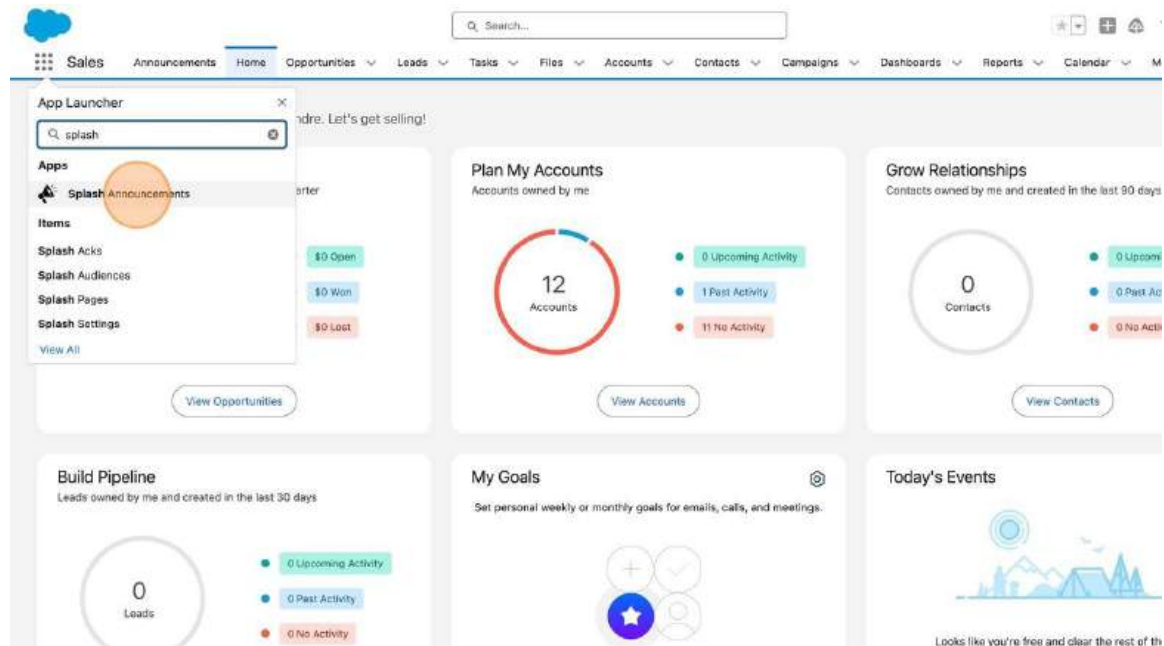
INITIAL CONFIGURATION

Setting Up Splash Announcements, Assigning Licenses, and Permissions Sets

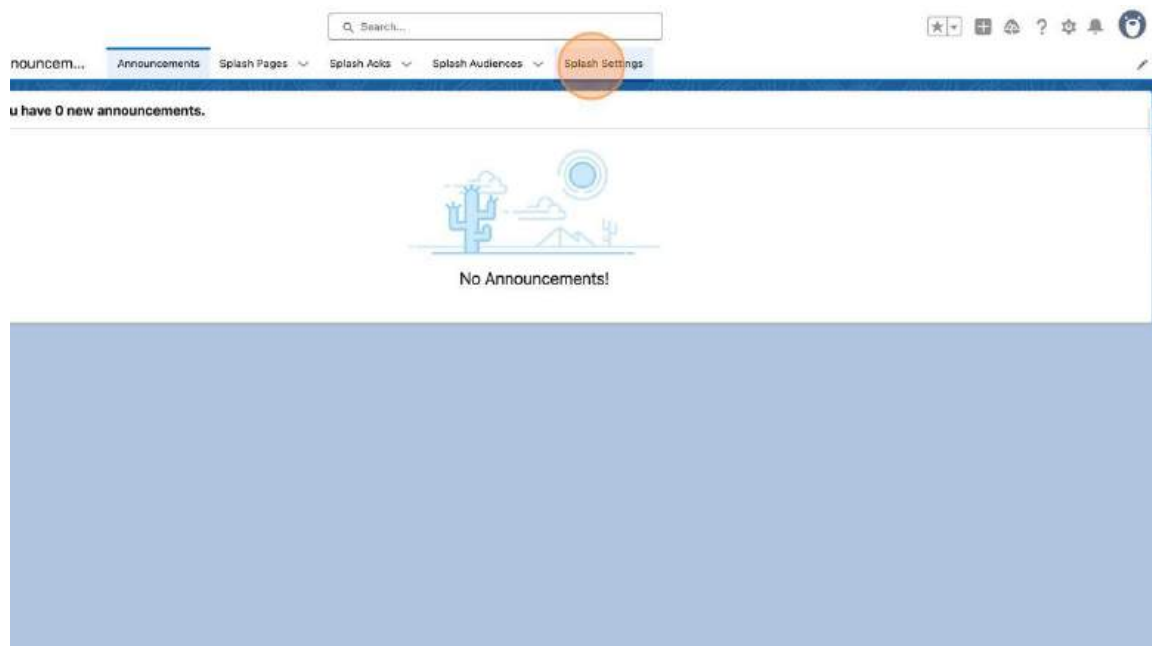
1. Click the app launcher icon



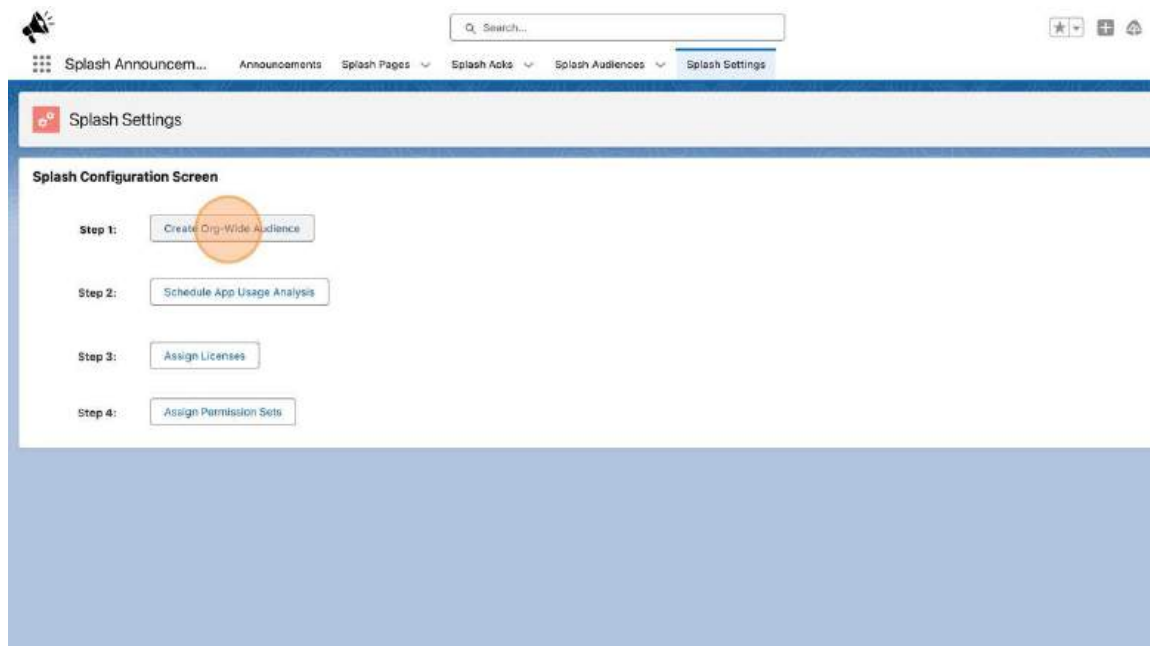
2. from the app launcher look for the app "Splash announcements"



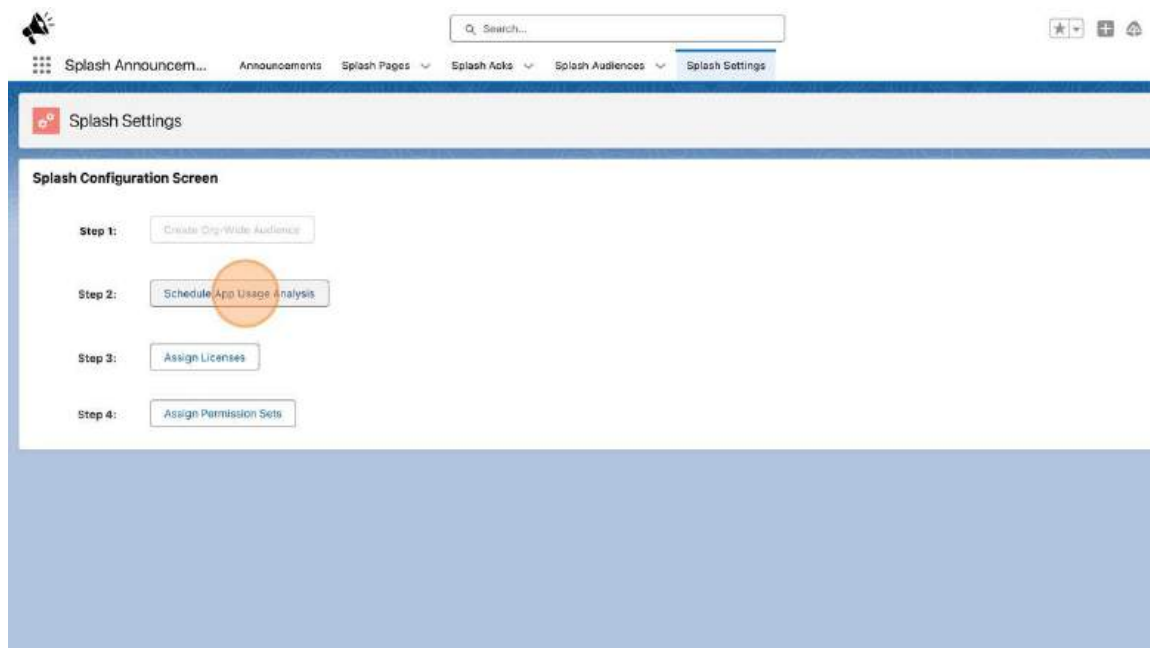
3. Go to the splash settings tab and follow the initial setup.



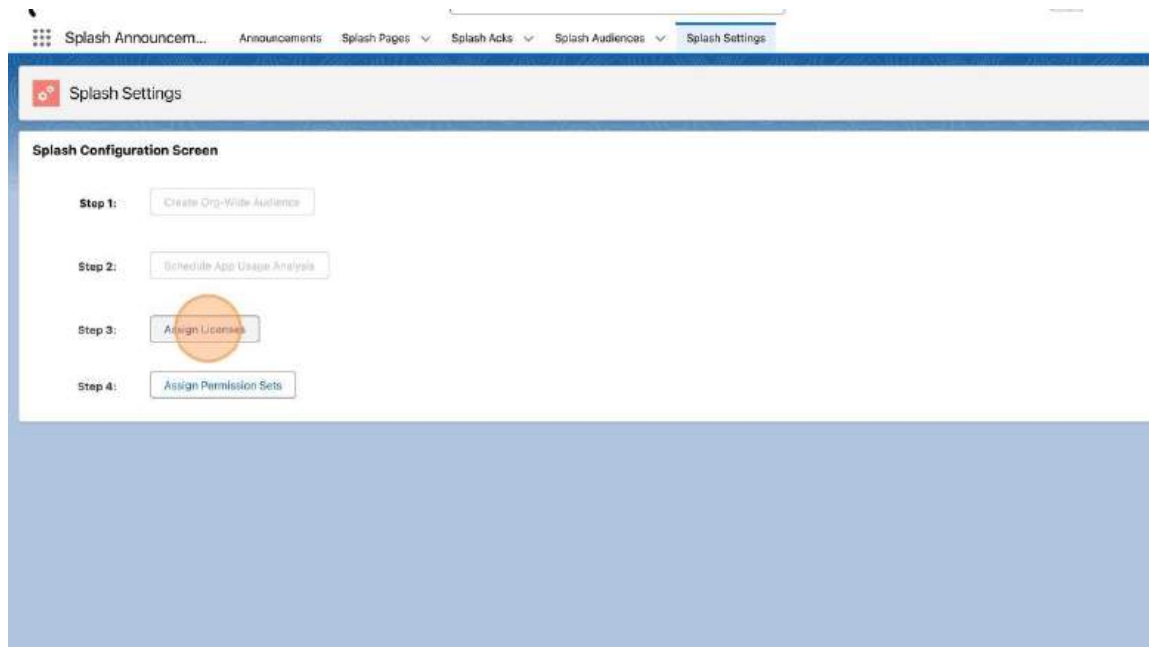
4. Create your org-wide audience.



5. Schedule app usage analysis.



6. Assign licenses.



7. Next to the Splash Announcements package, click Manage Licenses.

Setup Home

Salesforce Go

Service Setup Assistant

Commerce Setup Assistant

Field Service Setup Home (Beta)

Hyperforce Assistant

Release Updates

Salesforce Mobile App

Lightning Usage

Optimizer

Sales Cloud Everywhere

ADMINISTRATION

> Users

> Data

> Email

PLATFORM TOOLS

> Apps

App Manager

AppExchange Marketplace

> Connected Apps

> External Client Apps

Installed Packages

On AppExchange you can browse, test drive, download, and install pre-built apps and components right into your salesforce.com environment. [Learn More about Installing Packages.](#)

Apps and components are installed in packages. Any custom apps, tabs, and custom objects are initially marked as "In Development" and are not deployed to your users. This allows you to before deploying. You can deploy the components individually using the other features in setup or as a group by clicking Deploy.

Depending on the links next to an installed package, you can take different actions from this page.

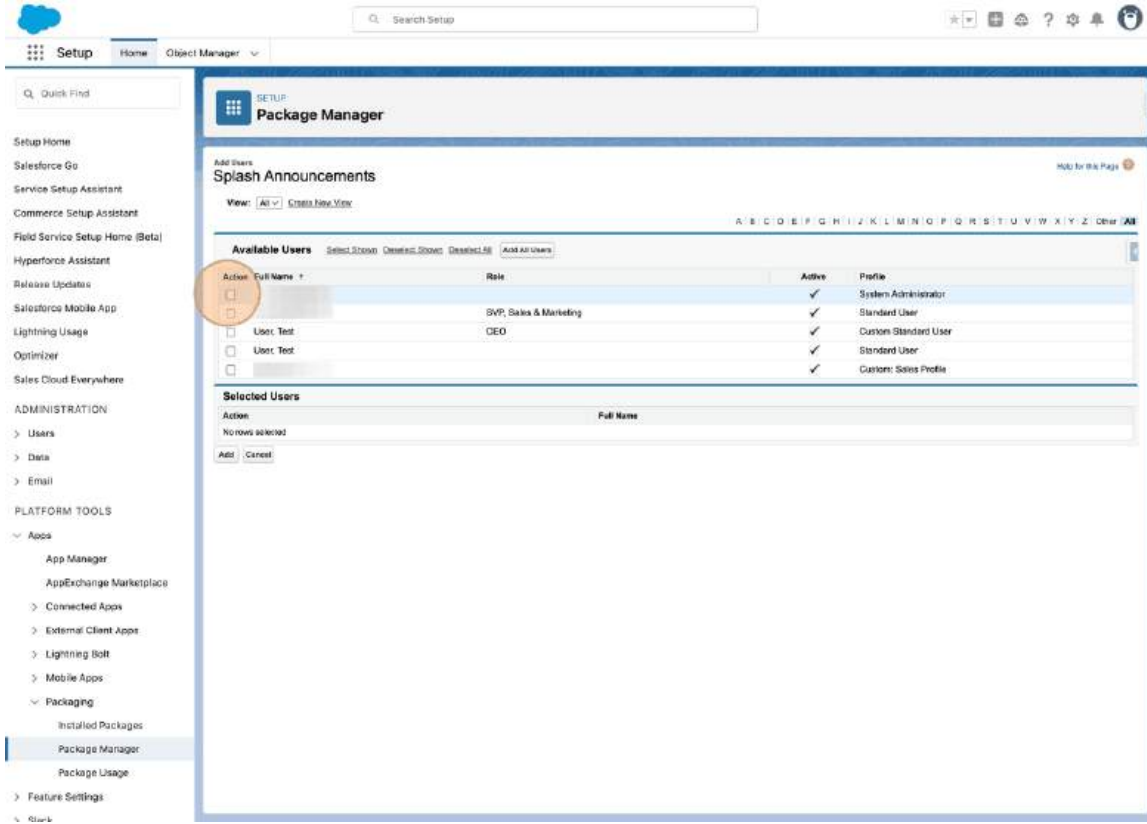
To remove a package, click **Uninstall**. To manage your package licenses, click **Manage Licenses**.

Action	Package Name	Publisher	Version Number	Namespace Prefix	Status	Allowed Licenses	Used Licenses	Enabled for Platform Integrations	Expiration
Uninstall	Permission Wizard Trial	M&S Consulting	0.1 (Beta 1)	msasf	Free	N/A	N/A	N/A	N/A
Uninstall Manage Licenses	Enhanced Files	M&S Consulting	1.0.1	msasf	Active	10	1	☐	Does not Expire
Uninstall Manage Licenses	Splash Announcements	M&S Consulting	2.2	moosf	Active	30	1	☐	Does not Expire
Uninstall	Export List View	M&S Consulting	1.0.1	msasf	Free	N/A	N/A	N/A	N/A
Uninstall	Enhanced Rich Text Editor	M&S Consulting	0.1 (Beta 1)	laerte	Free	N/A	N/A	N/A	N/A

Uninstalled Packages

No uninstalled package data archives

8. Add users who will be using splash announcements. This could be users who will view announcements or create or create announcements

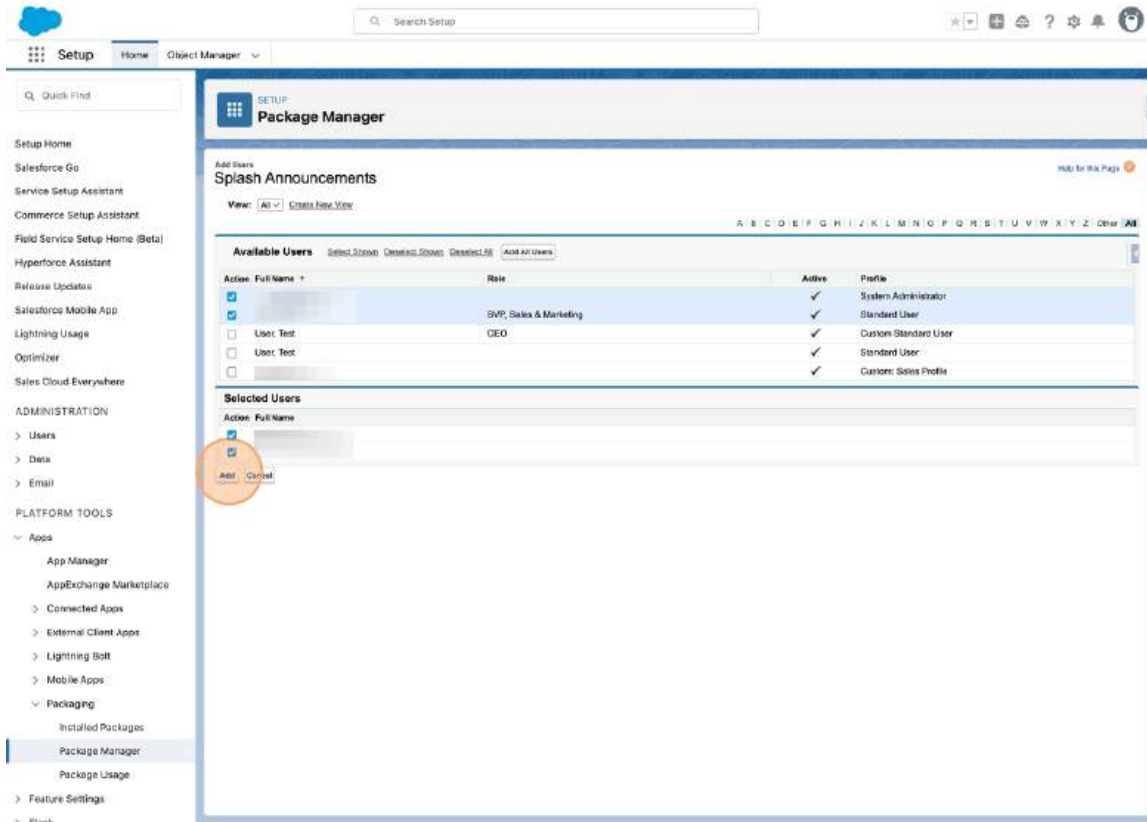


The screenshot shows the Salesforce Setup interface. The left sidebar contains navigation links such as Setup Home, Salesforce Go, Service Setup Assistant, Commerce Setup Assistant, Field Service Setup Home (Beta), Hyperforce Assistant, Release Updates, Salesforce Mobile App, Lightning Usage, Optimizer, Sales Cloud Everywhere, ADMINISTRATION (Users, Data, Email), PLATFORM TOOLS (Apps, App Manager, AppExchange Marketplace, Connected Apps, External Client Apps, Lightning Bolt, Mobile Apps, Packaging, Installed Packages, Package Manager, Package Usage), Feature Settings, and Quick Find. The main content area is titled 'Package Manager' and includes a 'Splash Announcements' section. Below this, there is a table of 'Available Users' with columns for Action, Full Name, Role, Active, and Profile. The table lists four users: System Administrator, Standard User, Custom Standard User, and Custom Sales Profile. An orange circle highlights the 'Add' button in the 'Available Users' section.

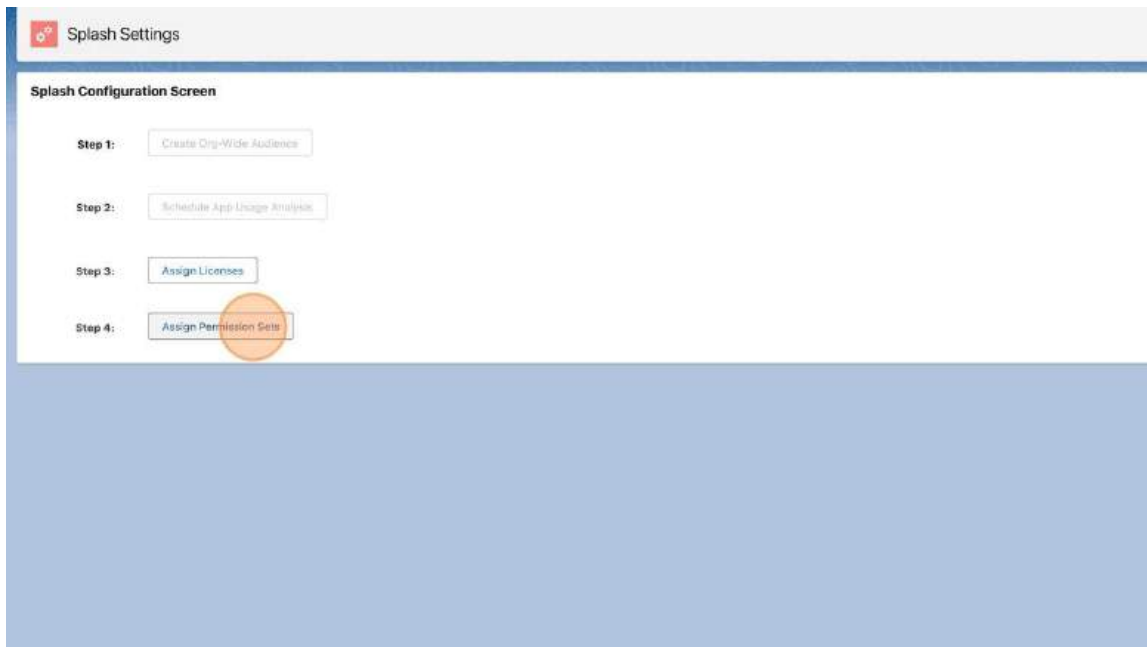
Action	Full Name	Role	Active	Profile
☐		SVP, Sales & Marketing	✓	System Administrator
☐			✓	Standard User
☐	User Test	CEO	✓	Custom Standard User
☐	User Test		✓	Standard User
☐			✓	Custom Sales Profile

Below the 'Available Users' table, there is a 'Selected Users' section with a table that currently has no rows selected. The 'Add' button is located below the 'Selected Users' table.

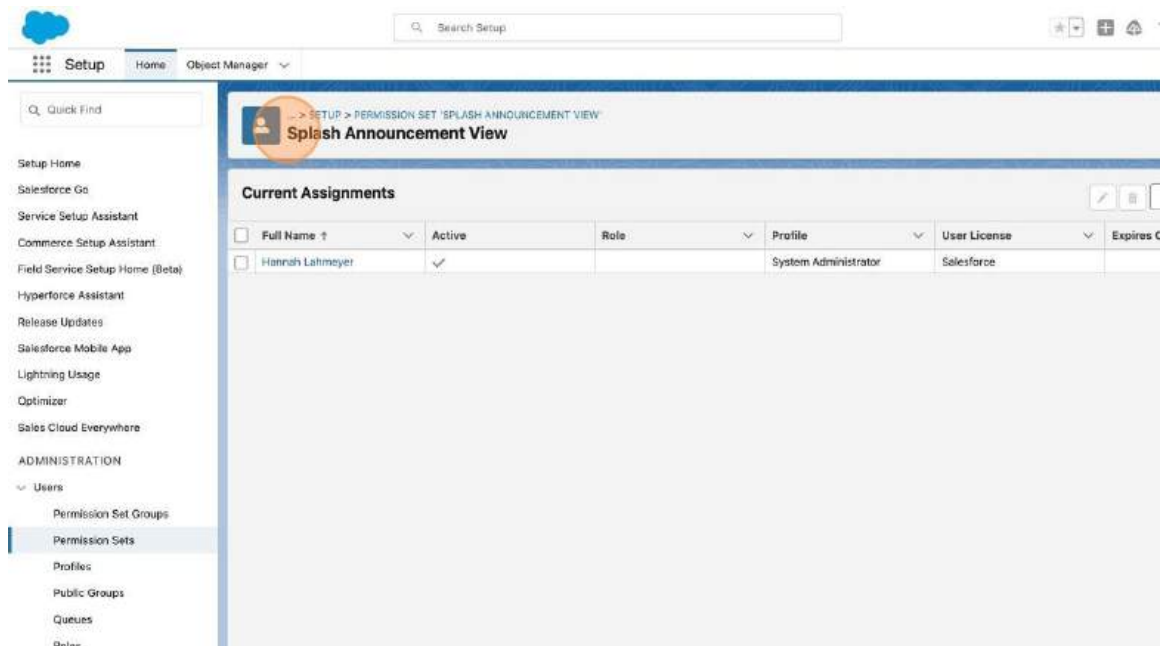
9. Click "Add"



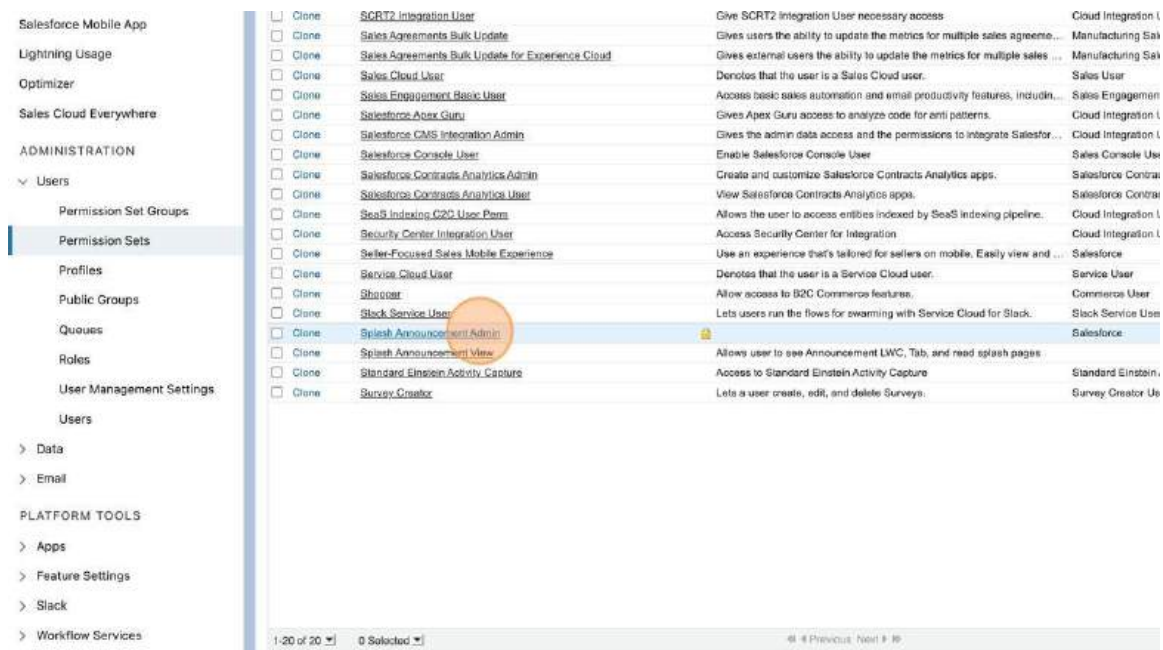
10. Navigate back to the Splash Settings and click "Assign permission sets"



11. This will take you to the "Splash Announcement View" permission set. Assign this permission set to users who will view announcements

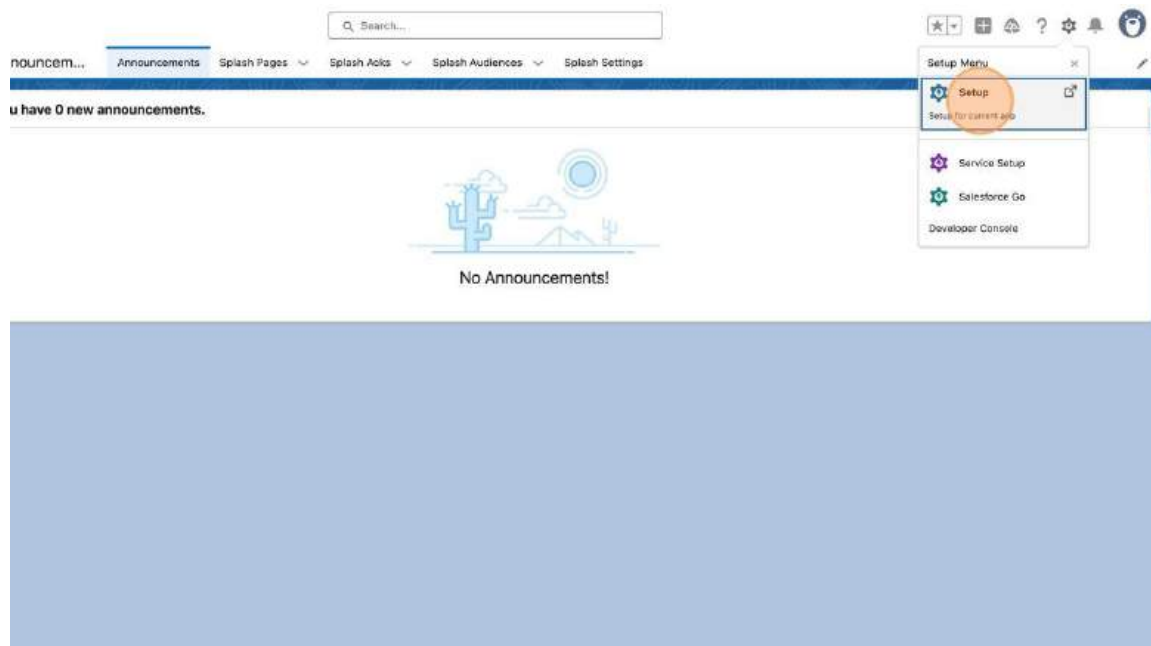


12. You can also assign a permission set to users who need to create announcements. Using the "Splash Announcement Admin" permission set.

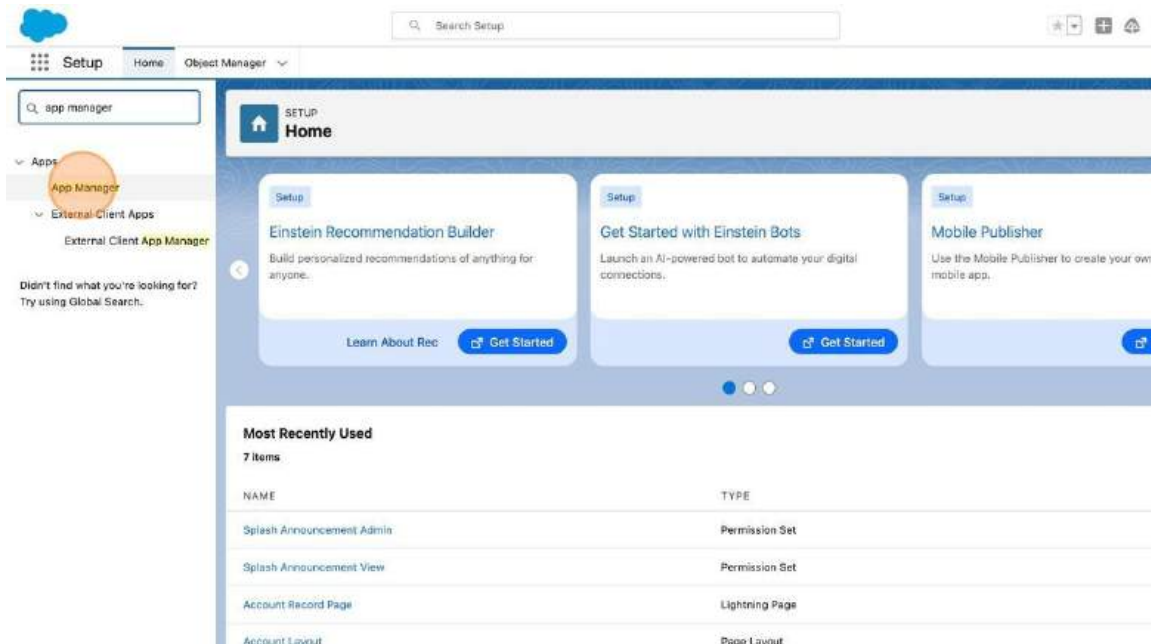


Add the Announcements Tab to your Salesforce Apps

1. To use the smart redirect to dynamically show announcements to users when they log in to Salesforce. Click "Setup"



2. Go to the "App Manager"



3. Look for the app you want to include the announcements tab.

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ph.

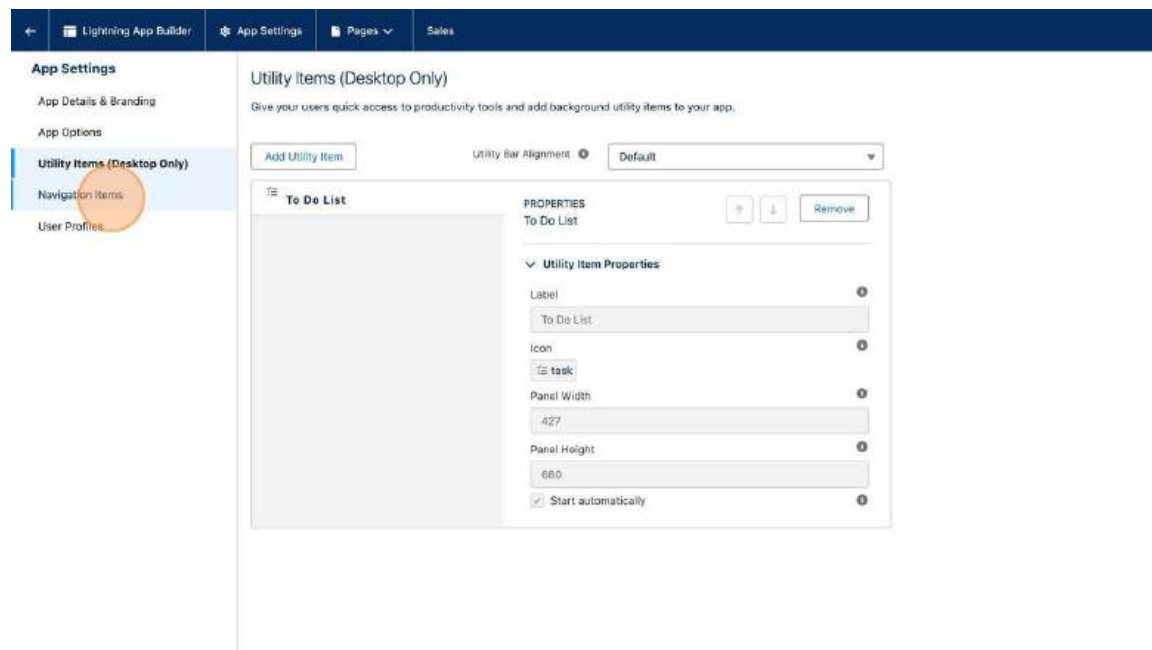
2	App Launcher	AppLauncher	App Launcher tabs	11/27/2023, 6:47 PM	Classic	✓	⌵
3	Approvals	Approvals	Manage approvals and approval flows	2/15/2025, 3:05 AM	Lightning	✓	⌵
4	Automation	FlowsApp	Automate business processes and repetitive tasks.	6/15/2024, 9:16 AM	Lightning	✓	⌵
5	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your indu...	11/27/2023, 6:47 PM	Lightning	✓	⌵
6	Business Rules Engine	ExpressionSetConsole	Create and maintain business rules that perform complex looku...	11/27/2023, 6:47 PM	Lightning	✓	⌵
7	Community	Community	Salesforce CRM Communities	11/27/2023, 6:47 PM	Classic	✓	⌵
8	Consumer Goods	Retail	Manage your retail inventory, promotions, planograms and othe...	11/27/2023, 6:47 PM	Lightning	✓	⌵
9	Consumer Goods Visit Execution	RetailOnBrowser	Execute retail store visits by viewing and updating visit details.	11/27/2023, 6:47 PM	Lightning	✓	⌵
10	Content	Content	Salesforce CRM Content	11/27/2023, 6:47 PM	Classic	✓	⌵
11	Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	11/27/2023, 6:47 PM	Lightning	✓	⌵
12	Force.com	Force.com	Start Here	11/27/2023, 6:47 PM	Classic	✓	⌵
13	Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experience	11/27/2023, 6:47 PM	Lightning	✓	⌵
14	Marketing CRM Classic	Marketing	Track sales and marketing efforts with CRM objects.	11/27/2023, 6:47 PM	Classic	✓	⌵
15	Permission Wizard	Permission_Wizard		2/19/2024, 9:26 AM	Lightning (Managed)	✓	⌵
16	Platform	Platform	The fundamental Lightning Platform	11/27/2023, 6:47 PM	Classic	✓	⌵
17	Policy Center	DataGovernanceConsole	Policy Center	2/15/2025, 3:06 AM	Lightning	✓	⌵
18	Sales	Sales	The world's most popular sales force automation (SFA) solution	11/27/2023, 6:47 PM	Classic	✓	⌵
19	Sales	LightningSales	Manage your sales process with accounts, leads, opportunities,...	7/2/2025, 7:44 PM	Lightning	✓	⌵
20	Sales Cloud Mobile	SalesCloudMobile	New seller focused mobile first experience	10/12/2024, 2:27 A...	Lightning	✓	⌵
21	Sales Console	LightningSalesConsole	(Lightning Experience) Lets sales reps work with multiple recor...	1/23/2025, 1:27 PM	Lightning	✓	⌵
22	Salesforce Chatter	Chatter	The Salesforce Chatter social network, including profiles and fe...	11/27/2023, 6:47 PM	Classic	✓	⌵
23	Service	Service	Manage customer service with accounts, contacts, cases, and ...	11/27/2023, 6:47 PM	Classic	✓	⌵
24	Service Console	LightningService	(Lightning Experience) Lets support agents work with multiple r...	11/27/2023, 6:47 PM	Lightning	✓	⌵
25	Site.com	Sites	Build pixel-perfect, data-rich websites using the drag-and-drop...	11/27/2023, 6:47 PM	Classic	✓	⌵
26	Splash Announcements	Splash_Announcements	Allows Admins to access Splash Page and Splash Acknowledge ...	6/17/2025, 6:54 AM	Lightning (Managed)	✓	⌵

4. Click "Edit"

a looking for?

2	App Launcher	AppLauncher	App Launcher tabs	11/27/2023, 6:47 PM	Classic	✓	▼
3	Approvals	Approvals	Manage approvals and approval flows	2/15/2025, 3:05 AM	Lightning	✓	▼
4	Automation	FlowsApp	Automate business processes and repetitive tasks.	6/15/2024, 9:16 AM	Lightning	✓	▼
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6	Business Rules Engine	ExpressionSetConsole	Create and maintain business rules that perform complex looku...	11/27/2023, 6:47 PM	Lightning	✓	▼
7	Community	Community	Salesforce CRM Communities	11/27/2023, 6:47 PM	Classic	✓	▼
8	Consumer Goods	Retail	Manage your retail inventory, promotions, planograms and othe...	11/27/2023, 6:47 PM	Lightning	✓	▼
9	Consumer Goods Visit Execution	RetailOnBrowser	Execute retail store visits by viewing and updating visit details.	11/27/2023, 6:47 PM	Lightning	✓	▼
10	Content	Content	Salesforce CRM Content	11/27/2023, 6:47 PM	Classic	✓	▼
11	Digital Experiences	SalesforceCMS	Manage content and media for all of your sites.	11/27/2023, 6:47 PM	Lightning	✓	▼
12	Force.com	Force.com	Start Here	11/27/2023, 6:47 PM	Classic	✓	▼
13	Lightning Usage App	LightningInstrumentation	View Adoption and Usage Metrics for Lightning Experience	11/27/2023, 6:47 PM	Lightning	✓	▼
14	Marketing CRM Classic	Marketing	Track sales and marketing efforts with CRM objects.	11/27/2023, 6:47 PM	Classic	✓	▼
15	Permission Wizard	Permission_Wizard		2/19/2024, 9:26 AM	Lightning (Managed)	✓	▼
16	Platform	Platform	The fundamental Lightning Platform	11/27/2023, 6:47 PM	Classic	✓	▼
17	Policy Center	DataGovernanceConsole	Policy Center	2/15/2025, 3:08 AM	Lightning	✓	▼
18	Sales	Sales	The world's most popular sales force automation (SFA) solution	11/27/2023, 6:47 PM	Classic	✓	▼
19	Sales	LightningSales	Manage your sales process with accounts, leads, opportunities,...	7/2/2025, 7:44 PM	Lightning	✓	▼
20	Sales Cloud Mobile	SalesCloudMobile	New seller focused mobile first experience	10/12/2024, 2:27 A...	Lightning	✓	▼
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22	Salesforce Chatter	Chatter	The Salesforce Chatter social network, including profiles and fe...	11/27/2023, 6:47 PM	Classic	✓	▼
23	Service	Service	Manage customer service with accounts, contacts, cases, and ...	11/27/2023, 6:47 PM	Classic	✓	▼
24	Service Console	LightningService	(Lightning Experience) Lets support agents work with multiple r...	11/27/2023, 6:47 PM	Lightning	✓	▼
25	Site.com	Sites	Build pixel-perfect, data-rich websites using the drag-and-drop...	11/27/2023, 6:47 PM	Classic	✓	▼
26	Splash Announcements	Splash_Announcements	Allows Admins to access Splash Page and Splash Acknowledge ...	6/17/2025, 6:54 AM	Lightning (Managed)	✓	▼

5. Click "Navigation Items"



Lightning App Builder | App Settings | Pages | Sales

App Settings

- App Details & Branding
- App Options
- Utility Items (Desktop Only)**
- Navigation Items
- User Profiles

Utility Items (Desktop Only)

Give your users quick access to productivity tools and add background utility items to your app.

Add Utility Item

Utility Bar Alignment: Default

To Do List

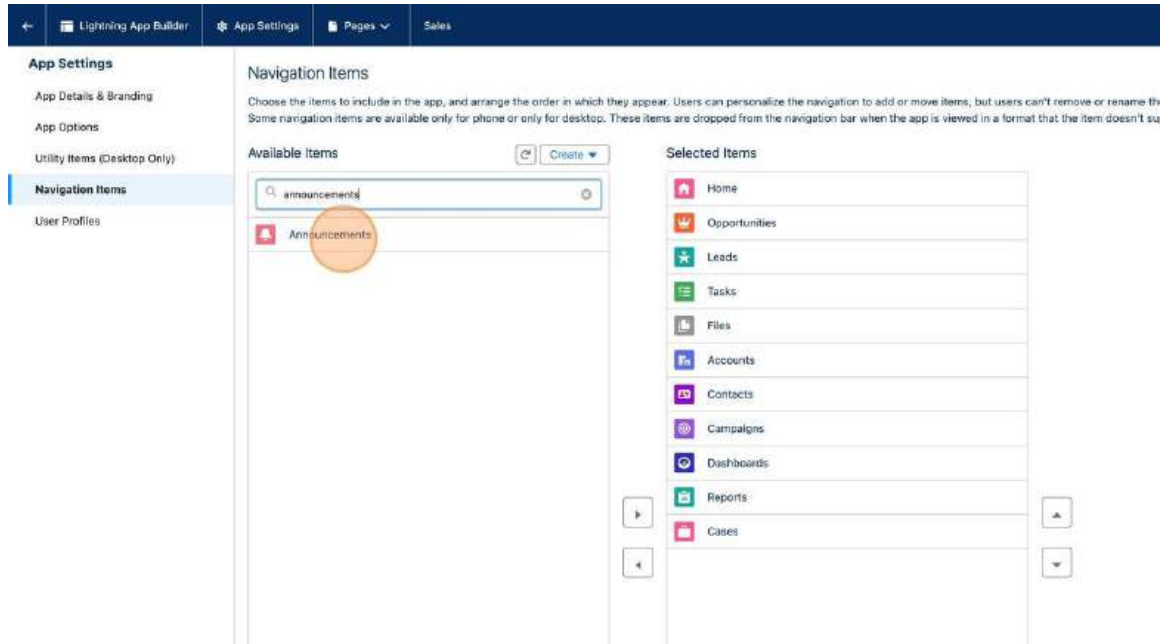
PROPERTIES

To Do List

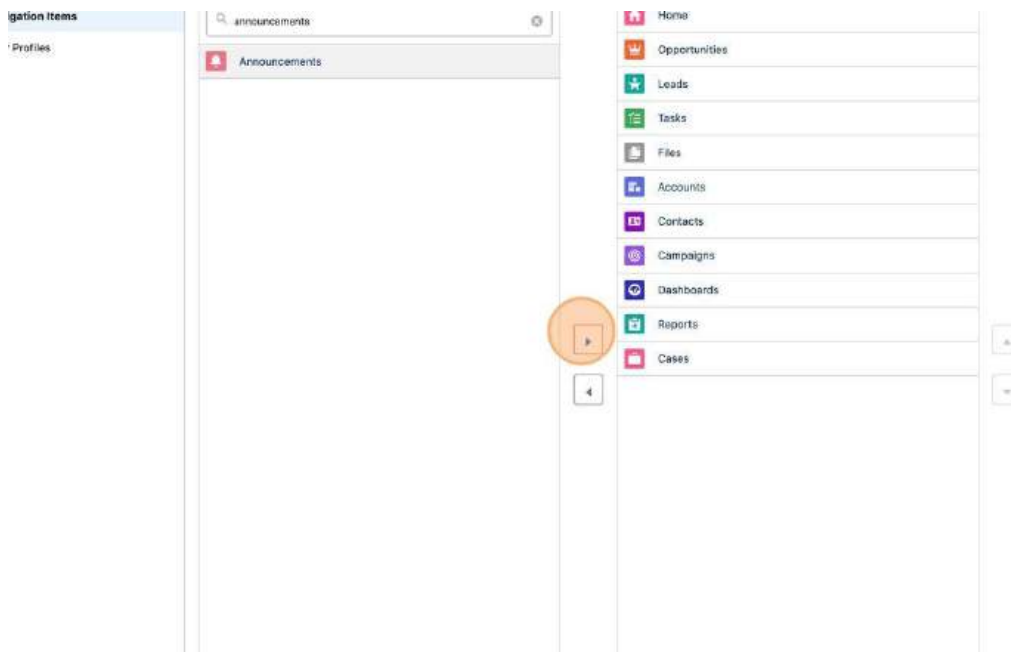
Utility Item Properties

- Label: To Do List
- Icon: task
- Panel Width: 427
- Panel Height: 660
- Start automatically: ☒

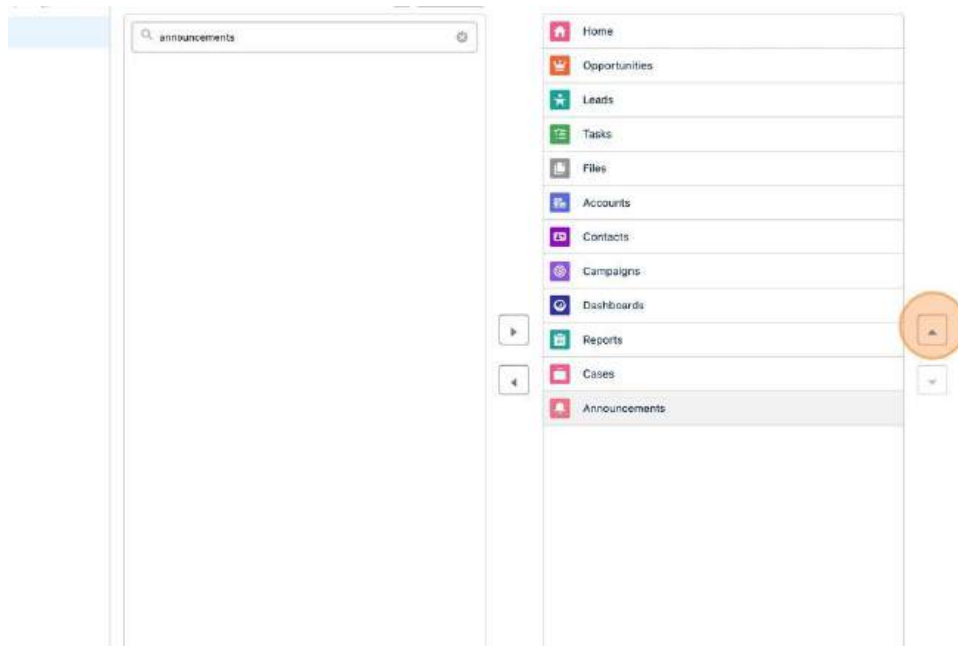
6. Look for the "Announcements" tab



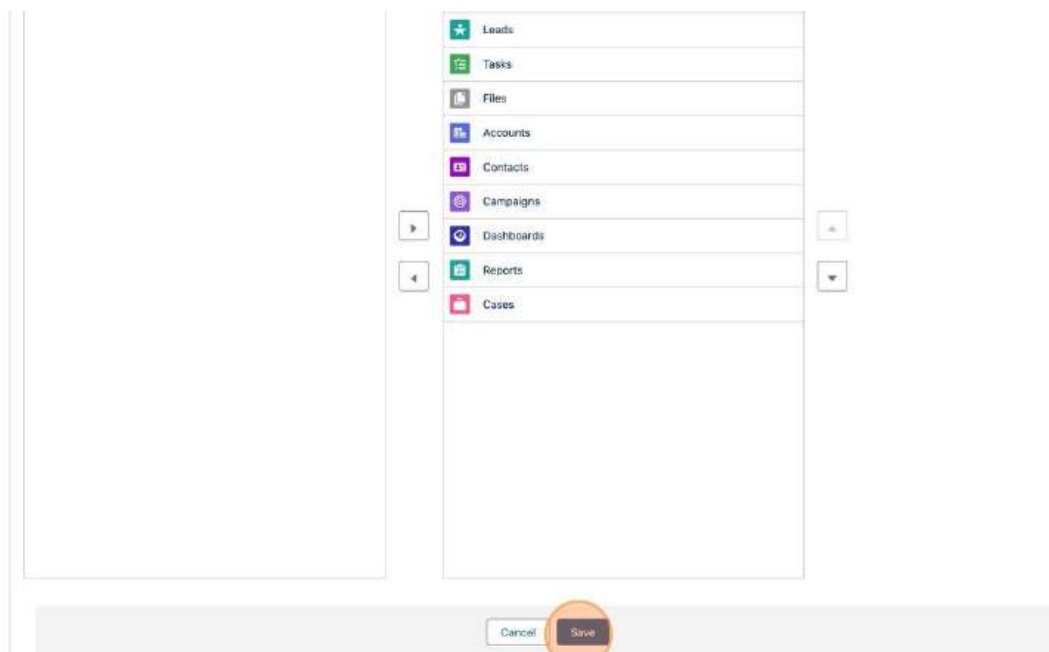
7. Include the tab in your navigation items list



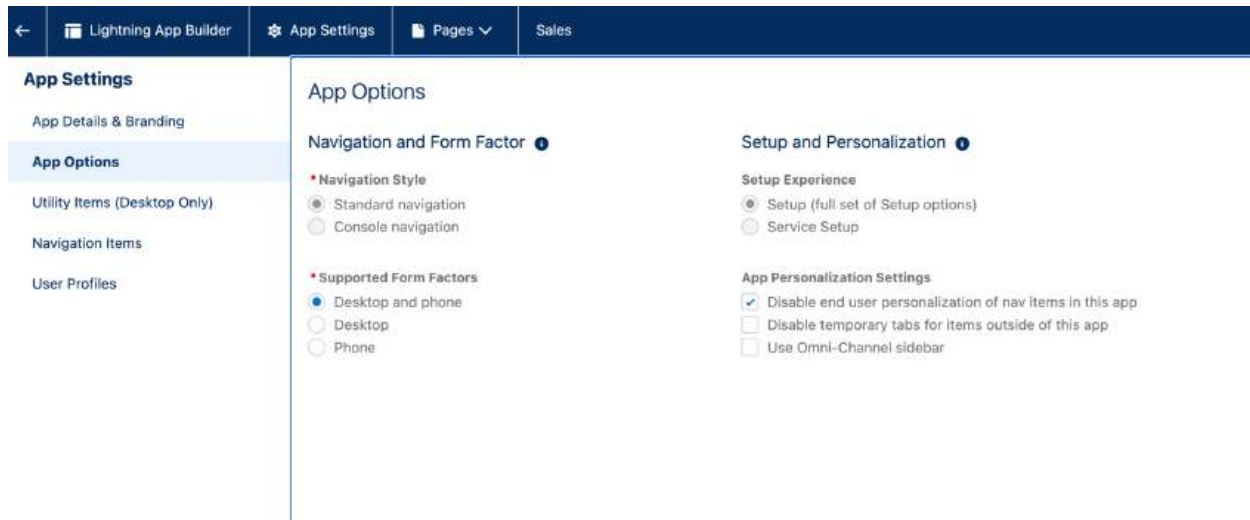
8. Move the Announcements Tab to the top of the list before the Home page



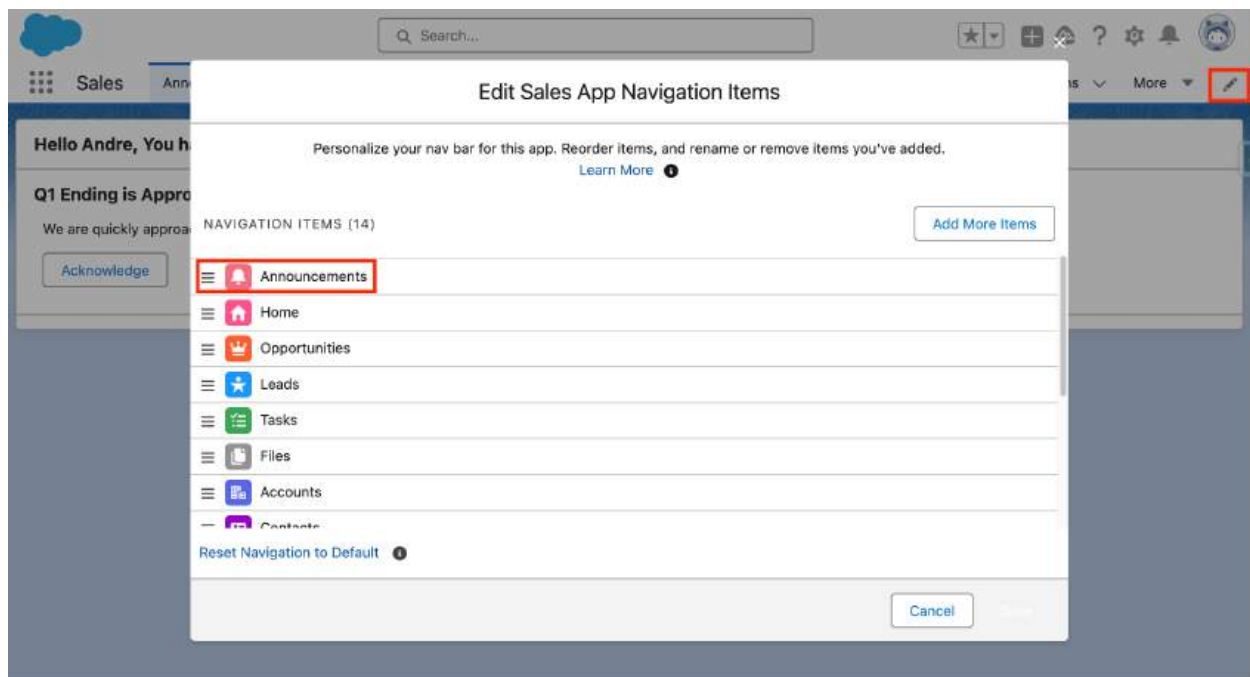
9. Click "Save"



Note: If the App has the setting “Disable end user personalization of nav items in this app” enabled, the Announcements tab will be correctly positioned as the first tab for the App.

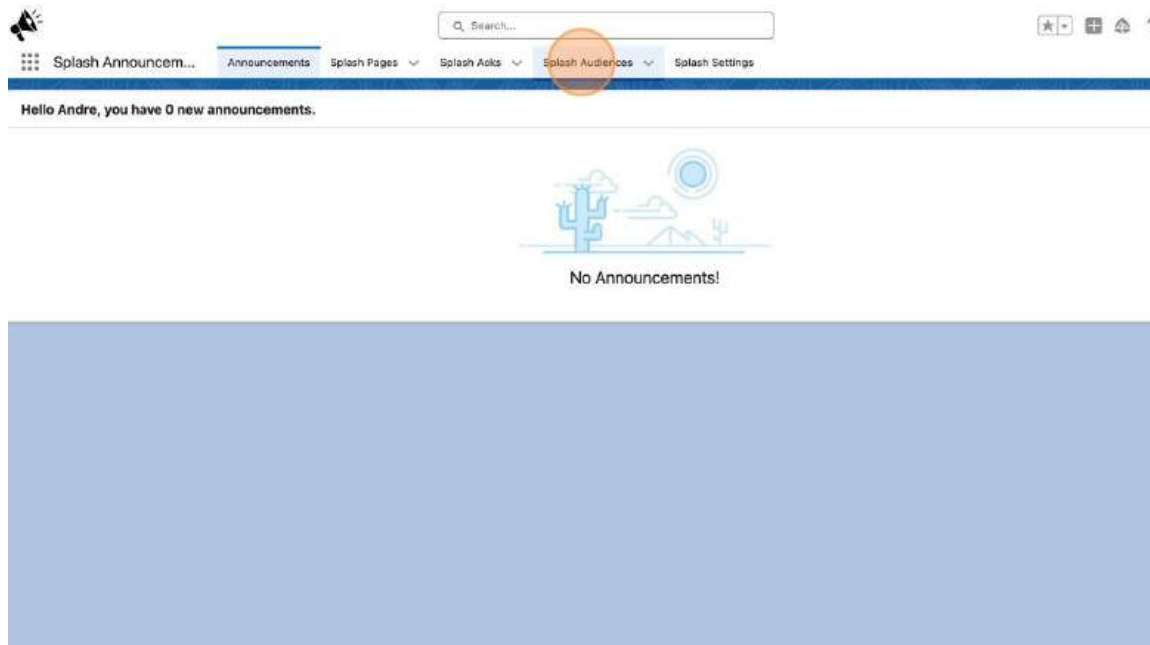


If the setting is disabled, users created before Splash Announcements was installed will not have the Announcements tab correctly positioned as the first tab. In this case, users will need to be instructed to position the Announcements tab as the first tab for the App.

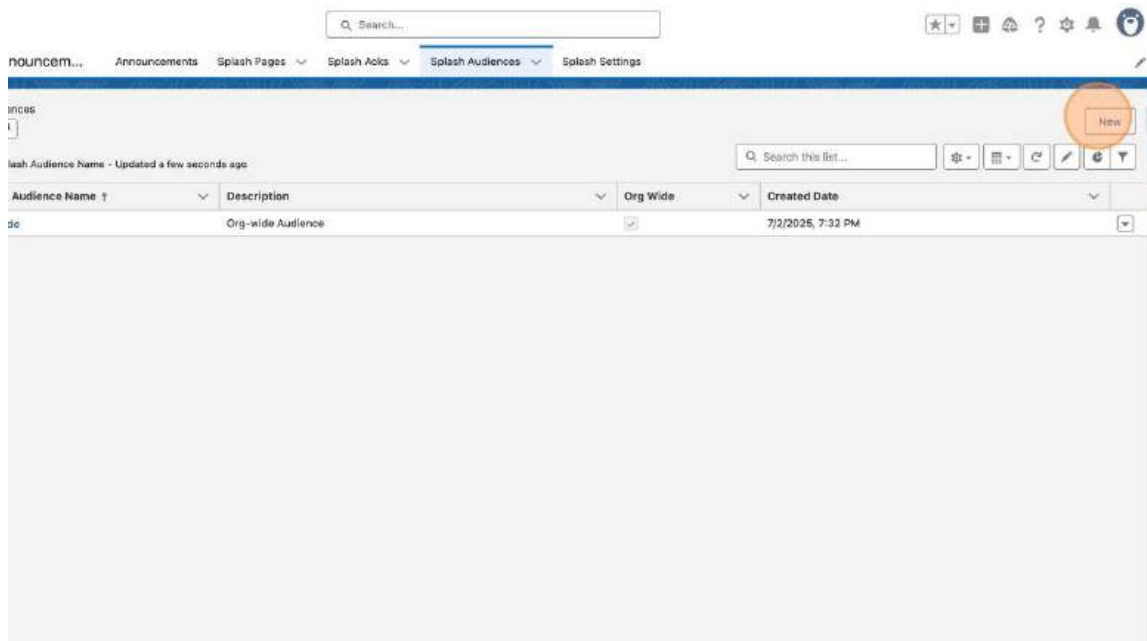


CREATING AUDIENCES

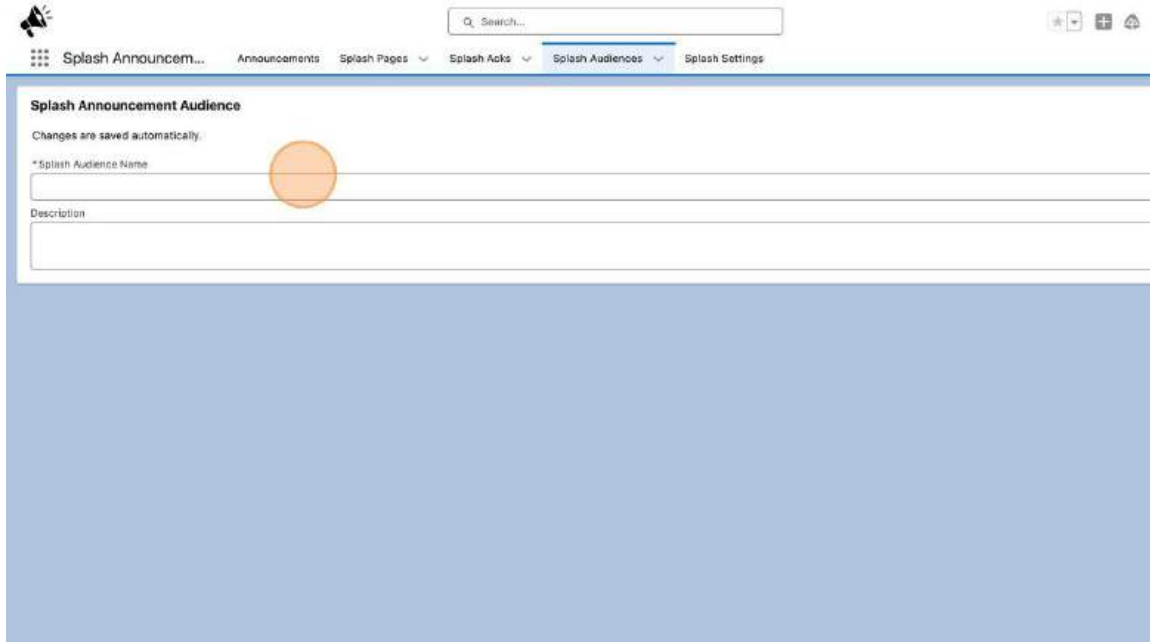
1. From the Splash Announcements app, click the Splash Audiences tab.



2. Click new.



3. Give your audience a name and description



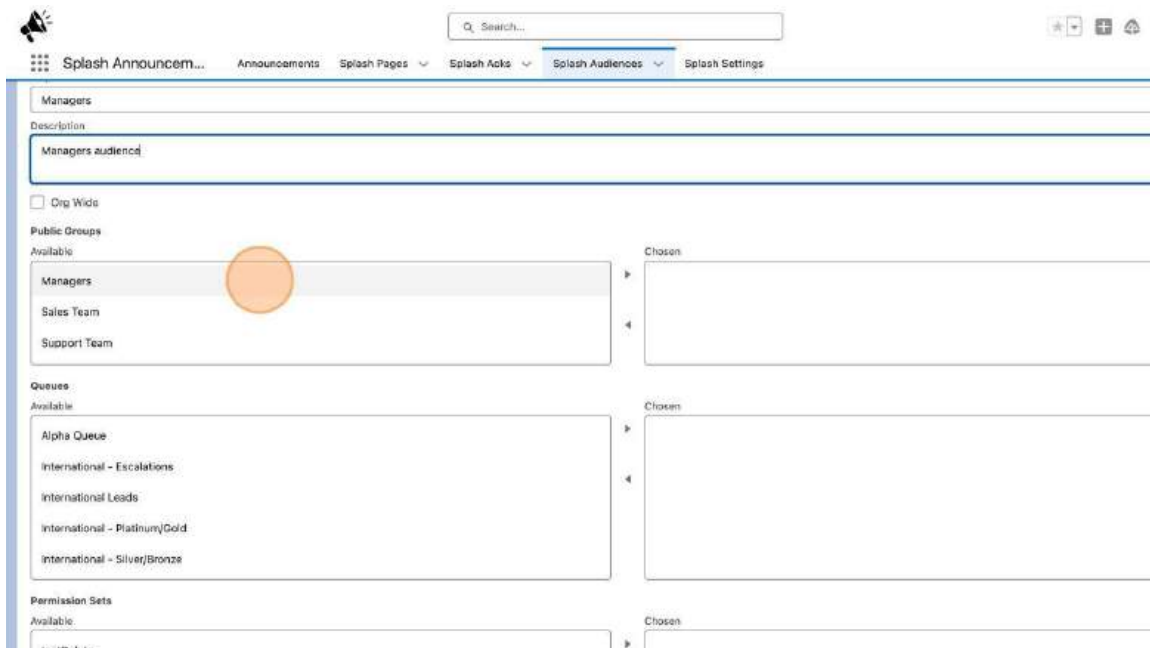
Splash Announcement Audience

Changes are saved automatically.

* Splash Audience Name

Description

4. Select a combination of public groups, queues, permission sets, and profiles



Managers

Description

Managers audience

☐ Org Wide

Public Groups

Available

Managers

Sales Team

Support Team

Queues

Available

Alpha Queue

International - Escalations

International Leads

International - Platinum/Gold

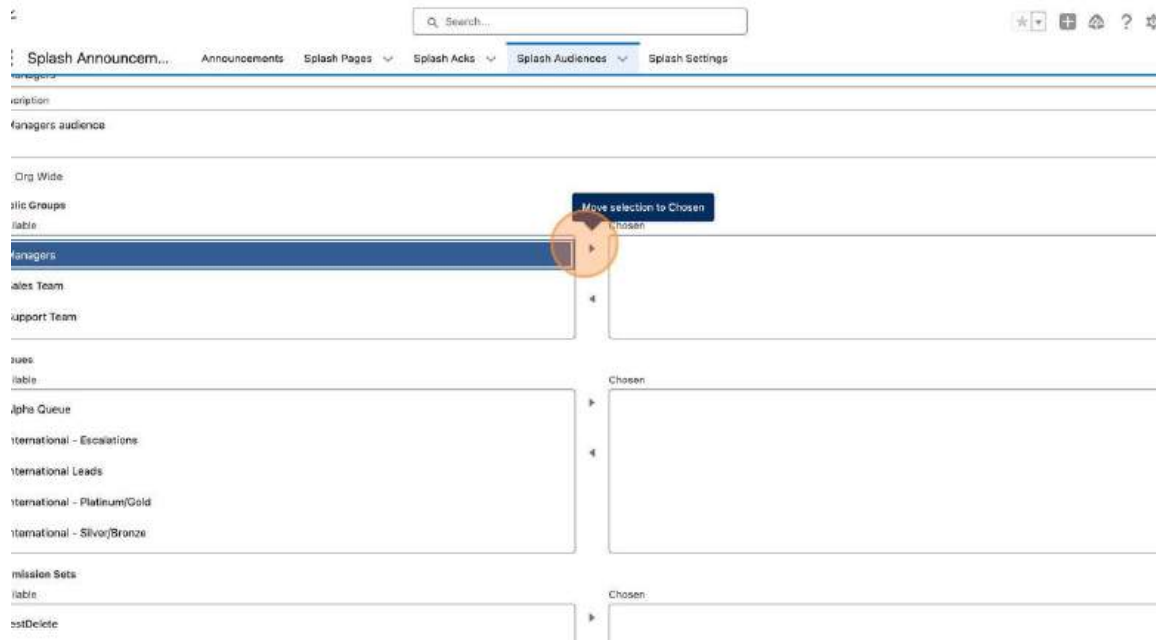
International - Silver/Bronze

Permission Sets

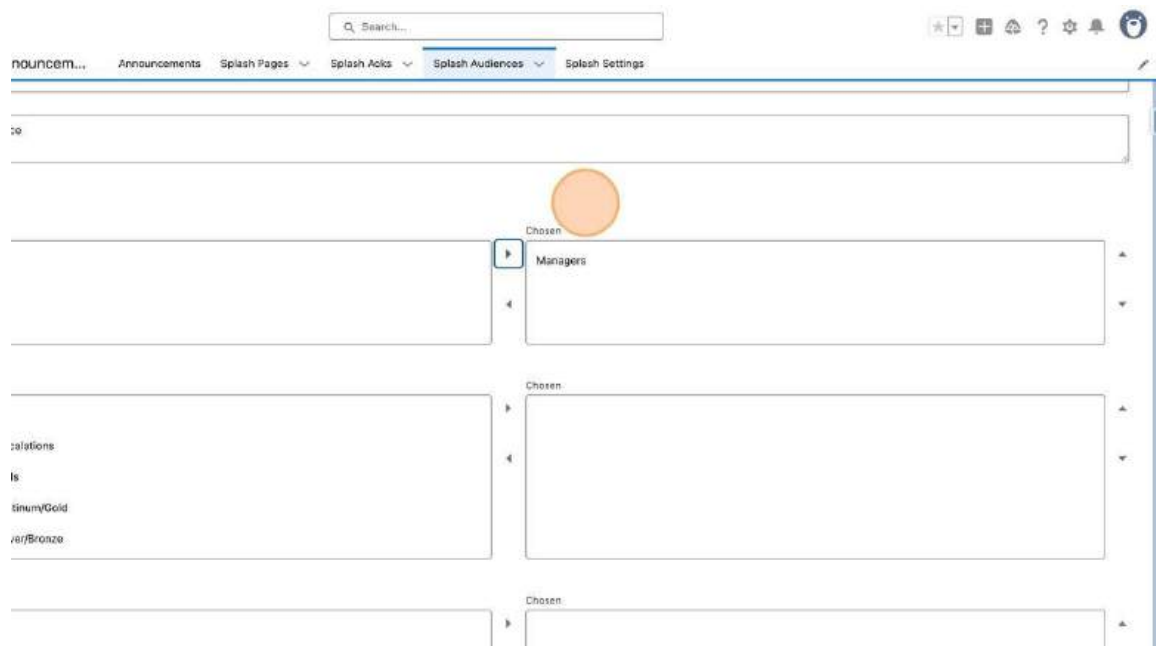
Available

Available

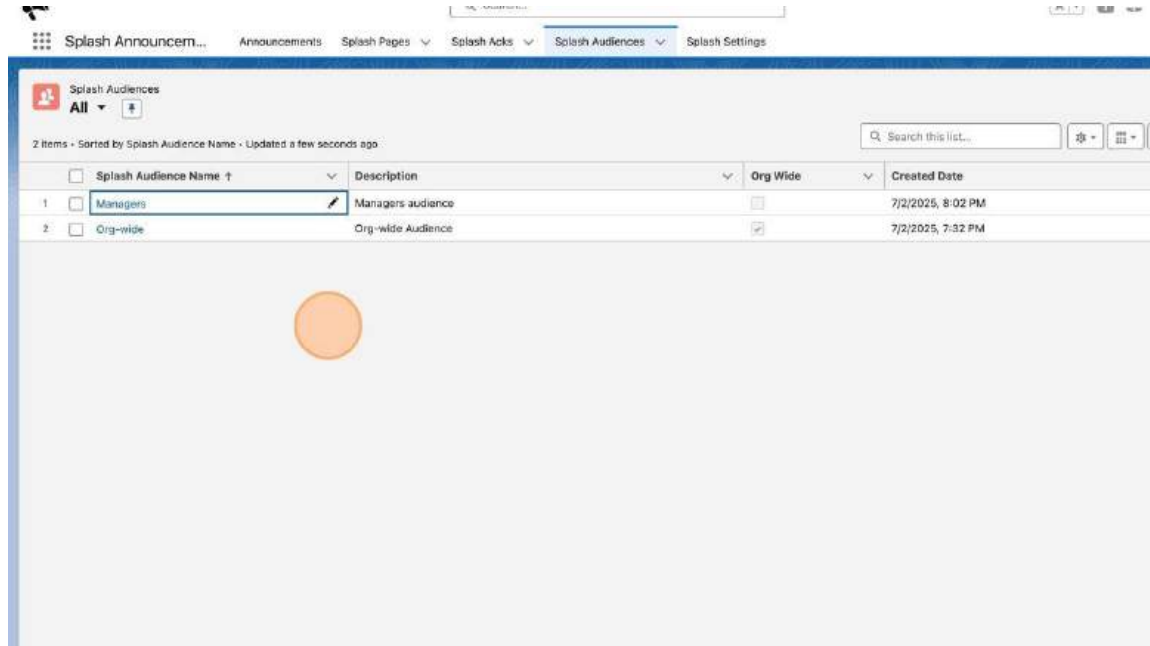
5. Click the right arrow to move your selection to the "Chosen" box



6. Your changes are saved automatically.

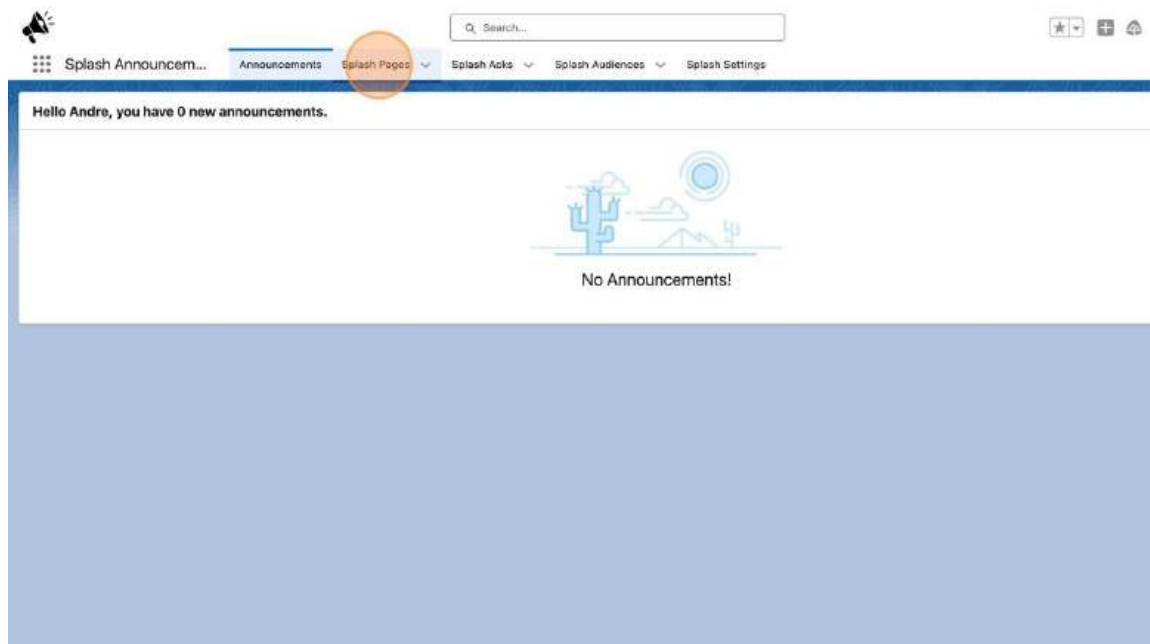


7. Your new audience was created

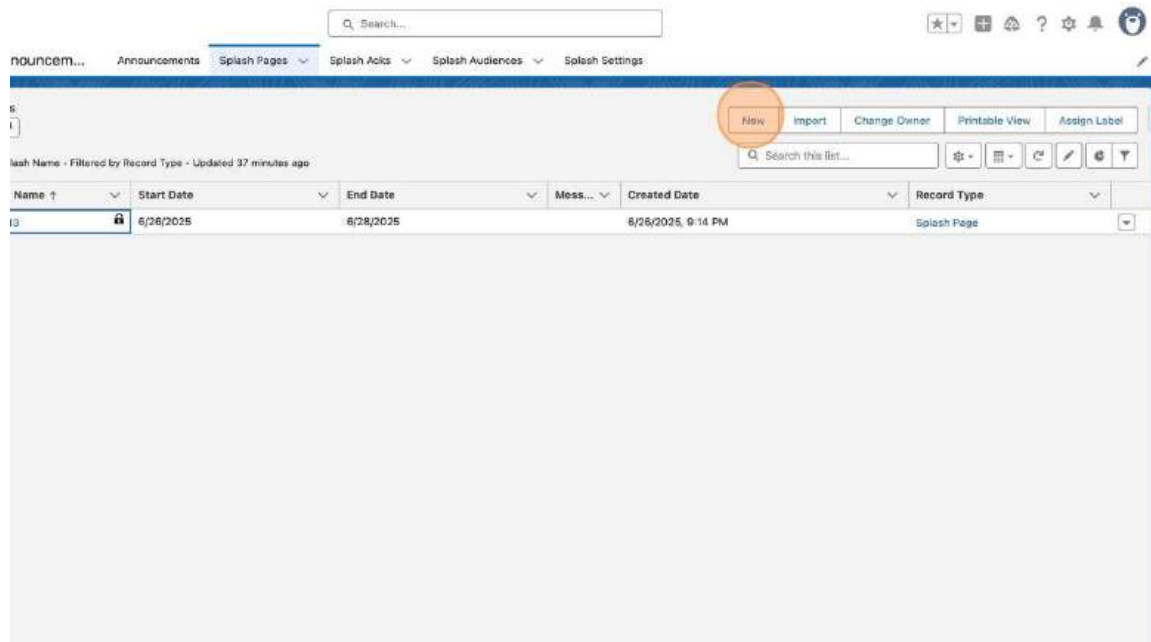


CREATING ANNOUNCEMENTS

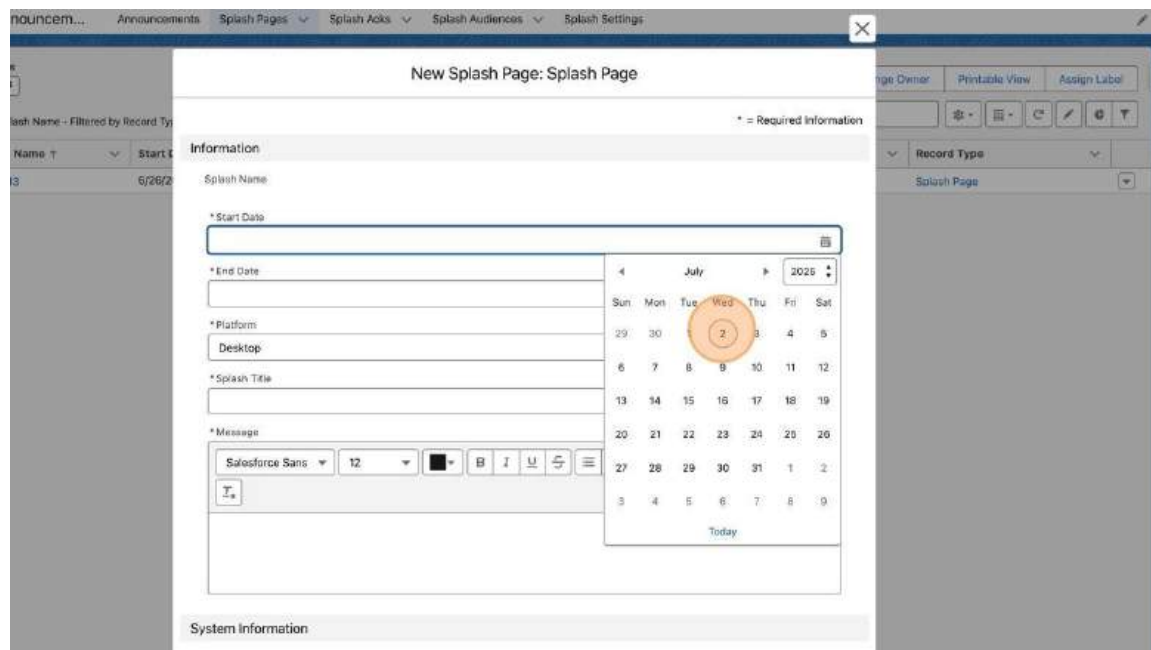
1. From the Splash Announcements app, click Splash Pages.



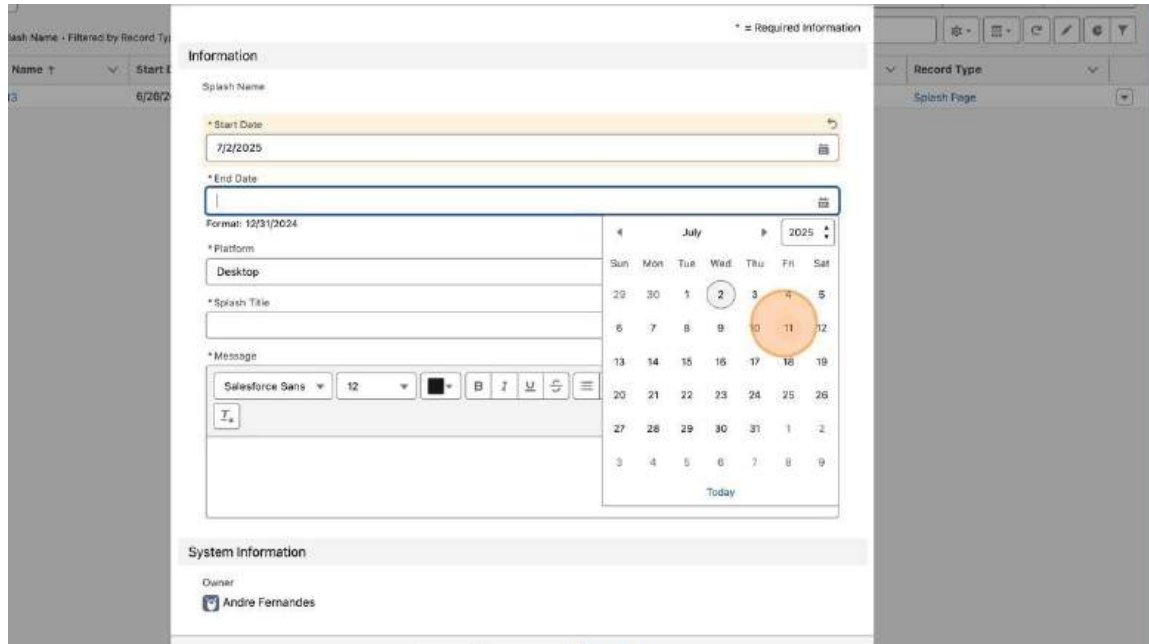
2. Click new.



3. Select a start date. This is the date the announcement will become visible to users



4. Select an end date. this is the date this announcement will not be visible anymore to users



Information

Splash Name

* Start Date
7/2/2025

* End Date
Format: 12/31/2024

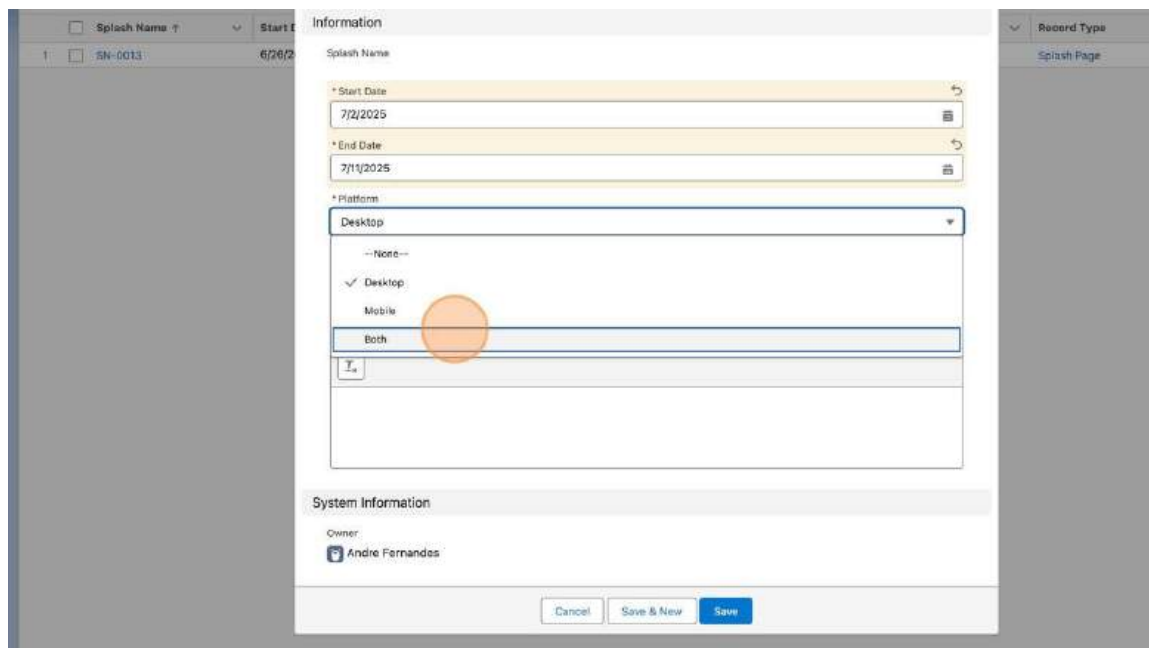
* Platform
Desktop

* Splash Title

* Message
Salesforce Sales 12 B I U C

System Information
Owner
Andre Fernandes

5. Select the platform you want the announcement to be visible. This could be desktop, mobile, or both.



Information

Splash Name

* Start Date
7/2/2025

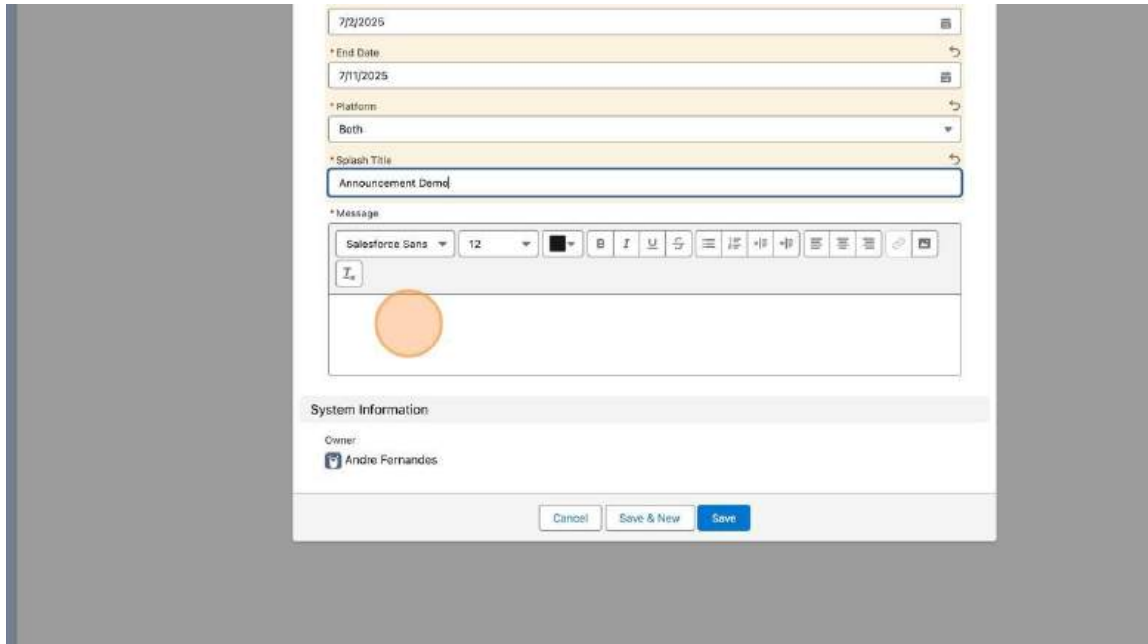
* End Date
7/11/2025

* Platform
Desktop
--None--
✓ Desktop
Mobile
Both

System Information
Owner
Andre Fernandes

Cancel Save & New Save

6. Give a title to your announcement.



7/2/2025

* End Date

7/11/2025

* Platform

Both

* Splash Title

Announcement Demo

* Message

Salesforce Sans 12 B I U

Image

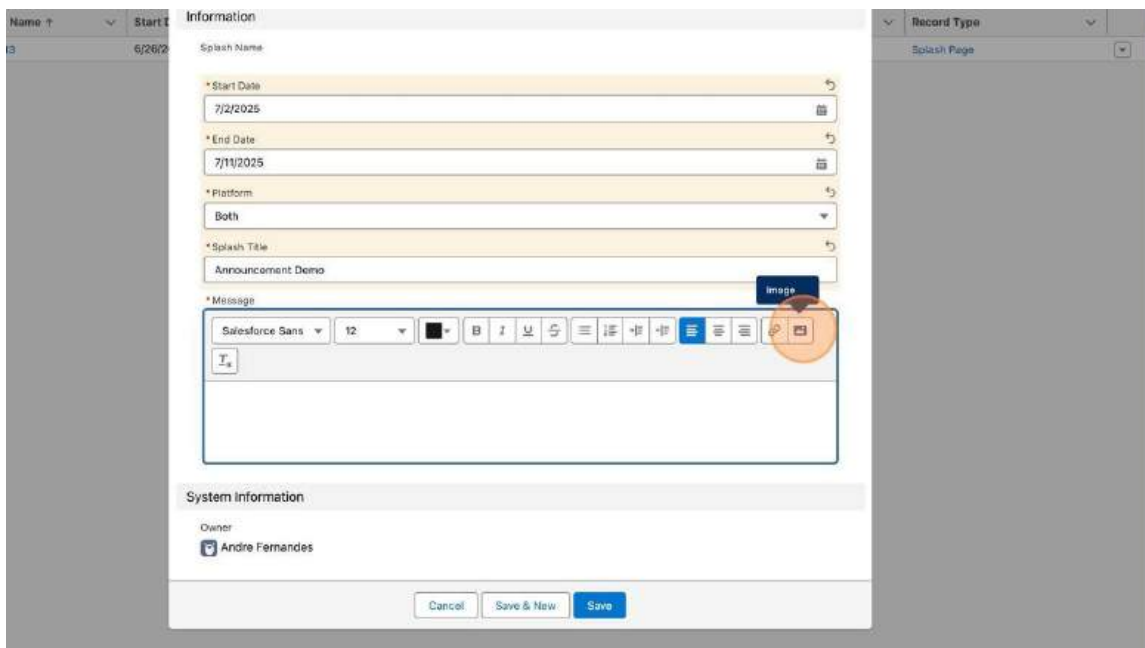
System Information

Owner

Andre Fernandes

Cancel Save & New Save

- Write your announcement using the reach text area field. or just upload an image of your announcement



Name ↑ Start

3 6/26/20

Information

Splash Name

* Start Date

7/2/2025

* End Date

7/11/2025

* Platform

Both

* Splash Title

Announcement Demo

* Message

Salesforce Sans 12 B I U

Image

System Information

Owner

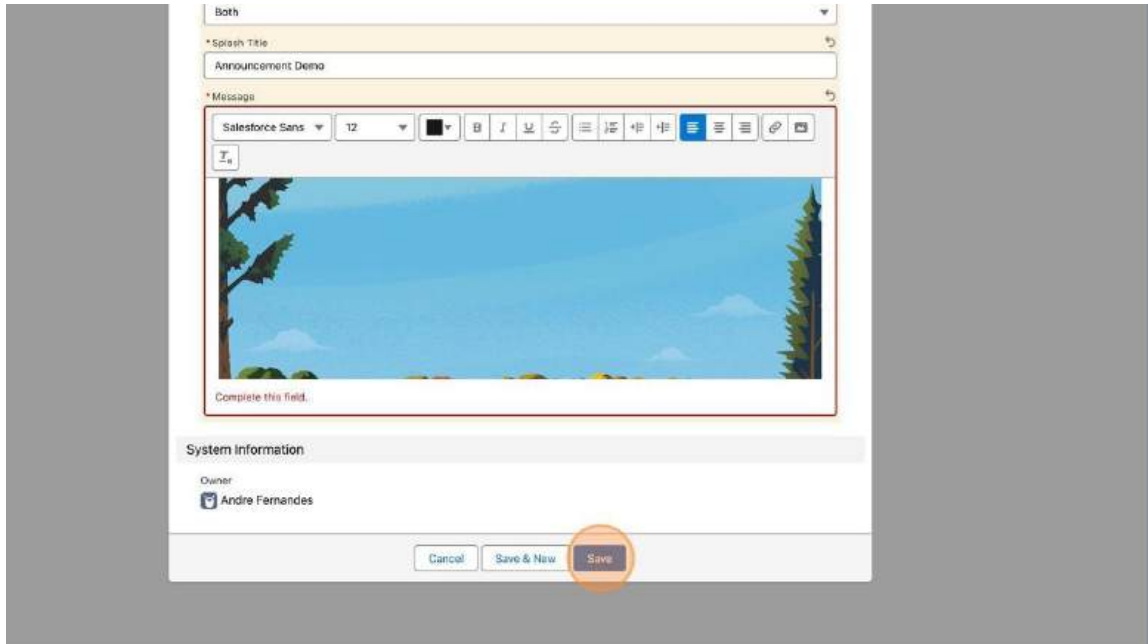
Andre Fernandes

Cancel Save & New Save

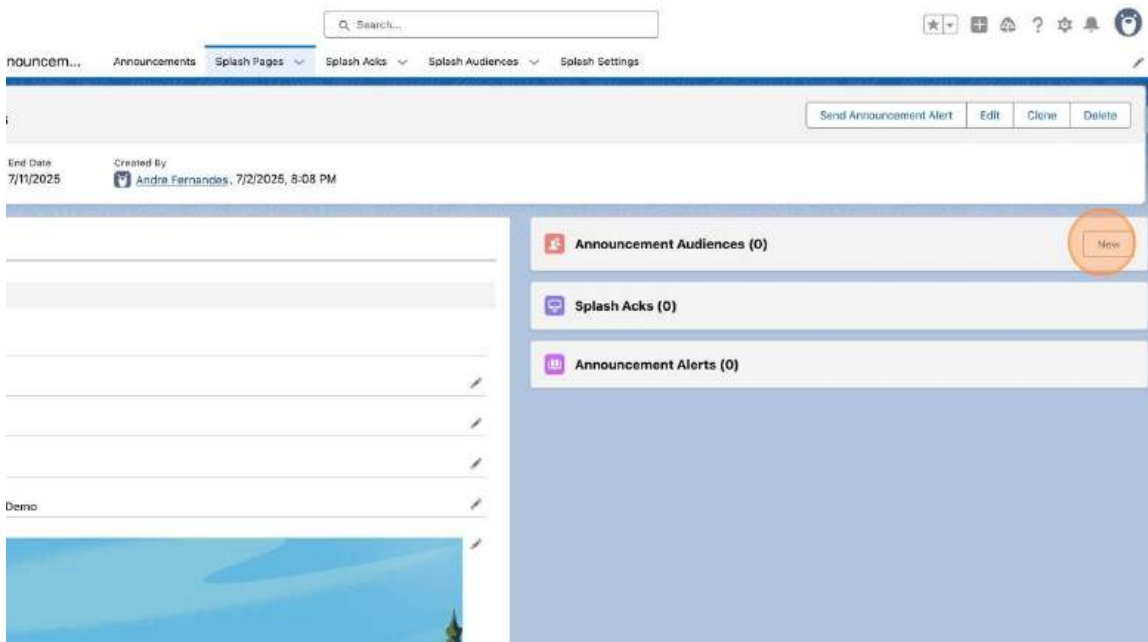
Record Type

Splash Page

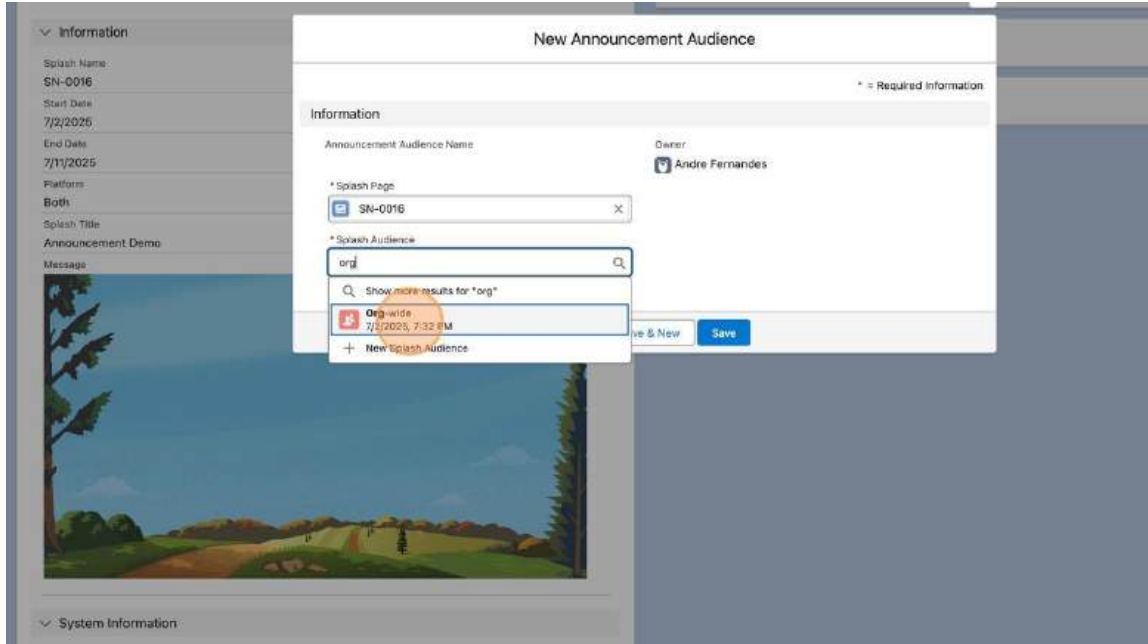
- Click "Save"



9. Create an announcement audience so your announcement is visible to your target audience.
Click "New" on the "Announcement Audiences" related list



10. Search for and select an existing audience



New Announcement Audience

* = Required Information

Information

Announcement Audience Name

Owner: Andre Fernandes

* Splash Page: SN-0016

* Splash Audience: org

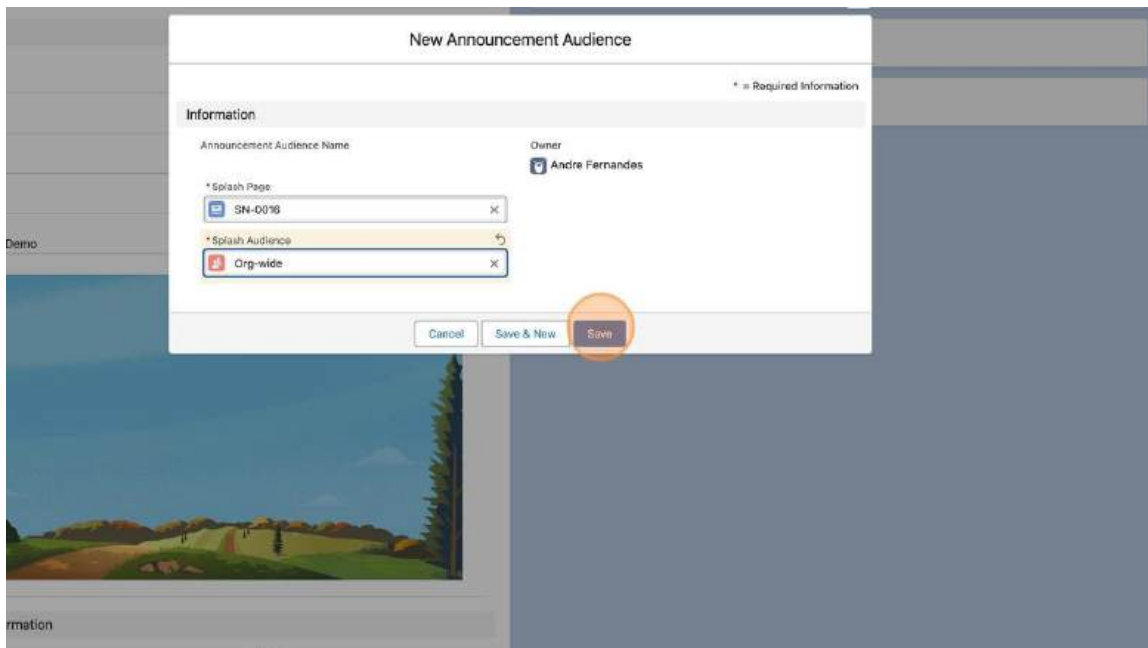
Show more results for "org"

Org-wide
7/1/2025, 7:32 AM

+ New Splash Audience

Save

11. Click "Save"



New Announcement Audience

* = Required Information

Information

Announcement Audience Name

Owner: Andre Fernandes

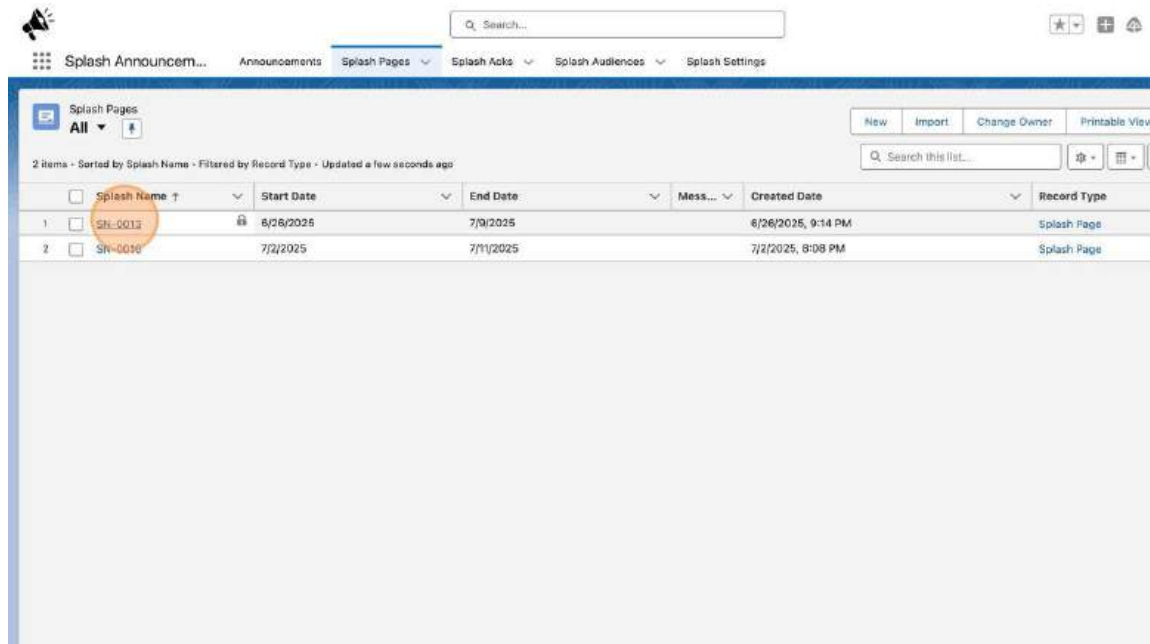
* Splash Page: SN-0016

* Splash Audience: Org-wide

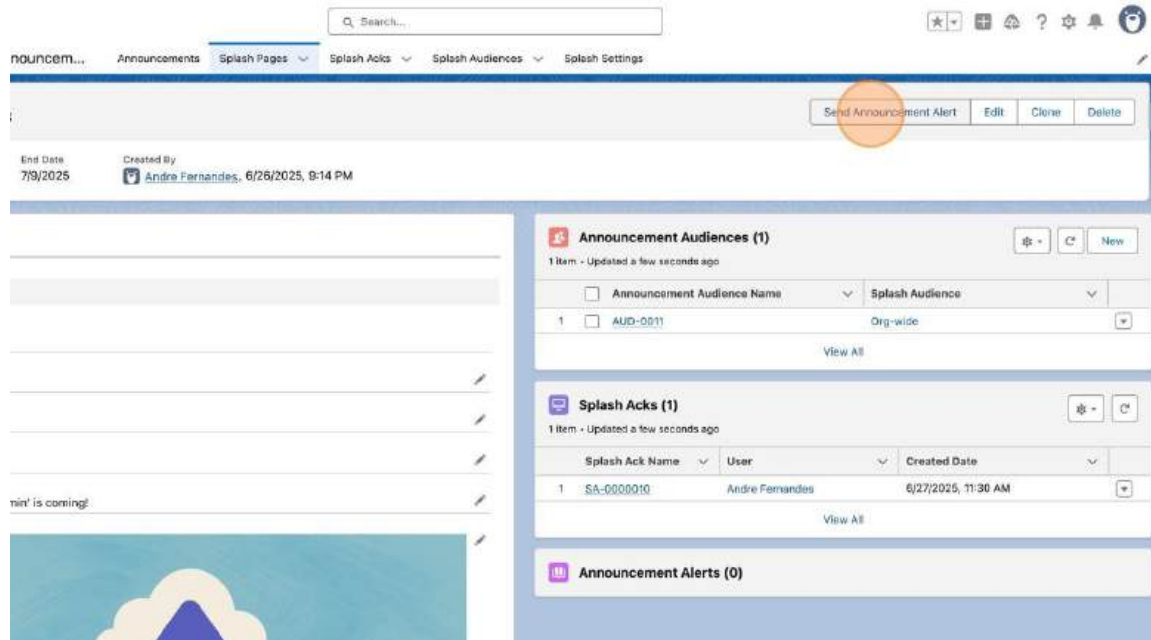
Cancel Save & New Save

SENDING ANNOUNCEMENT ALERTS

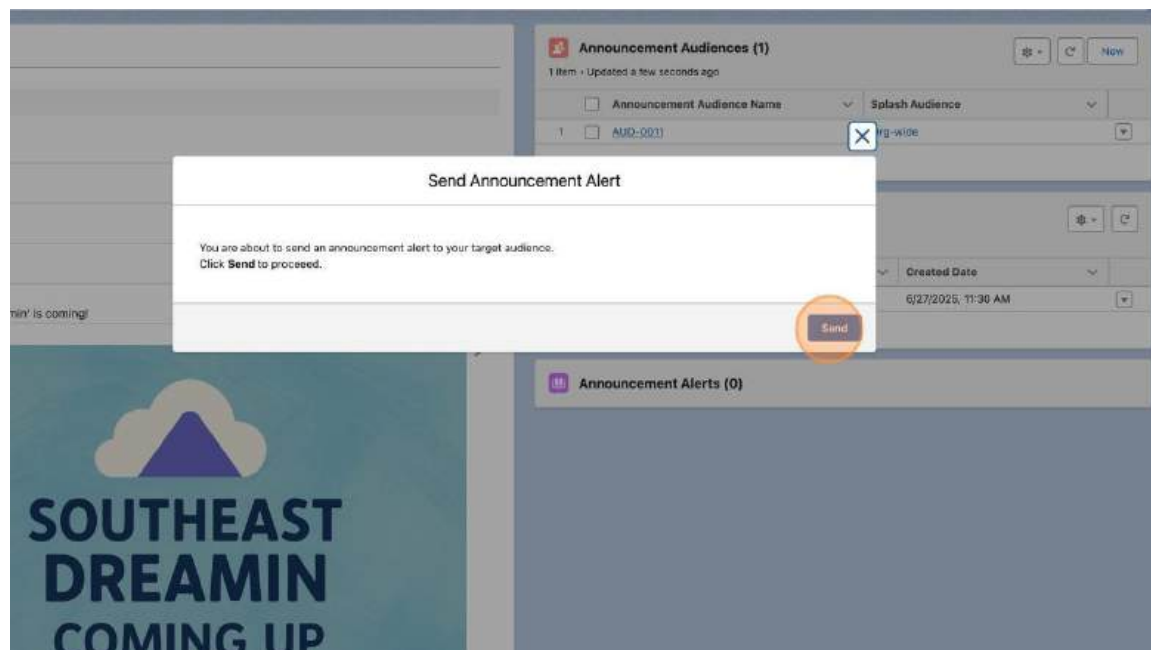
1. To send an announcement alert. Click into the announcement you want to send the alert.



2. Make sure there is an Announcement Audience related to the announcement. Click the Send Announcement Alert button.



3. Click Send



4. Your target audience will receive a bell notification alerting them of the new announcement.

Search...

Announcements **Splash Pages** Splash Acks Splash Audiences Splash Settings

Send Announcement Alert Edit Close Delete

End Date: 7/9/2025 Created By: Andre Fernandes, 6/26/2025, 8:14 PM

min' is coming!

Announcement Audiences (1)
1 item - Updated a few seconds ago

Announcement Audience Name	Splash Audience
1 AUD-0011	Org-wide

View All

Splash Acks (1)
1 item - Updated a few seconds ago

Splash Ack Name	User	Created Date
1 SA-0000010	Andre Fernandes	6/27/2025, 11:30 AM

View All

Announcement Alerts (1)
1 item - Updated a few seconds ago

Announcement...	Audience ...	Created Date	Created By
1 AA-0005	2	7/2/2025, 8:16 PM	Andre Fernandes

View All

5. If you click on the notification, you will be taken to the announcements tab

Search...

Splash Announcem... Announcements **Splash Pages** Splash Acks Splash Audiences Splash Settings

Splash Page SN-0013

Start Date: 6/26/2025 End Date: 7/9/2025 Created By: Andre Fernandes, 6/26/2025, 9:14 PM

Details

Information

Splash Name: SN-0013

Start Date: 6/26/2025

End Date: 7/9/2025

Platform: Desktop

Splash Title: Southeast Dreamin' is coming!

Message

SOUTHEAST DREAMIN' COMING UP

Announcement Audiences (1)
1 item - Updated a few seconds ago

Announcement Audience Name	Splash Audience
1 AUD-0011	Org-wide

View All

Splash Acks (1)
1 item - Updated a few seconds ago

Splash Ack Name	User
1 SA-0000010	Andre Fern

View All

Announcement Alerts (1)
1 item - Updated a few seconds ago

Announcement...	Audience ...	Created Date	Created By
1 AA-0005	2	7/2/2025, 8:16 PM	Andre Fernandes

View All

Notifications
Mark all as read

NEW ANNOUNCEMENT!
Southeast Dreamin' is coming!
To see details, click this notification
a few seconds ago