Why is my keyword Superseded?

A Superseded Keyword happens when a new keyword activity is created using an existing keyword in your GiveSmart account. Since keywords need to be unique and can therefore only be active in one Campaign/Activity at a time, the former activity becomes "superseded", or effectively deactivated.

Superseded Keyword - How it Happens

When creating a new activity and an existing keyword is selected from the drop down [not recommended], the following warning message will be displayed.

The keyword [Keyword Name] is currently associated with the campaign [Campaign Name] Selecting this keyword deactivates all previous keyword activity, including forms and pages, and associates the keyword with this new campaign. **If you do not wish to deactivate this previous keyword activity, please scroll to the top of the keyword list and enter a new keyword instead.**

Note: By hitting Save, you acknowledge the activity which currently uses the same keyword will be deactivated (superseded).

To prevent your previous activity from being deactivated, simply remove the keyword selection from the drop down, and enter a new keyword instead. Check out our best practices on choosing a keyword, for reference.

Alternatively, navigate to the activity where the existing keyword is and edit the keyword e.g. change KEYWORD to KEYWORD2024 > Save. This will free up KEYWORD to use in the new activity, and associate KEYWORD2024 with the old activity to prevent it from getting Superseded.

Reactivate a Superseded Keyword

Once a keyword has been superseded, options are limited as the new keyword activity now takes precedence over the former activity.

However, if a keyword needs to be Un-Superseded (for example, the previous activity was still active and accepting donations), **you will need to delete the new keyword activity that was created**. Steps below.

Deleting a Keyword Activity

To delete a keyword activity, first, create a New Campaign (you may title the Campaign "Delete Me").

Next, navigate to the Campaign where the keyword activity that you'd like to delete lives, and select the Activity.

This brings you to the Keyword Setup screen, where you can reassign the keyword activity to a different Campaign. Choose the "Delete Me" Campaign > Save.

Navigate to the Delete Me Campaign to confirm the active Keyword is there.

Use the left navigation to go to the Main Menu, and select Existing Campaigns.

Locate the Delete Me Campaign (newest Campaigns are at the bottom), and select the trash icon under Actions.

Select OK to confirm.

A banner message should note that the Campaign was successfully deleted. This also confirms that the keyword activity within that Campaign is deleted.

Note: Campaigns that have sent messages, pledges, or donations associated with them cannot be deleted. After a Campaign is deleted, it cannot be restored.

Finally, navigate back to the original Campaign to confirm that the keyword status in now Active.