

About Email Newsletters – Before You Begin

Prepared by Ralph Shank

Things to consider before you begin creating an email newsletter in the Webtools Toolbox:

- **Your email newsletter should include links to information on your website.**
 - Be sure to update your website with new, relevant material before creating and sending an email newsletter.
 - Place important, permanent information on your website, not only in your newsletter.
- **Your newsletter should not be overloaded with content.**
 - Place expanded content in the correct section of your website and then link to it from a shorter blurb in your newsletter.
 - Your newsletter should consist of important headlines, images, bulleted lists, and short paragraphs.
 - This will make it easier for your audience to read the newsletter and will drive more traffic to your website.
- **Think about whether or not you want to keep an archive of previous email newsletters.**
 - If you do need an archive, check the box next to **Generate Archive** on the Appearance tab within the Email+ tool.
- **About Design, Fonts, and Colors:**
 - Keep it simple
 - Use **serif** fonts (like Georgia and Times) for your **headlines**, and **sans-serif** fonts (like Arial and Verdana) for your **body text**.
 - This will make your newsletter easier to read on a device screen.

Contact the Office of Web Services for help: <http://go.uis.edu/webhelp>