About Email Newsletters – Before You Begin

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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](http://go.uis.edu/webhelp)