



Newsletter Best Practices



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Choosing a Vehicle

The campus standard is [Trellis Marketing Cloud](#). Choose how you send your newsletter based on your needs and your readers' needs.

Trellis

- Flagship newsletters will be in this format
- Great engagement tracking and list management
- Trellis** allows visibility across campus
- Will have Extension templates

Other Options

- Emma, Mail Chimp, Constant Contact, list serve
- PDFs – Not searchable, no engagement data
- Print and mail – Some areas with little Internet access might require this

You Talking to Me?!



Define your audience – Don't Assume

- Survey** – Consider a Qualtrics survey or similar to find out what your readers need
- Web Analytics** – Track your website engagement to see where people are looking and what they're looking for
- Solicit Input** – Ask for content. Give readers a vehicle to contribute stories, ideas, and photos.

Communication Types

Transactional vs. Commercial



Transactional - Need-to-know

- ❑ Required reading/action for audience
 - ❑ Internal audience
 - ❑ Not for newsletters



Commercial - Nice-to-know

- ❑ Mass emails must allow unsubscribe
- ❑ For accessibility, include link to view online



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What to Include

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Don't Let Your Newsletter Become a Bulletin Board



Profiles

Keep a human face on content with short profiles

Kudos

Announce awards when staff or faculty get them

Great work

Highlight work or programs that stand out from the crowd

Big Events

Updates on big events – registration deadlines, etc.



General Guidelines



Keep it short

Nothing should be longer than 300 words – most should be 50-100

Leave lengthy technical explanations for links

Keep engagement light

Call to Action

Every item should include a call to action, such as:

Register for a class or program – include a link

For more information – include a link

Donate – include a link

No Transactions

Never include official communication only in newsletters – required training, document signatures, etc. should be a separate email

A newsletter should never be the sole source of official communication.

Style Tips

Follow brand guidelines, when possible

- ❑ **AP Style** - University of Arizona communications offices use AP writing style
- ❑ **Referencing the University** – “University of Arizona” on first reference, then “the University” or “Arizona” after that
- ❑ **Avoid “Click Here”** – It seems spammy and can create accessibility issues. Instead try [“See the Master Garner Page for more information.”](#)



COLORS

ARIZONA RED - CMYK 18, 100, 83, 8; RGB 171, 5, 32; HEX #AB0520; PANTONE 200

ARIZONA BLUE - CMYK 100, 71, 0, 58; RGB 12, 35, 75; HEX #0C234B; PANTONE 281/282

Before You Send It



Develop a process/workflow that includes:

- Testing** – Send the email to a handful of people to proofread. You WILL miss a typo eventually.
- Checking links** – Click on every link, including email links, to make sure they're accurate.
- Getting Approval** – Include staff who need to approve content in your test. Don't surprise the boss!

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A Word About Photos

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Transform Your Audience



Problem

I have a lot of bugs in my yard

My tomatoes are too small

My kids are bored and out of control

Solution

Check out our IPM page

Our master gardeners can help

4-H offers a lot of options

Transformation

You will be able to relax in your yard

You will be an EXPERT tomato gardener

Your family will be at peace