

## Publishing a Successful E-Newsletter + Blog

- An effective e-newsletter/blog mixes relevant information with a captivating design.
- E-newsletters/blog are the perfect place to introduce subscribers to other relevant information and offers from your organization (i.e. news, event invites, or project updates).
- E-newsletters can motivate subscribers to help spread the word about your organization (i.e. contests, giveaways, quizzes, fun facts).
- Get creative with email subject lines and blog post titles.
- Make your e-newsletter unique and exclusive. By providing your subscribers with one-of-a-kind knowledge, tips, advice, or behind the scenes information, your newsletters become a can't-miss publication to insights people want and can't get elsewhere.
- Produce your e-newsletter on a consistent basis and send it out at the same time/date every time.
- Balance your newsletter content to be 90% educational and 10% promotional.
- Blog posts should be consistently published.
- Add content other than text (i.e. photos, videos, links, GIFS). Keep in mind length and format (shorter paragraphs, bulleted lists). A(n) e-newsletter/blog isn't a research paper!
- Blog topics should be relevant to your audience.
- Link your social media platforms to all digital content.
  - *Additional resources:* <https://www.aauw.org/resource/quality-photos-for-print/>

## Sending a Successful E-Newsletter

- Build a strong audience. Add all contacts/emails you have, and make sure you are asking followers from other platforms to subscribe to the newsletter. If you have an event of any kind, ask for emails with registration, and add those to your newsletter subscribers.
- Make sure your e-newsletter is optimized for mobile viewing across multiple screens and devices. Nearly half of people will delete an email without reading if it doesn't look right on their screens.
- Test emails are your friend! Make sure to send many drafts and test emails before sending out the final copy to your subscribers.
- Make sure the "Unsubscribe" button is visible to readers. A good place to put this is at the very bottom of the e-newsletter.



For more help on how to use MailChimp, follow this link:

<https://chimpessentials.com/how-to-use-mailchimp-tutorial/>

For more help on how to use Constant Contact, follow this link:

<https://www.constantcontact.com/knowledgebase/getting-started-with-email>