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THE UNIVERSITY OF BRITISH COLUMBIA

Guide for using HTML Newsletter Templates

1. Before you upload provided HTML Newsletter templates to your email distribution software, you would need to customize the HTML code. You would need to update the following:

    -   Unit name and the URL

    -   Unit address and contact info

    -   Unit color, if applicable

    -   Unit logo

    -   Social media links

    -   Images

2. Each template comes with images folder. There are the images used in the template. **Images should be posted on your publicly accessible web server.** Post your images on your web server, and use absolute paths in your HTML to point to the images. Use your favorite HTML editor, e.g. Dreamweaver, to edit the templates. For example, in the line of code shown below, you want to replace the path to the image from:

    To:

Please note that all "Sky" templates are not recommended for use in the Newsletters intended for the recipients using Google Mail, Microsoft Outlook 2007, and Windows Live Hotmail, because these email clients don't support the background-image property.

Sending HTML Newsletters using MailChimp

1. Create an account with MailCilmp (http://mailchimp.com) and log in. Instructions on getting started with MailChimp could be found here http://mailchimp.com/resources/guides/html/getting-started-with-mailchimp/.

2. Click on Lists and create a distribution list for your newsletter. For instructions on how to manage your lists with MailChimp, please see http://mailchimp.com/resources/guides/how-to-manage-your-list/.

3. In MailChimp Dashboard, click on Templates button.

4. Find Import section (Import and save templates coded elsewhere.) and click Select button.

5. You should see "Import To My Templates" form. Please enter Template Name (it could be any name, it is for you to locate the template).

6. Under Template File, click on Browser button, find the template file you wish to upload and click Upload button.

7. You should see your newly created template under My Templates.

8. Mouse over the Template and click Edit button.

9. Now you can edit the text, update/modify/upload images and prepare your Newsletter. To do that, mouse over the section you wish to update and click on Edit button.

10. When your Newsletter is ready to be sent, click on Send Campaign button.

11. Select the list of recipients the newsletter should go to and click Next.

12. Fill out Campaign Info and click "Next".

13. Look for "Import and save templates coded elsewhere." Select "paste in code".

14. Paste the HTML code of your newsletter, you copied in Step 2. Click on "Import Code" button.

15. Check the box "Automatic CSS-Inliner". Click "Next" button.

16. Click on "Copy Text From HTML" button. Click "Next" button.

17. Click on "Preview & Test" button at the bottom of the screen and select "Send a Test Email"

18. Provide the text email address. Make sure that your newsletter looks OK. Make changes if needed.

19. Send out your campain.

20. Please note:

    The following five merge tags should always be included within your templates (generally in or near the footer);

- ***|UNSUB|*** - unsubscribe link

- ***|FORWARD|*** - forward to a friend link

- ***|UPDATE_PROFILE|*** - update profile link

- ***|HTML:LIST_ADDRESS_HTML|*** - list address

- ***|LIST:DESCRIPTION|*** - list description

The *|UNSUB|*, *|HTML:LIST_ADDRESS_HTML|* and *|LIST:DESCRIPTION|* are required by law under the CAN-SPAM Act. If you don't use them, your campaign might get rejected.

Please refer to the following document for the list of merge tags you can place in your HTML Newsletter templates http://kb.mailchimp.com/article/all-the-merge-tags-cheatsheet

Sending HTML Newsletters using Industry Mailout

1. Prepare your HTML newsletter using your favorite HTML editor, e.g. Dreamweaver. Make sure that the images used in the newsletter are posted on your publicly accessible web server and make sure that you use absolute paths in your HTML to point to the images (e.g. <img src="http://www.yourserver.com/email/images/logo.gif">). Save, your HTML Newsletter in a designated folder on your website. Tested it in the web browser to make sure it looks OK.

2. Open the HTML newsletter you just prepared in HTML editor and copy all HTML code.

3. Create an Industry Mailout account (www.industrymailout.com/) and sign in.

4. Look for section "Create a New Mailout". Click on "Do-it-yourself" button.

5. Add mailing list and update subject line.

6. "Click" on "Add" button next to "Create new HTML Content".

7. Paste the HTML code of your newsletter, you copied in Step 2. Click on "OK" button.

8. You might want to select "Automatically apply Google Analytics link tags to applicable links."

9. Click on "Preview HTML" to make sure the newsletter looks the way you want it to look.

10. Send you mailout.

Sending HTML Newsletters using Mozilla Thunderbird

Mozilla Thunderbird is a free, open source, cross-platform email and news client developed by the Mozilla Foundation. You can download Mozilla Thunderbird here http://www.mozilla.org/en-US/thunderbird/.

Follow these steps to distribute your newsletter using Mozilla Thunderbird:

1. Prepare your HTML newsletter using your favorite HTML editor, e.g. Dreamweaver. Make sure that the images used in the newsletter are posted on your publicly accessible web server and make sure that you use absolute paths in your HTML to point to the images (e.g. <img src="http://www.yourserver.com/email/images/logo.gif">). Save, your HTML Newsletter in a designated folder on your website. Tested it in the web browser to make sure it looks OK.

2. Open the HTML newsletter you just prepared in HTML editor and copy all HTML code.

3. Open Mozilla Thunderbird.

4. Click on Write button to compose a new message.

5. Fill out To: field (e.g. provide list-serve email address) and Subject field.

6. Click on "Options" > Format > Rich Text (HTML) Only

7. Click somewhere in the body of the message. As soon as you do that, you should see "Insert" button at the top toolbar.

8. Click on "Insert" button and select HTML from the drop-down menu. You should see "Insert HTML" window. Paste the HTML code of your newsletter, that you copied in Step 2. Click on "Insert" button.

9. You should see your newsletter in the body of the message. Please not, it might look slightly different from the way it looks in the browser. That is OK, do not worry.

10. Send the message.