

How to Edit Program Newsletters

Program newsletters are created in HigherLogic/MagnetMail by a program liaison. Not all programs send newsletters via email, so if you are unsure if your program has a newsletter template in HL, please check with Kristy Albrecht.

Program newsletters can be sent to a specific group of recipients collected and maintained by the program, as well as lists that are readily available in the email blast request form. For more information about sending groups and scheduling, see the SOP for requesting an eblast.

If you are an owner of a program newsletter, contact Kristy Albrecht to initiate a username for HigherLogic/MagnetMail. Once this information is received, schedule a quick orientation with Kristy Albrecht for details on how to get started in the program (HigherLogic/MagnetMail).

STAFF

Manager/Contact: Sr. Specialist, Marketing & Membership

Backup: Sr. Specialist, Marketing

Senior Leader: Director of Marketing

How to create your newsletter:

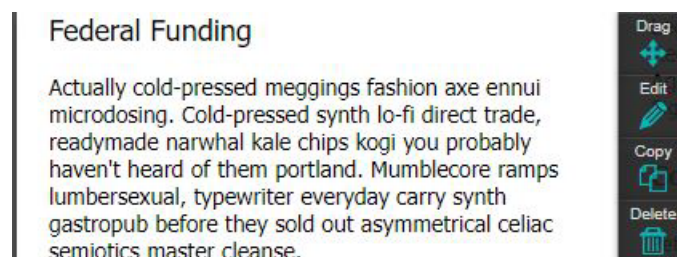
- Log in to Higher Logic (HL) website. (<http://www.magnetmail.net>)
- In the left column click Messages, then List
- In the main pane, it says Messages in the upper left hand corner. Click the orange plus sign to create a new message.
- In the Create Message box name your message: EH: Newsletter name, then choose a category. The category will always be 'Newsletter'. Then click 'OK'.
- This will take you to the template screen where you will choose your newsletter template. Newsletters begin with 'Program Newsletter: ', then the specific newsletter name (GH Country Update, LSIP, etc.)
- Choose your newsletter template by clicking the 'Select' button.

EDITING NEWSLETTER CONTENT

Click in the body of a content box to bring up the editing ribbon. The editing ribbon is similar to Microsoft word. You will be able to change size and style, add bullets and pictures, insert links and create tables. If you need a quick tutorial, contact Kristy Albrecht.



The template is set up with placeholder text and a suggested layout.



***FORMATTING**

Select all text and change to Arial 10pt or Tahoma 14pt for new editor.

Don't use underlines unless absolutely necessary.

Colors: if need be, use the APHL Teal color (Hex: #00A0AF) or APHL Red (Hex: #B42E34), but sparingly. It is usually used for headers in Training emails.

Keep alignment (i.e., left align) consistent.

Inserting Links and Create Anchor Tags and Return to Top Commands

- Highlight the text to be linked and click on the world/chain link icon. Copy the URL that you want to link to the highlighted text, and place it in the 'URL' field under "Link Info" tab. Select "Target" tab and select the drop down "New Window (_blank)" in 'Target' field. Click on "Insert Link."

For Anchor Tags (links within the document):

- Highlight and copy (CTRL+C) the Anchor Tag. Leaving it highlighted, select the globe in the toolbar. In HREF, add a number sign and paste (CTRL+V) the anchor tag (For example, **HREF:** #National News). Hit "Insert Link."
- put the cursor to the far left of the heading. Hit the globe once more. Delete contents of HREF, leaving it blank. Next to "Name," paste the Anchor Tag (CTRL+V). For example, **Name:** National News. Hit "Insert Link."

Insert Images/Photos

- Click on the box with mountains on it in the top left corner.
- Go to "Image Info" tab. Search for the image on right hand side. Click on the image and then choose where to put it in the "Align" drop-down menu beneath the image. Finally, click "ok."
- If image isn't in MagnetMail library click "Upload" tab. Click "Choose File" and search for image. Then click "Open" and then "Send it to the Server," "ok."
- When the image has been loaded to the server, look for it in the list on the right side—keep the file name in mind. Click on the image and then choose where to put it in the "Align" drop-down menu beneath the image. Finally, click "ok."

GRAMMAR and EDITING

Check for the following so language adheres to APHL style.

Spell check and generally correct grammar.

- Correct **capitalization** of non-proper nouns. This happens a lot.
- Make sure any **genus or species names** are italicized.
- Change **double spaces** to single spaces.
- Don't serial **commas**.
- Check that **dashes** are used properly: en-dash between date ranges, em-dashes for change of thought or pause in sentence
- **Times** should be formatted as: 10:35 am ET, CT, MT or PT
- **Dates** should always be formatted as: September 20, 2011 (not 20th, not 09/20/11)
- All **phone numbers** should be formatted as: 555.555.5555
- Edit **signature** to this format:
 - Name, titles
 - Position Title
 - Association of Public Health Laboratories
 - phone number
 - email