A quick guide to starting your new email communication

This document is designed to get you thinking about your new email idea and help you make sure that producing a bulletin, newsletter or similar communication is the best way forward for you.

What’s my objective?
It’s really important to start out with a clear objective – what are you trying to achieve by sending your communication? How does this link with broader departmental objectives? How will you measure your success? Is a newsletter or bulletin the right way to achieve your objective or should you think about something else?

How frequently should I send my communication?
Try to stick to a regular schedule, that way people will start to look forward to receiving your communication every Friday afternoon, for example.

What should I call my communication?
The subject of your email or name of your bulletin is important and can help draw your readers in. For example, the subject could be your lead story or the top three stories.

How do I plan production?
Working backwards from your proposed publication date, calculate how much time it will take to complete each stage below:

Publication date (insert here)

- Final edits
- Test send
- Proofreading and final amends
- Add content to your template
- Approval process
- Write articles and source images
- Gather content and finalise news list
- Issue planning

Start date (insert here)

Design and tone
Your first issue will be the most time consuming. You’ll need to get the look and feel just right so you can start as you mean to go on. If your tone is upbeat and light-hearted, then make sure the colours and layout you use complement this.