

Understanding the Objectives and Definition of a Newsletter

Newsletter: A newsletter is a cost-effective marketing tool that allows for departments/organizations to build awareness of programs and services, while expanding their reach and strengthening their ties with their audience. A newsletter provides a way to stay connected to SWC by fostering engagement with our students, employees and the community we serve.

There should not be more than **four or five short stories per edition**. The ideal items to include are stories that highlight the success of students and/or personnel, their involvement in the community, updates pertaining to your areas, opportunities and/or achievements. **Stories can include initiatives--not announcements--that are of service to the audience.**

Process

BRAINSTORM

1. Determine a theme for the stories/content you will include in your newsletter Note: maximum of four - five stories).
 - a. Best practices for writing a story will eventually be provided to you by CCGR.
2. Select a newsletter template
 - a. This will eventually link to the MailChimp templates
 - b. [Lynda.com MailChimp tutorial](#)
3. Determine photos that will accompany each of your stories.
 - a. This will eventually include specs for photo size and alt-text requirements
 - b. College-approved photos on [district Flickr](#)
4. Develop deadlines

BUILD

1. Select an editor for the publication. The editor checks for readability, reviews for consistency, accuracy, spelling and grammatical errors; and takes responsibility for the final document.
 - a. This will eventually link to editorial style guides
2. Ensure the text and any supporting graphics follow college brand standards.
 - a. CCGR will provide Brand Style Guidelines for proper usage of official college logos, mascots, colors, and more.
3. Story post will include one paragraph and a “Read More Tag” that links to your department landing page
 - a. The “go-to” resource will be the new Website Rules of the Road. The document contains best practices for webpage layouts, a writing for the web guide and how to widgets available in OmniUpdate.

PROOF

1. Department editor will make final edits and send to CCGR for final editing and approval.
 - a. Provide proofed content to CCGR at least two weeks before newsletter is to be emailed.
2. Incorporate final edits/suggestions.

PROMOTE

1. Launch via your MailChamp distribution list.
2. If to an external audience, promote via your social media accounts

Next steps

- Requesting a Department template (CCGR will establish periods throughout the year when template designs can be created)
 - 1 edit/input will be included
 - Once agreed upon with department, template elements will be locked so they cannot be altered.
- CCGR will create a 10 Tips for a successful newsletter
- Stories will need to link to items on a department's webpage to increase Search Engine Optimization (SEO)