

# UTKC MailChimp Style Guidelines

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**It's important to maintain quality standards as we modernize and publicize the club. Apart from the 300+ members on our mailing list, our MailChimp campaigns will be viewable to the general public, so we need to step our game up!**

Start by heading to the Dashboard and selecting "Create Campaign."

Select "Regular Campaign."

Pick "UTKC Dispatch" and "Send to entire list."

## **Under "Setup:"**

"Name of the Campaign" is for the exec team's reference.

"Email Subject" is what subscribers will see after the email is sent.

Scroll down to the social media section. Select "**Auto-post to Facebook after sending.**" Select the UTKC page.

## **Under "Template:"**

Go to "Saved Templates" and select one of the options that includes our header. Make sure you choose the template according to the amount of content you plan to include in the email.

## **Under "Design:"**

Erase the content in the text boxes and write up whatever you need to write up. Replace the photos with photos that are relevant (be creative!). Be sure to delete any text boxes and photos that aren't required.

## **Follow these style guidelines:**

**-Think about what voice you want to use and be consistent.** We've created a **brand** for our club (motivational speaking and friendly humour that reflects Tominaga Sensei's personality - with a few 1970s karate tropes along the way) but, as an Exec Team member, you can give your own personality some breathing room. Just remember that MailChimp correspondence is not only seen by our

subscribers - anyone who visits our website has access to our reminders and newsletters. This will take full effect once our new website hits the internet. You can be professional, motivational, funny, dramatic, friendly, etc. You can also strike a clever nuance between two voices. Just don't go overboard, otherwise your readers will be confused and won't take you seriously. Be creative but be deliberate with the style you choose.

-Don't use exclamation marks too often!!!

**-Don't use all caps to stress important points.** It's condescending and obnoxious. Instead, use bold and/or italics.

-Under the "Style" tab of the text editor, the **Line Height should be set to 1 and ½.**

-Regular text should be set in the **Verdana font at size 13.**

-The salutation (Dear UTKCers) should be in **Lucida, size 26.**

-All other heading text should be bolded and in **Verdana font at size 16.**

^^ The point of the template is that these guidelines will already be set in place, so you normally won't have to worry about them. But here they are anyways for your reference. Also - MailChimp is glitchy, so our templates are designed to help keep campaign development smooth. If, in the future, the Exec Team decides to adopt new style guidelines, be sure to update all the specifics (font, size, spacing, headings, etc) on this page. And make sure you avoid using the dreaded and soulless Arial font family...

Preview your email to make sure everything looks good.

If it's not a simple reminder email, **make sure someone else looks it over for grammar and content.**

There almost certainly will be errors that need to be corrected (sadly this is the reality of writing and it applies to pros as well as amateurs). Use the "send test email" feature or have your editor log onto MailChimp to view the campaign for themselves.

Once the changes have been made, you're all set. Send it away!