Using the CoE email templates
CoE-branded HTML email templates are currently available on the CoE intranet:

https://intranet.engineering.osu.edu/services/email-templates-hosting
Benefits of using the CoE email templates:

- Professional looking
- Brand compliant
- Responsive *(thanks to university email and dev team)*
- Easy to edit
- Support from the CoE Comm team when used as intended
We only recommend using the CoE email templates to:

- Send external alumni emails
- Send through the BlackBaud Information System (BBIS) or IBM Watson

Why?

- CoE Comm team doesn’t have the capacity to support internal or non-alumni efforts
- Other email marketing software will often alter the code resulting in broken layouts and/or loss of the responsive design
How do we know the templates don’t perform as well when sending from other email marketing software?

Email on Acid

Tests ~90 email clients
Need to send internal or non-alumni emails?

Use an email marketing service like Constant Contact, Mailchimp, Emma, etc.
We do not recommend sending the CoE templates through these platforms as they will remove the template’s responsive properties. Instead, create your email using the platform’s built-in formatting tools.
Microsoft Outlook

Do not send the CoE templates through Microsoft Outlook—we can not provide support if this path is chosen. While not impossible, it is very difficult to send HTML email through Outlook with fidelity. Instead, consider formatting the text in Outlook and inserting images to produce an attractive, informative email. Assets can be downloaded from the CoE intranet (bottom of templates page) for clarification.
CREATING YOUR EMAIL
BEFORE YOU START

Contact the Comm team to set up a date/time to send the email and to discuss the send list. A two week lead time is preferred—more if you need assistance setting up the email or writing the copy.
PROGRAMS YOU WILL NEED

• Photoshop
• An HTML text editor (Dreamweaver, Notepad++, Sublime Text, etc.)
• File transfer protocol (FTP) application (Dreamweaver, Filezilla, etc.)
DOWNLOAD THE TEMPLATE

https://intranet.engineering.osu.edu/services/email-templates-hosting

Newsletter, invite, save the date, or thank you.
CONTENT PREPARATION

1. Write summary copy
2. Collect URLs to each full story
3. Collect images, then resize and upload them to the server
Example Newsletter Copy
(for CoE HTML email training)

Share with CoE comm team

From: Ohio State College of Engineering
From email address: engineering@osu.edu
Subject: Buckeye Engineering e-news, September ’19

Update in HTML file
Pre-header: Engineering-medicine partnership creates tissue healing breakthrough
Issue: Issue 19 | Autumn 2019
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Story 1 (top story):
Device heals organs with single touch
A new engineering-medicine collaboration has developed technology that reprograms skin cells into nearly any cell type for treatment within the patient’s own body. The regenerative medicine breakthrough may be used to repair and restore tissue, including organs, blood vessels and nerve cells. See how it works...
- Link to: https://engineering.osu.edu/news/2017/08/researchers-develop-regenerative-medicine-breakthrough
- Image: Lee - Gallego Perez - Sen regen med.jpg

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Story 2:
New program teaches advanced manufacturing and innovation skills
Launched with $3.5 million from the Bernice L. Claugus Engineering Innovation Fund, the new Experiential Education Program is the nation’s first to combine product design, commercialization, manufacturing and business model learning with onsite prototyping capabilities and industry-sponsored R&D projects. Discover what makes it unique...
- Image: 1760607IMG_7839.jpg

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Story 3:
Alum recognized for decades of dedication
Attending Ohio State was a life-changing experience for alumnus Bill Lowrie—one that inspired him to pursue a successful 33-year career in the oil and gas industry. Since graduation, he’s been a dedicated supporter of his alma mater, making a difference for the Buckeye engineers of today and tomorrow. Learn about the prestigious award he’ll soon receive...
- Image: 150166IMG_9081_Lowrie.jpg

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Message from Chair, Director, etc.:
From Dean Williams
A year after being crowned the nation’s Smart City, Ohio State and Columbus are leading the way to finding innovative solutions for mobility. Read about the college’s commitment to solving the mobility issues of the 21st century...
- Image: 1760607IMG_7839.jpg

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Upcoming Events:
10/7
College of Engineering Homecoming Tailgate
- Link to: https://engineering.osu.edu/events/2017/10/college-engineering-homecoming-tailgate

11/2
Buckeyes Connect CBUS+ at ACCAD
- Link to: https://engineering.osu.edu/events/2017/11/buckeyes-connect-cbus

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Footer:
© 2019 | College of Engineering
122 Hitchcock Hall, 2070 Neil Ave., Columbus, OH 43210
614-292-4064 | engineering@osu.edu | engineering.osu.edu | View previous issues [Link to: https://engineering.osu.edu/buckeye-engineering]

Social:
Swop CoE LinkedIn button for Flickr
- Link to: https://www.flickr.com/photos/64065391@N03
Writing tip:
For newsletters, only include a short teaser for each story that will entice readers to read more online. This should not be the first few sentences of the full story. The full story should always live on your unit’s website.
Resizing images

1. Open Adobe Photoshop
2. File > New (# x # pixels, 72 dpi, RGB)
3. Drag and drop photo into Photoshop
4. Resize image by holding the “shift” key and dragging the corner out/in. Then hit “Enter.”
5. File > Export > Save for Web (Legacy)
   • Preset > JPG High > Save (most images should be <100KB)
   • “Save for Web” vs. “Save” makes a difference
6. Upload to the web server (next slide)…
Accessing the web server

1. Contact Katrina to request access to your unit’s folder
2. Log in to the web server through Filezilla or another FTP client
   **Server:** sftp://web.osu.edu
   **User:** [name.#!]
   **Password:** [your Ohio State password]
   **Port:** 22
3. Create a new directory/folder for each email
TIP: Avoid spaces and organize by date
2017-MO
2017-MO_eventName

Filezilla
EDIT THE HTML FILE

Use a text editor (Dreamweaver*, Notepad++, Sublime Text, etc.)

*If using Dreamweaver, edit the HTML code directly. Do not fill-in fields and allow Dreamweaver to update the code itself—this will likely result in errors in the email.
Basics

The HTML file is broken up with <!--START--> and <!--END--> comments. Pay attention to these when trying to delete or duplicate different sections of the code.
Basics continued...

Examples of open and close tags:

- `<a ...>` Displayed copy`</a>` = link
- `<p ...>` Displayed copy`</p>` = paragraph (body copy)
- `<h1 ...>` Displayed copy`</h1>` = headline
- `<table ...>``</table>` = table
- `<tr ...>``</tr>` = row
- `<td ...>` Displayed copy or content`</td>` = column

**Exception:** Opens and closes in one tag
- `<img ... />` = image
Update the preheader

Preheader = Line of copy that follows the subject line in the recipient’s inbox

Within the code, this can be found under <!--START preheader row-->
Update the copy and links

Tip: If you need to add an intentional paragraph break in your copy, add `<br />` in the desired spot.

```
<tr>
  <td class="m-15-23" align="left" valign="top" style="font-family: Helvetica, Arial, sans-serif; font-size: 16px; line-height: 24px; color: #333333; padding: 0 0 0 0;">
    Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et lectus eu lorem semper placerat in ac mi. <br/>
    In nulla metus, vehicula tempor interdum vitae. <a href="target=_blank aria-label="CTA link here" class="m-15-23" style="color: #bb0000; font-size: 16px; line-height: 24px; text-decoration:underline;">
      Contribute here.
    </a></td>
  </tr>
```
Update links to web pages. Example:

```html
<a href="http://yourURL.edu/" aria-label="Contribute here."> Contribute here.</a>
```

```html
<tr>
  <td class="m-15-23" align="left" valign="top" style="font-family: Helvetica, Arial, sans-serif; font-size: 16px; line-height: 24px; color: #333333; padding: 0 0 0 0;"">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et lectus eu lorem semper placerat in ac mi. In nulla metus, vehicula tempor interdum vitae. <a href="http://url.osu.edu" target="_blank" aria-label="CTA link here" class="m-15-23" style="color: #bb0000; font-size: 16px; line-height: 24px; text-decoration:underline;">Contribute here.</a></td>
</tr>
```
Update images

Determine the image location:
http://news.engineering.osu.edu/ + [folder names]

= http://news.engineering.osu.edu/materials/wattsnews/2017_05/image1.jpg
Update the image URL and alt tag:

Alt tags are text that is visible to recipients when an image cannot be displayed. For more information, visit https://www.emailonacid.com/blog/article/email-marketing/5-tips-for-writing-alt-text-in-email/

```html
<img src="http://url.com/image.jpg" alt="Description" />
```
Buttons
For templates that include large buttons, update the button copy and URL

```html
<table class="m-width100" role="presentation" align="left" cellpadding="0" cellspacing="0" border="0"
     style="float: left; width: 285px;">
    <tr>
        <td>
            <table width="285" cellpadding="0" cellspacing="0"
              style="border-spacing:0;width:285px;min-width:285px;">
                <tr>
                    <td height="50" style="background-color: #ffffff; height: 50px;" align="center">
                        <a href="https://www.osu.edu/giving/support-a-college-or-campus/colleges/college-of-engineering.html" target="_blank" aria-label="Support [Unit Name]" style="text-align: center; text-decoration: none;">
                            <span style="color: ff0000; font-size: 17px; font-family: Helvetica, Arial, sans-serif; font-weight: bold; text-decoration: none;">Support [Unit Name]</span>
                        </a>
                    </td>
                </tr>
            </table>
        </td>
    </tr>
</table>
```
Update footer contact info
Social media buttons:

- If desired, update the header copy and social media URLs to be unit specific

```html
<td class="m-align-left" style="text-align: right; padding-top: 0; padding-bottom: 0; padding-right: 0; padding-left: 0;">
  <table border="0" cellspacing="0" cellpadding="0">
    <tr>
      <td height="28" width="28">
        <a href="http://www.facebook.com/osuengineering" target="_blank" aria-label="view our facebook"><img src="http://news.engineering.osu.edu/_globalImages/social/2016/facebook-red@2x.png" style="width: 28px; height: 28px;" border="0" width="28" height="28" alt="View our Facebook" /></a>
      </td>
    </tr>
  </table>
</td>
```
• There are a number of social media buttons available online. Use the file names below to display your preferred button:

**Facebook**
https://osu.edu/assets/web/email/assets/socialicons/facebook-lightgray@2x.png

**Twitter**
https://osu.edu/assets/web/email/assets/socialicons/twitter-lightgray@2x.png

**LinkedIn**
https://osu.edu/assets/web/email/assets/socialicons/linkedin-lightgray@2x.png

**Flickr**
https://osu.edu/assets/web/email/assets/socialicons/flickr-lightgray@2x.png

**YouTube**
https://osu.edu/assets/web/email/assets/socialicons/youtube-lightgray@2x.png

**Pinterest**
https://osu.edu/assets/web/email/assets/socialicons/pinterest-lightgray@2x.png

**Instagram**
https://osu.edu/assets/web/email/assets/socialicons/instagram-lightgray@2x.png
Don’t worry about updating these URLs:

• View in your browser
• Manage preferences
• Privacy Policy

…Katrina will update them during testing.
SENDING THE EMAIL

Send the updated HTML file and send list to the Comm team for testing and setup
Want to learn more about email marketing (not coding)? Attend the Ohio State email community meetings. Ask to be added to their invite list by emailing: emailmarketing@osu.edu