UBC BRAND AND MARKETING

BRAND E-NEWSLETTER GUIDE

2019 | VERSION 1.0

THE UNIVERSITY OF BRITISH COLUMBIA

Brand E-newsletter Guide

2019 | VERSION 1.0

E-newsletters at UBC

1.0

Email marketing can be an effective way to increase both your reach and engagement with audience online. With the right strategy and tools in place, an e-newsletter can become a trusted source of information for timely and relevant updates that encourages readers to engage with your full complement of communications channels.

There are many tools for creating and distributing e-newsletters, and we encourage you to use the solution that meets your unit's needs while adhering to UBC's email standards. If you're looking for an e-newsletter template that aligns to UBC's visual identity standards, this guide will help you set up on-brand e-newsletters to send to your audiences.

Key considerations for email communication at UBC

2.0

PRIVACY AND ANTI-SPAM LEGISLATION

With the personalized nature of HTML email communication, it is important to remember that as a public organization, UBC is responsible for adhering to the latest policies and laws mandated by privacy and anti-spam legislation.

If you are planning on creating and distributing e-newsletters, please familiarize yourself with UBC's policies to ensure that you are following all of the guidelines, policies, and legislation that apply to your situation.

For example, any service used for sending emails to students, where there is no reasonable option for students to opt out, must be able to confirm that data is not moving outside of Canada (in accordance with FIPPA).

Learn more about Canadian Anti-Spam Legislation (CASL), Freedom of Information and Protection of Privacy Act (FIPPA), and your responsibilities for protecting personal information.

MASS MAILING TOOLS

There are many ways to create and distribute e-newsletters with a range of service providers that offer a variety of tools and features.

The Communications portfolio is sponsoring a project with UBC IT to help identify and secure a mass mailing solution for UBC that addresses the varied needs of UBC communicators through a solution provider that meets FIPPA requirements. For more information on the mass mailing project, visit UBC Mass Email Tool.

In the absence of a preferred university solution, use a solution that best meets your needs and budget, bearing in mind your responsibility for adhering to privacy and anti-spam legislation.

E-newsletter services and templates

3.0

HTML EMAIL TEMPLATES

The UBC HTML email template includes:

- A clean, responsive, single-column layout with standardized typography that has been tested across multiple versions of email reading software
- A header region consisting of the UBC logo, a graphic or photo to serve as an identifier for the newsletter, and an additional text-based line to display the newsletter title as live copy for accessibility
- A footer region consisting of the university wordmark, as well as dedicated space to include the information required by Canadian Anti-Spam Legislation (CASL)

The template is available in three formats:

Basic HTML Email Template

A baseline template with HTML markup and CSS rules that can serve as a starting point for any HTML email newsletter design.

Campaigner Template*

A starter template that can be uploaded to your Campaigner account.

Mailchimp Template*

A starter template that can be imported into your Mailchimp account.

* Please note that these templates have been created in response to requests to apply updated UBC branding to these two commonly-used tools. The provision of these templates should not be viewed as an endorsement of these service providers.

The remainder of this guide provides information on how to create an account and install the template with Campaigner or Mailchimp. If you are adept at coding, you may be able to apply the Basic HTML Email Template to another service of your choosing.

Each of these templates are provided as-is. Due to the varying nature of mass mailing needs, UBC is unable to provide customized templates nor offer support with implementation. If you require help, please work with your mass mailing service provider.

CAMPAIGNER

SUPPORT

If you are experiencing issues with setting up an account, uploading your template, or distributing emails, please contact the Campaigner support team:

1 888 845 4544

support@campaigner.com

Please be aware that UBC does not provide support for any Campaigner issues.

HOW TO SET UP A CAMPAIGNER ACCOUNT

Visit Campaigner's Pricing site. Choose the plan that best suits your unit's needs. You may want to confirm with Campaigner that your account allows you to install a custom template as this feature may not be available by default.

If you have questions about setting up an account or the monthly costs, please contact Campaigner at 1 866 358 6388.

**HOW TO UPLOAD THE UBC TEMPLATE INTO YOUR CAMPAIGNER ACCOUNT**

1. Download the Campaigner HTML Email Template file from the UBC brand site.

2. Check with Campaigner if your account allows you to install a custom template. If it does, please follow the next step. If it does not, proceed to step 7.

3. Log into your Campaigner account, and go to the user icon in the upper right hand corner. Hover on the user icon and choose "Template" from the dropdown menu that appears.
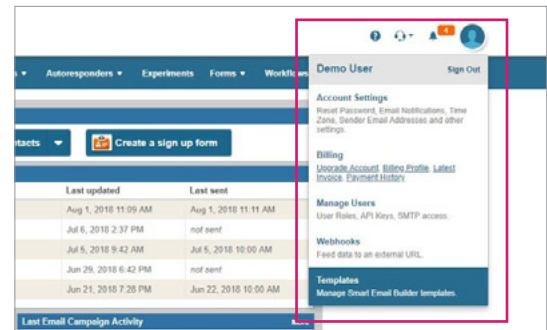
4. Once on the Templates page, click the "New Template" button.
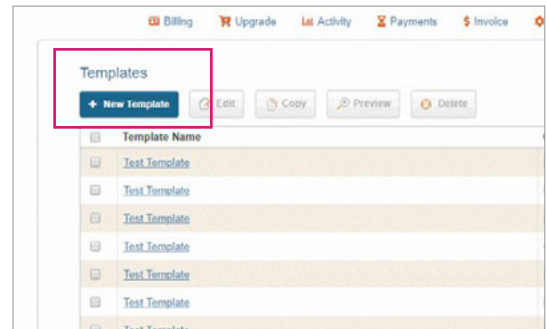
5. On the template upload screen, copy and paste all HTML markup from the UBC file into the editor on the right side (replacing any existing default code).

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6. Press the "Refresh" button. You should see the template appear on the left side. Save the template. Advance to step 8.

7. If the feature of installing a custom template is not available in your account, go to the "Full Email Editor" in Campaigner, select the option "Start from blank email", then copy and paste all HTML markup from the UBC file into the editor.

8. Please note, regardless of whether you are installing a new template or using the "Full Email Editor," you will have to manually replace all the images in the newsletter template. Please upload the images provided with the UBC template to the Image Library, then manually replace all the images that appear missing or broken in the new newsletter template you just created.

CAMPAIGNER TUTORIALS

Campaigner has a wealth of tutorials and resources to help you build and send your e-newsletter. The following tutorials will help you use UBC's template, but we encourage you to explore the tutorial library.

Getting started Webinar

How to use Campaigner's email builder (**highly recommended*)

How to use Campaigner's media library

Add and manage contacts in Campaigner

How to send an e-newsletter in Campaigner (**highly recommended*)

Understanding Campaigner's reporting tool

3.2

MAILCHIMP SUPPORT

If you are experiencing issues with setting up an account, uploading your template, or distributing emails, please contact the Mailchimp support website.

Please be aware that UBC does not provide support for any Mailchimp issues.

HOW TO SET UP A MAILCHIMP ACCOUNT

Visit Mailchimp's pricing site. Choose the plan that best suits your unit's needs. Once you sign up, keep your eye out for an account activation email. Follow the directions, and create your account.

For a detailed step-by-step process, visit Mailchimp's account set-up page.

If you have questions about setting up an account or the monthly costs, please contact Mailchimp through their online ticketing system.

HOW TO UPLOAD THE UBC TEMPLATE INTO YOUR MAILCHIMP ACCOUNT

1. Login to your Mailchimp account

2. Copy the following URL and paste it in your browser:

https://us5.admin.Mailchimp.com/templates/share?id=11512863_8cbed2e1dfc48e4a67ec_us5

3. The template should be automatically uploaded into the Templates folder in your Mailchimp account.

MAILCHIMP TUTORIALS

Mailchimp has many helpful resources to help you create and distribute your e-newsletter. The following tutorials are useful if you're just getting started with Mailchimp, but we recommend browsing through their support pages and resources for additional information.

Getting started in Mailchimp
(**highly recommended*)

Email Marketing Field Guide

Import Contacts

Create Emails

E-NEWSLETTER HEADER IMAGE

HEADER IMAGE TEMPLATE

The header image of an e-newsletter template not only helps communicate the content of your e-newsletter, but also establishes reader confidence and trust. To help create this trust, we recommend using UBC brand assets and referring to UBC's visual identity guidelines when creating your image.

If you'd like a little extra help in creating your header image, an on-brand Photoshop template has been included in the newsletter package for your use. If using the template, we recommend following these steps:

1. Obtain your department's short name unit signature in white/reverse.

All completed UBC unit signatures can be found here. If you can't locate your unit's signature, please contact the Brand and Marketing team.

2. Find an image that you would like to use in the header. If you're in need of shot of campus, we recommend downloading an image from the UBC Flickr gallery.

3. Open the Photoshop template, and ensure that you have the "Layers" palette visible (Window > Layers) and the "Rulers" visible (View > Rulers).
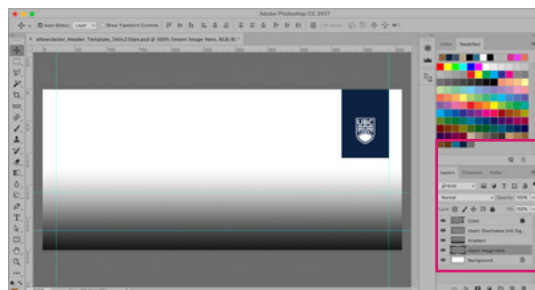
4. Click on the "Insert image here" layer. Go to File > Place Embedded and choose the desired background image. Resize the image to fit the box by holding the "shift" key and dragging the corners of the image. Hit "enter."
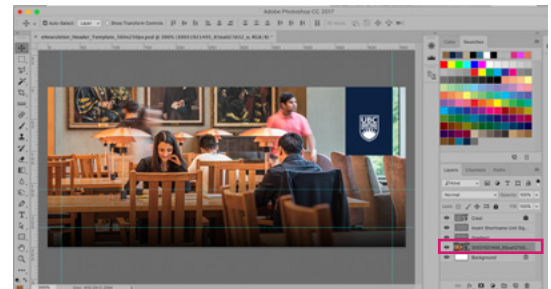
5. Click on the "Insert shortname unit signature here" layer. Go to File > Place Embedded and choose your shortname signature. Place it within the visible rulers. Resize by holding the "shift" key and dragging the corner. Hit "enter."
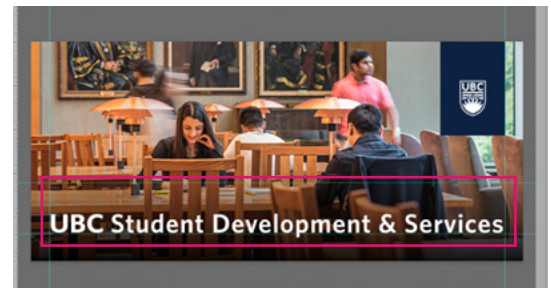
6. In the layers palette, you will see two options for the UBC logo: a blue crest on a white background and a white crest on a blue background. Choose the option that works best with your image, and delete the other.

7. Once you are happy with the results, save image as a .jpeg for the newsletter. You may also want to save a .psd version if you plan on editing the image at a later date.

Support

4.0

CONTACTING SUPPORT

UBC does not offer support for third-party email tools, such as Campaigner or Mailchimp. If you need assistance for either of those tools, including how to use the UBC templates in these tools, please contact their support teams.

CAMPAIGNER

1 888 845 4544

support@campaigner.com

MAILCHIMP

https://Mailchimp.com/contact/

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