TO CREATE A NEWSLETTER:

Hover or click the + New menu item and click Newsletter.

Title the post with the date range of DATE – DATE (one dash) ... for example, June 14 – June 20, 2022.

- Title becomes part of the first paragraph: "What you should know for the week of June 14 – June 20, 2022"

Add a Classic block to the content area (just begin typing **"/classic"** and it'll appear for selection).

In the Newsletter tab, under Templates, select the Campus Weekly Newsletter template.

TIPS FOR NEWSLETTER CONTENT:

Use basic text styles such as Headings, paragraphs, lists, and hyperlinks.

- Use **ARIAL 12** if you need to go back-and-forth between Word and WordPress. If there are links within that back-and-forth, make sure to utilize the eraser icon to get rid of formatting
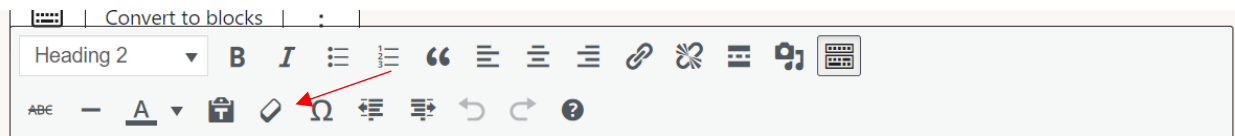

- Make sure color = **BLACK** (not automatic) for all text except headings

- HEADINGS = Heading2 ... No BF ... Color = **HEX112E51**

- Do not use the **+** button to insert new content sections. Just keep using the RETURN button. You can also SHIFT RETURN if needed

Separate sections with a horizontal rule line. If you don't immediately see it, use the toggle bar.
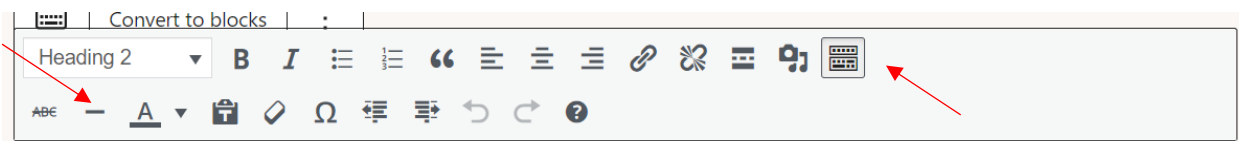
For images, use full-width, horizontal/landscape images. Add them using the "Add Media" icon.
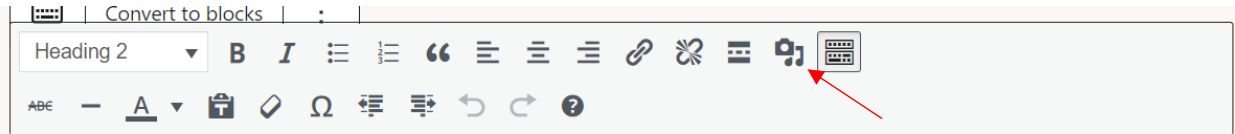
- Make sure to fill in Alternate Text for those with reading disabilities
- Choose **Medium Large 610px** style
- Do not align images
- Add the custom URL
- Image captions may be used

While you can't embed video, per se, links are fine — so a workaround is a photo with a video button that contains the custom URL:

Publish or Update the newsletter, then click View Newsletter the "Page updated" message that appears in the editor.

SENDING A NEWSLETTER TO A UTC RAVEN EMAIL LIST

Sign out of CW listserv and into utc-update@utc.edu listserv

Go into utc-update email in Outlook; **access this through the Susan Lazenby email dated 6/10/2022**

https://outlook.office365.com/owa/utc-update@utc.edu

View the newsletter page in FireFox or Chrome web browser.

- Right click on the page and select **View Page Source**

- A new window will open and display the source code for the page

- Select All & Copy the source code

Open http://raven.utc.edu and log in. (If you don't have an account, click "get a new LISTSERV password").

- Find and click the name of the list to which you want to send your newsletter: **UTCNEWS** ListServ (or **TUTCNEWS** for test)

- Once you get to the next screen ... In the Options box—which looks like a hamburger—click Post Message
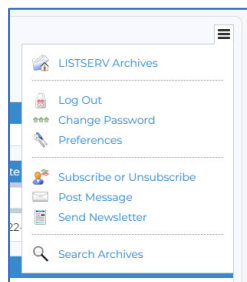
- Make sure Names reads: UTC Communications and Marketing

- Add a Subject: UTC Campus Weekly Newsletter 6/14/22

- Change the Content Type drop down to HTML

- Paste the source code in the Message area

- Click Show Advanced

- Click **Send Test to Self** & review the message in your email client

- If you are satisfied, click **Send Message** to send to the mailing list

- Hit Skip Abstract box

You can only see that the TUTCNEWS test was sent to the utc-update@utc.edu listserv.

Switch RAVEN back to the chuck-wasserstrom account to approve that test

If all is good, re-do all the steps, but send to **UTCNEWS**

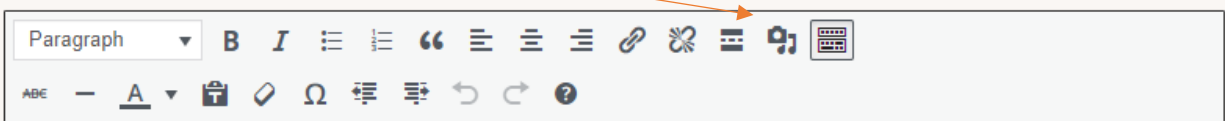## TO INCLUDE A PDF ATTACHMENT IN A CAMPUS UPDATES POST:

Save PDF attachments from the listserv submission to your desktop

Open up a New Post
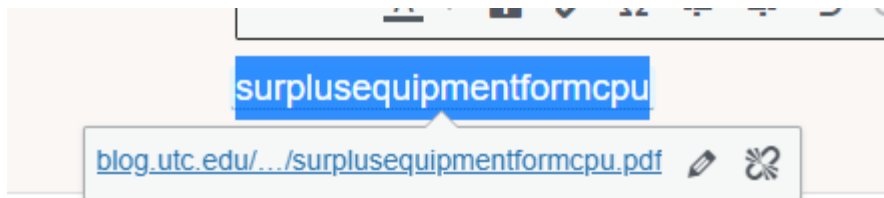
Type in the "Add title" section

Add a Classic block to the content area (just begin typing **"/classic"** and it'll appear for selection).

Click Add Media Icon

Upload the PDF(s) the same way you upload photos, then click the Insert into Post button

Highlight and edit as usual:

Recommendations:

1. Heading 6
2. Boldface
3. Name the attached document **PDF Attachment: xxxxx**

PDF Attachment: Surplus Form

PDF Attachment: Surplus Equipment Form CPU
Have unwanted furniture or computers s