

UniSA Branded Outlook Templates

Updated January 2018

These Outlook Template files have been created to allow UniSA staff to create their own simple branded emails to send through Microsoft Outlook. By using these templates, staff agree to abide by the [Spam Act 2003](#) as outlined in The University's [Guidelines for Staff on Use of IT Facilities including Email and the Internet](#) (3.4).

The Templates

There are four templates available to use in Outlook (.oft files).

- eDM-TextInformation- For basic text-based informational emails including a main call to action hyperlink button.
- eDM-TextInformation-noCTA - For basic text-based informational emails with no call to action (CTA) button.
- eDM-Invitation – For invitations to events including date, time, venue and a link to RSVP
- eDM-Newsletter – A basic newsletter template with an introduction and five main story summaries with article links. This is meant for use in conjunction with web-based newsletter articles.

How to use the templates

1. Download the .oft template files to your computer
2. Open the .oft template file. This will create a new email using the template.
 - a. If you have set Outlook to append your default signature to new messages, you will need to delete the signature from the bottom
3. Replace the placeholder text with your own content (please see the guidelines below before doing this).
4. Update the subject line
5. Do a final review (and ask someone else to review it)
6. Enter your recipient list **in the bcc field** (this is important for the privacy of recipients)
7. Send

Note – Due to compromised staff email accounts being used to send Spam, the University has implemented rate limiting to all UniSA staff email addresses. This limits you to sending to no more than 100 external addresses per hour. This rate limiting will not be applied to shared UniSA mailboxes, only staff accounts i.e. firstname.lastname@unisa.edu.au.

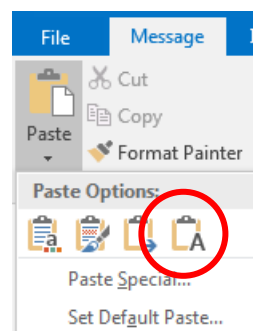
If you need to send to more addresses than this and do not have access to a shared address, please contact CMK to discuss other options.

General editing tips

1. Adding content

Do not copy and paste text directly out of Word or other documents, as you will lose the formatting in the process. You will need to either type directly into the template, or paste as “Text Only” by selecting the option from the drop down underneath the paste button in the Ribbon (see right).

Alternately, you can paste content into Notepad and then copy and paste it into the template to remove the Word formatting. Notepad should be in the Accessories folder of the “All Programs’ section of the Start Menu. Copy the text from word and paste it into Notepad as usual, then highlight the text in Notepad and repeat the copy/paste process into the Outlook template.



2. Sub-headings

The Text Information templates include an example pre-formatted sub-heading. If your content requires sub-headings to break up the text, copy the example heading and paste it to the location you require, then overwrite the text as outlined in section 1, above.

3. In-text hyperlinks

First, copy the URL from the destination web page, then highlight the desired link text in the Outlook template and select Insert > Hyperlink (alternatively you can right-click and the option will come up in the menu), then paste the link address into the link field. You can also have hyperlinks open a new email with a pre-defined subject line by selecting the “Email Address” option in the hyperlink tool. Using this method will ensure the hyperlink is formatted correctly (correct blue, no underline).

Again, **do not** copy and paste pre-linked text from Word, as it will overwrite the template’s formatting.

4. Call to action button links

The call to action button works the same way as an in-text hyperlink. Within the template, the button is already formatted as a link, so you will not need to highlight the text to create the link, just click within the text and open the hyperlink tool as outlined in section 3 above.

When updating the text in the button, **do not** delete all of the text before inserting new text, as this will not only remove the pre-existing hyperlink, but will remove the white text formatting. The best method is to either highlight all of the text and type the new text in, or type the new text in the middle of the exiting text, then remove the unwanted words.

5. Images

These eDM templates have not been designed to include images, as they will make the size of the file too big and it may be stopped at recipients’ firewalls. The logos and icons appearing in the templates are remotely hosted on the UniSA site to keep the file size small enough to send.

Please do not insert additional images into the templates, as you will need specialist software to correctly size and attach images, plus they will increase the file size of the email.

Editing the Event Invitation template

The Event Invitation template has some additional areas that you will need to edit. These are the event details

Event Invitation details

Remember to edit the event invitation details blocks to add the Date, Time and Location. The location text is a hyperlink, and you will need to be update this to link to the correct Google Map page location. To do this, simply search Google Maps for the location of your event, select the location, and copy the URL from the address bar in your browser.

Call to action button

The call to action button in the event template is used to direct people to an event page or RSVP functionality. You will need to have set this up prior to creating the EDM. Commonly used methods of collecting RSVPs include Eventbrite or a generic email address.

Edit the call to action button as outlined in step 4 of the general editing tips.

Editing the Newsletter template

The newsletter template has been set up to include an introduction section (with grey background) and summaries and links for up to five articles.

Full articles should be housed on one of the University's web platforms, such as SharePoint, corporate website, or i.unisa web environment, depending on the intended audience. The CMK Digital team can advise on which platform to use and how to set it up.

Text and links can be edited as above.

Deleting articles

If your Newsletter has fewer than five articles, you can delete surplus articles from the template by clicking near the top left corner of the article to be deleted, and then clicking the box with the four-way arrow that appears:



This will highlight the table that houses the article, which you can then delete by pressing the *Backspace* key. **Note:** pushing the Delete key will leave a blank space, so ensure you use backspace.

You will need to repeat this with the table that houses the Read More button.

Please do not delete the first article block, as this will cause spacing issues between sections.

Adding articles

The template is not designed to have more than five articles. We have done this as best practice suggests email newsletters with more than five articles do not perform as well. If your newsletter must have more than five articles, choose the top four to be featured (ie the ones that are most important or most interesting to your audience), and then use the final link to direct readers to the full newsletter. (As mentioned above, full articles should be housed on one of the University's web platforms, such as SharePoint, corporate website, or i.unisa web environment, depending on the intended audience. The CMK Digital team can advise on which platform to use and how to set it up.)

If you delete an article and subsequently wish to re-add it, it will be easier to start fresh with a new template.

Style

In case you make a mistake and lose the formatting, you can try to fix it using the following information. However it may be best to start fresh to ensure the template retains its desired functionality.

Fonts


Font family = Arial


Font size – Header = 16.5pt

Font size – Body = 9pt

Font size – Button = 12pt

Colours

 Blue = rgb (0, 80, 158)

 Grey = rgb (51, 73, 84)

If you have any concerns or feedback regarding the use of these templates, please contact CMK-Digital at webenquiry@unisa.edu.au