

## Broadcast Email Format Overview/Checklist

The goal of each area of this email is to be quick and scannable. This will help maximize readability by being brief and easy to navigate for our audiences. In the past if the first entry was running long, and someone was not interested in that first entry, they wouldn't read the other entries in the email, as evidenced by the decreased amount of click thru rates on lower entries in these emails.

Please note that the GAA reserves the right to decline, and edit or modify all content submitted to ensure it aligns with the organizations brand standards. Questions? Contact [clubs@unc.edu](mailto:clubs@unc.edu).

## Broadcast Email Content Submission Checklist

- One Optional Feature Photo**
  - Highlight the main event of this email or to add some Carolina spirit
  - Minimum 600 pixels wide at 72 dpi
  - Be an original photo from the club, a photo you have written rights from the originator to use it.
    - You may also use Alumni Spaces Media Gallery Images uploaded by the GAA (i.e. the basketball game graphics designed by Kenny Monteith)
  
- Optional Intro Headline**
  - Example: "Triangle Tar Heel Spring Events Series Has Arrived."
  
- Optional Intro Sentence**
  - Around 32 words
  - Must include a call-to-action like "read more;"
  - If you have more to say, the call to action will serve as a hyperlink that leads your audience to a full club event or news update on your club website, or a Facebook event.\*
  - EXAMPLE: More than a dozen #UNCAumni events are happening in the Triangle this spring. All Tar Heels and friends are invited. Enjoy great Carolina swag and exclusive events. Sign up today.
  - [[https://www.facebook.com/pg/uncgaa/events/?ref=page\\_internal](https://www.facebook.com/pg/uncgaa/events/?ref=page_internal)]
  
- "From the Calendar" Entries** - This will be used to create a quick, Twitter-style feed.
  - No more than 25 words per calendar entry
  - Each calendar entry must include a call-to-action like "learn more."
  - A link that leads people directly to the event on your Facebook or club website to learn more.
    - All links must be published prior to submitting broadcast email content.**
  
- GAME-WATCH PARTY SCHEDULE**
  - To include a game-watch party schedule, you must have the following on your Alumni Spaces Website:
    - A One-page news update
      - This page should list ALL of your game watch dates
        - To create this page, click on "New Updates" in your dashboard
        - Select "Add New"
      - Individual event pages for each game-watch party
        - One event page for each game
          - To create event pages, you will click on "Events"
          - Select "Add New"
  
- EXAMPLES of Calendar Entries:**
  - Jan. 26
  - Your photo caption might as well be one word: thrilling ... when you spend your afternoon axe throwing with us. GAA members save \$15. Learn more. [ <https://alumni.unc.edu/events/indoor-axe-throwing/> ]

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Cheer on the Heels at Big Boss Brewing. First 100 GAA members who show their member card get a stadium blanket (\$20 value). Learn more. [<https://alumni.unc.edu/events/triangle-unc-vs-louisville-game-watch-party/>]

**Optional Closing Sentence**

Max. 32-word limit.

Includes a call-to-action, like direct links for the best way your audience can email you or connect with you on Facebook, etc.

**EXAMPLE:**

Stay connected with the UNC General Alumni Association on Facebook [<https://www.facebook.com/uncgaa/>], Instagram [<https://www.instagram.com/uncgaa/>] and Twitter [[https://twitter.com/UNCGAA?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/UNCGAA?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)]