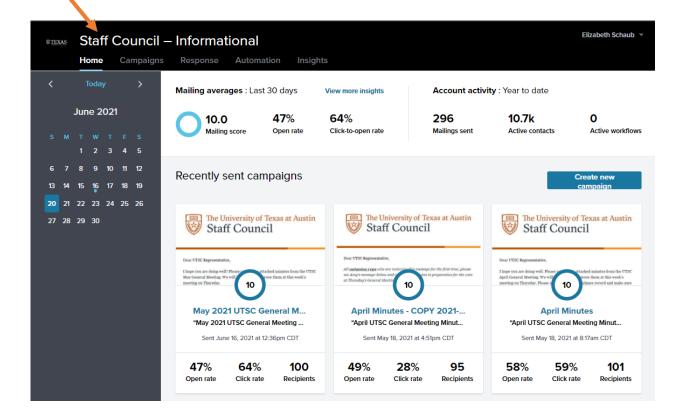
Emma Group Email System Instructions

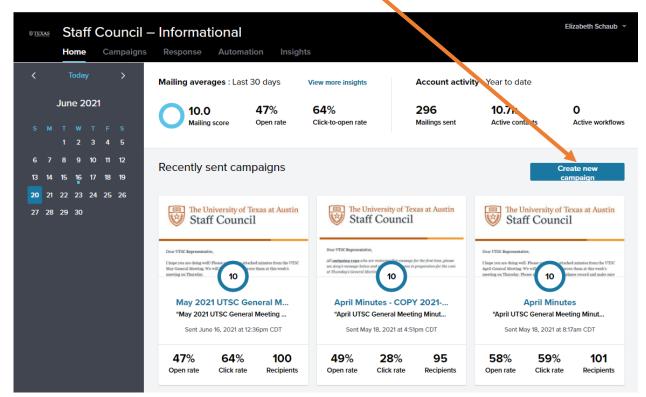
Updated by Elizabeth Schaub (January 2023). Contact Elizabeth for assistance: eschaub@austin.utexas.edu.

<u>Steps</u>

- 1) Access Emma: https://groupemail.utexas.edu
- Sign in using your EID and password. Note: You are now logged in as an author to the Emma sub-account named 'Staff Council – Informational.'



 Begin the process by selecting 'Create new campaign.' Note: Campaign = email message in Emma-speak.



4) Give your campaign a name. The name of your campaign is for internal use. It is different from the email/campaign subject line.

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				47% Open rate	64% Click rate	100 Recipients	49% Open rate	28% Click rate	95 Recipier		B% n rate	59% Click rate	101 Recipients

5) Select 'Shared templates' from the 'Choose template' screen.

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6) Select 'Name' from the dropdown menu.

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7) Hover over the template named '[INFORMATIONAL] Staff Council.'*

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8) Click 'Start Here,' which will appear when you hover over the template icon.

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9) Begin editing the copied template to reflect your message content.

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v− Survey	[REPLACE: Representative(s') contact information]	
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ر Timer	This communication is from Staff Council – Informational. View this email online .	

10) When you are done, you can send yourself—or a fellow UTSC Representative with whom you are coordinating communication—a test message. This menu will appear after you select 'Send Test.'

			Send a test The word 'TEST' will be added to the subject. CANCEL SEND NOW
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11) Type the name or EID of the person to whom you are sending a test in the 'To' field. Select your intended recipient from the list. *Note: You can send the test message to more than one recipient.*

		Send a test The word 'TEST' will be added to the subject. CANCEL SEND NOW
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ng elit, sed do enim ad aliquip ex ea oluptate velit :at cupidatat t laborum.		Sender name your name Make this the default sender name Sender email your email address Make this the default sender email Your sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations. Reply-to Change reply-to email Google Analytics Add Google Analytics

12) Fill out the pertinent fields (do not fill in the 'Preheader text' field).

	Send a test The word 'TEST' will be added to the subject. CANCEL SEND NOW
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13) Click 'Send Now.'

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			eschaub@austin.utexas.edu Make this the default sender email Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.
			Reply-to Change reply-to email Google Analytics

14) When you are ready to send your message to your District constituents, find your message in the 'Drafts' section and click it to open it in the editor.

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15) Click 'Review and Send.

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Choose recipients

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The University of Texas at Austin Staff Council 2.

Subscriptions

Groups Segments

Staff Council – other recipients (8)

All Groups

Contact Import (11286) former UTSC reps (as of end of 2022 (0) term)

17) Click the Segments option.

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			Staff Council – Informational				
			Make this the default sender name				
		Sender email	noreply@utexas.edu				

18) Click on your District number from the dropdown list. Your District number will appear in the 'Choose recipients' field once you select it from the dropdown list. For this example, I've chosen District 120.

lome Campaigns	Response Insights					
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- 19) A. Enter a really great subject line in the 'Enter a subject line' field.
 - B. Enter your name in the 'Sender name' field.

C. Enter your District's UTList listserv address in the 'Sender email' field.

Note: District UTList listserv addresses follow the naming convention 'utsc-XXX@utlists.utexas.edu. Example: District 120's UTList listserv address is 'utsc-120@utlists.utexas.edu.'

Do not enter anything in the 'Enter preheader text field.' Do not tick the 'Make this the default sender email' box. Do not tick the 'Set a separate reply-to email address' box.

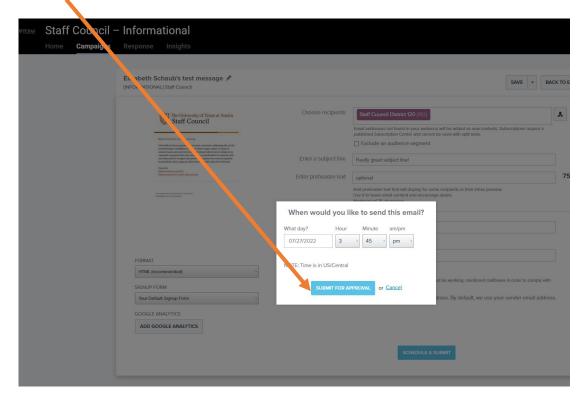
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The manufacture of the Markov discussion Standards (so for examine)		Add preheader toxt that will display for some recipients in their inbox preview. Use it to tease email content and encourage opens. Maximum of 75 characters.	
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GOOGLE ANALYTICS ADD GOOGLE ANALYTICS			
		SCHEDULE & SUBMIT	

21) Schedule to send a few days in the future to give those who need to approve the message adequate time to do so. If you are setting your message up on a Friday, please do not schedule the message to go out until at least the following Tuesday to allow adequate time for approval.

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	Your Default Signup Form * GOOGLE ANALYTICS						
	SCHEDULE & SUBMIT						

22) Click submit for approval. You're done. Great job!



Contact Elizabeth Schaub for assistance: eschaub@austin.utexas.edu.