

Emma Group Email System Instructions

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

Steps

- 1) Access Emma: <https://groupemail.utexas.edu>
- 2) 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.'

The screenshot shows the Emma Group Email System interface for the 'Staff Council – Informational' account. The top navigation bar includes the account name and the user 'Elizabeth Schaub'. Below the navigation bar, the main dashboard displays various metrics and campaign information.

Mailing averages : Last 30 days

Metric	Value
Mailing score	10.0
Open rate	47%
Click-to-open rate	64%

Account activity : Year to date

Metric	Value
Mailings sent	296
Active contacts	10.7k
Active workflows	0

Recently sent campaigns

Campaign Name	Sent Date	Open rate	Click rate	Recipients
May 2021 UTSC General M...	Sent June 16, 2021 at 12:36pm CDT	47%	64%	100
April Minutes - COPY 2021...	Sent May 18, 2021 at 4:51pm CDT	49%	28%	95
April Minutes	Sent May 18, 2021 at 8:17am CDT	58%	59%	101

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

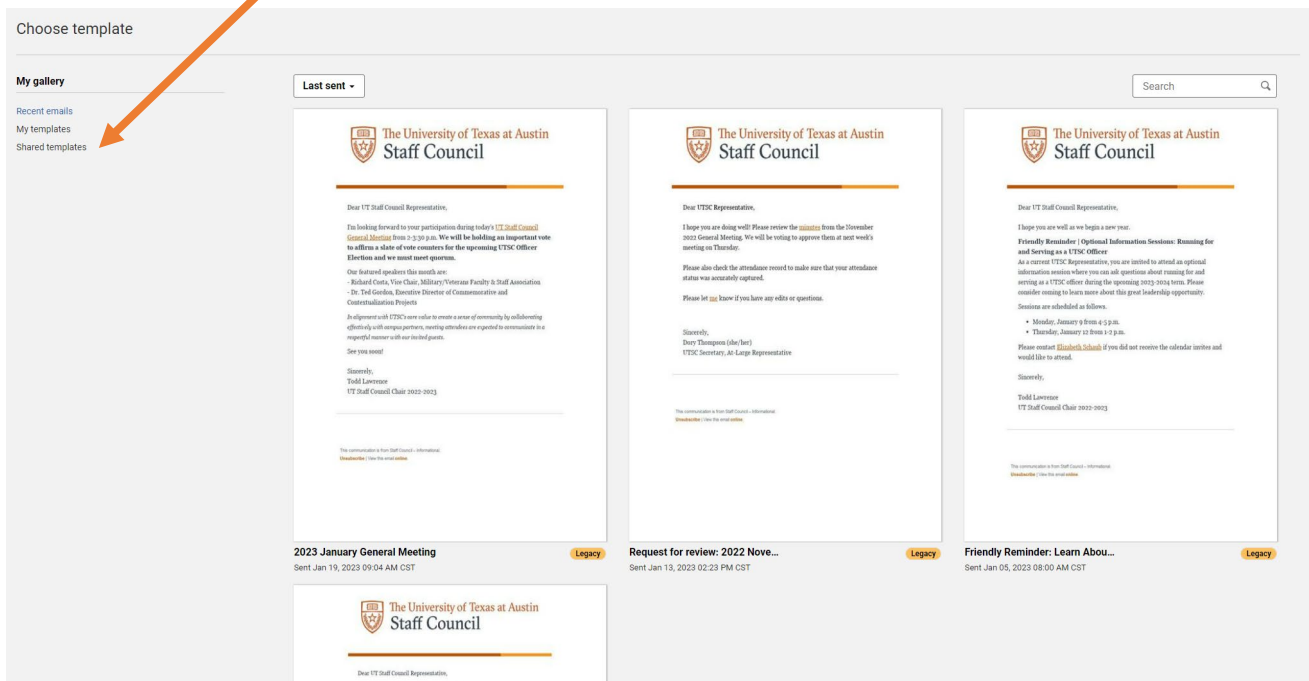
The screenshot shows the 'Staff Council – Informational' dashboard. On the left is a calendar for June 2021. The main area displays 'Mailing averages' for the last 30 days: Mailing score 10.0, Open rate 47%, and Click-to-open rate 64%. To the right, 'Account activity' shows 296 Mailings sent, 10.7k Active contacts, and 0 Active workflows. A blue button labeled 'Create new campaign' is in the top right. Below, 'Recently sent campaigns' lists three emails from 'The University of Texas at Austin Staff Council' with their respective metrics.

Campaign Name	Sent Date	Open rate	Click rate	Recipients
May 2021 UTSC General Meeting Minutes	June 16, 2021 at 12:36pm CDT	47%	64%	100
April Minutes - COPY 2021...	May 18, 2021 at 4:51pm CDT	49%	28%	95
April Minutes	May 18, 2021 at 8:17am CDT	58%	59%	101

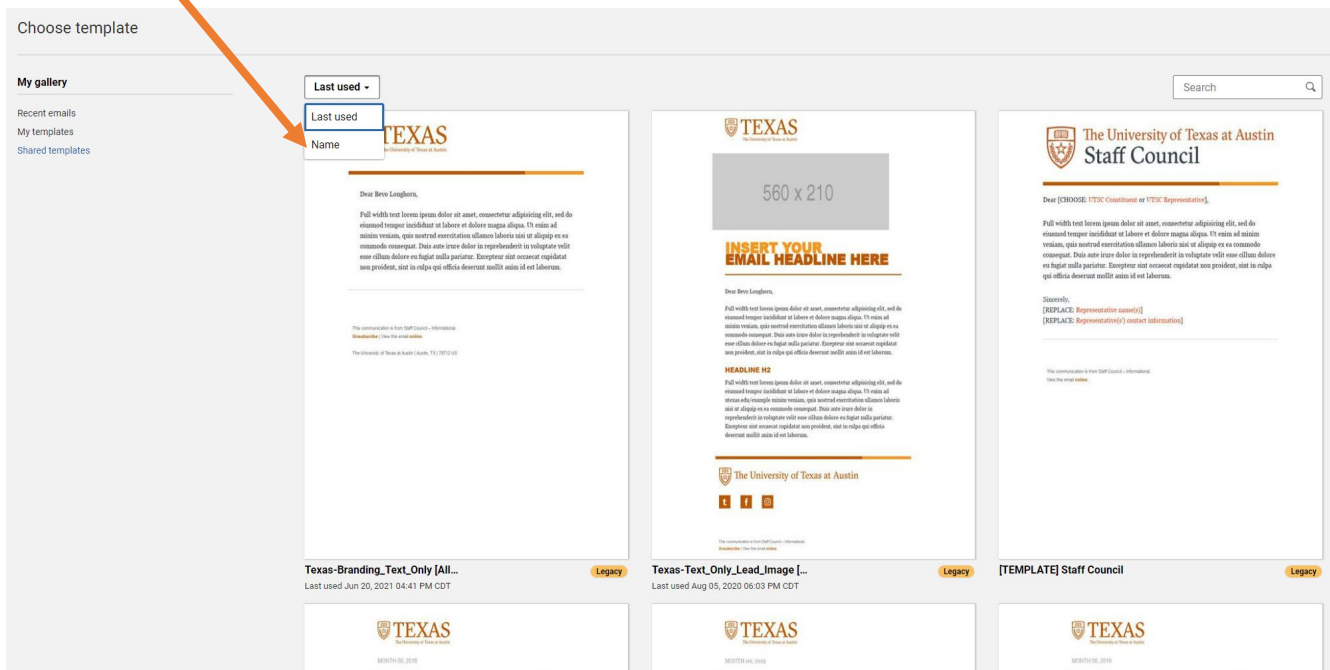
- 4) Give your campaign a name. The name of your campaign is for internal use. It is different from the email/campaign subject line.

This screenshot shows the same dashboard as above, but with a 'Create new campaign' modal window open in the center. The modal has a title bar with a close button (X), a label 'Create new campaign', and a text input field labeled 'Campaign name *'. Below the input field are 'Cancel' and 'Continue' buttons. An orange arrow points from the text in step 4 to the 'Campaign name' input field.

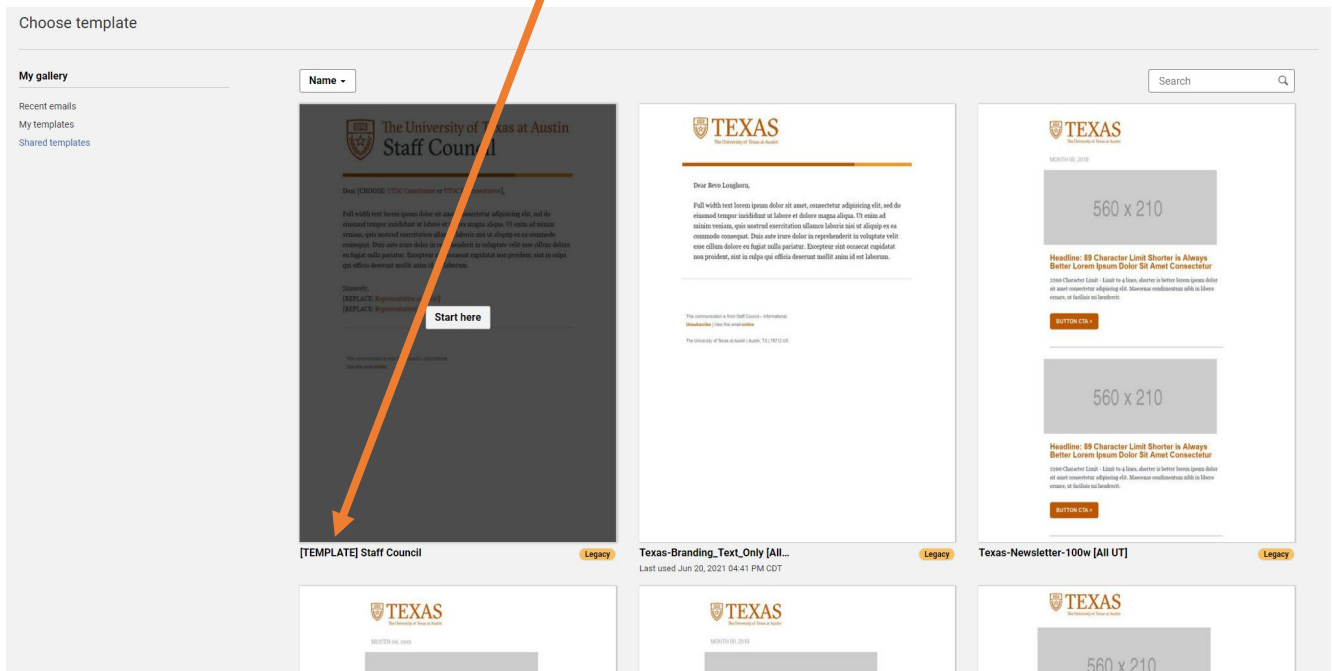
5) Select 'Shared templates' from the 'Choose template' screen.



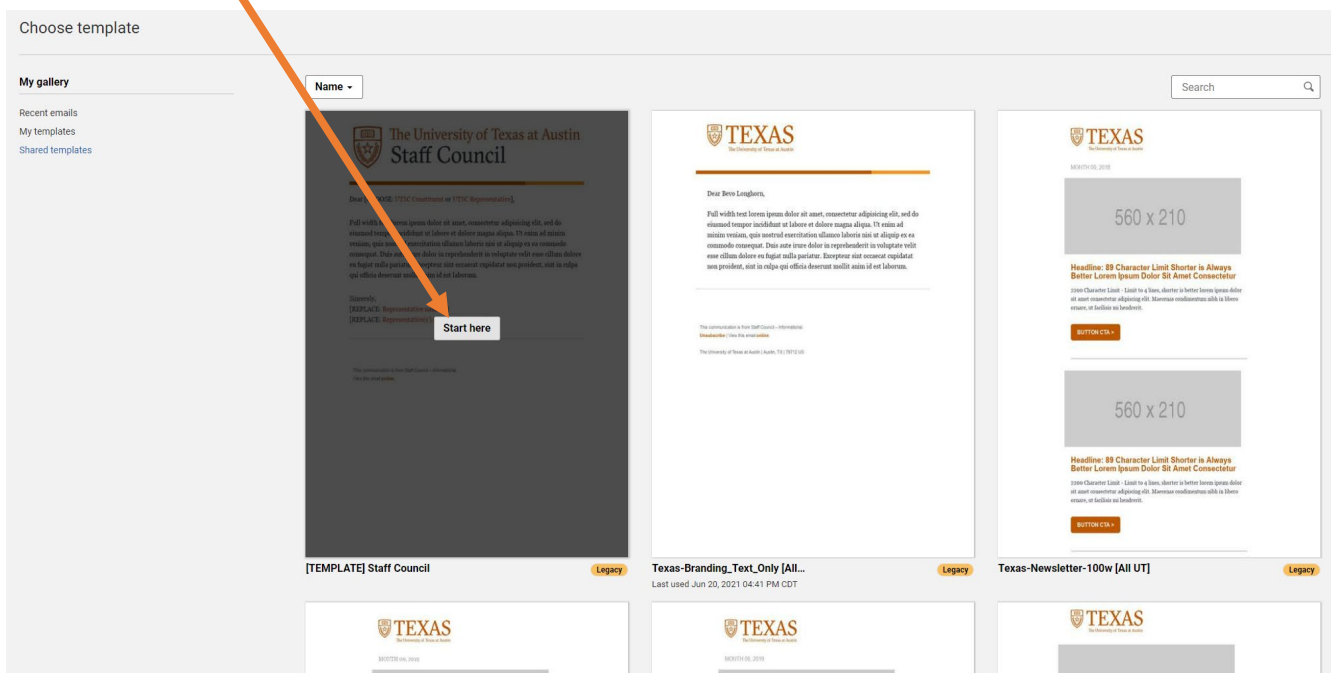
6) Select 'Name' from the dropdown menu.



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



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



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

UTEXAS

Staff Council – Informational

HomeAudienceCampaignsResponseAutomationInsights

Image

Images

Text

Left

Right

Button

Divider

HTML

Follow

Video

Event

Survey

RSS

Timer

test

View styles

Saved.

Save

Revert to


Preview

Send test

Review & send

ColumnsBackdropTemplate | Template: [TEMPLATE] Staff Council

HTMLPlaintext



The University of Texas at Austin

Staff Council

Dear [CHOOSE: UTSC Constituent or UTSC Representative],

Full width text lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sint in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,
[REPLACE: Representative name(s)]
[REPLACE: Representative(s) contact information]

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.’

The screenshot displays an email editor interface. At the top, a black bar is partially visible. Below it, a toolbar contains buttons for 'Saved.', 'SAVE', 'REVERT TO', 'PREVIEW', 'SEND TEST', and 'NEXT'. The 'SEND TEST' button is highlighted with an orange arrow. To the right, a 'Send a test' modal is open, showing a 'To' field with a search prompt, a 'Subject' field, a 'Preheader text' field, a 'Note' field, a 'Sender name' field, a 'Sender email' field, a 'Reply-to' field, and a 'Google Analytics' field. The modal also includes a 'CANCEL' button and a 'SEND NOW' button. The main editor area shows a preview of an email with the 'University of Texas at Austin Council' logo and a paragraph of placeholder text.

Send a test
The word 'TEST' will be added to the subject.

CANCEL SEND NOW

To
Start typing to search your audience for contacts, groups, and segments.
0 of 10 recipients added.

Subject
Type your subject line here...

Preheader text
Type your preheader line here...
Characters remaining: 75

Note
This message will appear at the top of your email.

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

Saved. SAVE REVERT TO PREVIEW SEND TEST NEXT

HTML Plain text

University of Texas at Austin Council

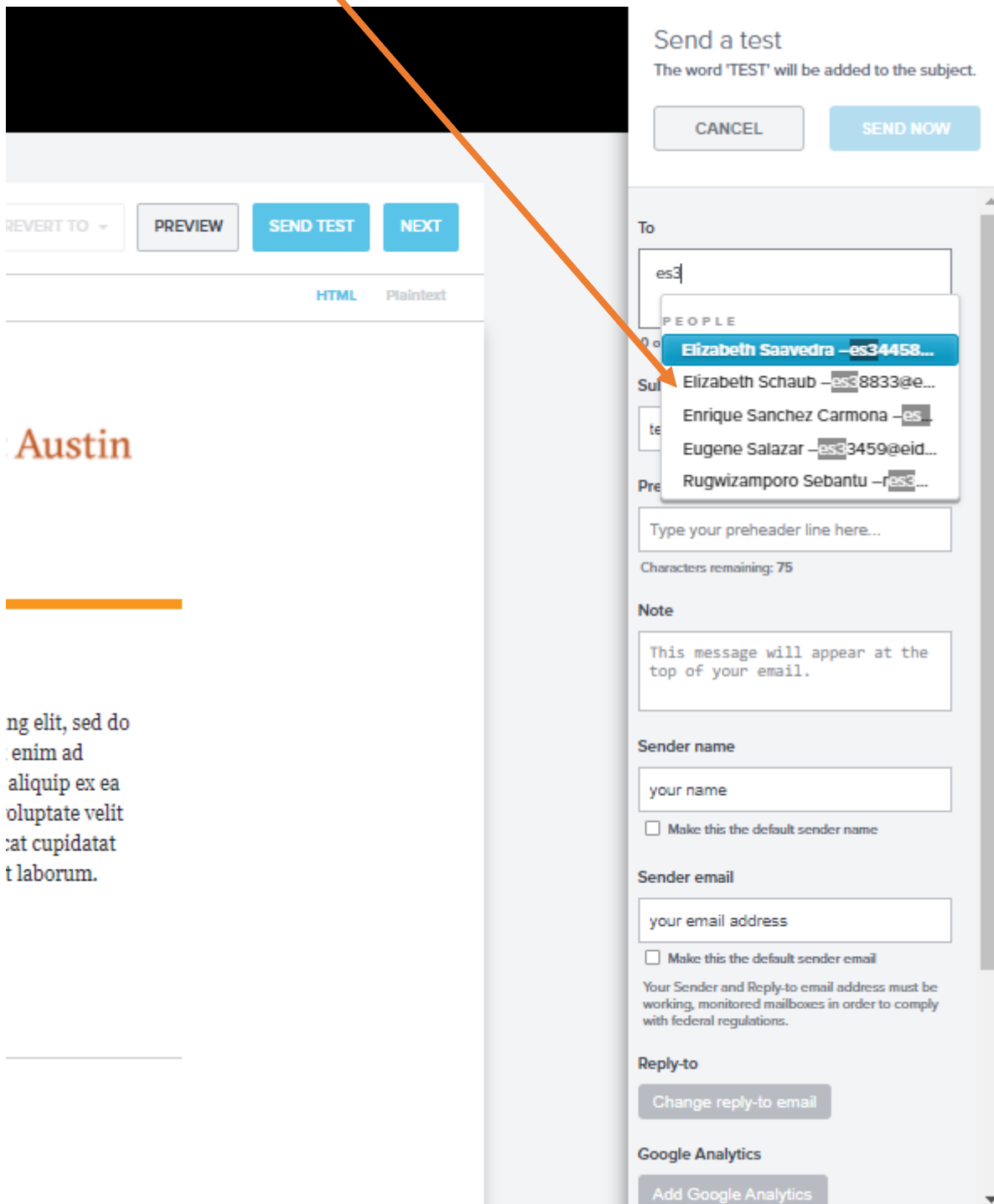
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information]

ormational.

- 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.*



The screenshot shows the 'Send a test' interface. At the top, there's a black header bar. Below it, a row of buttons includes 'REVERT TO', 'PREVIEW', 'SEND TEST', and 'NEXT'. The 'SEND TEST' button is highlighted. Below these buttons are tabs for 'HTML' and 'Plaintext'. The main content area displays a preview of an email with the word 'Austin' in a large, orange, serif font. Below the preview, there's a horizontal orange bar and a block of placeholder text: 'ng elit, sed do', '.enim ad', 'aliquip ex ea', 'oluptate velit', ':at cupidatat', 't laborum.'.

On the right side, the 'Send a test' form is visible. It includes a 'To' field with a dropdown menu. The dropdown is open, showing a list of people under the heading 'PEOPLE'. The list includes: 'Elizabeth Saavedra -es34458...', 'Elizabeth Schaub -es38833@e...', 'Enrique Sanchez Carmona -es...', 'Eugene Salazar -es33459@eid...', and 'Rugwizamporo Sebantu -res3...'. An orange arrow points from the 'SEND TEST' button in the top left to the 'Elizabeth Saavedra' entry in the dropdown list.

Below the 'To' field is a 'Subject' field, a 'Preheader' field with the placeholder 'Type your preheader line here...', and a 'Note' field with the placeholder 'This message will appear at the top of your email.'.

Further down are fields for 'Sender name' (placeholder: 'your name') and 'Sender email' (placeholder: 'your email address'). There are checkboxes for 'Make this the default sender name' and 'Make this the default sender email'. A note states: 'Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.'.

At the bottom, there's a 'Reply-to' section with a 'Change reply-to email' button, and a 'Google Analytics' section with an 'Add Google Analytics' button.

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

The image shows a web interface for configuring an email campaign. On the left is a preview of the email content, which includes a black header, a 'ustin' logo, an orange horizontal bar, and a block of placeholder text: 'lit, sed do', 'm ad', 'uip ex ea', 'tate velit', 'upidatat', 'orum.'. On the right is the configuration panel titled 'Send a test', with a note that 'The word 'TEST' will be added to the subject.' At the top of this panel are 'CANCEL' and 'SEND NOW' buttons. Below are several fields: 'To' (with 'Elizabeth Schaub' added), 'Subject' (containing 'test'), 'Preheader text' (with a placeholder and a character count of 75), 'Note' (containing a review request), 'Sender name' (containing 'Elizabeth Schaub'), and 'Sender email' (containing 'eschaub@austin.utexas.edu'). Each of these five fields is circled in red. There are also checkboxes for making the sender name and email the default, a 'Reply-to' section with a 'Change reply-to email' button, and a 'Google Analytics' section at the bottom.

Send a test
The word 'TEST' will be added to the subject.

CANCEL **SEND NOW**

To
Elizabeth Schaub
1 of 10 recipients added.

Subject
test

Preheader text
Type your preheader line here...
Characters remaining: 75

Note
Please review and let me know if it looks good. Thanks!

Sender name
Elizabeth Schaub
☐ Make this the default sender name

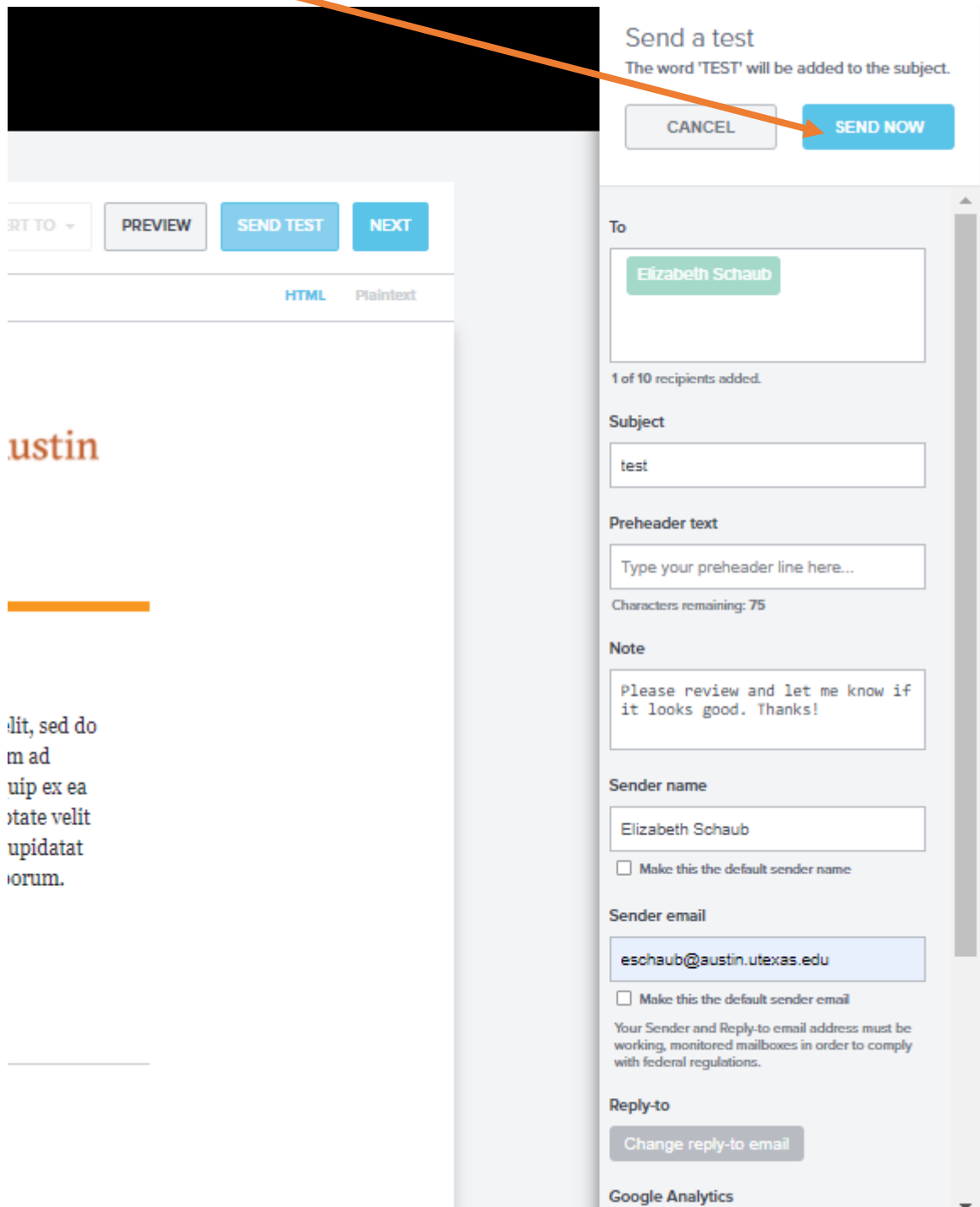
Sender email
eschaub@austin.utexas.edu
☐ Make this the default sender email

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

13) Click 'Send Now.'



The screenshot shows an email composition interface. On the left, a preview of the email content is visible, featuring a large orange bar and the word "ustin" in a serif font. The main area on the right contains the email configuration fields. At the top of this area, there is a "Send a test" header with a subtext: "The word 'TEST' will be added to the subject." Below this, there are two buttons: "CANCEL" and "SEND NOW". An orange arrow points from the text "13) Click 'Send Now.'" to the "SEND NOW" button. The "To" field contains "Elizabeth Schaub". The "Subject" field contains "test". The "Preheader text" field contains "Type your preheader line here...". The "Note" field contains "Please review and let me know if it looks good. Thanks!". The "Sender name" field contains "Elizabeth Schaub". The "Sender email" field contains "eschaub@austin.utexas.edu". There are checkboxes for "Make this the default sender name" and "Make this the default sender email". A warning message states: "Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations." The "Reply-to" field has a "Change reply-to email" button. At the bottom, there is a "Google Analytics" section.

Send a test
The word 'TEST' will be added to the subject.

CANCEL SEND NOW

To
Elizabeth Schaub

1 of 10 recipients added.

Subject
test

Preheader text
Type your preheader line here...

Characters remaining: 75

Note
Please review and let me know if it looks good. Thanks!

Sender name
Elizabeth Schaub

☐ Make this the default sender name

Sender email
eschaub@austin.utexas.edu

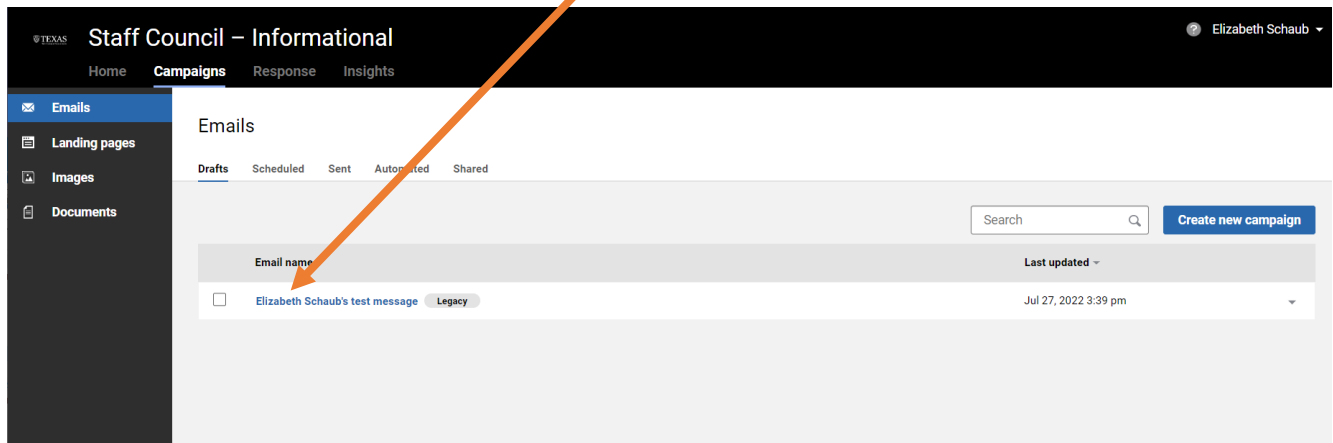
☐ Make this the default sender email

Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.

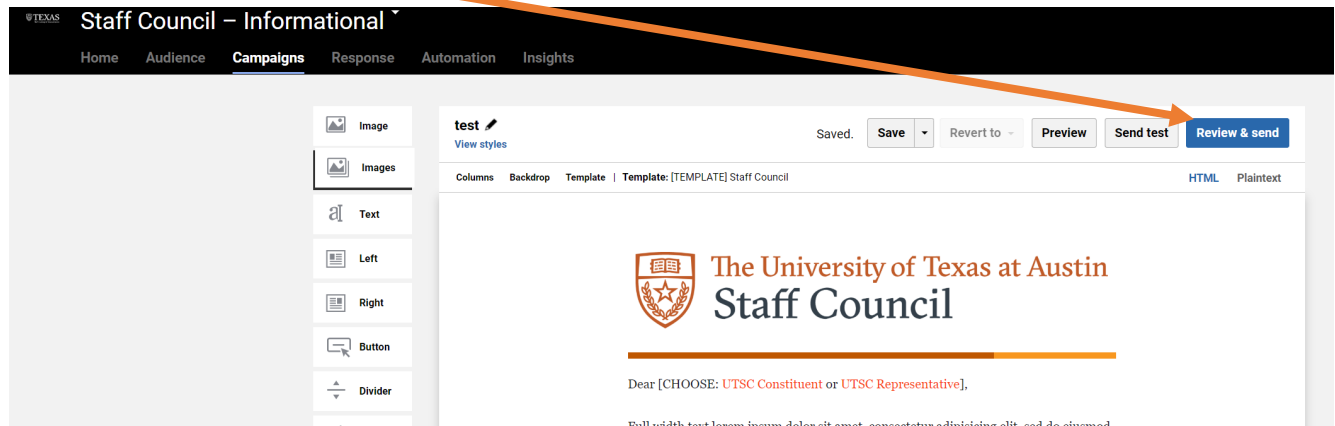
Reply-to
Change reply-to email

Google Analytics

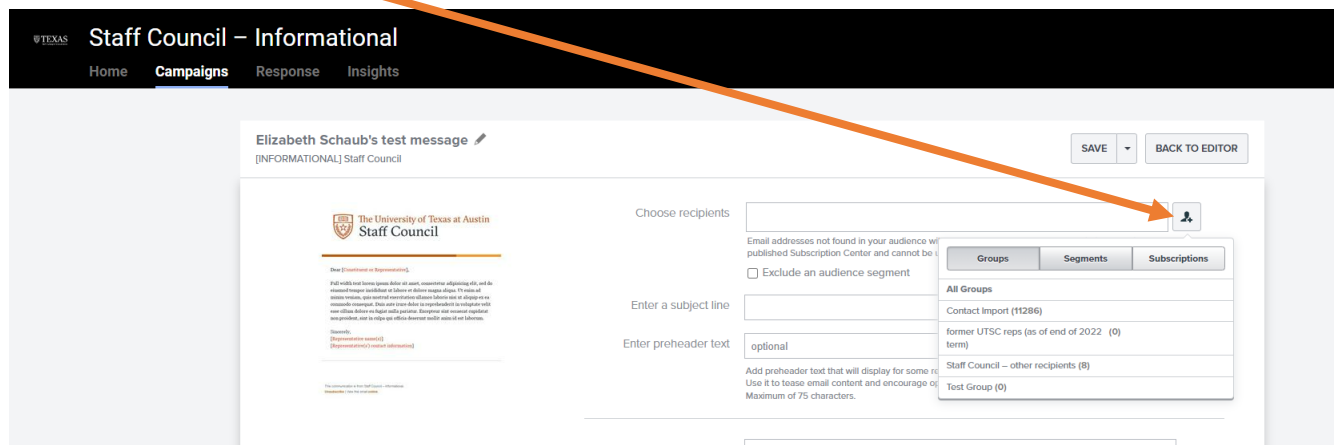
- 14) When you are ready to send your message to your District constituents, find your message in the 'Drafts' section and click it to open it in the editor.



- 15) Click 'Review and Send'.



- 16) Click the person icon.



17) Click the Segments option.

The screenshot shows the 'Staff Council – Informational' campaign setup page. The 'Choose recipients' dropdown menu is open, and the 'Segments' tab is selected. The dropdown list shows various staff council districts, with 'Staff Council District 120 (192)' highlighted. The 'Sender name' is 'Staff Council – Informational' and the 'Sender email' is 'noreply@utexas.edu'. The 'Format' is set to 'HTML (recommended)'.

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.

The screenshot shows the 'Staff Council – Informational' campaign setup page. The 'Choose recipients' dropdown menu is open, and the 'Staff Council District 120 (192)' option is selected. The dropdown list shows various staff council districts, with 'Staff Council District 120 (192)' highlighted. The 'Sender name' is 'Staff Council – Informational' and the 'Sender email' is 'noreply@utexas.edu'. The 'Format' is set to 'HTML (recommended)'. The 'SIGNUP FORM' is set to 'Your Default Signup Form'. The 'GOOGLE ANALYTICS' section has an 'ADD GOOGLE ANALYTICS' button. The 'SCHEDULE & SUBMIT' button is at the bottom right.

- 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.

Staff Council – Informational

Home **Campaigns** Response Insights

test [INFORMATIONAL] Staff Council

SAVE BACK TO EDITOR

Choose recipients Staff Council District 120 (193)

Email addresses not found in your audience will be added as new contacts. Subscriptions require a published Subscription Center and cannot be used with split tests.

☐ Exclude an audience segment

Enter a subject line Really great subject line!

Enter preheader text optional 75

Add preheader text that will display for some recipients in their inbox preview. Use it to tease email content and encourage opens. Maximum of 75 characters.

Sender name Elizabeth Schaub

☐ Make this the default sender name

Sender email utsc-120@utlists.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.

☐ Set a separate reply-to email address. By default, we use your sender email address.

SCHEDULE & SUBMIT

FORMAT
HTML (recommended)

SIGNUP FORM
Your Default Signup Form

GOOGLE ANALYTICS
ADD GOOGLE ANALYTICS

20) Click 'Schedule and Submit.'

The screenshot shows the 'Staff Council – Informational' campaign editor. The top navigation bar includes 'Home', 'Campaigns', 'Response', and 'Insights'. The main content area is divided into several sections:

- Header:** 'test' with an edit icon and '[INFORMATIONAL] Staff Council'. Buttons for 'SAVE' and 'BACK TO EDITOR' are in the top right.
- Left Sidebar:**
 - Preview:** Shows a draft email with the 'The University of Texas at Austin Staff Council' logo and placeholder text.
 - FORMAT:** A dropdown menu currently set to 'HTML (recommended)'.
 - SIGNUP FORM:** A dropdown menu currently set to 'Your Default Signup Form'.
 - GOOGLE ANALYTICS:** A button labeled 'ADD GOOGLE ANALYTICS'.
- Main Form:**
 - Choose recipients:** A dropdown menu showing 'Staff Council District 120 (193)' with a person icon.
 - Exclude an audience segment:** An unchecked checkbox.
 - Enter a subject line:** A text input field containing 'Really great subject line!'.
 - Enter preheader text:** A text input field containing 'optional' with a character count of '75'. Below the field is a note: 'Add preheader text that will display for some recipients in their inbox preview. Use it to tease email content and encourage opens. Maximum of 75 characters.'
 - Sender name:** A text input field containing 'Elizabeth Schaub' with an unchecked checkbox for 'Make this the default sender name'.
 - Sender email:** A text input field containing 'utsc-120@utlists.utexas.edu' with an unchecked checkbox for 'Make this the default sender email'.
 - Footer:** A note stating 'Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.' and an unchecked checkbox for 'Send a separate reply-to email address. By default, we use your sender email address.'
 - Action:** A blue button labeled 'SCHEDULE & SUBMIT' at the bottom right.

- 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.

The screenshot shows the 'Staff Council - Informational' campaign setup page. The main content area is titled 'Elizabeth Schaub's test message' and '[INFORMATIONAL] Staff Council'. The page includes a preview of the email content on the left and a configuration panel on the right. The configuration panel has fields for 'Choose recipients' (set to 'Staff Council District 120 (192)'), 'Enter a subject line' (set to 'Really great subject line'), and 'Enter preheader text' (set to 'optional'). There are also checkboxes for 'Exclude an audience segment' and 'Add preheader text that will display for some recipients in their inbox preview'. At the bottom of the configuration panel, there are buttons for 'SUBMIT FOR APPROVAL' and 'SCHEDULE & SUBMIT'. A modal window titled 'When would you like to send this email?' is open in the center, showing a date of '07/27/2022', '3' hours, '45' minutes, and 'pm'. The modal also includes a 'NOTE: Time is in US/Central' and buttons for 'SUBMIT FOR APPROVAL' and 'Cancel'.

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

The screenshot shows the 'Staff Council - Informational' email campaign setup interface. The page includes a header with navigation links (Home, Campaigns, Response, Insights) and a sub-header for 'Elizabeth Schaub's test message'. The main content area is divided into two columns. The left column contains a preview of the email content, including the University of Texas at Austin logo and a sample email body. The right column contains fields for 'Choose recipients' (Staff Council District 120 (102)), 'Enter a subject line' (Really great subject line!), and 'Enter preheader text' (optional). A modal window titled 'When would you like to send this email?' is overlaid on the right side, featuring a date picker (07/27/2022), time selectors (Hour: 3, Minute: 45, am/pm: pm), and a 'NOTE: Time is in US/Central'. The modal has a blue 'SUBMIT FOR APPROVAL' button and a 'Cancel' link. At the bottom right of the page, there is a 'SCHEDULE & SUBMIT' button.

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