

The screenshot shows a newsletter layout for The Ohio State University, College of Food, Agricultural, and Environmental Sciences. The layout includes a header with the university name, a main title area, a date section, and several article sections. Red arrows point to the following elements:

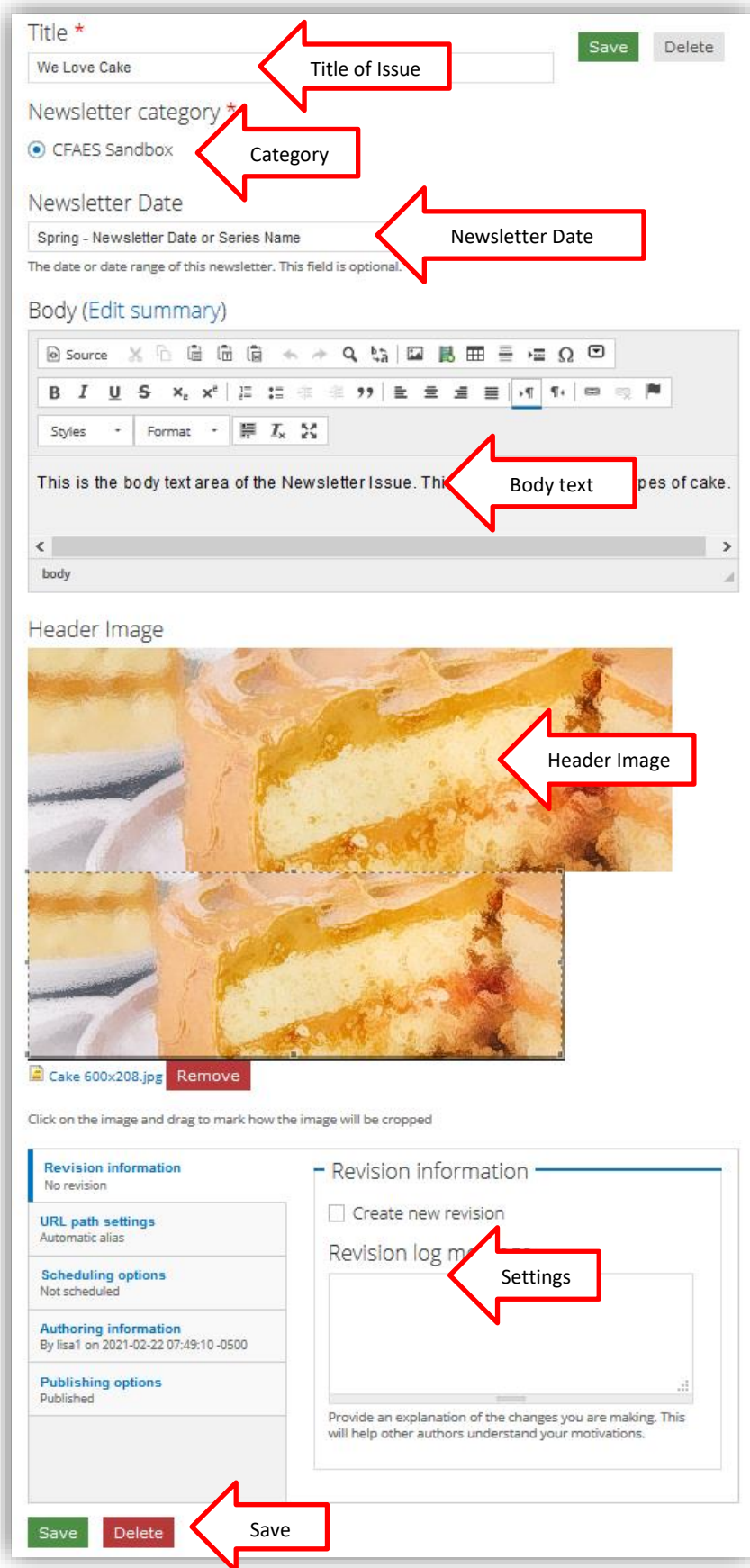
- Title of Newsletter:** Points to the main title area at the top.
- Newsletter Date:** Points to the date section below the title.
- Section Header:** Points to the 'Nobake Cakes' section header.
- Newsletter Article:** Points to the 'No Bake Strawberry Shortcake' article.
- Newsletter Article:** Points to the 'Biscuit Cake' article.
- Newsletter Article:** Points to the 'Unbaked Flourless Cake' article.
- Section Header:** Points to the 'Oven Baked Cakes' section header.
- Newsletter Article:** Points to the 'Carrot Cake' article.
- Newsletter Article:** Points to the 'Red Velvet Cake' article.

Plan the content you want to place in your newsletter – if you aren't telling people something new and exciting, teaching them something they don't know, educating them about something they would want to know about, or giving them free resources or solutions then they may just delete it. Give them information in your newsletter. Think about what makes a newsletter interesting or valuable to your public. Commit to consistency. Make sure your newsletter is published on a regular schedule.

This is an example of how a Newsletter will appear in your audience's email.

Please provide any information that the web developers will need to configure your newsletter.

Once the web developers have configured your site for your newsletter you will have two new Drupal content types: **Newsletter Issue** and **Newsletter Article**.



Newsletter Issue

To start a new **Newsletter Issue**, login to your website and select...**Add content...Newsletter Issue**.

Title – The title of each newsletter issue should be unique and distinctive. You might want to establish a pattern such as: Volume 1 Issue 1, Volume 1 Issue 2.

Newsletter category – If your site has more than one Newsletter associated with it, you will need to select the correct category.

Newsletter Date - The date or date range of this newsletter. This field is optional, but if you fill it in it will appear under the image at the top of your Newsletter.

Summary – Is not used at this time.

Body – This is where you can place a message to the reader about the newsletter. This text will appear under the title and above the Newsletter articles.

Header Image – The Header Image is 600 x 208 pixels. Images need to be smaller than 2MB and at least 600 x 208 pixels. Images larger than 1000 x 1000 pixels will be resized to those dimensions when uploaded to the server. Use the image mask to select the part of the image you want to appear to the viewer.

Settings

Revision information – Can be used to provide an explanation of the changes you are making. This will help other authors understand your motivations.

URL path settings – Should be checked to generate an automatic URL alias by default. Optionally specify an alternative URL by which this content can be accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL alias won't work.

Authoring information – Shows the login ID of the person who created the content and the date and time it was created.

Publishing options – is Published by default. If you do not want it published you will need to uncheck the Published box.

Save – Remember to save your work before you navigate away from the page or your work will be lost.

Section Order

You can change the order of the Sections in your Newsletter by going to **Structure...Taxonomy...Newsletter sections...list terms**.

The screenshot shows the 'Newsletter sections' administration page. At the top, there are 'List' and 'Edit' tabs. Below them is an 'Add term' button. A table lists the sections with their names and edit links. At the bottom, there are 'Save' and 'Reset to alphabetical' buttons.

Name	Operations
* Nobake Cakes	edit
* Old Roof Styles	edit
* Oven Baked Cakes	edit
* Modern Roof Styles	edit
* Cattle	edit
* Midwestern Butterflies	edit
* Eastern Butterflies	edit
* Sheep	edit

You can drag and drop the sections by clicking and holding the four headed arrow. Then select Save to keep the new order you have created.

Newsletter Article

Once you have created your Newsletter Issue you will want to add Newsletter article(s). To add a new **Newsletter article**, login to your website and select...**Add content...Newsletter article**.

Title – The title of the article as you want it to appear in the finished Newsletter.

Redirection Link - Adding a link here will replace the article page with the entered link. This allows you to place links to external articles and pages within your newsletter. You should still add a title, an image, and a (Summary) teaser paragraph. These fields will be used for the issue index as well as for the generated email.

When you are logged in and working on your website if you have included a Redirection Link you will get this message: This page is set to redirect to another URL, but you have permission to see the page and not be automatically redirected.

Image – You can add an image that will appear on the left side of the article in the Newsletter and on the right side of the article in “full text” view. The minimum size for the image is 480 x 480 pixels. Use the **image mask** to select the portion of the image you want to be displayed. Click on the image and drag to mark how the image will be cropped.

Alternate text - This text will be used by screen readers, search engines, or when the image cannot be loaded.

Title - The title is used as a tool tip when the user hovers the mouse over

The screenshot shows the 'Add content...Newsletter article' form in Drupal 7. The form includes the following fields and features:

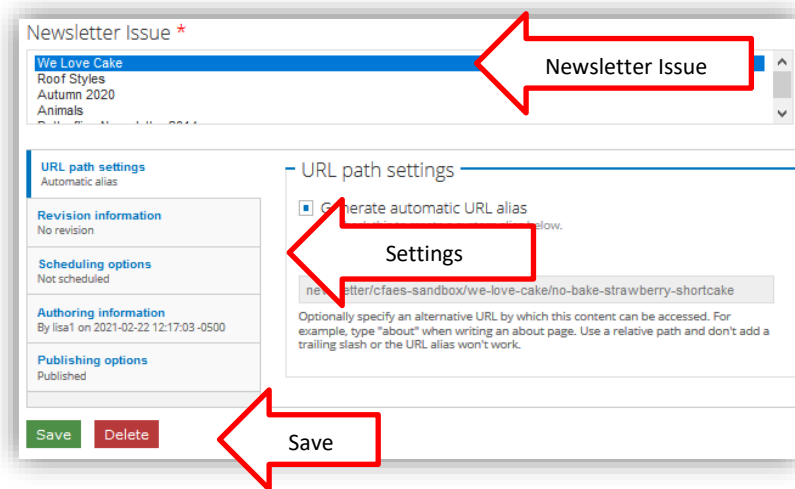
- Title ***: A text input field containing 'No Bake Strawberry Shortcake'. A red arrow points to it with the label 'Title of Article'.
- Redirection Link**: A text input field containing 'https://www.youtube.com/watch?v=MxuSueHMhXg'. A red arrow points to it with the label 'Redirection Link'.
- Image**: A large image of a strawberry shortcake cake. A red arrow points to it with the label 'Image'.
- Image Mask**: A smaller, dashed-line version of the cake image. A red arrow points to it with the label 'Image Mask'.
- Alternate text**: A text input field containing 'No Bake Strawberry Shortcake'. A red arrow points to it with the label 'Alternate text'.
- Title**: A text input field containing 'No Bake Strawberry Shortcake'. A red arrow points to it with the label 'Image Title'.
- Newsletter section**: A dropdown menu with 'Nobake Cakes' selected. A red arrow points to it with the label 'Newsletter section'.
- Summary (Hide summary)**: A rich text editor containing the text 'Layers of creme filled cookies, vanilla pudding, strawberries and topped with whipped cream and more strawberries. The perfect cool dessert!'. A red arrow points to it with the label 'Summary text'.
- Body**: A rich text editor with the text 'You don't need any Body Text if you are using the Redirection Link'. A red arrow points to it with the label 'Body text - Article'.

the image.

Newsletter section – Your Newsletter can be divided into sections. This section header will appear as white text in a black box above the articles in a section. If you use the same section headers, the Newsletter section box will display a list from which you can select your header.

Summary – The summary text will appear as a teaser for the full article on the Newsletter. If you do not use the Summary a trimmed version of the body text will appear. If you are using a Redirection Link you will want to include the Summary text.

Body – The information that you want to get out to your readers. You can use text, pictures, hyperlinks and formatting in the body.



Newsletter Issue – Select the Newsletter where this article should appear.

Newsletter Category – If your site has more than one Newsletter, select the Newsletter where this article will appear.

Settings

Revision information – Can be used to provide an explanation of the changes you are making. This will help other authors understand your

motivations.

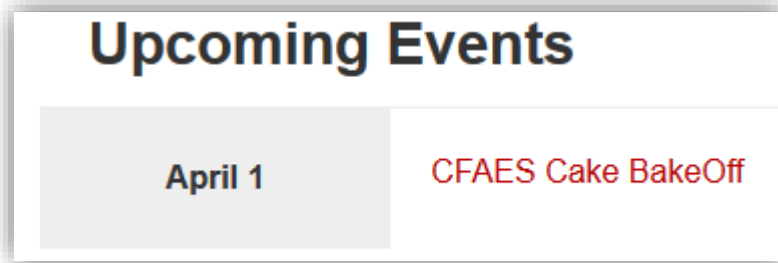
URL path settings – Should be checked to generate an automatic URL alias by default. Optionally specify an alternative URL by which this content can be accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL alias won't work.

Authoring information – Shows the login ID of the person who created the content and the date and time it was created.

Publishing options – is Published by default. If you do not want it published you will need to uncheck the Published box.

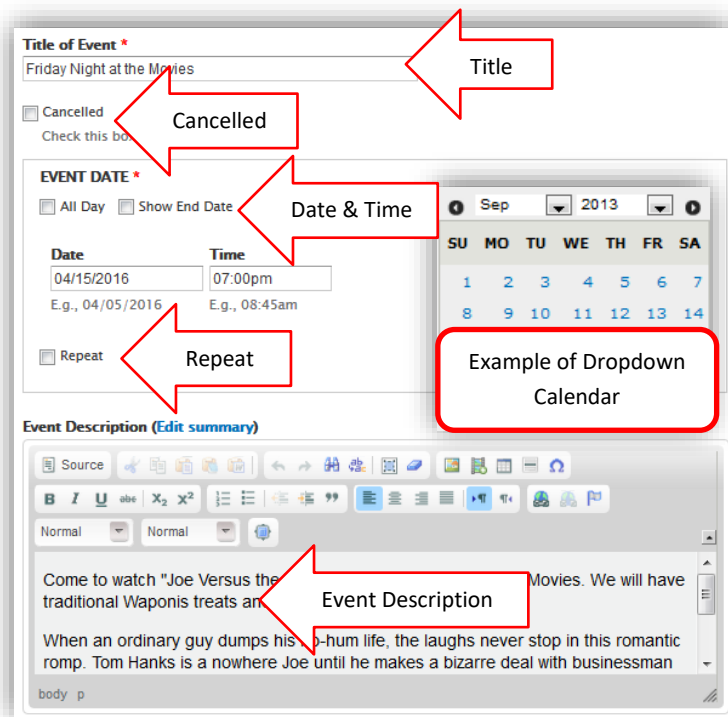
Save – Remember to save your work before you navigate away from the page or your work will be lost.

Event



Events. The Events tab will show all current/future Events. Past events and the Calendar can be viewed from the left navigation of the Events page.

Events added to a Newsletter will appear on the bottom of the Newsletter, as in the example to the left. Events on a website will appear on the Home page Right sidebar, under the Events tab on the top navigation and on the Events Calendar. The Home page will show the 5 most current



To create an Event, click on the **Content...Add content** button and select **Event** from the content type list.

Title - After you click on the **Event** button the "fill in the blank" page form will appear. Fill in the Title as you want it to appear on the finished event. Try to keep the title short and descriptive. Please do not use special characters (such as /&^';"etc..)

Cancelled – If an Event is cancelled checking this box will cause the word Cancelled to appear in parentheses with the Title of the Event everywhere it appears.

Event Date and Time – Select All Day for an Event that will not have a Start and End

time. Select Show End Date if you want to have a Start and End time for your Event. Click in the date selection box to activate the pop-up calendar. Use the pop-up calendar to select the Start and End dates. You can also create reoccurring events by checking the **Repeat** button. *Note: Do not use the Repeat function. If you use the Repeat button and Cancel an Event it will Cancel all the repeated Events.*

Edit Summary – The Summary text will appear as a teaser for your Event on the Event list. The Summary will only appear on the Event list and does not appear on the Home page or with the extended Event text. Use is optional.

Event Description - The **Event Description** can include text, images, hyperlinks, You Tube videos and tables. It is helpful to include any information about the Event you will want attendees to know. Please see the CKEditor documentation for more information.

Details

The screenshot shows the 'Details' section of a form. It includes the following fields and annotations:

- Event Website Title**: A text input field with a red arrow pointing to it from the label 'Event Website Title'.
- URL**: A text input field with a red arrow pointing to it from the label 'URL'.
- Cost ***: A text input field containing the number '0', with a red arrow pointing to it from the label 'Cost'.
- Attachments**: A section with a 'Browse...' button, 'No file selected.' text, and an 'Upload' button. A red arrow points to this section from the label 'Attachments'.

Additional text in the form includes: 'The link title is limited to 128 characters maximum.', 'A website with information about the event.', and 'Files must be less than 30 MB. Allowed file types: txt pdf xls doc docx ppt pptx xlsx gif jpg png.'

Event Website Title and URL – You can include a link to a website related to your Event. Include the **Title** of the website and the **URL** to link to the website. For example: Title – Chadwick Arboretum, URL - <http://chadwickarboretum.osu.edu/>

Cost – Cost of the Event. You can put both text and dollar amounts in this area. For example: Adults \$10 Children under 16 \$5

Attachments - Attach up to 10 file attachments can be added. Files must be less than 10 MB. Allowed file types: txt pdf xls doc docx ppt pptx xlsx gif jpg png.

Contact Information

The screenshot shows the 'Contact Information' section of a form. It includes the following fields and annotations:

- Contact name ***: A text input field containing 'Austin Shaver', with a red arrow pointing to it from the label 'Contact Name'.
- Contact email ***: A text input field containing 'shaver.90@osu.edu', with a red arrow pointing to it from the label 'Contact Email'.
- Contact phone**: An empty text input field with a red arrow pointing to it from the label 'Contact Phone'.

Contact name – The name of a person who people can contact for more information.

Contact email – The email of the contact person.

Contact phone – A phone number where the contact person can be reached.

Location

The screenshot shows a form with two main sections: 'Location' and 'Registration'. In the 'Location' section, there is an 'Event location' text field with the example 'Punderson State Park, in Newbury, Ohio' and a 'Location Map Link Title' and 'URL' section with the example 'Punderson State Park, in Newbury, Ohio' and 'https://www.google.com/maps'. In the 'Registration' section, there is a 'Registration Deadline' date field with the example '01/20/2018' and a 'Registration Link' text field. Red arrows point from text labels to these four fields: 'Event Location' points to the event location field, 'Link Title and URL' points to the location map link title and URL fields, 'Registration Deadline' points to the registration deadline field, and 'Registration Link' points to the registration link field.

Event Location – Provide the name of the location of the Event.

Location Map Link Title and URL - The link title is limited to 128 characters maximum. An example would be:

Directions to Chadwick Lake. **URL** - To add a Google Map follow these instructions:

Go to <https://www.google.com/maps>. In the input box that appears in the top left corner of the screen input the Event

Location. Ensure that the map or Street View image you'd like to embed appears in the current map display. Click Share...

In the Share and Embed Link box that appears, make sure the Share map tab is

selected. Copy the HTML and paste the code into the URL box. Other map applications can be used. You will need to find the Share code as in Google Maps.

selected. Copy the HTML and paste the code into the URL box. Other map applications can be used. You will need to find the Share code as in Google Maps.

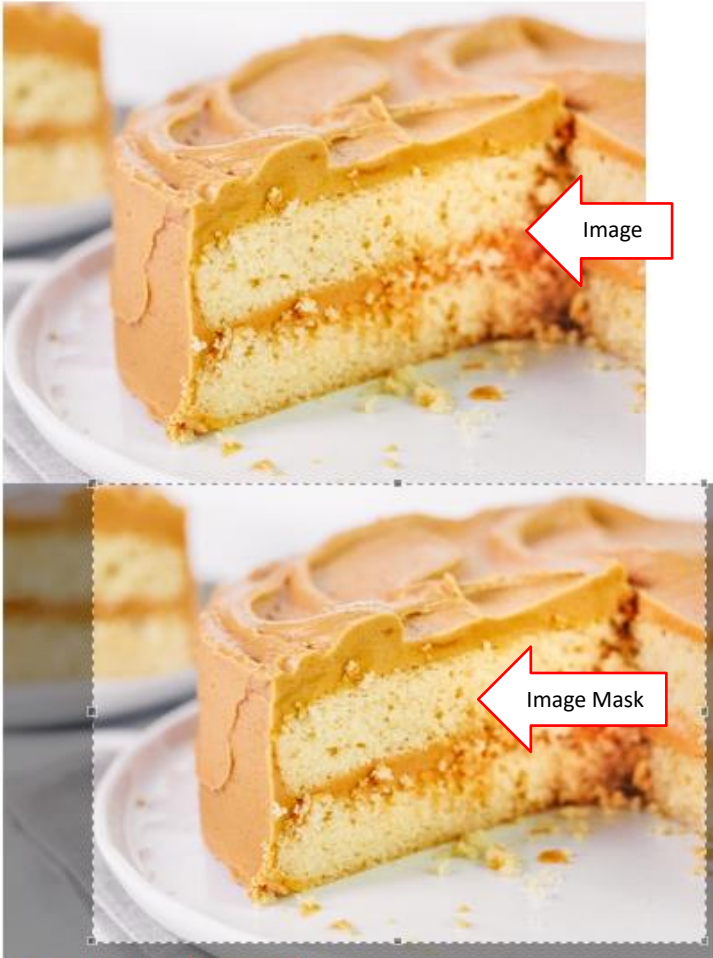
Registration

Registration Deadline - Enter the Event's registration deadline if there is one. *The format for the date is Mar 1 2021 (three character month numeric date numeric four digit year).*

Registration Link - The link that the user must click in order to pay for the registration of an event. CFAES is currently using NelNet (February 2021).

Image

Image



Caramel Cake.jpg Remove

Alternate text

Cake

This text will be used by screen readers, search engines, or when the image cannot be loaded.

Title

Cake

The title is used as a tool tip when the user hovers the mouse over the image.

Click on the image and drag to mark how the image will be cropped

Image – Will appear under the Events tab as a thumbnail on the left side of the Event. It will also appear on the full Event article page to the right of the text. Images should be at least 450 X 338 pixels and can be up to 3MB. Upload the image, use the image mask to select the part of the image you want to appear to viewers on your website. Fill in the **Alternate text** and the **Title** of the image. The **Alternate text** is used by screen readers for the vision impaired, search engines and is required by the University and the *Americans with Disabilities Act (ADA)*. The **Image Title** will appear as a caption under the image in the full version of the Event.

Related Content

▼ Related Content

Newsletter

- None -
Animals
Butterflies Newsletter 2014

Add to a Newsletter

Relate to content

- None -
Bobcat - /animals/bobcat
2020 Olympic Games - /events/2020-olympic-games
Animals - /animals

Related Content

Add to a Newsletter – Allows you to add this Event to a Newsletter if you have one.

Relate to content – Relate this Event to other content on your site. This will appear in the right sidebar of that content.

The Department websites have Faculty and Students listed as contacts. It is possible to Relate these People and their

Program Pages to an Event.

Submit to CFAES

Submissions to the collegewide calendar will be reviewed by Marketing and Communications for style consistency and appropriateness for the calendar’s audience. Events intended for just a few counties should be promoted on county sites. Events intended for participants from a larger region of the state, the entire state, or other states will be published to the CFAES calendar.

Submit to CFAES
Please only submit events of general interest to a college-wide audience.
Submissions will not appear on cfaes.osu.edu until approved.

Submit to CFAES

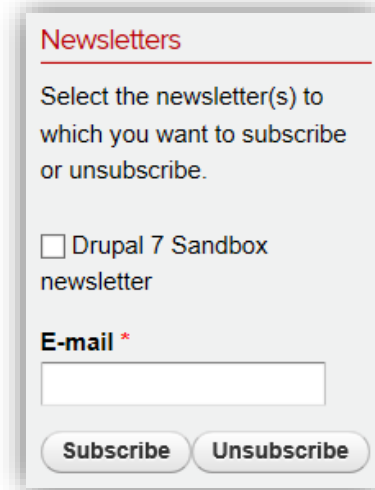
Please only submit events of general interest to a college-wide audience. Submissions will not appear on cfaes.osu.edu until approved.

Once your Event is submitted you will get a rejection or approved email. Example:

Hello, your event "Name of Event" has not been approved to appear on cfaes.osu.edu. Please email Marketing and Communications for more information.

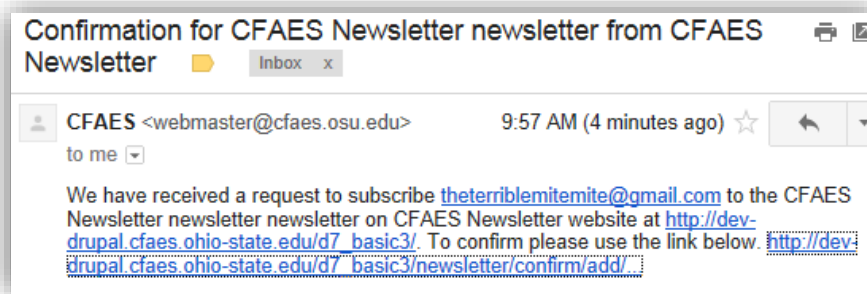
Subscribe

If you want viewers of your Newsletter to Subscribe on the Drupal website, you will need to let the web developers know so they can include the Subscription block. Viewers who use this method of subscription will have their email information held in Drupal.

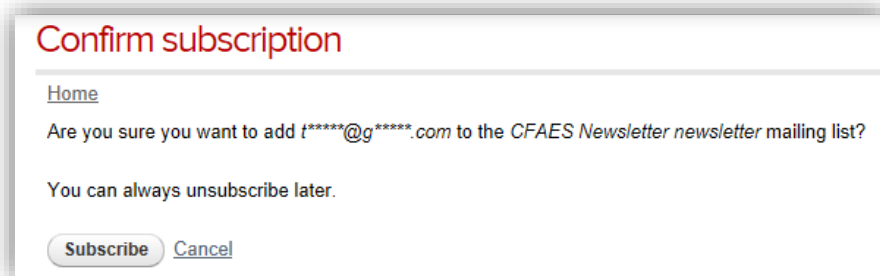


The screenshot shows a form titled "Newsletters" with a red underline. Below the title, it says "Select the newsletter(s) to which you want to subscribe or unsubscribe." There is a checkbox labeled "Drupal 7 Sandbox newsletter". Below that is a field for "E-mail *" with an asterisk indicating it is required. At the bottom, there are two buttons: "Subscribe" and "Unsubscribe".

When people subscribe to the Newsletter mailing list from your website they will get a confirmation notice in their email.



When they click on the URL in the confirmation email it will return them to the website and the following message (see below). They will then need to click Subscribe once more.



The screenshot shows a message titled "Confirm subscription" with a red underline. Below the title is a link for "Home". The main text asks: "Are you sure you want to add t*****@g*****.com to the CFAES Newsletter newsletter mailing list?". Below that, it says "You can always unsubscribe later." At the bottom, there are two buttons: "Subscribe" and "Cancel".

Emailing your Newsletter

Once your Newsletter is completed and you are ready to send it, click on the name of the Newsletter and you will get another set of tabs. You may need to go to Archive to do this action.

The screenshot shows the Drupal 7 administration interface for a newsletter titled "Breeds of Livestock". At the top, there are four tabs: "VIEW", "EDIT", "HTML", and "NEWSLETTER". The "NEWSLETTER" tab is currently selected. Below the tabs is a form titled "SEND NEWSLETTER". The form has two radio button options: "Send one test newsletter to the test address" (which is selected) and "Send newsletter". Below these options is a text input field labeled "Test email addresses" containing the text "admin@example.com". A small note below the input field reads: "A comma-separated list of email addresses to be used as test addresses." At the bottom of the form is a "Submit" button.

View – the Newsletter as it would appear to the public.

Edit – the Newsletter name and header text information.

HTML – the HTML version of the Newsletter.

Newsletter – allows you to send the Newsletter as a test or to the mailing list of those persons who have subscribed through the Drupal subscription (on your website).

To mail the Newsletter (to the people who have subscribed through the website) click on the Newsletter tab.

Select to send a test or to send the Newsletter to the subscription list. Click on Submit and the Newsletter will be sent. You will be able to edit the list of subscribers by clicking on the People link on your administrative site.

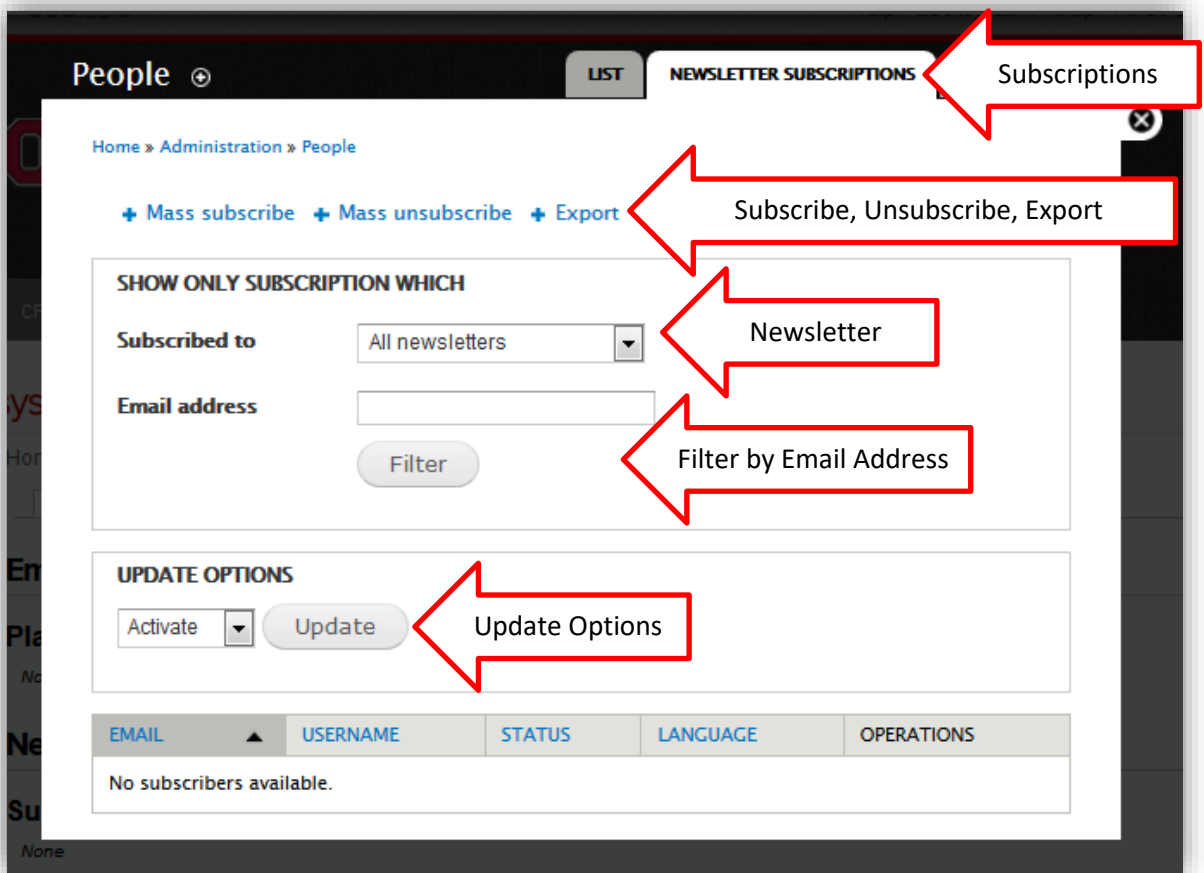
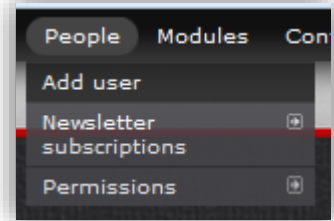
Alternative Newsletter Mailing Instructions.

If you have your subscription list in a list-serve or Outlook you can still email your Newsletter, it just takes a few steps.

1. Complete your Newsletter (ready to mail).
2. Click on the HTML tab and select all the HTML (Ctrl+A)
3. Copy the selected HTML (Ctrl+C)
4. Paste the HTML (Ctrl+V) into Notepad or a similar application and save it as an HTML document.
5. Open the HTML document you just saved in a web browser.
6. Select (Ctrl+A) and copy the Newsletter (Ctrl+C).
7. Open a new email message and paste (Ctrl+V) in the Newsletter and mail to your list.

Newsletter Subscription Editor

In order to monitor subscriptions for your Newsletter, someone will need to ask to become the Newsletter Subscription Editor for your site. This person will have additional tools. On the Drupal tool bar they will have a People tab, under the People tab is the Newsletter subscriptions tab.



You can Filter to find an individual email address by using the Show Only Subscription Which box.

When you have email addresses in your subscribers list you can select the box to the left of the desired email and do mass updates. The update options are: Activate Inactivate and Delete.

It is also possible to sort the list by using the EMAIL, USERNAME, STATUS, and LANGUAGE headers.

Subscribe, Unsubscribe, Export

Subscribe - You can add subscribers to your Newsletter by copying and pasting a list into the Email addresses box. The list will need to be separated by comma, space or newline. Select the Newsletter or Newsletters to subscribe the list to and select Subscribe to save your changes.

Home » Administration » People » Newsletter subscriptions

Email addresses

Paste or type in email address list.

Email addresses must be separated by comma, space or newline.

Subscribe to

Drupal 7 Sandbox newsletter
Drupal 7 Sandbox newsletter categorie

Select the Newsletter to subscribe these addresses to.

Force resubscription
If checked, previously unsubscribed e-mail addresses will be resubscribed. Consider that this might be against the will of your users.

Subscribe

Subscribe

Unsubscribe - You can add unsubscribe email addresses to your Newsletter by copying and pasting a list into the Email addresses box. The list will need to be separated by comma, space or newline. Select the Newsletter or Newsletters to unsubscribe the list to and select Unsubscribe to save your changes.

Email addresses

Paste or type in email address

Email addresses must be separated by comma, space or newline.

Unsubscribe from

Drupal 7 Sandbox newsletter
Drupal 7 Sandbox newsletter categorie

Select the Newsletter to unsubscribe these addresses to.

Unsubscribe

Unsubscribe

Export - You can Export your email address list using the Export button. Fill out the form with the necessary information and select the Export button.

The image shows a web form for exporting a newsletter list. It is divided into three sections, each with a red arrow pointing to a specific element:

- Status ***: Contains two checkboxes: Active users and Inactive users. A red arrow labeled "Status" points to the "Active users" checkbox.
- Subscribed ***: Contains three checkboxes: Subscribed to the newsletter, Unconfirmed to the newsletter, and UnSubscribed from the newsletter. A red arrow labeled "Subscribed" points to the "Subscribed to the newsletter" checkbox.
- Newsletter ***: Contains one checkbox: Drupal 7 Sandbox newsletter. A red arrow labeled "Newsletter" points to this checkbox.

Below these sections is a grey "Export" button, with a red arrow labeled "Export" pointing to it. Each section also includes a note: "Subscriptions matching the selected states will be exported." (or "states", "subscription states", and "newsletters" respectively).