How to use the COVID-19 email template

If you use MailChimp

Introduction

To support your email marketing, we have created a new branded template for local Healthwatch who use the MailChimp email system.

The template is designed to help you with any communications you are sending out to the public and stakeholders about coronavirus. Whilst the template is flexible, we have provided some ideas for sections that you can consider. For example, information and advice, volunteering, and share your experiences.

Please note: You will need a MailChimp account to use this template. The template is not available for other email systems.

Download the template

Copy and paste this link into your web browser and press enter. You'll be prompted to log in to your MailChimp account. Once you have logged in, you'll be automatically taken to the Templates page and should see a message confirming the template was added to your account. You should then be able to use the template in a new campaign.

Using the template

Select the template

- Create a campaign as you usually would, setting up your audience, who the email is from, as well as your subject line.
- Under the content section, click on 'Design email'
- At the top, click 'Saved templates' and select the new template.
- You should see the design on the left of your screen and options on the right.

Edit your email

How to change the header banner

You will need to change the main header banner, as the one provided in the template is a placeholder only. You can create a personalised email header on the Communications Centre.

- Click on the header image
- At the top of the image click 'edit'
- On the right of the screen click 'replace'
- Click upload and navigate to your new header image (created on the Communications Centre)

Visit the Communications Centre to create a personalised email banner
Visit https://healthwatch.brandstencil.com/, use your log in details for your local Healthwatch, and click on 'Live create' to personalise the coronavirus update email banner. You can also download additional icons.

How to change the main image

- Click on the image
- At the top of the image click 'edit'
- On the right of the screen click 'replace'
- Click upload and navigate to your new image
- Images you use should be cropped or resized to 548 x 239 px for the best view

How to edit the text

- Click on the section you want to edit
- On the right of the screen edit/ replace the copy with your own
- You can change the style from the drop-down menu
- Update the link and text on the call to action button

How to add and delete sections

To add a new section

- Scroll to the bottom of the section
- Hover over the dotted line
- On the left you can choose to add (+) or remove (-) sections (variant 1, 2, 3)

How to change icons

- Hover over the icon
- Click on 'edit'
- On the right of the screen click 'replace'
- Either navigate to the icon (if you know where it is) or click upload and navigate to your new icon
- If you use your own icons, these should be resized to 168 x 168 px for the best view.

Always remember to save and close after you've finished working on each section.