



County Newsletter Tips

Providing a newsletter to your local class participants and online audience is a smart way to educate people during COVID restrictions. Here are some tips to consider when preparing the newsletter:

- Consider your audience needs (audience analysis). Teach what they want and need to learn. Write about the topics they like to read about.
- Do not use complicated language or advanced nutrition terminology (unless you define terms in the message as part of the education).
- Understand your audience and join them in their quest for better health. Ask them what they want to learn about (in class or over social media) and then cater your newsletter to their needs.
- Build your email list and increase your reach. Frequently invite people to sign up for your newsletter.
- Don't forget to challenge your readers to try something new (offer a call to action). Make the challenge a short and simple one, and then encourage them to let you know how it goes.
- Use appropriate stock photos. Always follow the license agreement (attribution or no, advertising, downloadable okay or not, etc.). A list of approved and readily available stock photos can be found on the staff website under Recruiting and Marketing Materials.
- Never post participants images without a signed Photo Release form. These can be found on the staff website under Misc Forms.
- Encourage the recipients to follow you on Facebook and connect with them there.
- Promote Captain Create YouTube and Create Better Health Utah Social Media as reliable resources and places to go for more information.
- Be consistent in your tone and formatting from month to month. Use a template so your newsletter is recognizable. (Recipients are less likely to delete or throw it away if they recognize the newsletter.)
- Keep it short – no more than two pages of educational material. Additional pages for activities, games, coloring sheets, etc. are okay.

- Use three or fewer fonts.
- Allow white space (this provides breathing room for the reader).
- Avoid underlining and all caps (use bold or italics to emphasize words).
- Use color to attract the eye, but don't over-do it.
- Always include information on how to contact you.
- Always include the Create Better Health and USU Extension logos
- Always include the funding statement and non-discrimination disclaimers (found on the staff website under Recruiting and Marketing Materials).
- Always have a second set of eyes read through the message before pressing print or send. Ask a fellow ambassador, a supervisor, a co-worker, or Jocelin.
- **Always distribute as a PDF (Portable Document Format) to make the newsletter possible to open and read on a variety of devices.**
- Be yourself and have fun teaching in this new medium.