

Tips and Tricks for your newsletter

Accessibility:

Translation in Google via Mailchimp:

- Use this Code `*|TRANSLATE:en|*` in one of your Text Boxes The “|” is made by holding the “shift key” and then pressing the “\” key above the Enter button. What this will do is when you are in Preview mode, you will generate links to translate your whole newsletter into 50 different languages via google translate.
- After clicking the link, it will bring you to the google translate page. From here, Recipients will see your newsletter in the language you clicked.
- You can also while here, translate your newsletter into the other available languages.

Alt Text: Use to increase accessibility to your newsletter for Blind Persons.

- As an agency, making sure you are accessible to the community is essential to persons with disabilities. For a newsletter, which is a very visual medium, the impact of images would be lost on persons who are blind. To aid in accessibility, each image you put in your newsletter has an option called “Alt Text” what this does is create a text block where your image is located. Write a description of the image in Alt Text, and save it. Now, computer programs who read for blind persons will be able to describe the image to that person increasing your newsletter’s accessibility to the community.

Color Matching: Use Paint 3D

- Open an image you want to use in your newsletter in 3D Paint.
- Use the Eyedropper tool on a color on your image.
- When you do this, you should see the hex code for your color (e.g. #b72f5f). This is the HTML Code for your color. Copy this code.
- In Mailchimp: you can take your new Hex Code and put it into color sections for backgrounds, text, etc.
- I keep a windows Sticky Note of all the Hex Codes with labels so I know what color they are and the image they are sourced from so that the Hex Codes are easily Copy/Pasted whenever I need them.

Documents as PDFs:

- Microsoft Word has functionality for when you create a document; you can choose to save it as a PDF, instead of a Word Document.

Content Generation:

- Pictures
 - <https://www.pexels.com/> for free professional images. Or take your own
 - Grammar checks- <https://www.grammarly.com/> a sign up service, but it is helpful and more expansive then Word.