

## Guidance – sending HTML emails to students

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### Using Spotler to send HTML emails

If you regularly send emails to students – for instance newsletters – you may benefit from using Spotler, our email marketing service. The benefits of using Spotler are that you can:

- design branded HTML emails, using a pre-made template
- include images, colours and other elements to make the email more visually appealing
- look at reports of how many people open your emails and click links – showing you how effective your emails are

To get access to Spotler, contact the Student Communications Officer in your Faculty. We'll work with you to set up a template and mailing list, and get you started.

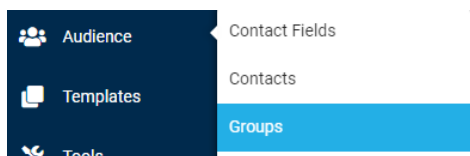
### Who you can send emails to

Once you are set up in Spotler, please only use this to send emails for the purpose agreed in advance.

This means using your own mailing list and segments, which the Student Communications Officer will support you in setting up if they do not already exist. For example, you might just want to send a newsletter to students in a particular department or cohort.

**You should not use any other mailing list that are stored in Spotler without prior permission.**

You'll be able to find your group in Spotler under Audience > Groups:



### What a HTML (Spotler) email is used for

HTML emails are the best way to send emails which are:

- newsletters, which are sent regularly and have require a standardised look
- image-led
- measurable – where you would benefit from know how many people open or click links so that you can tailor your content accordingly

## What do Spotler emails look like?

Here is an example of a [Spotler newsletter](#).

## What a HTML email is not used for

Many emails don't need to be sent using Spotler. A standard Outlook email would be appropriate:

- if your email is operational in nature
- if it needs to be sent quickly
- if a reply is needed
- if you do not need to measure opens or clicks

For more information, contact the Student Communications Officer in your Faculty.

## Useful resources

- Find out more about creating an [email template](#). The handy guide shows you have to incorporate the University's visual identity and how to build and email.