



# Emma 102 Training

The Association of Former Students

# The Purpose of Emma

To communicate via email in support of Texas A&M and its affiliates.

“In support of,” means that Emma can’t be used for any non-A&M communications.

# The Emma Calendar

[tx.ag/EmmaCal](https://tx.ag/EmmaCal)

**WHY:** The purpose of this calendar is to coordinate A&M affiliate emails

The majority of Aggies see A&M as a monolith. Anything maroon and white is from “A&M,” email recipients don’t differentiate.

- This means that if they get bothered by one Aggie entity, they’ll likely project that on all of us. **Be a responsible communicator!**
- The Texas A&M Emma community is owned by The Association of Former Students and the Texas A&M Foundation. It’s powered by a jointly owned database.
  - 50+ sub-communities. Texas A&M and all of its constituents send many, many emails to many, many recipients.
  - We all share a database, so it is each of our responsibilities to care for the database by ensuring that we are not sending too many emails too frequently.

Email Calendar - TAMU Community

TAMU Affiliates

Today Dec 8 - 14, 2024

Scheduler Day 3 Days Week 4 Weeks Month Year Timeline Table Agenda List

| W50  | Dec 8, 2024   | Mon 9   | Tue 10  | Wed 11  | Thu 12  | Fri 13  | Sat 14  |
|------|---|---|---|---|---|---|---|
| 5am  |   |   |   |   |   |   |   |
| 6am  |   |   |   |   |   |   |   |
| 7am  |   |   |   | 7am 300K+ SSO Full File   |   |   |   |
| 8am  | 8am INFO 2024-12 Leadership Council Email   | 8am CLUB 2024-12 Northeast Tarrant County A&M Club December Events                  |   | 8am MUSTER 2024-12 Muster Planning Email 2  |   |   |   |
| 9am  |   |   |   |   |   | 10am San Antonio A&M Club Weekly eBlast   |   |
| 10am |   |   |   |   |   |   |   |
| 11am | 11am BCAM C Week  | 11am FUND R DCC Newsletter ~5,000   |   |   |   |   |   |
| 12pm | 12pm LASS 2024-12   | 12pm LASS 2024-12   | 12pm LASS 2024-12   | 12pm LASS 2024-12   |   |   |   |
| 1pm  |   | 1pm CLUBS 2024-12 New Greater Northwest Atlanta Georgia A&M Club                    |   | 1pm ENTO Newsletter   | 1pm HORT December Newsletter  |   |   |
| 2pm  | 2pm Dallas A&M Club - Clay Shoot ~20,000  |   |   |   |   |   |   |
| 3pm  |   |   |   |   |   | 3pm Office for Diversity Newsletter ~500  |   |
| 4pm  |   |   |   |   |   |   |   |
| 5pm  |   |   |   |   |   |   |   |
| 6pm  |   |   |   |   |   |   |   |
| 7pm  | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar | 6:30pm Can't add events to the calendar? Update your bookmark to tx.ag/EmmaCalendar |
| 8pm  |   |   |   |   |   |   |   |
| 9pm  |   |   |   |   |   |   |   |
| 10pm |   |   |   |   |   |   |   |

# The Emma Calendar (Cont.)

- To add an email into the Emma calendar, just double click on your date and time.
  - Include your title, your general audience, your approximate audience size, and the type of email (yours will always be Club or Constituent Network).
- Calendar blocks don't mean that Emma is actually taking 2 hours to send. These times correlate to audience size and importance. It also allows more time to pass before emails are sent.
  - Emma Blackouts: these refer to days that are blocked off fully because of important communications/events. Fundraising emails are included in these blackouts.
    - The Association of Former Students is a 501(c)(3) fundraising organization. These calendar blocks allow us to be able to share our fundraising messages, which in turn help fund assets like Emma.
    - Please schedule around those days.
- Try to avoid overlap, but a little overlap is fine. (i.e. if Dallas and Vermont Clubs are sending emails at the same time, the recipients probably aren't getting both emails.)
- If The Association sends an AggieNews email to 230,000 people, there is going to be overlap with almost every other entity, so do not send an email on that day.
- **The Emma Calendar is not actually connected to Emma.**
  - Scheduling in the Emma Cal won't send your email, sending the email in Emma won't populate the Emma calendar. The Emma calendar is a communication tool.
  - Please remember to manually check and update the calendar, for the benefit of YOUR constituents.

# Logging into Emma

- Find the login page at [tx.ag/Emma](https://tx.ag/Emma).
- You must use an individual email address, not a shared institutional address.
  - The Association must ensure that every sender has proper training and has signed the information security agreement.
- Do not share your Emma login.
  - We are always happy to train and add more authorized users.

# Emma Layout

There are six tabs on your basic home screen.

1. Home
2. Audience
  - a. The Audience tab shows how many contacts you have. Your audience will show everybody in our database that has a physical address in this country.
  - b. You can also see which segments already exist in your subcommunity. You can also request more detailed segments with your contact at The Association of Former Students. Segments will take at least two weeks to produce, so please work ahead.
3. Campaigns
  - a. Drafts: Where you will create email campaigns.
  - b. Sent: All the emails you've already sent.
    - i. If you want to reuse an email's layout, instead of recreating it, you can find and duplicate it here.
  - c. Scheduled: Emails that are scheduled to be sent but haven't yet sent.
4. Response
  - a. Sent: The response data for each of the emails you have sent.
5. Automation
6. Insights

# Creating Emails

## Building your email

- Campaigns -> Create new campaign -> name your email -> select a template
- Emma uses the word “campaign” for single emails.
  - The Association has/will create a custom, branded template for you. You can also save emails you create as a template, but we don’t recommend this.
  - When creating a new campaign, you can choose to do A/B testing, which involves creating two versions to see which version performs best.
- Builder
  - Everything in the email builder is a drag and drop
    - On the side of the builder are all of the types of blocks
    - Upload photos to the media library before adding to the email.
    - Anything you add in the builder can be removed or moved.
- **The text at the very bottom of the template is required by law.** (Unsubscribe option, user preferences, etc.) It is built into the template. **Do not remove it.**

# Creating Emails

## Email Design: Best Practices

- Use buttons for links/action items to break up text, but know that people are more likely to click on hyperlinks and images. Link everything you can to give your audience multiple touchpoints.
- Do not send event information in an image only.
  - Some email services block photos, or photos may be slow to load in slow internet. If that's the case, you've essentially sent someone a blank email.
  - It's ok to create fun event graphics, but please repeat essential information (what/when/where) in the text of your email.
  - Along the same lines, please use alt text for your images for accessibility purposes (accessibility can help Aggies with disabilities, or even just people with a momentarily bad internet connection!)
- Emma DOES NOT like copy and pasting text, it tends to disrupt formatting. It's better to compose your email in Emma, if possible.



# Proofing and Reviewing Emails

- Preview button
  - Allows you to view the email on different screen sizes to make sure everything is optimized correctly (this is especially important for mobile).
  - Emma is responsive, so the email adjusts itself as the screen size changes, but use the preview function to check and make sure nothing looks weird.

Preview

# Proofing and Reviewing Emails (Cont.)

## Sending a test:

- We strongly recommend sending a test and **getting at least one other person to proofread** before the final send. Once you have your own sub-account, The Association of Former Students is no longer proofing for you
- “Send Test” button is in the upper right corner.
  - The send test dialogue box will open to the right side of your screen. You can enter emails to send the test to other people.
  - Test emails will include “TEST” in the subject line, so you know it’s not the real send.
- The following info will carry over to the real send. It can be changed later, on the real send screen, but what you type now will populate on the send screen, so don’t forget to change any “dummy text” before the final send.
  - **Subject line:** Important component of the email and has a strong influence on open rates.
  - **Preheader:** Basically a second subject line, which will appear as a “preview” to email content. Not every email carrier shows it, but many do. We encourage you to use it and not leave it blank.
  - **“Send from” email:** DO NOT use a Google or Yahoo email as this email, you’re very likely to be flagged as spam. Please use your Club’s @AggieNetwork account. (One should already exist for your Club. We can coordinate with our Web team if you need access, or need it to forward to a Club Gmail).
  - **Reply address:** Not necessary unless you need replies to go to a different email (i.e. to a specific club officer who’s organizing the event).
- Copy yourself on the test email and also proof it yourself.
- Click all links when proofing.

**Send test**

# Sending Emails

Blue “Review and Send” Button is in the upper right hand corner



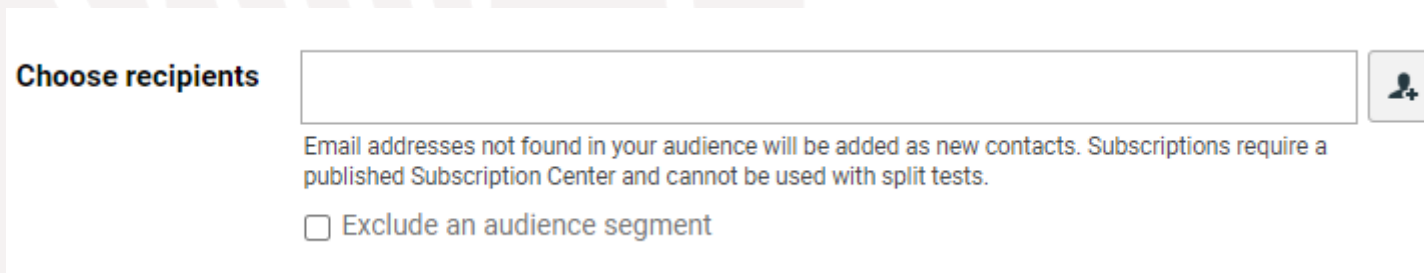
**Review & send**

This area has the same fields as in the “Send Test” dialogue box, excluding the “notes” field.

# Sending Emails (Cont.)

## How to send

- Double check for typos/dummy text in the subject/preheader/sender name.
- If using Google analytics, double-check that the analytics name matches the campaign name.
- Attach your audience.
  - Go to “Choose your recipients.”
  - The Association will import these lists, and the system will automatically refresh every day.



Choose recipients

Email addresses not found in your audience will be added as new contacts. Subscriptions require a published Subscription Center and cannot be used with split tests.

Exclude an audience segment

- **Segments:** The most accurate audience to send emails to. Each segment updates daily.
- **Groups:** Contacts who have been manually sorted by content type. This is a less accurate audience to send emails to.
- **Full file:** all former students in your Club’s geographical area with an active email.
- We can also create specialized segments for sub-groups if desired (specific Class years, young alumni or your intramural sports team, for instance).

# Sending Emails (Cont.)

- Send now vs. Schedule for later:
  - We encourage you to always schedule for later (at least 30 min in the future, but hopefully more). This is our rule internally, but this is also because we have a process to notify people of the send and give them time to correct efforts.
  - If you send now, it immediately sends and you cannot change anything.
- Set email addresses to be notified when the email actually sends.
  - We suggest this person be the email author and/or the event coordinator.

# Viewing Response Data

- Response data: You can select any email send to see the engagement data.
  - You'll see open, click-through and bounce data.
  - You can see what was clicked in the email.
  - 'Opens by client' isn't useful because some email servers don't report this information to Emma anymore.
- The Association of Former Students' average open rate tends to be 30-50%, but industry standard tends to be closer to 25%.
- Association average click-through rate tends to be 3%.
- Average bounce/undelivered is usually 0.01%, delivered should be about 99%.
- If any of your above rates are way off, let us know, because there may be a problem.

# Other Important Information

## Rules

- Emma is a tool to use to build a connection with Aggies and advance the interest of the Aggie Network. **Do not use it for unrelated things.** Do not fundraise for other non-profits. Do not post GoFundMe's. Do not engage in political campaigning.
- Do not export user data out of the software to import it somewhere else to use it for the reasons listed above.
- **These actions violate our security agreement and our Emma contract.**

# Other Important Information (Cont.)

- Sending frequency
  - You can send as many emails as you want, but the more you send close together, the more likely you are to annoy people and the more they will opt out.
  - The better you are at being engaging and useful to your audience, the more emails you can send out. People tolerate what they expect.
- TX.AG
  - Anyone with an Aggie Network account (so all Aggies!) can use this URL shortener
  - TX.AG will capture data as well. Put a plus sign at the end of the link you've created to see how people will use it.
- When you put any URL into an email, it will display as the URL. When someone clicks on it, it will go through the Emma server and then redirect to the site. This is a traffic management thing Emma does.



# Brand Resources

- Directory of social media for all affiliates of The Association of Former Students: <https://www.aggienetwork.com/social/>
- The Association of Former Students brand guide: <https://www.aggienetwork.com/brand-guide/>
- Texas A&M University brand guide: <https://marcomm.tamu.edu/>
- Read *Texas Aggie* magazine virtually, or look at your delivery preferences: <https://www.aggienetwork.com/texasaggie/>

# A Note on Audience

- Someone who opts out of receiving emails can't be directly added back to the distribution list. The person who opts out must re-add themselves using a sign-up form. This is a legal thing.
- We can resend an email that has a delivery error.
- There's a sign up function in Emma where new or returning people can add themselves to a segment. We can help create that sign up form for you.
  - People in segments can choose to opt out of that segment's emails.
  - Most Emma subaccounts only have a handful of segments.
  - If you have a list or data you want uploaded into Emma, send it to one of us.

# Conclusion

You are finished with Emma 102! Whoop!

**ACTION ITEM: Please complete the linked survey to acknowledge completion of this training and reach out to your liaison at The Association of Former Students to have your EMMA profile created.**