



Emma 101 Training

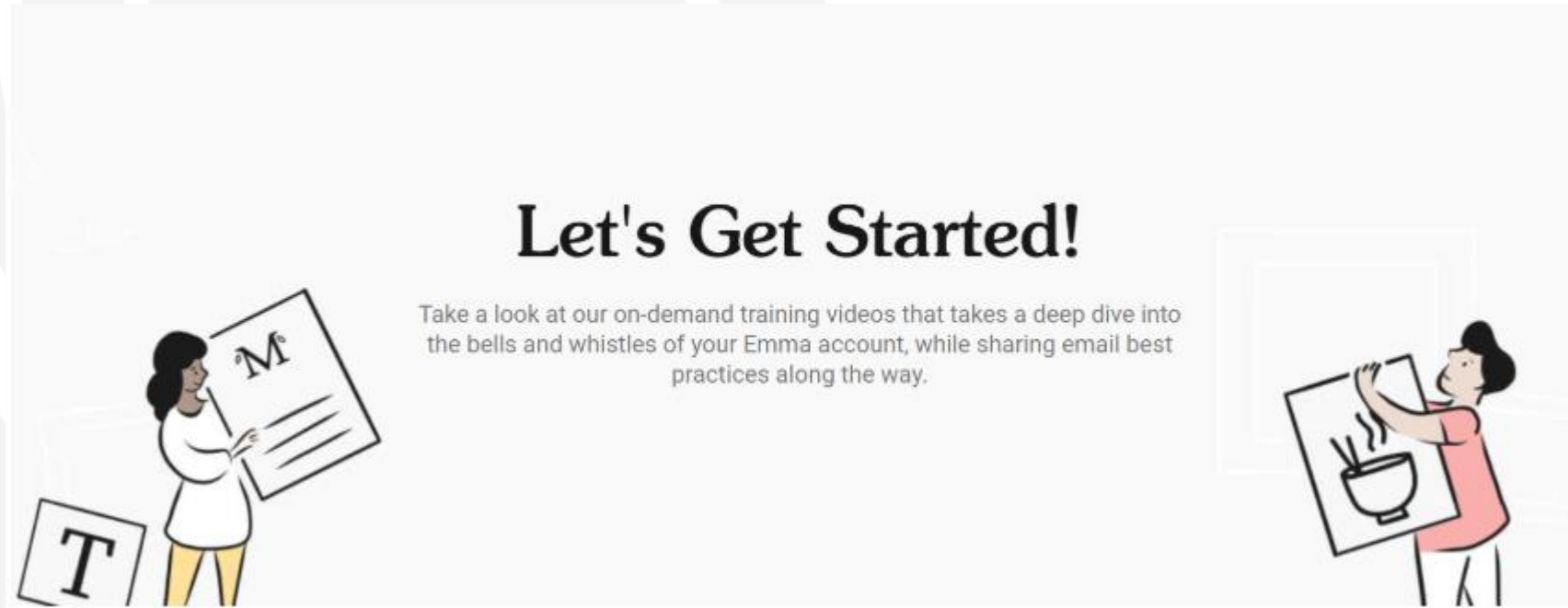
The Association of Former Students

Before you Begin

At the conclusion of the EMMA 101 and EMMA 102 training, we will require your signature to officially mark the completion of the training. Please take a moment to sign and submit the required documentation to us, as this is necessary for us to record your training as complete. Your prompt attention to this will help ensure everything is finalized. Thanks and gig 'em!

Introduction

This is the first part of your training, Emma 101. The second part of the training, Emma 102, will be a separate PowerPoint. The completion of both training courses is required in order to gain permission to release emails.



Section 1

Let's get started! Take a look at our on-demand training videos that takes a deep dive into the bells and whistles of your Emma account, while sharing email best practices along the way.

Click the link below to watch these four videos to learn how to create and send mailings.

<https://myemma.com/emma-101-video/creating-and-sending-email-campaign/>

Section 2

You will learn about reporting components specific to the “legacy” Emma editor that you will utilize. Begin by reading these four articles.

1. Adding types of content: <https://help.myemma.com/s/article/Customize-your-layout>
2. Adding and editing images: <https://help.myemma.com/s/article/Add-and-organize-images>
3. Adding and editing text: <https://help.myemma.com/s/article/Add-and-edit-text>
4. Understanding your mailing response numbers: <https://help.myemma.com/s/article/Understanding-your-mailing-response-numbers>

If you'd like to learn more, you are welcome to visit Emma's website (<https://myemma.com/emma-101-resource-hub/>) to browse through additional videos and resources.

Section 3

As you work through Emma 101, you should log into your Emma subcommunity. We recommend creating a test campaign where you can add and edit content blocks and become more familiar with the Emma interface. Don't worry, your account has not yet been granted permissions to send emails, so there is no danger that you'll accidentally email your constituents.

The screenshot displays the Emma email editor interface. At the top, there is a header bar with the text "Test" and an edit icon. To the right of the header are four buttons: "Preview", "Send test", "Save" (with a dropdown arrow), and "Review". Below the header, it indicates "Template: Blank Template".

The main editing area contains two image upload blocks, each with a "Drop your file here" prompt and a "Browse" button. Below these is a text block with the headline "I'm the most important content headline" and the body text "I'm the text of the most important content. Here's more of me!". At the bottom of the text block is a blue button labeled "Primary Call To Action".

On the right side, there is a sidebar with three tabs: "CONTENT", "ROWS", and "SETTINGS". Under the "CONTENT" tab, there are nine content block options arranged in a 3x3 grid:

CONTENT	ROWS	SETTINGS
TITLE	PARAGRAPH	LIST
IMAGE	BUTTON	TABLE
DIVIDER	SOCIAL	HTML

Section 4

For your email template:

- Please confirm the following social media accounts for your template with a member of The Association's Former Students Programs team. You can include your Facebook, Instagram, Twitter, LinkedIn or any others you would like.
- Please also share your Club or Constituent Network's main email account and send over a copy of your logo.

At any time, if you have any questions about Emma, please don't hesitate to reach out. Thank you for all your volunteer service to the Aggie Network.

Conclusion

You are finished with Emma 101! Whoop!

Please complete the next course, Emma 102, to conclude your training.