

Using SMU Email Templates with Outlook

Windows PC

Method 1 (MSG File)

Download the template of choice and open the file. This will cause Outlook to open a new message window with the template in the body of the message. Be sure to delete your signature at the end of the email.

Method 2 (HTML File)

Download the HTML file of the email template of choice Open the HTML file; this should load the template in your default browser. Select all of the content on the page by either clicking and dragging from the upper left corner to the lower right, or by pressing CTRL+A on your keyboard. Copy the selected content by right-clicking and selecting copy, or by pressing CTRL+C on your keyboard. Start a new message in your mail client and paste (CTRL+V or right click > paste) the content into the body of the email. Be sure to delete your signature at the end of the email.

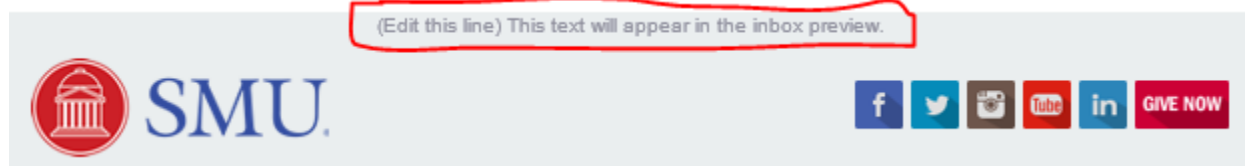
Mac

Download the HTML file of the email template of choice Open the HTML file; this should load the template in your default browser. Select all of the content on the page by either clicking and dragging from the upper left corner to the lower right, or by pressing Command+A on your keyboard. Copy the selected content by right-clicking and selecting copy, or by pressing Command +C on your keyboard. Start a new message in your mail client and paste (Command +V or right click > paste) the content into the body of the email. Be sure to delete your signature at the end of the email.

Editing Content

Preview Line

The preview line is the line of text that appears below the subject line in your email client. Be sure you change this line of text to something relevant to your email. It should be no longer than one sentence.

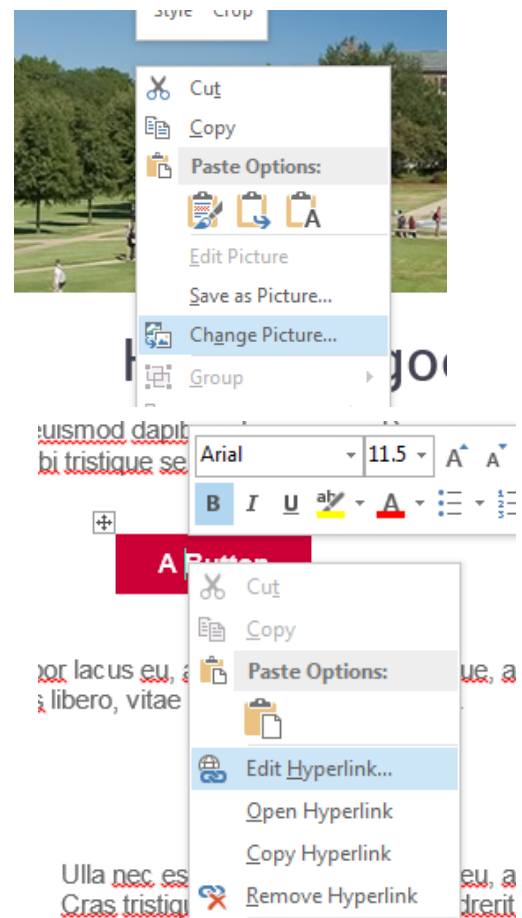


Text

You should have the ability to change the text of the email as you would edit any other document. Since typing a “return” or “enter” can cause the layout to shift, it is best to write your text in a plain-text editor such as Notepad or TextEdit (NOT Microsoft Word), then copy and paste text into the email.

Images

To change the images, right click on top of the image you wish to replace and select **Change Image** from the menu. The images being used have the dimensions that we recommend; please do not exceed those dimensions since it may negatively impact how the image renders across devices. The main header image must have a width resolution of 600px and may have a maximum height of 400px.



Button

You may change the text of the call-to-action button. We recommend you keep it short, no more than 3-4 words. To change the link, right click on the button and select **Edit Hyperlink**, enter the new link in the address bar, and click **OK**.