

# HOW-TO DECIDE ON FORMAT AND CONTENT FOR YOUR NEWSLETTER

## CREATING A NEWSLETTER

A department newsletter is a great way to keep people informed about the latest news and events in your department as well as share best practices and resources. There are a few key aspects of creating a successful department newsletter: defining your goals, choosing a style, and deciding on a timeline.

### WHAT ARE YOUR GOALS?

Think about who your audience is and what you want them to get out of your newsletter. Below are some suggestions.

- Introducing staff, faculty, or anyone outside of the College of Medicine to who you are and what you do.
- Informing staff and faculty about departmental news and events.
- Sharing resources and best practices for your specialty.

### CHOOSING A STYLE \* MOST COMMON

<b>HTML *</b> <i>Pros</i> Can be formal Interactive elements <i>Cons</i> Limited design options	<b>PHYSICAL PRINT</b> <i>Pros</i> Can have many pages Magazine quality <i>Cons</i> Costs time and money
<b>STATIC IMAGE</b> <i>Pros</i> It is simple and has one <i>Cons</i> All content must fit one page May come across as informal	<b>PDF ATTACHMENT</b> <i>Pros</i> As many pages as needed <i>Cons</i> Viewed as an attachment Might get treated as spam

\* MOST COMMON

### TIMELINE CONSIDERATIONS

Developing a realistic timeline is key to maintaining a consistent publishing schedule for your newsletter. Consider the frequency at which you'll be able to generate enough content and strike a balance that keeps readers engaged without overwhelming them. Monthly, quarterly, and biannual newsletters are common options.

Visit the How-To page:

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