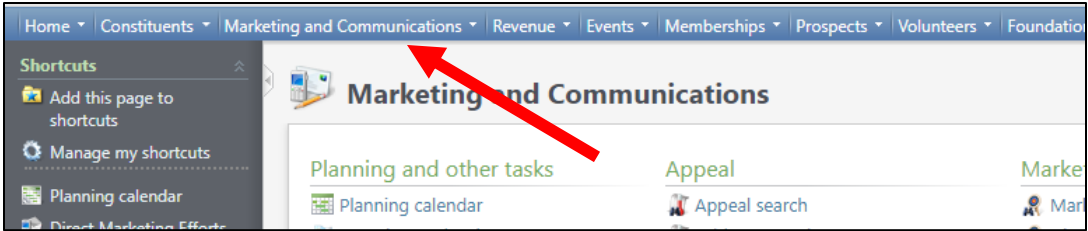
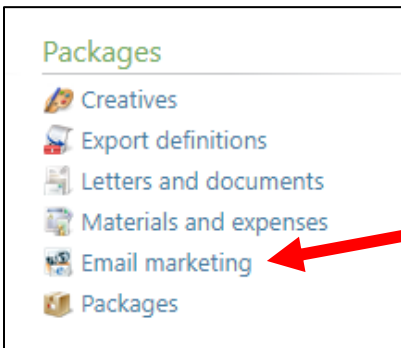


How to Create a BEE Email

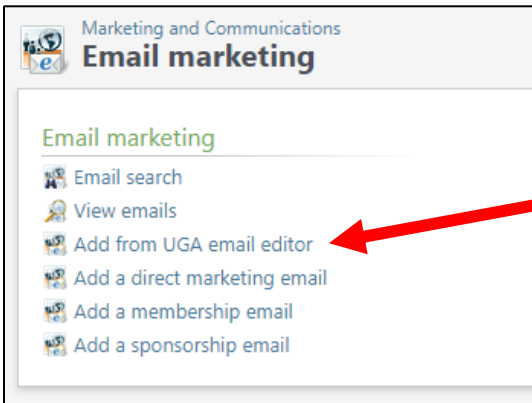
Step 1. Navigate to the Marketing & Communications functional area.



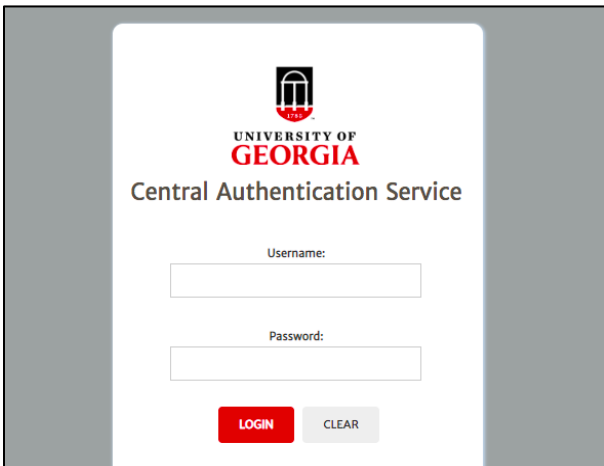
Step 2. Under the Packages section, click Email Marketing.



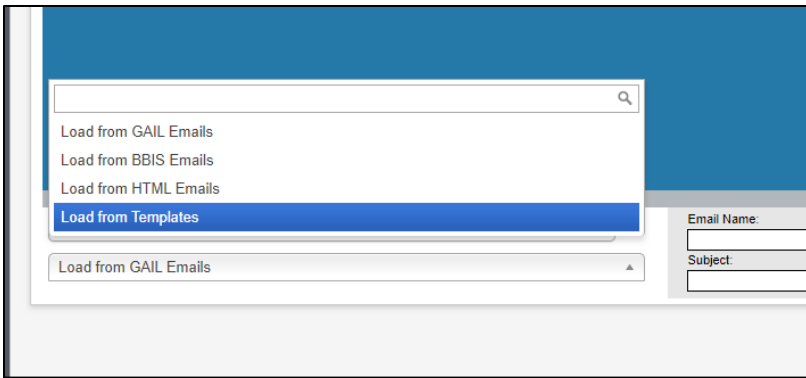
Step 3. Click Add from UGA Email Editor.



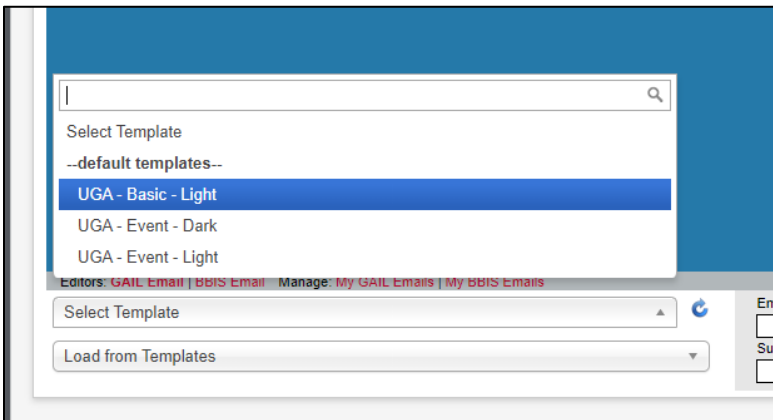
Step 4. Login with your UGA myID and password.



Step 5. In the second dropdown menu, select Load from Templates.



Step 6. In the first dropdown menu, select a template to get started. The content will load for you. **Before you begin editing your email content, you must complete steps 7-9.**



Step 7. Complete the empty text boxes at the bottom of the screen.

Email Name: This should always begin with your naming convention and will usually match the name of your marketing effort or event invitation

Email Subject: Stay away from repetitive punctuation, lots of all-caps letters, or phrases that sound spammy. Make it personable!

From Address: This is the email of the person or department your email will appear to have been sent from.

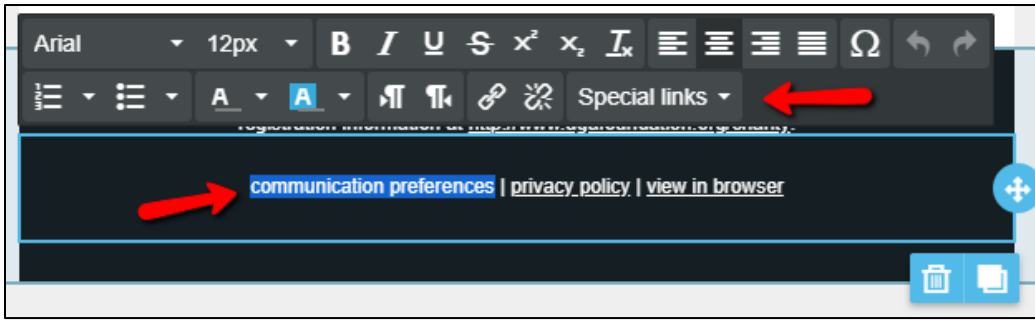
From Name: This is the name of the person or department your email will appear to have been sent by.

Reply Address: This is where any responses to your email will be directed. Make sure this is an email address someone is actively monitoring for responses!

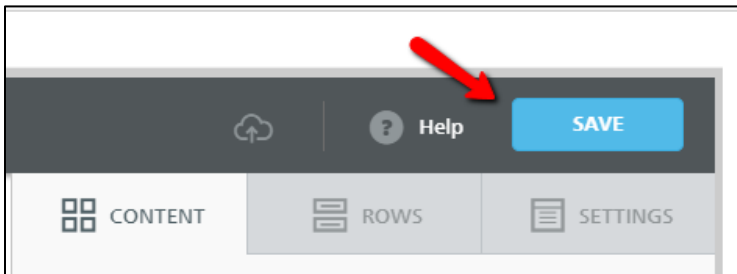
Send Failures To: This field should always be records@uga.edu.

Email Name: TCOB - 2018 Fall Newslette	From address: terry@uga.edu	Reply address: lkwest@uga.edu
Email Subject: Check out what's happenin	From name: UGA Terry College of	Send failures to: records@uga.edu

Step 8. At the bottom of your email template in the footer, click into the text box that houses the privacy policy link and highlight the words Communication Preferences with your cursor. Click on the Special Links tab and choose the communication preference page specific to your unit.



Step 9. Click Save.



Now you can begin editing your content. To edit content, click into the content blocks provided in the template to customize your email. If you need assistance editing your email, please email askit@uga.edu or register for our [Communications Assistance class](#) for a deep dive into the email editor.

This guide was last updated on 7/22/2021.