

Health Sciences Newsletter Layout Guide

A Health Sciences-specific newsletter template is available in Emma (**Health Sciences Newsletter**) for use by all Health Sciences communications departments. The template includes several modular content blocks (for example, news, events, publications) that may be duplicated, rearranged or removed as needed.

The template is built to meet accessibility standards and align with UC San Diego brand guidelines. To maintain accessibility for users of assistive technologies, please keep the existing heading levels, font styles and colors intact. We recommend pasting content from Word or Google Docs into a plain-text editor (such as Notepad) first to remove hidden formatting, then pasting it into the Emma content blocks.

Image placeholders include required dimensions and file size limits. Additional guidance is provided within the placeholder text throughout the template, so please review each section carefully before swapping in your content.

Set Up the Newsletter

1. **Log in to [Emma](#)** and select your subaccount.
2. **Create a campaign** by selecting the “Campaigns” tab and clicking “Create new campaign.”



3. **Name the campaign.** Choose a clear and consistent naming convention to use for the campaigns. For example, if it is a newsletter add the newsletter name and then the date.
4. **Select the template** by choosing “Shared templates” under “My gallery” on the left side of the page, and click “Start here” on the “**Health Sciences Newsletter**” template.

Add the Content

The campaign template is set up with the following sections, in the order they are in the template:

1. Logo - swap in your subbrand logo, or the main UC San Diego logo.
2. Newsletter Title/Hero - log into Canva to create your Health Sciences header.
3. Issue Number/Date - keep this as the heading level 1 for your issue number and or date.
4. Intro - optional block for intro text.
5. Message from the Chair - optional block for leadership messages. Header title can be updated.
6. News - optional block to add relevant news

7. Text-only Content Block - optional content block without an image for callout content.
 8. Events - optional content block for events
 9. In the Media - optional block for news articles published in external publications, such as the Wall Street Journal, The Atlantic, The New York Times
 10. Vertical People - optional content block for displaying groups of headshots of staff, faculty or students in a vertical format.
 11. Gradient Divider - this is an optional decorative divider that can be used to divide sections that are the same color. You can duplicate this to use it many times or delete it if it is not needed.
 12. Horizontal People - optional content block for displaying groups of headshots of staff, faculty or students in a horizontal format.
 13. Video Section - for embedding YouTube videos
 14. Image Block - for image-based calls to action
 15. Publications - for lists of publications
5. **Update the campaign content.** To add content to the modules, highlight the current text and type or paste in in order to keep the text style. Avoid pasting in directly from MS Word, Google Docs or from your browser into Emma. You should “strip” the content by first pasting into a text editor, such as Notepad.
- a. **Hyperlinks.** For hyperlinks, select the hyperlink icon in the editor and update the URL and link copy.
6. **Update the modules.** You can move the modules around the campaign, add and/or delete modules.

Moving modules. Click in the margin to the left or right of the module and the “move” icon appears on the left side. Hold down that icon and drag the module up or down on the page.

Note: each “section” of the module, such as the header and the content block, will need to be moved separately.

Adding or deleting modules. Click in the margin to the left or right of the module and the “delete” (trashcan) and the “duplicate” icons appear on the right side. To delete the module, click the trashcan icon.

To add a new module, select the module style you want to add and click the "duplicate" icon. Then you can move the module to where it should be on the page.



Add Images and Videos

- Images.** To update or add an image, click on the image and the editor will open on the right side of the screen. Click “Change image” in the editor. The Images box will pop open and you can either select a photo that has already been uploaded to Emma, or upload a new image by clicking the “Upload” button in the top right corner. Once your image is uploaded, it will appear in the image gallery that is already open. Hover over the image you want to use and click “Select.” The image specs for each module are noted in the placeholder in the template.

Note: Please check the filesize of all your images before you upload them to Emma. Image files should not exceed **250 KB**. Use the online image optimization tool called “[Image Compressor](#)” to optimize your images to an acceptable filesize.

- Videos.** Click the video box and add the YouTube or Vimeo URL which will automatically generate a preview image. The image will link to the provided URL. Add the video title and update the headline and blurb as instructed in the steps above.

Template: [univcomms] Health Sciences Newsletter

[imagecompressor.com](#) [imagecompressor.com](#)

VIDEO HEADING SECTION

CONTENT **ROWS** **SETTINGS**

VIDEO PROPERTIES [comment] [delete] [copy] [close]

Url

Add a [YouTube](#) or [Vimeo](#) URL to automatically generate a preview image. The image will link to the provided URL.

Title

Play icon type: Round Solid

Play icon color: Light

Play icon size: 65px

BLOCK OPTIONS

Padding: [padding controls] More options:

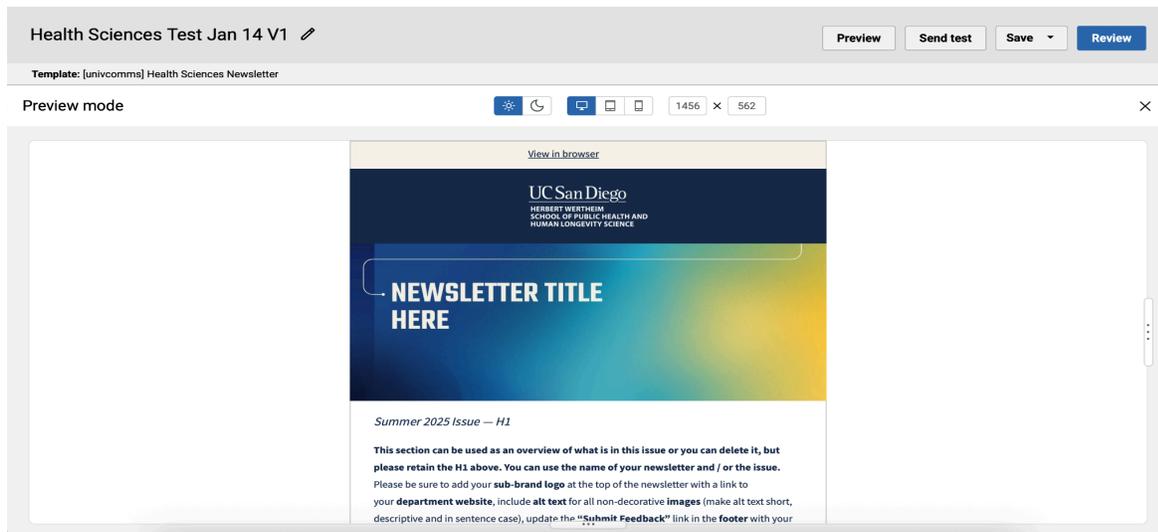
All sides: [padding controls]

Lorem Ipsum Dolor [comment] [delete] [copy]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Preview the Newsletter

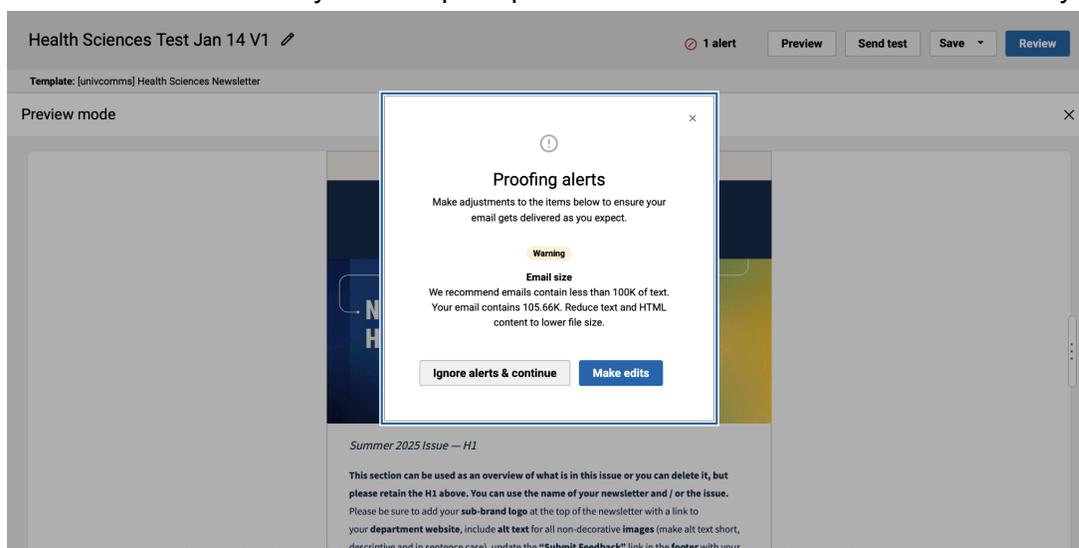
- When you are done with editing the newsletter, click the “Preview” button in the top right corner of the page. This will open the “Preview mode” and you can view the newsletter in both desktop and mobile views. If you need to make edits, close “Preview mode” by clicking on the gray “x” on the upper right side of the screen. If the preview looks good, you can send a test by selecting the “Send test” button on the top of the page.



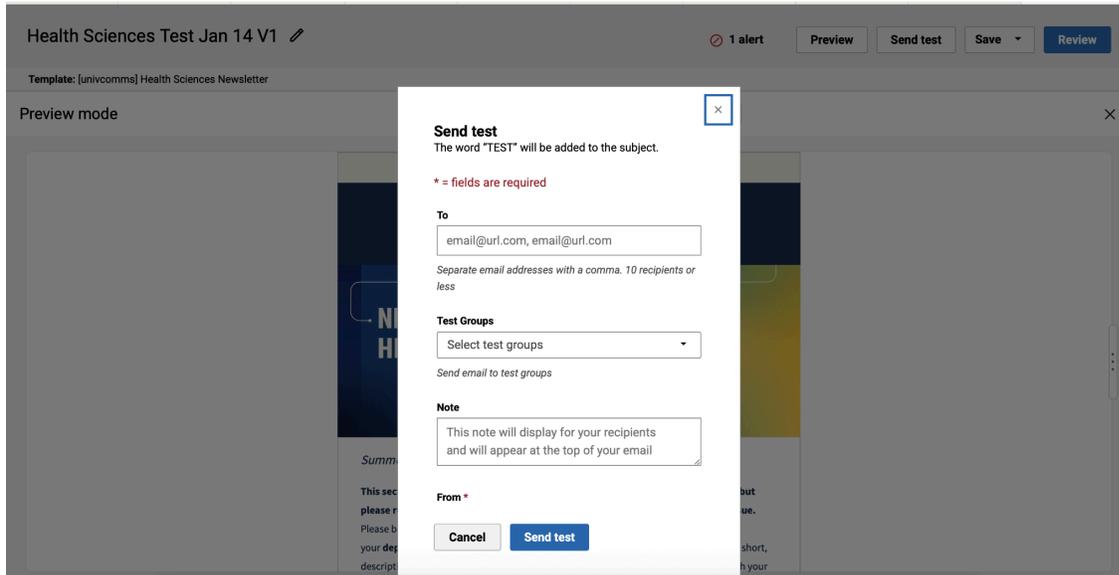
- Check all links in the newsletter.** This is a good time to check over all the links in the newsletter. Click on every link to make sure they are working and going to the correct destination. As you are clicking through to the stories, check the date and time on the embargo banners to ensure they are correct.

Send a Test

When the “Send test” button is clicked on the top of the page, a proofing alert box might pop up. This is usually a warning on the size of the email. If it is a size warning, it can be ignored by clicking the “Ignore alerts & continue” button, but it is always good to heed the warning and reduce the amount of content since your emails will be less likely to end up in spam filters and will have better deliverability.

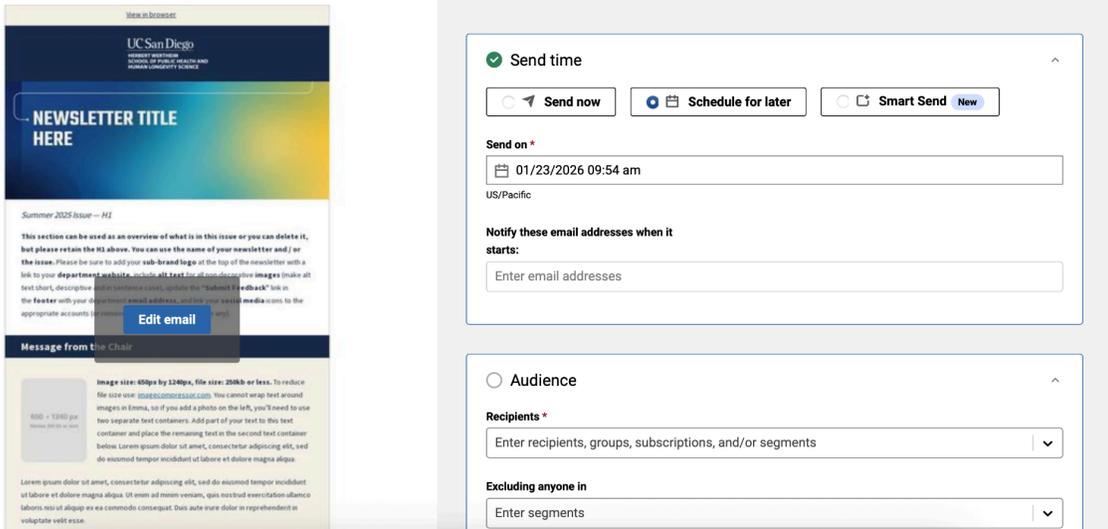


11. The “Send test” box will then open. Add the recipients, subject line and preheader text. The “From,” “Email format” and “Signup form” fields are auto populated. When all the fields are added, click the “Send test” button.

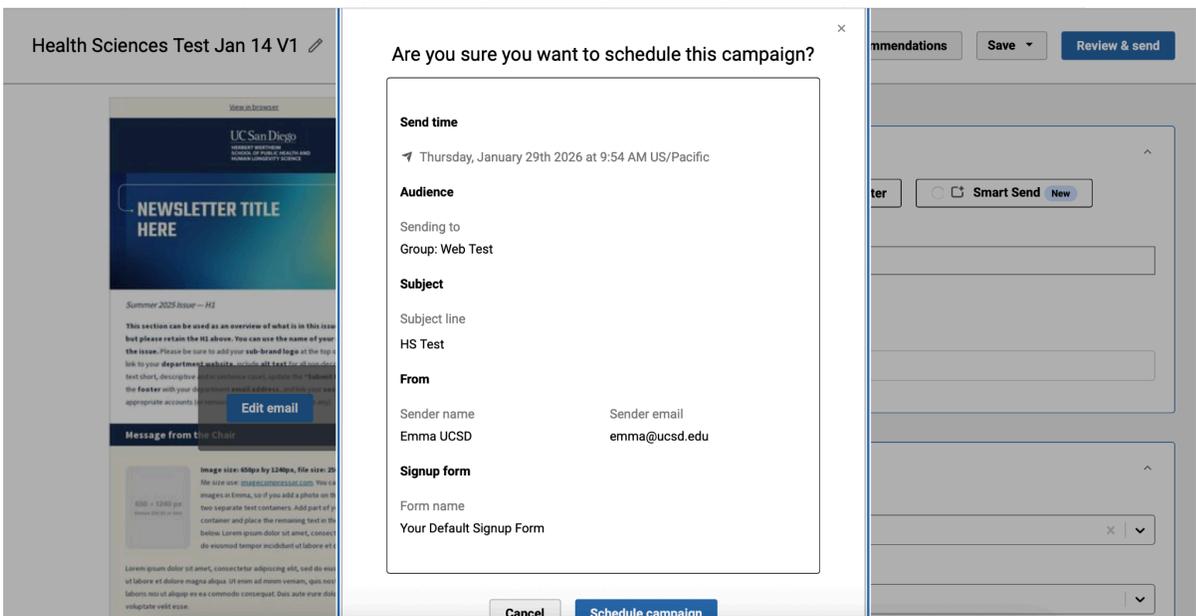


Review and Schedule to Send

12. When the campaign has been reviewed and is ready to schedule, click the “Review” button in the top right corner. If an error message regarding content length pops up, please ignore.
13. Once the review button is clicked, this will take you to a screen to set up the send. Select the Send time. You can have it “send now” or “Schedule for later”. If scheduling for later, enter the date and time of send. Add the Audience, which includes the recipient groups, by clicking the dropdown. Next, enter the subject line and optional preheader text (75 character max.). The sender name and sender email is already pre-populated.



14. Click “Review & Send”. Review the information and if all correct click “Schedule campaign”.



15. Once the newsletter is scheduled, you can check to make sure it was scheduled correctly by clicking the “Campaigns” tab at the top and then the “Scheduled” sub-tab. The campaign with the send date and time should be listed there.

16. This is also where you would **cancel the send** if needed. To do that, click the down arrow on the right side of the scheduled campaign and select “Cancel send” from the drop down. You would then go back into your campaign, make the needed edits and re-setup the scheduled send.

-  **Emails**
-  Landing pages
-  Images
-  Documents

Emails

Drafts **Scheduled** Sent Automated Shared

Search

Create new campaign

Email name

Scheduled 

Health Sciences Test Jan 14 V1

Jan 29, 2026 at 9:54am 

- Show details
- Preview
- Duplicate
- Add to UC San Diego IT ... Parent
- Cancel send
- Share to Subaccounts