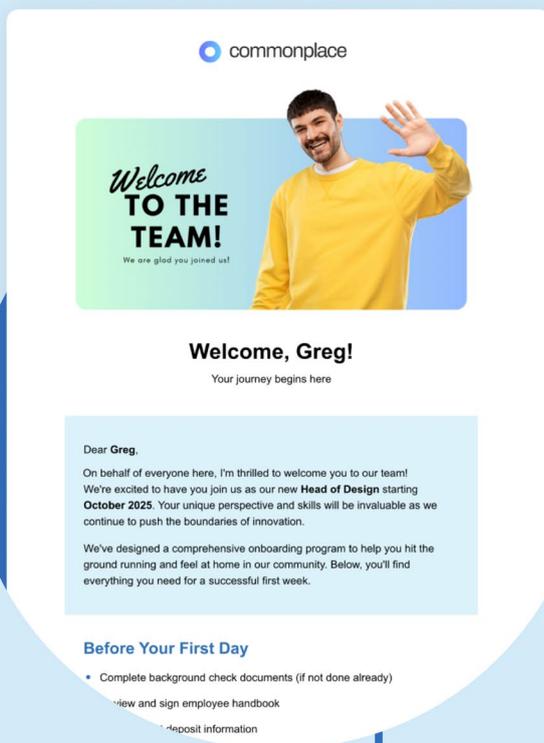


GUIDE

Employee email newsletter essentials



While employee apps, modern intranets, and platforms such as Teams and Slack have become increasingly popular for internal communications, email newsletters still generate great engagement.

73% of employees say that internal newsletters are an important source of company news and information

Yet the success of your internal newsletters can very much depend on the email template you use.

This guide will provide you with practical tips and best practices for

creating internal newsletters that will capture your employees' attention, keep them informed, and ultimately drive engagement and productivity. Let's go!



Why a good employee email newsletter template matters

A good employee email newsletter template is important because:

- It creates a consistent look and feel for your newsletters, which helps to build internal brand recognition and familiarity with your content.
- A professional and cohesive template can improve the readability and usability of your newsletter.
- It can encourage better engagement with your audience, especially when following the email newsletter design best practices discussed in this guide.



Essential elements of an engaging employee email newsletter

What key elements should a successful employee newsletter template include? Let's explore the components that can make yours engaging and effective.



A purposeful subject line

Email newsletter subject lines should be short, clear, and compelling, ideally in the range of 6-10 words. Given employees' busy schedules, a concise, to-the-point subject line is more likely to catch their attention.

Giving the newsletter its own branding using a straightforward, literal name can help to convey its purpose and content right away. For example, names like "The Inside Scoop," "Team Talk," or "Company Connect" help employees quickly recognize that these emails contain relevant updates

and valuable information about the organization.

The subject line should also tease the themes covered inside the newsletter to pique employee interest and differentiate it from previous editions. For example, the title for a newsletter that reports on a company merger, server upgrades, and a charity cookout, among other news, might read:

The Inside Scoop: Merger, Servers, & Juicy Burgers 🍔

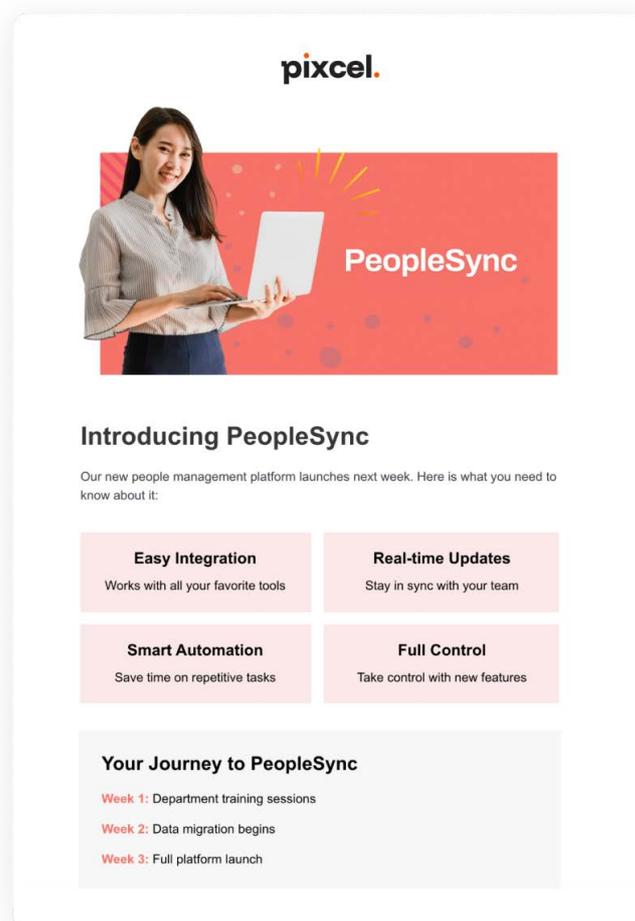


Engaging preview text

Preview text, or “pre-header text” is the snippet of text that appears after the subject line in an email inbox. It can be used like a teaser, giving readers a quick idea of what’s inside, but if you’ve already used your subject line for that purpose then consider providing additional context

or intrigue, like “Let’s get grilling” (or something more serious such as “Learn more about our new policy changes”).

To ensure preview text is visible on mobile devices, keep it concise. Best practice is 5-8 words.



A clear header

A large title block – commonly referred to as a header – across the top of your newsletter template should identify exactly what the purpose of the email is. This is usually the name of your newsletter

which is also in your subject line, and can include a number or date for each edition (e.g., “The Inside Scoop: Q4 Edition”, “The Inside Scoop: March”, or “The Inside Scoop #001”).

Personalization

A little bit of personalization can go a long way. From including the recipient's name at the top of the newsletter to making it

appear to be sent from a specific person, personalization can make newsletters feel more direct and relevant to each employee.

Examples of Interact's Email Newsletter personalization features include:

- Customizable tokens (e.g., %firstname%) that allow teams to personalize details like the recipient's name, making newsletters feel more direct and relevant to each employee.
- Built-in audience segmentation that allows tailored newsletters to be sent to specific employee groups, such as departments, locations, or job roles.
- Teams can schedule newsletters for future delivery, ensuring timely communications. Additionally, they can customize sender details, such as sending from a specific executive or department, to make the messages feel more personalized and authoritative.

This level of flexibility ensures that newsletters are targeted, personalized, and delivered when they're most impactful,

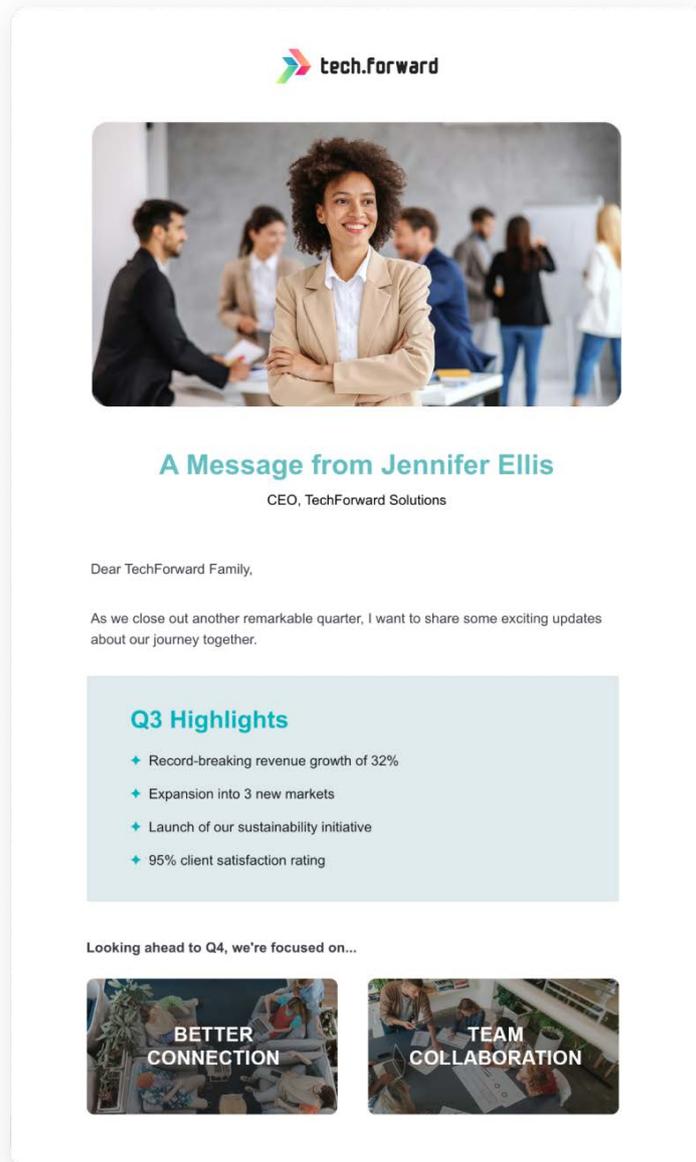
helping organizations avoid message fatigue while maintaining high engagement.



An organized and functional layout

A busy and misaligned layout is difficult for audiences to process, meaning the information contained within the email will be hard to follow and digest.

It is best practice to organize the layout of your email newsletter using functional blocks like a magazine or newspaper.



A layout that is simple, clean, and flows logically will reduce the reader's cognitive load and allows them to navigate the

newsletter quickly, and easily, taking in the information as their eyes scan the content.

Concise text for each news item

Including minimal text for each news item in your employee email newsletter template makes the information easier to read and digest.

Readers are more likely to skim through an email newsletter than read it in its entirety, so it makes sense to summarize the key points for each item, or provide a brief introduction to each, and allow the reader to click on the item to read further content on your intranet.

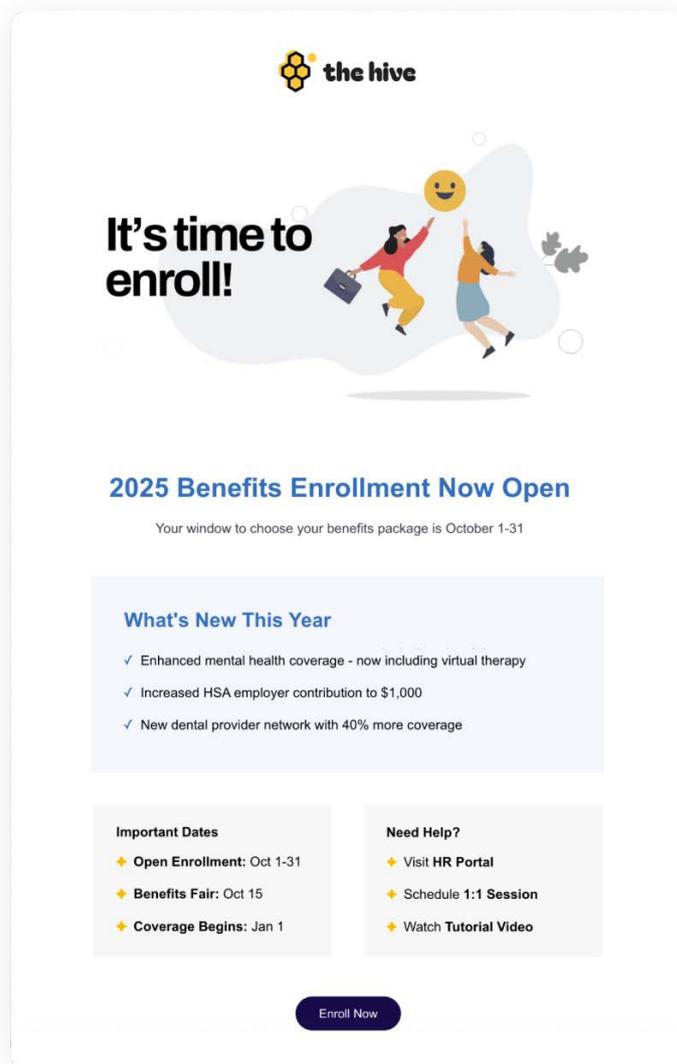
Additionally, minimal text allows you to include more visuals, which can help to break up the content and make it more visually appealing. Focusing on the most important information can help to create a newsletter that is easy to read and understand, which encourages readers to engage with your content.



Clear CTAs

A Call to Action (CTA) is a specific instruction or suggestion that encourages the reader to take a desired action, such as clicking through from the newsletter to an intranet post with more detailed

information. CTAs can also be used for other actions in your newsletter template, such as directing readers to an employee survey, or a page containing a form.



Newsletter CTAs are typically included below the summary of each news item and they can take the form of clickable buttons, hyperlinks, or other visually distinct elements that stand out from the rest of

the content. By including CTAs in your newsletter, you can encourage readers to take the next step and deepen their engagement with the latest company news and updates.

Manage employee email newsletters from within your intranet

Many organizations rely on third-party email marketing platforms to send employee newsletters. While these tools can get the job done, they aren't specifically designed for internal communications, and they add yet another platform for communications teams to manage.

Using a purpose-built feature within a multichannel intranet allows teams to create, send, and track employee

newsletters seamlessly, centralizing all internal communications on one platform. This approach streamlines the process and enhances the overall employee communication experience.

An effective intranet-integrated employee newsletter tool should offer features that make it easy to design, distribute, and monitor internal communications. Key features to look for include:

- Sophisticated email editor with customizable drag-and-drop blocks, including text, images, video, polls, quizzes, buttons, and HTML blocks

- A library of pre-built templates and design elements

- AI writing assistance for ensuring clarity, inclusivity, and efficiency

- AI automation of FAQs, action plans, training guides, and quizzes from email content

- Customizable tokens that enable personalization

- Audience segmentation for targeting specific employee groups

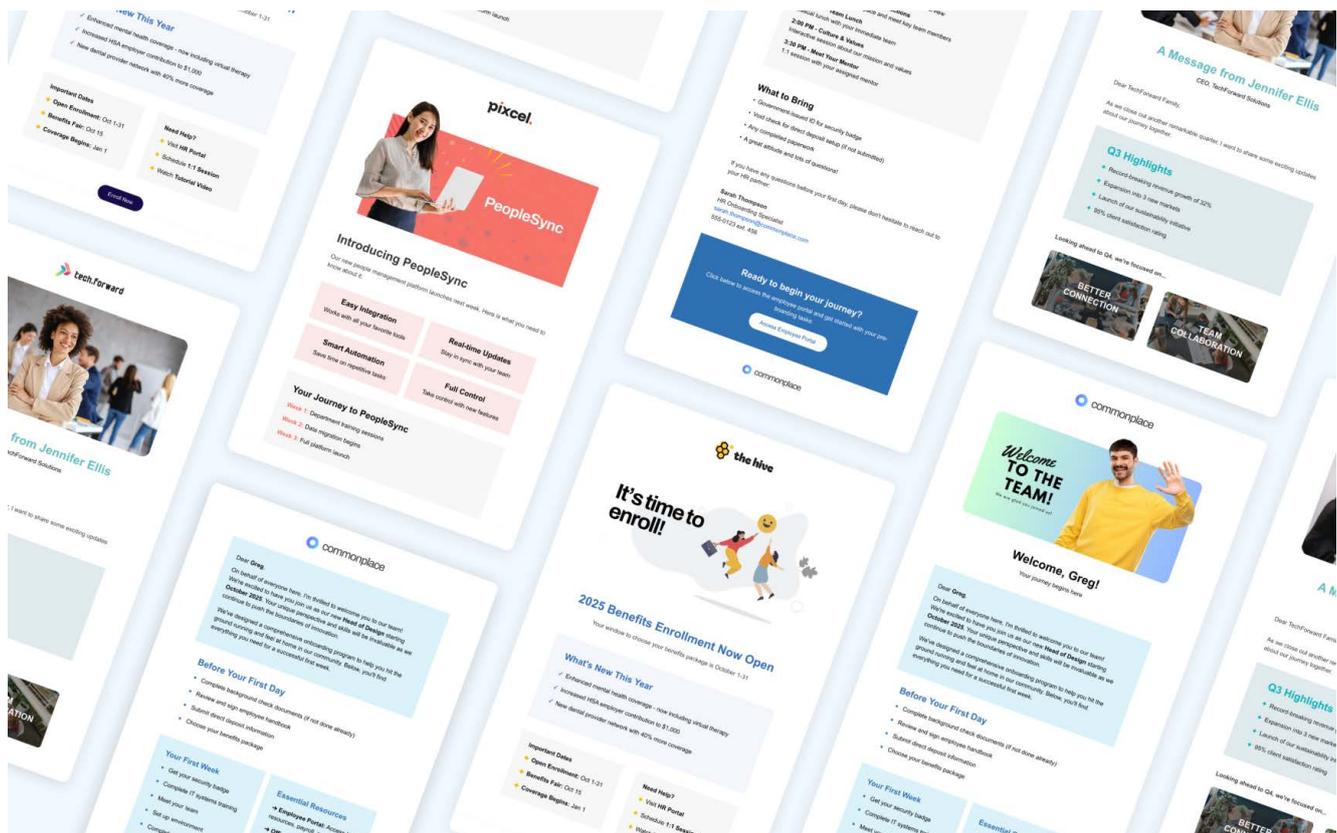
- Tracking and analytics split by department, company, and location

- Permission settings for secure distribution

- The ability to save and re-use content blocks

- Smart scheduling so you don't have to stick around to hit send

To discover more about purpose-built internal newsletter platforms and features, visit Interact's [email newsletter page](#).



Interact customers can use our multichannel intranet software to create and deploy creative, original, and fully customizable employee email newsletter templates without relying on third-party email platforms. Within the CMS intranet, anyone with content author permissions can create a professional and creative employee newsletter template by simply dragging and dropping elements into place.

Users can customize the drag-and-drop design and populate blocks with content, without any coding or design experience. Once the email template has been created

and each section has been populated with news content, the email can be sent from the intranet to the entire organization, or to selected audience segments, such as colleagues in specific teams, roles, or locations.

Using a multichannel intranet to create, send, and manage employee email newsletters is a great way to decrease the comms team's workload, and reduce the number of platforms the organization relies on. But perhaps most importantly (for your CFO, at least), it may also help to reduce costs.

About Interact

Interact supplies over 1,500 organizations with an award-winning employee experience platform that boosts productivity and drives engagement.

Through enterprise-grade intranet software and decades of expertise, Interact provides Fortune 500, FTSE 250, and globally recognized brands such as Levi's, Domino's, Teva Pharmaceuticals, and Subway, with a powerful way to inform and connect their greatest asset: their people.

Starting your own intranet journey? We have a wealth of resources designed to support you at every stage of the process. Visit our Resources Page for free eBooks, guides, whitepapers, webinars, and events to help make your intranet project a success.

If you're looking for more tailored information and support, get in touch to connect with our in-house digital workplace specialists. No matter what your challenges or requirements, we can help.

Discover how to create, tailor, target, and track email newsletters in a single employee experience platform that seamlessly integrates all your comms channels.

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