

Newsletter Best Practices

Strategy to Execution

A well-crafted newsletter can be one of the most effective tools for informing, engaging, and activating your audience—whether you are seeking to reach internal teams, stakeholders, PAC members or advocates. As with any strategic communication, success starts with intentional planning and consistent execution. From defining your audience and goals to streamlining your editorial process, each decision plays a role in building a product that not only gets read but also drives action. The following best practices provide a roadmap to help you launch or refine a newsletter that's timely, relevant, and built to last.



Define the Strategy

Establish Purpose

- Clearly articulate the why of your newsletter and stick to it.
- Keep a mission statement as your "guiding star" to prevent scope creep or hijacking of its intent.

Know Your Audience

- Define your core audience segments.
- Identify what the audience needs and wants to know or understand,
- Tailor content and tone accordingly.
- Conduct surveys to gather direct input on preferences.

Determine Frequency

- Choose a cadence (weekly, biweekly, monthly)
- Build editorial calendar to distribute on schedule
- Consistency builds trust and engagement.

Creation and Hosting

- Explore tools to create digital newsletter.
- Review how readers can consume the content - push or pull to audience.
- Create a platform for hosting additional content.
- Develop policy for retaining archives.



Content Sourcing

Format & Structure

- Use a clean, simple, and repeatable layout
- Create a distinct brand identity.
- Begin with a summary or highlight section: What's most important, with a "read more" option.
- End each section with "Why it matters" to tie content to relevance.
- Limit key items and sections per issue.
- Use bullet points, bold text, and links to "read more."

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Content Sourcing

Visuals & Variety

- Mix content types: articles, updates, Q&A, events.
- Use images, infographics, charts, or photos to break up text and increase appeal.

Brainstorm & Plan Ahead

- Determine consistent content areas to populate each newsletter
- Maintain a running list of content ideas, themes, and “filler” material.
- Revisit regularly to keep it fresh and aligned with your goals.
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Editorial Process

Workflow

- Form a dedicated, committed editorial working group.
- Use tools like content calendars and project management boards to stay organized

Editing & Approvals

- Define a clear approval process from the beginning.
- Assign roles for content creation, editing, and final sign-off.
- Avoid delays: if key approvers miss deadlines, proceed without them (with prior agreement).
- Determine process for last minute changes and edits (consider smaller approval workflow)



Distribution & Access

Publishing and Accessing Content

- Exam methods and channels for publishing the newsletter and distributing to readers
- Decide where the newsletter live: email only, blog, website, or social platforms.
- Retain past versions in an archive
- Review Cross-Promotion opportunities
- Complement your newsletter with:
 - Webinars
 - Town halls or in-person events
 - Social media campaigns



Audience Engagement

- Create Value for the reader
- Include trivia, fun facts, gamification, or interactive elements.
- Spotlight readers, teams, or user-generated content.

Maintain Integrity

- Always assume content could be shared externally.
- Use accurate attribution and sourcing.



Metrics for Success

- Discuss what success means to the project
- Identify key metrics to track and KPIs
- Measure
 - Open rates and click-through rates
 - Growth in subscribers
 - Engagement with linked content

Feedback and Changes

- Be open to feedback or replies from readers.
- Host a quarterly review of what works and what does not.
- Set benchmarks and assess regularly.





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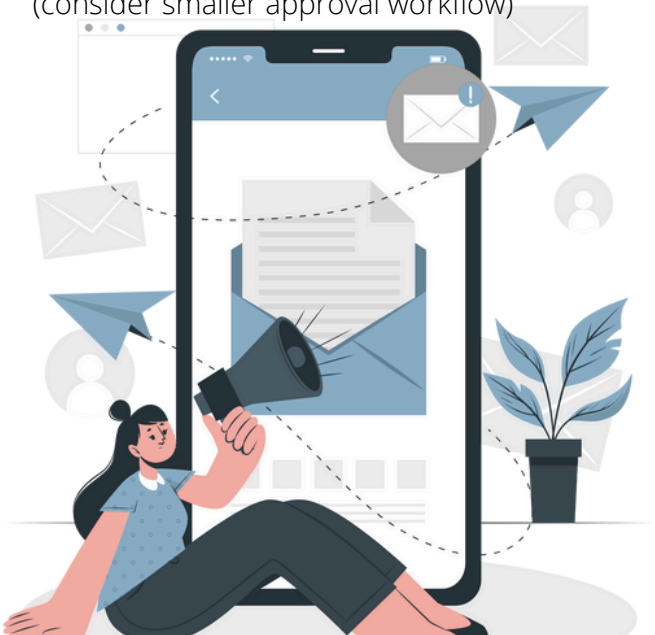
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