

# Creating and Publishing an eNewsletter

Market: House, Senate

**Description:** These instructions teach users how to select an existing eNewsletter template, create the content, select the audience, review the information, and process the publication of an eNewsletter using the IQ5 eNewsletter Wizard.

Click the following links to be brought straight to the topic:

Adding the Content

Selecting the Audience

Reviewing the Information

#### Selecting the Template

1. Navigate to **Outreach > +New > eNewsletter**.



**2.** Select a template from the available options. A best practice is to select from the **Recently Sent** tab as that displays those that have been finalized and published.



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## Adding the Content

1. The template is displayed along with the **eNewsletter Wizard**, which is automatically set to **Content**.

Content >> Select Audience >> Review

**2.** On the left side of the page, change the title, add a subject, and modify the settings, sections and tags of the eNewsletter.

NewsLetter Wizard	NewsLetter Wizard	NewsLetter Wizard	
Content>>>  Select Audience>>>  Review    Nome  100694 - 06-25-2024 eNewsletter	Content>>  Select Audience >> Review  Content>>  Select Audience >> Review    Nome  Nome  Nome  100694 - 06-25-2024 eNewsletter  100694 - 06-25-2024 eNewsletter		
Subject	Subject Subject		
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All Sections	Add Section	Add Section	
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Pre Header:	Text Font:	Text Font:	
	Text Size: 11pt v	Text Size: 11pt♥	
Custom Style	Padding	Padding	
Example: p { margin-bottom: 1em; } a { font-size: 12px; }	All Sides: 0	All Sides: 0	
Mobile Setting			

- a. **Settings** will change attributes of the entire eNewsletter, such as the Heading Font, Text Font, etc.
- b. **Sections** can be added to modify the look of the eNewsletter. Add a Banner section to put your office's banner image at the top, add the Image Left section to easily add an image justified to the left of future text you will write, etc.
- c. **Tags** help keep track of the various hyperlinks that are inserted into the eNewsletter. Within the Tags area, you can add an Affiliation code that will be added to any user that clicks on the above hyperlink.
- 3. Click into the content window. Modify the content using the menu. Content editing functionality includes the ability to edit the font, insert hyperlinks, images, youtube links, and merge codes, as well as surveys. Hover the cursor over an icon or click into the different menu options (view, edit, insert, etc.) to identify their function(s), as needed. \*Note: You can add emojis into the Subject lines by right-clicking and selecting emojis. Options displayed are based on your browser.

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0731 - 10-01-2024 eNewsletter	
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a into Failt	Nexes from Representative XYZ
ttings Sections Tags	
dd Section	Intranet Quorum
Banner Title Menu Columns Footer Text	
\u00e4 \	
Divider Button(s) Image Image Center Latt Binnt	
	Heading One
	Treading one
nk Color: #000000	Dear enewsletter.salutation_for_merging.merge.
ext Color: #000000	Check out our website.
ext Font:	To keep this formatting you must use the "paste as plain text" option from the toolbar above.
Padding	Insert your text here.
More	Remember the differences between "Shift+Enter" & "Enter" and use as needed.
All Sides: 0	Sincerely.
	Member of Congress
	[[SSSWINDOW_OPEN_LINKSISS]] [[SSSTEXT_OPEN_LINKSISS]]

- **4.** Click **Preview** to send a preview of the newsletter to yourself and/or other staffers to ensure the content looks the way you would like. Note that clicking "preview" will automatically save the eNewsletter content.
- 5. Click Save.

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### Selecting the Audience

1. Click Select Audience.

Content >>	Select Audience >>	Review	

 Click into Select Your Audience to determine if you want IQ to select contacts with any or with all of the attributes below. To determine the size of the audience, click Review Audience Size.

- Note: If you select the dropdown in the Start With field, you will be able to view and select a pre-saved IQ Contact list. If you use L2, you will see your 20 most recently created contact lists generated by an L2 import or update.
- Check the **Include Non-Primary Emails in CC** to include all of a contacts email addresses in the Outreach, not just their listed primary.
- If not starting with a pre-made list, use the **Include** and **Exclude** fields to build a custom audience. \***Note**: You can save your selected Include and Exclude options as your default by clicking **Set Default Inclusions/Exclusions.**

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Name	Salutation
100694 - 06-25-2024 eNewsletter	Formal
Start with	Audience Selection
All contacts with valid email addresses	Use the entire audience
Select Your Audience	Set Default Inclusions/Exclusions
Add contrasts with ANV of these attributes	Evolution constants with ANV of these attributes
Add contacts with Air of these attributes	Exclude contacts with Airl of these attributes
EMAIL.OPTINNewsletter Subscriber $ imes$	<code>DECEASED-Deceased</code> $\times$ <code>EMAILOPTOUT-UN-Subscribed</code> to <code>Newsletter</code> $\times$
Affiliations	Affiliations
155025	155065
Form Letters	Form Letters
Geographic	Geographic
Preview	Save & Close Save Close

3. Click Save.

## Reviewing the Information

4. Click Review.

Content >> Select Audience >> Review

- **5.** Review the **Name, Subject** and **From** fields on the left and make edits as needed. Then choose one of the following options:
  - Build Only: IQ will generate the eNewsletter only.

- **Build and Send:** IQ will generate the eNewsletter and will send it to the target audience based on the specified date and time (this can be used to send at a later date or on the day you are creating the eNewsletter).
- **No Hard Stop:** IQ allows the newsletter to continue sending until completed.
- Yes. Stop deliver at a specific date/time: IQ will stop sending the newsletter to contacts in the target audience who have not received the newsletter and a chosen date and time.

NewsLetter Wizard					×
Content >> Select Audience >> Revie	2W				
Name 100663 - 03-06-2024 eNewsletter		<sub>Start</sub> Build Only	Date/Time ✓ Date mm/dd/yyyy	🗂 Time:	0
Weekly Newsletter		No Hard Stop	~		
Postal Address Preferred		→ Directory			
From "Office of Congressman John Quorum" <ic< td=""><td>a.training@training.lmhostediq.com&gt;</td><td>✓ Issues</td><td></td><td></td><td><math>\oplus</math></td></ic<>	a.training@training.lmhostediq.com>	✓ Issues			$\oplus$
CLICK HERE TO ADD THUMBNAIL	News from	n Representative XYZ	Ð		A
Preview Build Only >>					Save Close
Start	Date/Time	- 🖬 Tim			
Build Only Build Only Build and Send				-	

- **6.** To send, click the button that is displayed. The type of selection will vary based on the type of build.
  - Select **Build**, which is the display if **Build Only** is selected above.

NewsLetter Wizard	×
Content >> Select Audience >> Review	
Name	Start Date/Time
100663 - 03-06-2024 eNewsletter	Build Only - Date 03/11/2024 Time 11:00 AM O
Subject Weakly Newcletter	No Hard Stop
	Directory
Proteired	5Newsletter
From	
"Office of Congressman John Quorum" <iq.training@training.lmhostediq.com></iq.training@training.lmhostediq.com>	✓ Issues
	A
News fr	n Representative XYZ
CLICK HERE TO ADD THUMBNAIL	
intraliet Quorum	
Preview Build Only >>	Save & Close Save Close

• Select **Build and Send**, which is the display if **Build and Send** is selected above.

NewsLetter Wizard					×
Content >> Select Audience >> Revie	w				
Name 100663 - 03-06-2024 eNewsletter		<sub>Start</sub> Build and Send	Date/Time → Date 03/11/2024	☐ Time 11:00 AM (	0
Subject Weekly Newsletter		No Hard Stop	~		
Postal Address Preferred	~	Directory 5Newsletter			
From "Office of Congressman John Quorum" <iq< td=""><td>training@training.lmhostediq.com&gt; ←</td><td>lssues</td><td></td><td></td><td>Ð</td></iq<>	training@training.lmhostediq.com> ←	lssues			Ð
	News from Rep	resentative XYZ			<b>^</b>
CLICK HERE TO ADD THUMBNAIL	Intranet Quorum				
Preview Build and Send >>	loops.jpg			Save & Close Save	e Close

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