

Healthie Selfie Challenge email guidelines

The Outlook *.msg email format gives you an easy way to generate emails that you can customize before sending. To ensure success, follow the guidelines below.

Save your message to your hard drive

- For each Outlook email file, **save the attachment to your computer, not a mobile device.**
- **Double-click on the saved file.** Outlook should open the message. You can now begin editing the message.

Edit your message

- **Add copy** about rewards and/or social media if they'll be a part of the challenge at your workplace. See the sample copy at the bottom of this document for some ideas. The emails are designed to allow for longer text areas (within reason), so the page will stretch to accommodate your new text. Ideally, you can make copy changes without altering the layout. *Tip:* Add new copy within the existing copy. Then, carefully use the backspace and delete keys to remove the surrounding unwanted copy. This will help maintain the text formatting and font settings. The text formatting is stored with invisible characters at the beginning and ends of paragraphs. This process will help prevent removing them accidentally.
- **Save your changes:** Click **CTRL + s** to save your work. *Note:* Sometimes during editing, elements do not align correctly. Don't judge the email's appearance until you send it to yourself.

Send yourself a test email

- Put your email address in the To field and send the message.
- Take a look at your email, once you've received it. Check the copy and layout to make sure your message looks good.
- Optional step: Send the test email to other accounts that open in different email services and programs (like Hotmail, AOL, Gmail and Yahoo Mail). But know that it's nearly impossible to ensure that everyone sees an HTML email the same way. Some people may have older email tools that may not render your message well. Remember, those people receive all their email messages this way, so they won't judge your layout. As long as the message can be read, the purpose of the email is met successfully.

When you like the way it looks

- Make sure you've saved your work, (CTRL + s).
- Change, remove or add the correct email addresses in the To, CC and BCC fields, if necessary.
- Send. You'll want to do this from your computer, not a mobile device.

Sample copy for rewards

Feel free to use the copy below in any emails you'd like. We suggest incorporating it into the intro paragraphs.

- Get rewarded for your hard work. For each hint you complete, you'll earn one entry into a raffle for cool prizes, like workout gear, gift cards and small electronics.
- Need a little extra motivation? You'll get a prize for each week of hints you successfully complete. And the prizes keep on changing.

Sample copy for social media

Feel free to use the copy below in any emails you'd like. We suggest incorporating it into the intro paragraphs.

- Share your success with your friends and family on social media. And make it easy for your coworkers to follow you, too. Just use #[CompanyName]HealthieChallenge.
- Wondering how things are going for your coworkers? Search #[CompanyName]HealthieChallenge on social media to see the latest posts about the challenge.