



Online Newsletter Creation Growing

Online creation tools take digital newsletters to another level. Editors do not need a separate program to create a newsletter—they only need Internet access! A multitude of websites, touting how easy they make it to create beautiful newsletters, vie for users. Most offer a free level to produce a basic newsletter and more options and storage with a paid subscription. Many classroom teachers use these for their communications to parents and thus have transitioned to create quick and effective chapter newsletters.

Check out these online builders:

www.smores.com

www.lucidpress.com

www.canva.com/create/newsletters/spark.adobe.com/make/newsletter-maker/

Brand Guidelines

Including graphics in digital newsletters adds to the layout and readability but keep in mind the DKG guidelines for use of branded logos and images from the DKG website. The guidelines have recently been updated, showing more examples of improper uses of logos and including a section on use of photography. Review the branded guidelines in the PDF file “Use of Society Graphics” on the [Brand Guidelines](#) page.

Digital Newsletters in a Social World

In an atmosphere where social media garner significant attention and are often considered the first choice for keeping in contact with friends and family, newsletters have taken a backseat. Newsletters, however, still have a place in communicating and publicizing Delta Kappa Gamma state organizations and chapters, and digital newsletters are proving to be an inexpensive, quick, and efficient way to keep members informed and involved.

Digitally distributing a newsletter means sharing an electronic file—such as a document created in Word, Publisher, InDesign, or Pages—through email, a website, or cloud storage. Distribution usually involves exporting the file as a PDF or an open source document that is easily read across all platforms and devices.

One of the biggest advantages of digital newsletters is the cost saving derived from not printing and mailing the newsletter. For example, each year DKG saves more than \$23,000 by publishing the July/August issue of the *DKG NEWS* online only. A digital newsletter can go out to members faster than a print issue, and updates, if needed, can be made more easily. Hyperlinking to web addresses, videos, email addresses, or other pages in the newsletter makes it easy for readers to find more information with a single click of the mouse or tap on the screen. Digital newsletters also offer a convenient, space-saving way to preserve the history of chapters and organizations. Additionally, digital publications save paper and thus trees and are good for the environment.

Whether digital or print, newsletters help build strong relationships with members by keeping them up-to-date and engaged. They are proven, effective communication tools.



Revisit the DKGSI C&P blog post about newsletter styles at http://dkgsi.blogspot.com/2017/05/newsletter-styles_14.html and one on distribution methods at <http://dkgsi.blogspot.com/2017/05/attachments-vs-hyperlinks-how-do-you.html>.

Connecting to the Unconnected

Digital newsletters are great for the members with email and Internet access, but what about your members without access? These suggestions have proven helpful for some digital-only chapters:

- one member prints and shares with a buddy member, making a special effort to visit the member, often an elderly DKG sister;
- the chapter makes a computer with the newsletter open available at meetings;
- members contribute an extra dollar for printing and mailing costs.

