




**Understanding and Leveraging
the Significance of Newsletters
in the Social Media Age**

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**PART ONE:
WHY NEWSLETTERS MATTER IN THE
SOCIAL MEDIA AGE**




People are still checking their email. Everyone is still checking their email. Social Media usage of the various platforms varies widely for age demographic but everyone still has email.




Changing Algorithms make it difficult to consistently reach your audience.

The Harsh Truth: Nonprofits have spent decades building social media followers by constantly adding Follow Us on Facebook or Twitter. This is advertisement for those platforms but in return those platforms have made it much harder to have organic growth because they need ad sales.


The Lesson: Focus on your listserv and your website




Newsletters allow you to test what's working with fewer algorithms to muddle the results. Newsletter platforms often have straight forward analytics dashboards and KPIs (Key Performance Indicator).



Better for content rich posts, even with saving capabilities added to many social media platforms it is still easier to save, organize and return to content in your inbox.




Newsletters are great for closing the inspiration to action loop because they allow for more content (so tell the story) with a more engaged audience especially for fundraising.




If used correctly, Newsletters make your urgent emails more noticeable.

Newsletters allow your organization to be more judicious about the emails sent. They can also support positive expectations about non-newsletter updates.



**PART TWO:
HOW ORGANIZATIONS ARE USING
NEWSLETTERS.**




Organizations use newsletters to inspire, inform and add value to the inboxes of subscribers. There is no one size fits all.



Newsletters that inform remain relevant.

UNICEF Example:
<https://www.charityemailgallery.com/newsletter/unicef-bfi-mps-join-baby-friendly-support-breastfeeding-new-study-shows-financial-incentives-may-improve-breastfeeding-rates-much/>


Weekly Wire Example:
<http://www.usbreastfeeding.org/p/bl/ar/blogaid=1821>



Oxfam Example:

- Great Story Telling
- Variety of Actions Available
- Renews Hope, Makes Mission Attainable
- Content Rich yet Digestible

<https://www.charityemailgallery.com/newsletter/oxfam-hard-believe/>




State Breastfeeding Coalitions have unique needs and fill a unique space in the breastfeeding field.


Newsletters can be designed to fit your organization's needs, even when the needs change issue to issue.

Michigan Breastfeeding Network Newsletter:

- Informs and Inspires
- Variety of Actions Available, some very recipient focused
- Heavily Local and Personal for People in Michigan




**PART THREE:
YOUR COALITIONS NEWSLETTER**



United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

Newsletters come in many forms. Let your capacity guide your format and frequency. Format and frequency don't determine a newsletters success. Consistency and quality do.




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Yes, you have enough content for a newsletter.


4 Things to Consider When Choosing Content:

1. Is this content on brand. Does it fall in line with what supporters expect from your organization?
2. What do you want them to do with this content?
3. How can you make is simpler to do that action?
4. How has this email improved the receiver's connection to the organization/cause? Don't forget to connect to broader ideas that can support engagement like avoiding burnout or navigating social events with anxiety.



Don't forget:

- The USBC has a photo library you can use as a bank of high quality images (www.usbreastfeeding.org/photo-project).
- Make sure it formats properly on mobile devices.
- Leverage social media and your website to grow your list serve.



QUESTIONS