12 Things to Check before Sending Your Next Slate Email

- [ ] Check the **recipient list** by previewing your list and by making sure the total number of recipients aligns with the number you anticipate. For example, if you pull a list of currently enrolled students, the total number should be around 8,000.

- [ ] Check the **opt out group**. All emails should have an opt out option except for transactional emails. A transactional email is an email that is sent to an individual following a transaction or specific action performed by that person, such as an event registration, FAFSA completion, etc.

- [ ] Check the **subject Line** to ensure that it is less than 50 characters, doesn't use phrases that sound like spam, check for typos, and make sure it reflects the content of the email.

- [ ] Make sure the sender is following the guidelines outlined in the email policy and include a **reply to email address and name per the email guidelines.**

- [ ] Check your **email content** for clarity, spelling, formatting, grammatical errors and length.

- [ ] Check your **merge fields,** such as preferred name and any other fields you are pulling into the body of the email.

- [ ] Check all **links** including hyperlinks, social media links, image links and forgotten links.

- [ ] Include a clear **Call to Action** (CTA) – use an oversized button that tells users exactly what to do.

- [ ] Check to make sure **images** are not stretched and include an alt tag.

- [ ] **Test** if the email is accessible across devices, browsers and email clients and **send yourself a test email.**

- [ ] Make sure you **personalize** the message. Use personalization in the subject line and throughout the email.

- [ ] Is the message **relevant** for your audience? Segment your audience and message so the message is relevant for your audience – have different versions available for each segment or use liquid mark up to display relevant content.