Current Awareness Service for Health

How to set up a regular email using a CASH RSS feed in Mailchimp

Open https://mailchimp.com/ and sign up for free

You will receive an email with a link to activate your account and then be asked for some further information e.g. your full name, name of your organisation, internet address.

You can choose to share your campaigns (emails) using Facebook or Twitter at this stage

Click on **Campaigns** in the top bar and then "create a campaign in the top right " then "let us guide you" followed by "connect to your contacts" then "share blog updates" and give your campaign a name e.g "latest Nursing news" and begin

Enter the url of your feed e.g. http://cash.libraryservices.nhs.uk/nursing.rss and choose how often and at what time the email should be sent.

Posts from *|RSSFEED:TITLE|* for *|RSSFEED:DATE|*   Help   Save and Exit

RSS feed and send timing

RSS feed URL

When should we send?

We'll only send if there's new content.

| Every day ⌄ | 04:00AM ⌄ | Eastern Time |

Send only on these days

☑ Sun ☑ Mon ☑ Tues ☑ Wed ☑ Thurs ☑ Fri ☑ Sat

☐ **Resize RSS feed images to fit template**

We'll automatically resize the images in your RSS feed to fit the width of your template.

Frequently Asked Questions

> How can I combine multiple feeds?
> Where do I find my RSS feed URL?
> If I haven't posted to my blog lately, will my campaign still go out?
> Will my older posts be emailed out in my first campaign?
> Can I pause my campaign?

Navigate through the site using the bottom bar from left to right. Mailchimp autosaves as you move. Only use confirm once you are satisfied that your email is complete as this will make the campaign live and start the email process.

| ‹ Back | | RSS Feed › **Recipients** › Setup › Template › Design › Confirm | | Next › |

You now need to set up new a list of recipients (your audience). You can add or delete to this as you go on and for users to request to be added to your list. You can carry on developing your email and then go back to this later, for now it will send any test messages to your email.

Set Up

Move to "set up", give your campaign a name e.g. Nursing News

The email subject will autofill using the information from the RSS set up page e.g. information from 1st April to 30th April.

Choose a default name for "sent from" e.g. Healthcare Trust Library Service

The organisation name and address will autofill from information you gave at registration but can be amended. Set up the preferences to suit yourself e.g. automatically Tweet or to personalise the email with Christian and surnames. Choose "next" in the bottom right hand corner.

Template

Choose the template you want, the 1 column or 1 column full width are the easiest

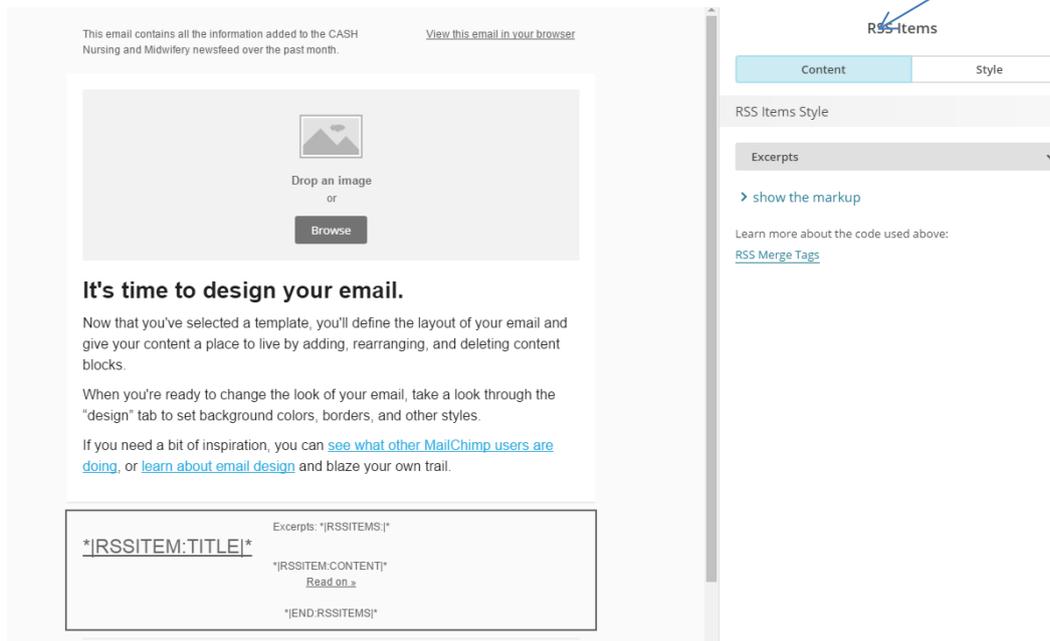Design your email. Hover on any element to display the editing features
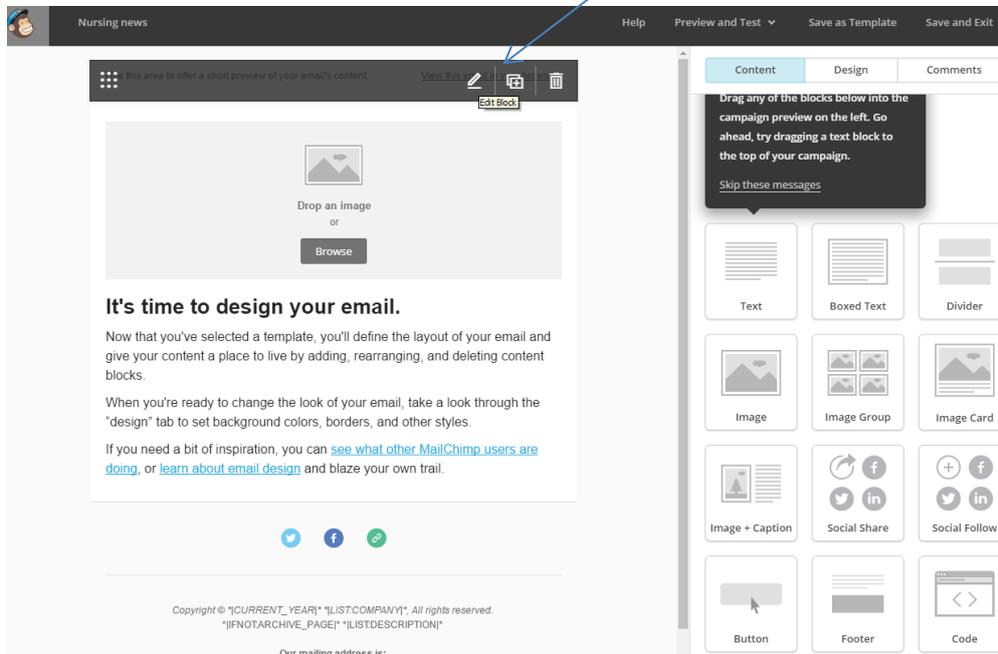
You can add elements to your email by lifting and dropping them into your message

To add your RSS click on RSS items and drop it into your email, it will look like this

You can change the content and style of your RSS items by clicking on the element to edit it and choosing content and then custom

Continue to edit the text of your email e.g. this email contains all the latest news collated by the CASH Nursing and Midwifery Newsfeed over the past month, then save
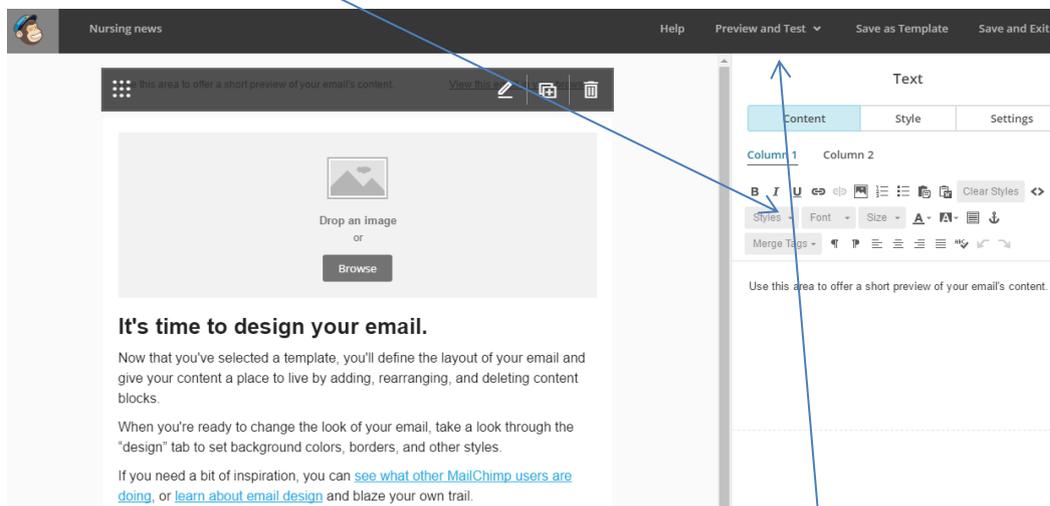
At any point you can save your template, preview your email and test. You can add logos, images and text.

Contacts or Lists

You can add contacts yourself , import a mailing list or set up a sign up form but if you only have a few you can add contacts manually. Choose "add contacts" and "add a subscriber", complete the form and choose subscribe.

To navigate through the different sections e.g. lists point to Save and Exit and choose from the drop down list. On this page is a symbol for adding to your user list.

Another way of navigation is through the items at the top of the page. By clicking on these you can edit your campaigns, templates or lists.

19 June 2017