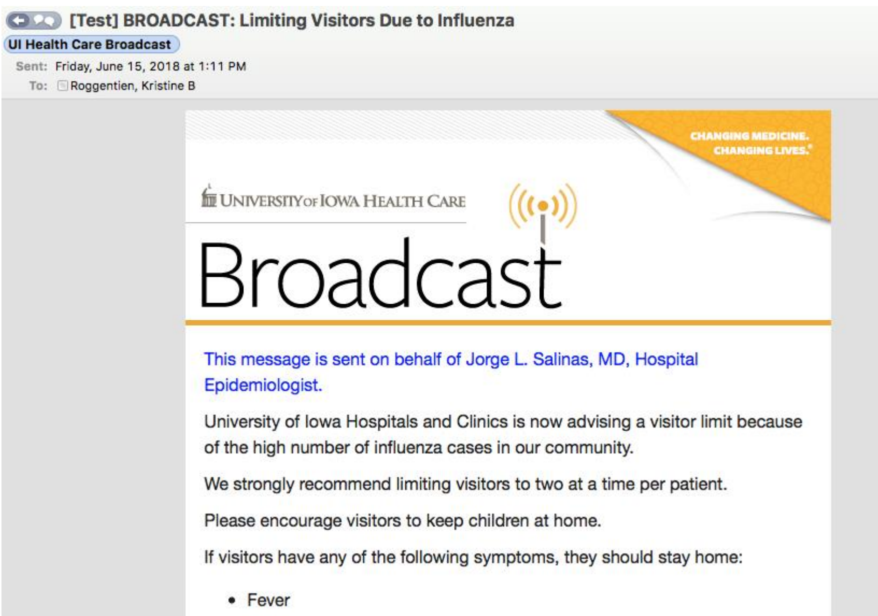
Dispatch Instructions for UI Health Care Broadcasts

The purpose of using Dispatch for targeted mailing lists is to improve employees' experience of receiving relevant, timely communications and to reduce the volume of email that's not relevant to their work.

Terminology:
Client = a group account
Template = the design or frame of your email
Population = a mailing list
Campaign = a collection of similar emails
Communication = a single email

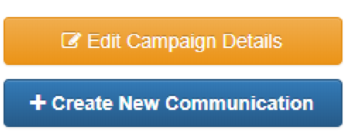
Sample broadcast email message sent from Dispatch
Dispatch email templates will have a graphic header similar to the example below.



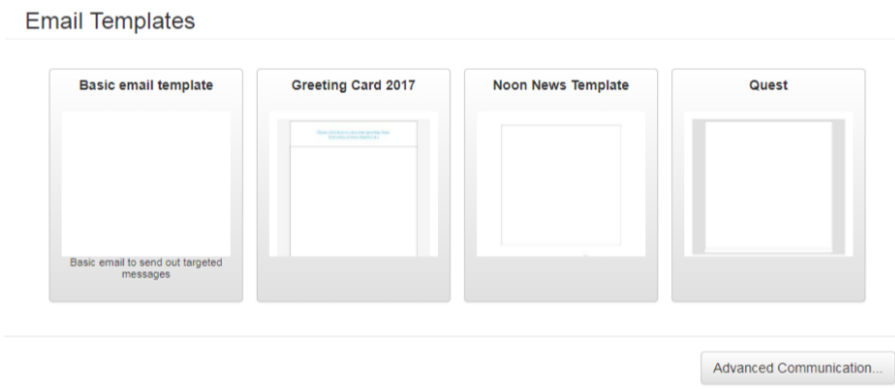
Creating and sending an email

1. Log into Dispatch with your HawkID at https://apps.its.uiowa.edu/dispatch
2. Click on "Campaigns" (**do not** click on "create new campaign" unless you want to create a new folder to store a group of emails)

3. Select the campaign (folder) you want to store you email in.
4. Click the blue button, "Create new communication" (shown below). This creates your email draft.

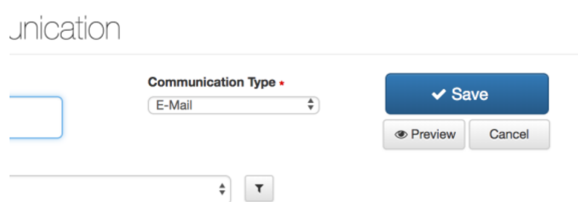


5. Click on the template you want to use. The first tab you'll see ("Curated") are UI-branded templates. Click on the second tab to find the health care branded templates.

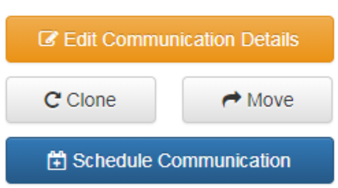


6. Enter your communication/email **Name**. The reader will not see this name. It only appears in Dispatch for you to see, like a file name.
7. Under **Population**, in the drop-down menu, select your mailing list.
8. Under **Template**, the template you chose should show here. You can change it here if needed.
9. **Content:** This is the body of your email.
10. **Subject:** This will be the subject line of your email for readers to see.
11. **From Name:** Enter the name of the person or group you want the email to be from (typically the approver of the message).
12. **From Address:** Enter the email address you want to display on your email as being sent from. By default, any replies, including undeliverable messages and automatic replies will come to this address. You can change this by entering in a different email address in the "Reply-To Address" and "Bounce Address" fields farther down.
13. Click the blue "**Save"** button before you go much further.

    TIP: Make sure the required fields (*) are all filled in before you hit save and before you spend much time on your body content. If you hit save without all the required fields below that filled in, you could lose your work in the content field.

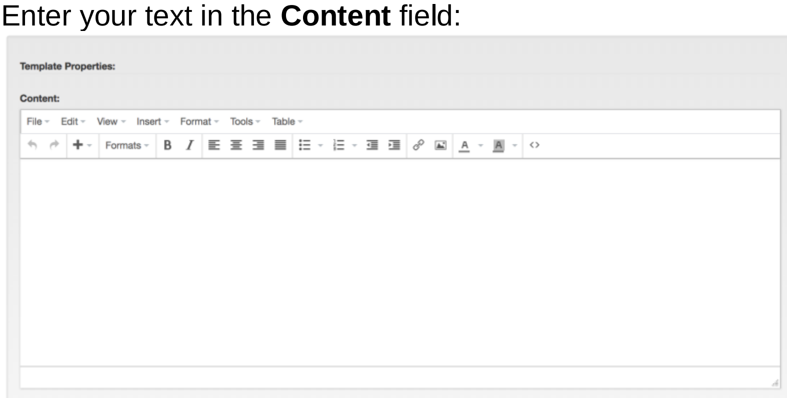


14. After you save, click the orange button, "Edit communication details" to get back to editing:



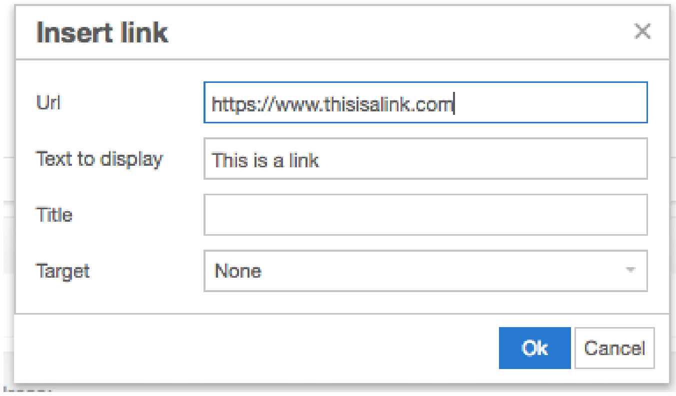
Content Section

1. Enter your text in the **Content** field:



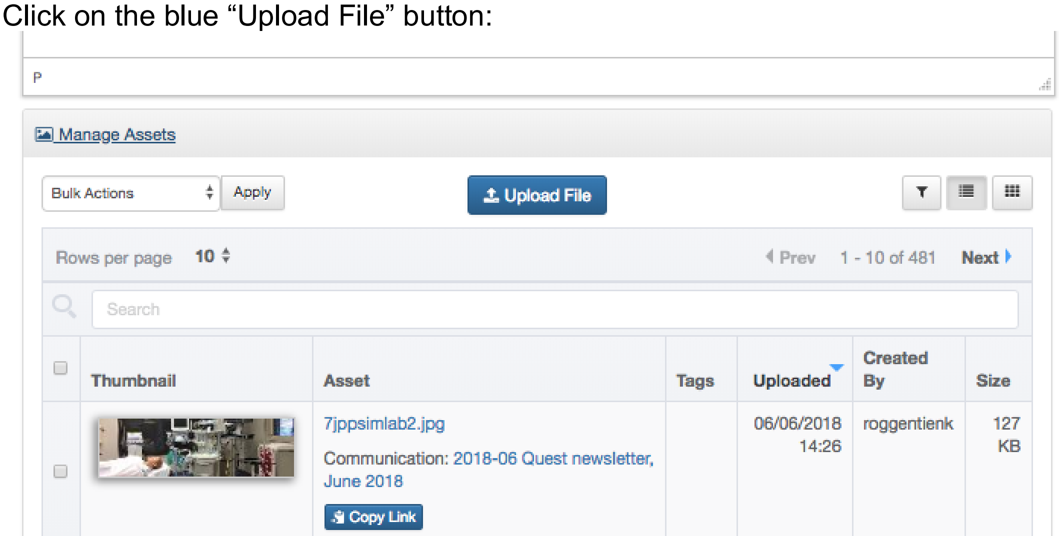
2. Use the formatting options along the top of this field to format your text.

3. **Adding a link:** Highlight the text you want to hyperlink, then click either on the chainlink button or on "Insert" then "Link." Your highlighted text will display in the second line shown to the right. Paste your URL to link to in the first line. (You can leave the "Title" blank and the "Target" at "None.")

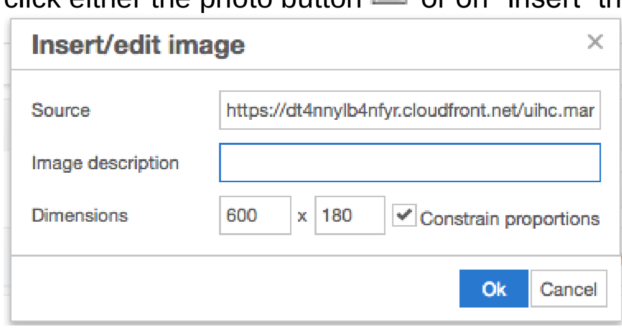


4. **Adding an attachment:**
    a. Click on "Manage Assets" and then "Upload File" to upload your PDF or other attachment.
    b. Copy the asset link, and from here it's the same as adding a link to text (see above). You'll link some text to the attachment link for people to open the attachment.

5. **Adding an image:**
    a. First you must upload your image to Dispatch. Click on "Manage Assets" link just below the email content.
    b. Click on the blue "Upload File" button:



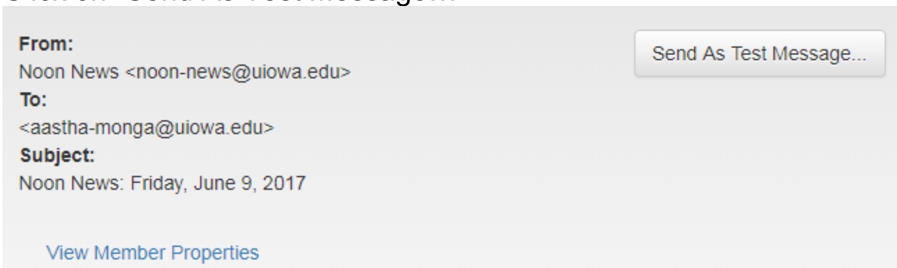
    c. Select your photo or graphic from your computer.
    d. Your image will now appear in your list of "assets."
    e. To add it to your email, click on the small blue "Copy Link" button.
    f. Then put your cursor in the body of your email where you want your image to appear. Then click either the photo button or on "Insert" then "Image."



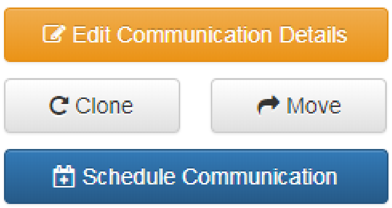
    g. Paste the image link that you just copied into the first field ("Source"). You may leave the second line blank and the dimensions alone for now. Click "Ok" to place it in the email. When the image is selected, you can drag the corners to adjust the size.

Finalizing and sending

1. Scroll up and select “Preview” (you will not be able to preview it until you’ve saved it at least once.)
2. You can review and test the email from the window that pops up, or send yourself a test email. Click on “Send As Test Message…”



3. Close the preview pop-up.
4. After you proofread and review your message, if you’re ready to send, select the blue button “Schedule Communication” in Dispatch.



5. Click the next “Schedule Communication.”
6. Select “once.”
7. Then hit the green button.
8. Scroll all the way down to the bottom of your email page to see the status bar. The message needs a few minutes to generate. Once that’s done, the status bar will change to “Pending Approval.” You’re the one who will approve it.
9. Once it says “Pending Approval,” click on that file name to the left of the status bar (showing the date).
10. Then select the green button “Approve and Send Communication.” It will confirm how many recipients you are sending to.
11. And then this is the FINAL SEND: click the orange “Approve and send communication”

Copying a previous communication

If you want to send out an email similar to (or the same as) a past email, you have the option to copy a previous email communication and save it as a new communication.

1. Click on the name of the email communication that you want to copy to open it.
2. On the right side, click on “Clone.”

3. This will create a copy of that communication and open it for editing. Update the title and make any other updates to the content as needed.
4. Click “Save.”
5. Follow the previous instructions for sending the communication from here.

Dispatch analytics

You can choose to view your analytics for an individual email, the average for a group of emails (campaign), or for your entire account. Wait a few days to run your analytics to give people enough time to open them.

1. To see stats on a single email, open the communication you want to see. Or, if you want to see stats on all of the emails within a campaign, open just to the campaign level.
2. Click on “More Analytics” (on the right side).
3. Choose the timeframe (reporting dates). Make sure your timeframe includes the date your email was sent and at least a few days after.

4. See the open rate and click through rate on the circle graph.
5. To see which links were clicked on, select “More Link Analytics”

For more help on Dispatch analytics or other Dispatch assistance, visit https://apps.its.uiowa.edu/dispatch/help/analytics.