Standards and Practices for HOA Broadcast Emails

In order to have a consistent appearance to HOA Members, anyone sending a broadcast email to HOA members is asked to adopt the following standards. As communications admins continue to evolve the standards, please update this help guide.

Examples can be found by reviewing prior emails in the contact center
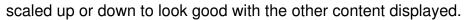
Distribution

   -   Broadcast to all current year and prior year members (ex. 2018 and 2019 members) - we use our emails as a way to encourage renewals.

Intro Section

   -   Address the email to the individual by merging their first and last name from the data base

   -   Include their tellicolife username in the beginning of the email.
   -   Provide indication of their current membership and/or a link to join if their membership is not current
   -   If the purpose of the email is to encourage event signups, remind people that sign up requires current HOA membership and login to tellicolife

If you are including a table ..

   -   View it for formatting on laptop/desktop, mobile and tablets. Roughly 60% of our page views are from laptop/desktop, 25% from mobile devices and 20% from tablets, so the email needs to look good on all device types.
   -   Set the table to a % of the screen width, usually 100%, not a specific number of pxls. This improves scaling on different device sizes.
   -   For tables and small device viewing, we have found a max of 4 columns, each set to 25% of the width allows a good view on all device types and orientations.
   -   Images in tables that are 4 columns wide should start at about 150 pxls wide and be

scaled up or down to look good with the other content displayed.
- Single cell borders, if used, provide a consistent grid around the table for all views.

Trailer

- Include the standard tellicolife trailer