

5 Tips for Your Company Newsletter



Want great content for your company newsletter?
Here are a few do's and don'ts



1 Do keep it short

The average attention span of an adult is roughly eight seconds. Employees don't have a lot of extra time to fit in writing a piece for the newsletter. As well, if the articles are lengthy, this means they spend more time reading the newsletter than they anticipated. Short pieces are easier to read and psychologically people think they learn more. Make the length reasonable.

2 Do add pictures

Photos break up the content and provide a complementary visual to the article. Employees also get a kick out of seeing their photos in the newsletter.

3 Don't use canned content

Canned content is the kind of content you buy from a company or website that sells content to other businesses. Which means the same information is in multiple newsletters. Which means it doesn't apply to your business on a personal level or at all. Do use original company content.

4 Don't use content from other websites

Content online is copyrighted, which means you don't have the right to use it, else face a lawsuit for plagiarism. It is NOT okay to copy paragraphs and use as your own. If you want the reader to have more information, you can direct them to the website. However, check the site's terms and agreement. Some sites don't even allow you to link from your newsletter or website to theirs (and yes, they have ways of finding out). Sometimes it's okay to quote from their content, but you usually have to get that in writing.

5 Do feature employees and management

Use your newsletter as a forum to introduce employees and humanize leadership. Highlight their strengths, point out unique attributes that show them as positive role models, and emphasize the causes they care about.

Want more on creating great content for your company newsletter?
Check out this article: [How to have great content for your company newsletter.](#)