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| Seaside HOA  newsletter | July 15, 2019 |

**Keep it short**

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| Common questions  **Q: When is the annual HOA meeting?**  The annual meeting takes place on October 5th at 6:00pm  **Q: How do I reserve the pavilion?**  Visit our website at seaside.gogladly.com  **Q: Where is parking allowed?**  You can park on the south side of the street. |
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Tap here to add a caption

Contact Seaside HOA  
seaside.gogladly.com

Use one page with 3-4 articles if you want residents to actually read the newsletter. According to the National Center for Biotechnology Information, the average customer’s attention span is 8 seconds, down from 12 seconds in 2000 (which is slightly more than the average attention span of a gold fish). How many people do you think will read a 4-page HOA newsletter? Not many.

“Call out an important point or date from your HOA community’s newsletter here”

# give each article a headline

# With online newsletters, 8 out of 10 people will read your headline, but only 2 out of 10 people will read the rest of your article. So, fit your message in the headlines. If you craft a good headline, you’ll increase the number of people that will actually read your content.

# Give them some space

# Don't cram your content into a single space with a 7 point font. This isn't an Econ 101 college essay with a page limit. Use a classic serif or classic sans serif serif font (like Times Roman or Calibri), 10-12 point paragraph text, 1.15 spacing, with double spacing between paragraphs. And PLEASE don't use comic sans.

# More white space in your newsletter means less content, which translates to “only essential content", which places important information front and center.

# Show them something

Include a photo or two in your HOA newsletter. Even if it's just a picture of your community, photos help increase engagement. A survey by HubSpot shows that 65% of respondents prefer emails newsletters that contain mostly images vs. 35% who prefer mostly text.

One marketing firm shows that articles with images get 94% more total views than articles without images. Get out your camera!