HEADSPACE DESIGN LAB · STAFF GUIDE

WRITING THE HSDL NEWSLETTER

Everything you need to write, test and send an issue.

OPEN THE APP

FROM MY APPS

myapps.microsoft.com

Click the red bolt tile named **HSDL Newsletter**.

OR GO STRAIGHT THERE

newsletter.headspacedl.com

Click **SIGN IN WITH MICROSOFT** and use your work account.

YOU'LL NEED

- **Your HSDL Microsoft account.** If the app says your account isn't set up, ask Loz to add you.
- **Access to the HSDL Wix site**, for pictures. Ask Loz to invite you with a role that can upload to Media.

THE FOUR STEPS

1 WRITE

Choose a layout: **Dispatch** (a feature, a lab note and news), **Spotlight** (one project told in full) or **Roundup** (3 to 6 short items). You can switch at any time without losing text. Pick the colour for the issue (Core, Engineering or Test Lab), then fill in the boxes and add pictures (see below). The preview on the right is exactly what readers will get.

2 CHECK

The app lists anything missing or too long. Click **FIX** next to a red mark to jump to it. If a real client or project is named, tick the box confirming the client has given permission.

3 TEST

Set who the email comes from (it must end in @headspacedl.com), then press **SEND ME A TEST**. Open it in your inbox, on your phone if you can, and check the words, links and pictures. Then tick the box that starts **"I've opened the test"**.

"Next: send it" stays greyed out until the test is sent and ticked. That's on purpose.

4 SEND

Choose the mailing list, check the number of people it will reach, and press **SEND TO THE LIST**. Keep the page open until it says it's sent. Unsubscribe links are added automatically, and people who have unsubscribed are skipped.

SENT SOMETHING BY MISTAKE?

A list send can't be recalled. Tell Loz straight away so a correction can go out. If the app says **"Sending isn't set up"** or **"Couldn't save"** and reloading the page doesn't fix it, tell Loz too.

ADDING A PICTURE

Pictures live in the HSDL Wix site's Media library. The newsletter shows them from there, so each picture needs a Wix link.

1. **Prepare the picture.** A landscape JPG or PNG, ideally 1200 × 630 px or larger, with nothing confidential in it.
2. **Open the Media Manager.** Log in at `manage.wix.com`, open the Headspace Design Lab dashboard, type **Media Manager** into the search bar at the top and open it. (There's no Media item in the left-hand menu.)
3. **Upload the picture.** Open the **Newsletter** folder, then the folder for your issue, named like `Issue_01`, `Issue_02` (the number in the app's top bar). If it isn't there yet, create it inside **Newsletter**. Then click **Upload Media** and choose your file.
4. **Copy its link.** Click the picture, then the ⋯ (More Actions) icon, and choose **Copy URL**. The link starts with `https://static.wixstatic.com/media/`.
5. **Paste it into the app.** In step 1, paste the link into **Picture link**, then fill in **Describe the picture in a few words** (shown to readers whose email hides pictures).
6. **Check the preview.** The picture appears within a second or two. If it doesn't, copy the link again from the Media Manager.

Only use pictures HSDL owns or has permission to use. Client products, prototypes and test data need the client's written OK. Stuck? Send the picture to Loz.

WHO CAN GO ON THE MAILING LIST

Press **MAILING LIST** in the app's top bar to see each list, add one person or import a spreadsheet. The app records each person's **country** and **how HSDL knows them**, and applies these rules for you:

Outside Europe	Anyone HSDL knows can go straight on.
EU, EEA, UK and Switzerland	Only people who **said yes** to the newsletter, and **clients**. Everyone else is held back so we can ask first.
Germany	Only people who **said yes**, clients included.
Country not known	Held back unless they said yes. Set their country to let them through.

- **Asking first.** Held-back people can be downloaded as an ask-first list. Send them a short personal email asking if they'd like the newsletter. When they say yes, add them with **Said yes to the newsletter**.
- **Be accurate.** Choose the source that's true, not the one that gets someone through. The record is HSDL's answer if anyone asks where their address came from.
- **Unsubscribing is final.** Every email has an unsubscribe link, and it works instantly. If someone asks you to stop, press **UNSUBSCRIBE** on their row straight away. The app never subscribes them again, even if they're in a later import.
- **Requests about their data.** If someone asks what HSDL holds about them, or asks for it to be deleted, pass it to Loz the same day.

This is HSDL's cautious house rule, set up to respect each region's email-marketing law. It isn't legal advice: if a case is unclear, hold the person back and ask Loz.

GOOD TO KNOW

- **It saves as you type.** Nothing to save or export.
- **Previews:** switch between Computer and Phone, and Light and Dark inbox, above the preview.
- **Working together:** if a colleague has the same issue open, you'll see "Also here" with their name. Agree who's typing.
- **Starting over:** **DELETE** removes a draft. You have 15 seconds to press Undo. Sent issues can't be deleted or changed.
- **Help:** the **HELP** button in the app links back to this guide.

WRITING TIPS

- Subject: 70 characters or fewer, and say what's inside.
- Lead with the result: grams saved, the standard passed, the weeks cut.
- Use real numbers with units (g, m/s, ECE R22.06), not "significant".
- One idea per section. Readers skim on phones.
- Never include client data or anything under NDA without written permission.