Release notes training

This training includes how to access/use the most recent template, build/send out release notes in Emma, save in the correct location, and additional release notes tips.

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Edit in template

In Word, put the release note into our **2025 Release Note template**.

Include the following elements:

- [Title] **Release Notes xx/xx/xx**
- Intro paragraph (**This release includes updates to…**)
- **Table of contents**
- **What's new in this release?** section
- **Need help?** section

Make edits that promote clarity and conciseness and check for correct punctuation/grammar as well. Try to make the release note as helpful as possible.

Ask for feedback

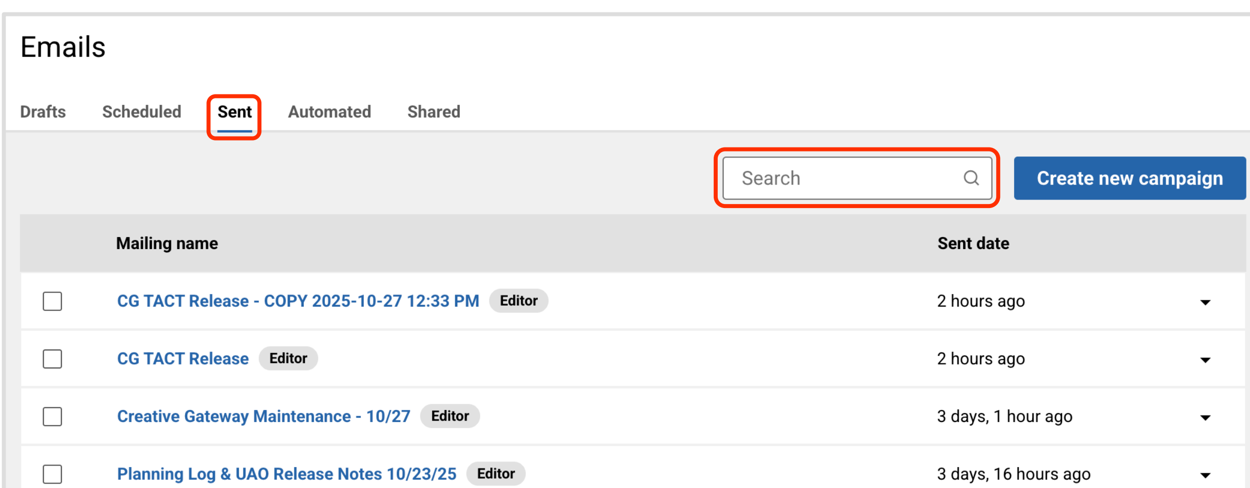
Send the release note to a team member to proof. They can catch if you missed anything prior to putting the draft into Emma (email software).

Build in Emma

Go to Emma at **https://home.e2ma.net/**. Click on the **Campaigns** tab.

You will copy the template of a previous release note for the format of your current release note.

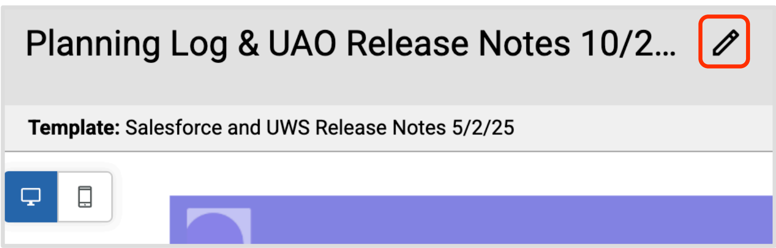
Click on the **Sent** tab and enter in the **Search** bar what type of release you want to copy (e.g., **Salesforce**, **Planning Log**, **Universal Pacing & Posts, etc.**).



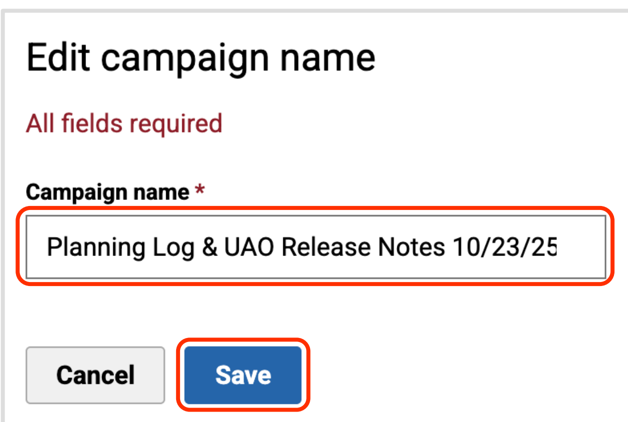
After choosing which release note to copy, click on the drop-down arrow and select **Duplicate**. A new page opens with a copy of the release note.

Remove any unnecessary content from the previous release note.

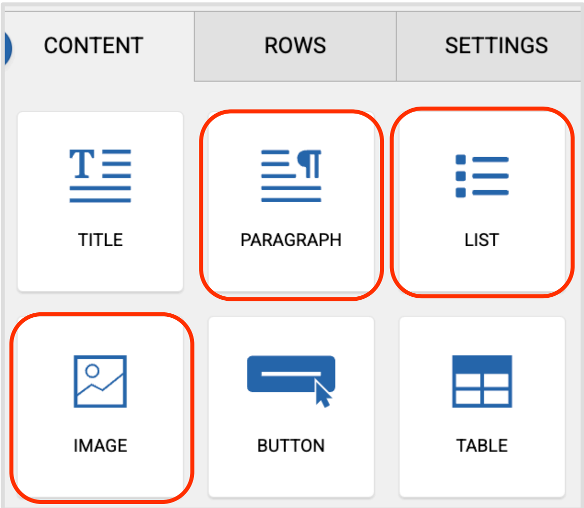
To change the title of the campaign, click on the **pencil** at the top of the page and the **Edit campaign name** dialog box opens.



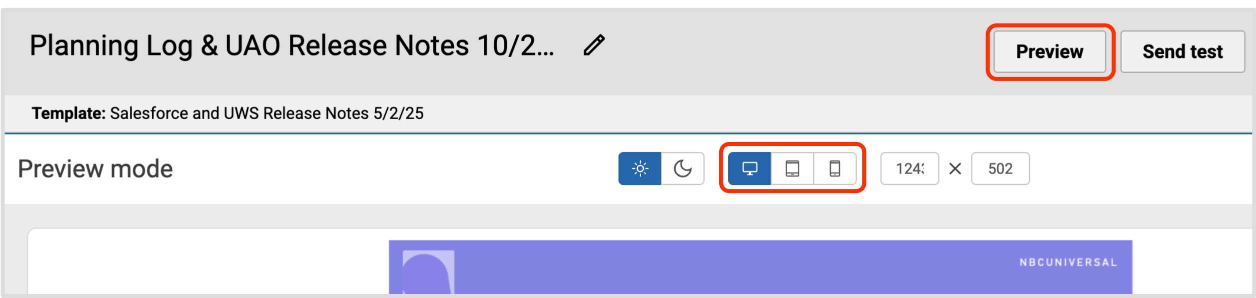
Enter the **Campaign name** and click **Save**.



Use the drag and drop tools to add, remove, and arrange content and images and copy/paste the release note info from the Word doc into Emma's email builder. You will mainly work with **Paragraph**, **List**, and **Image** content options.



Click on the **Preview** button at the top right to check how the notes look in desktop format.



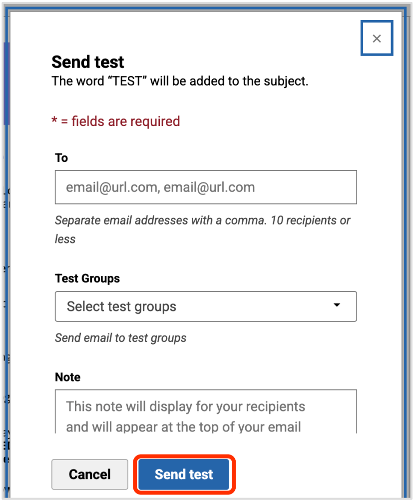
Note: Click on the **tablet** icon at the top center to view the release note as if it's on a tablet. Click on the **mobile phone** icon to view the release note as if it's on a mobile phone.

Send test email

Once satisfied with the draft, click on the **Send test** button at the top of the screen and the test email dialog box appears.

Complete the following:

- Type the recipient of the test email in the **To** field.
- Ensure the **From** field matches the release note.
- Update the **Subject** to correspond with the current release note.

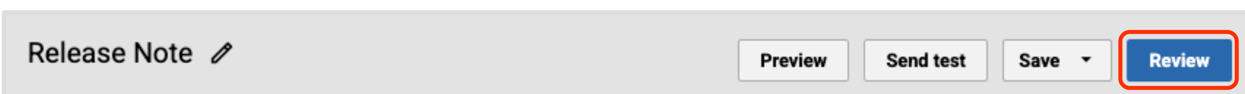


Click **Send test**.

Send/schedule out

Once you hear back that the test email looks good, schedule or send out the release note.

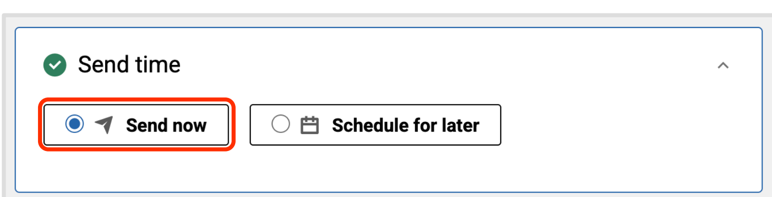
In Emma, click on the **Review** button at the top of the screen.



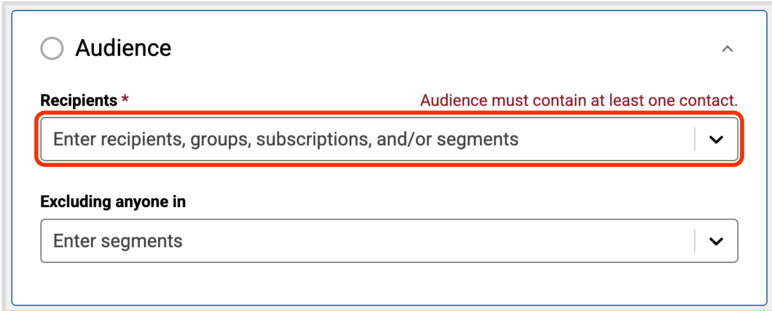
Send now

If sending the release note out **now**:

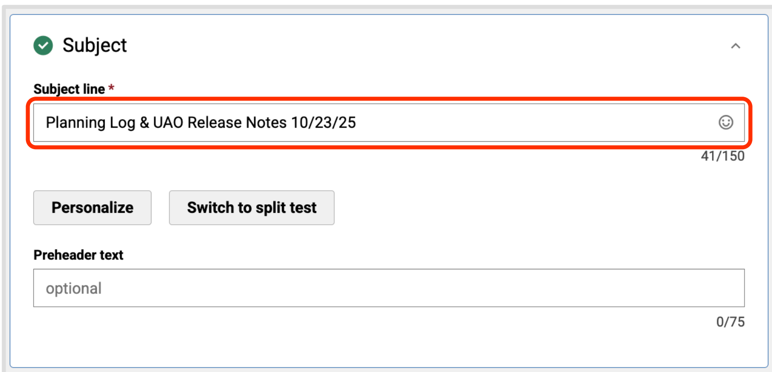
Click on the **Send time** drop-down and choose **Send now**.



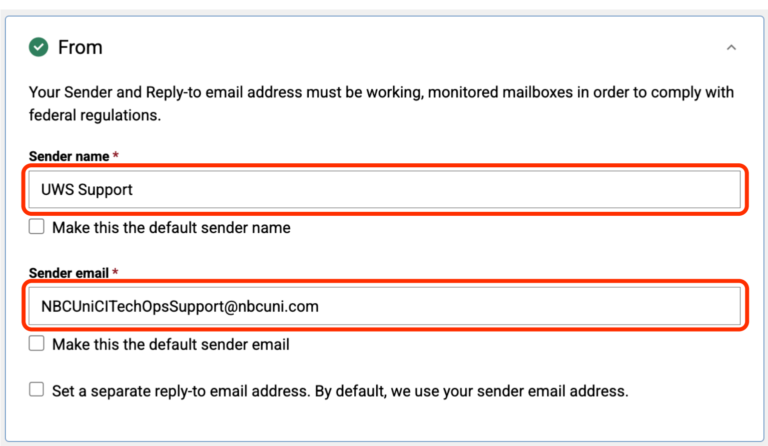
Click on the **Audience** drop-down and add your groups to the **Recipients** text box.



Under the **Subject** drop-down, ensure the **Subject line** is correct.

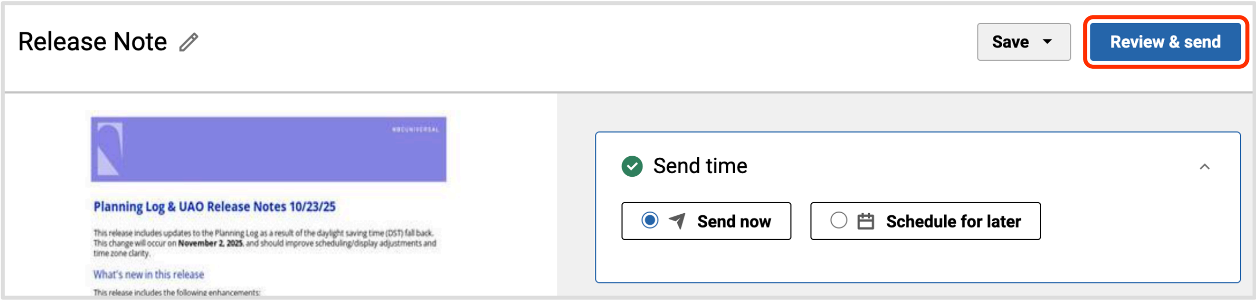


Under the **From** drop-down, ensure the **Sender name** and **Sender email** are correct.



Note: No need to make any changes in the **Advanced** drop-down.

Click on the **Review & send** button at the top right.



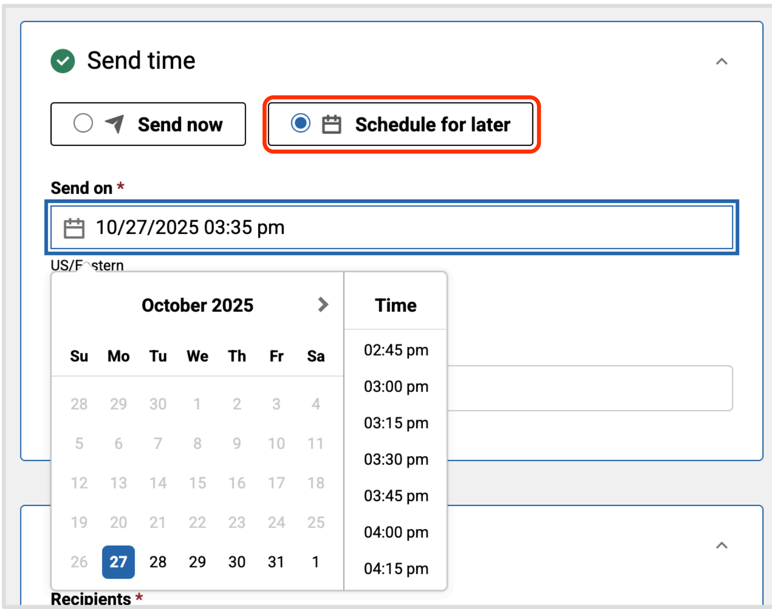
A dialog box opens asking, **Are you sure you want to send this campaign now?**

Click **Send campaign**.

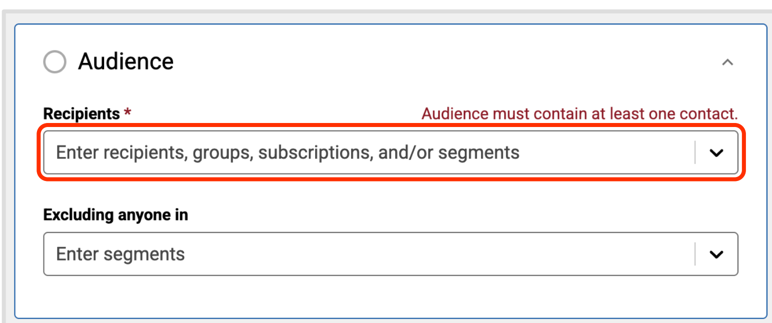
Schedule for later

If sending the release note at a **later** date/time:

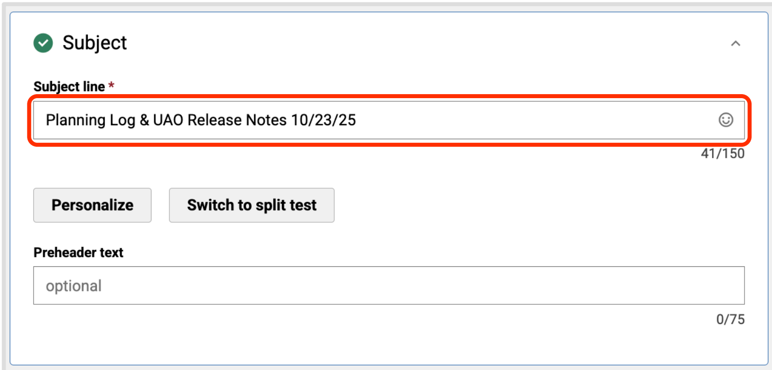
- Click on the **Send time** drop-down and choose **Schedule for later**.
- Click into the **Send on** field and a calendar opens.
- Choose the date and time you wish to send out the release note.



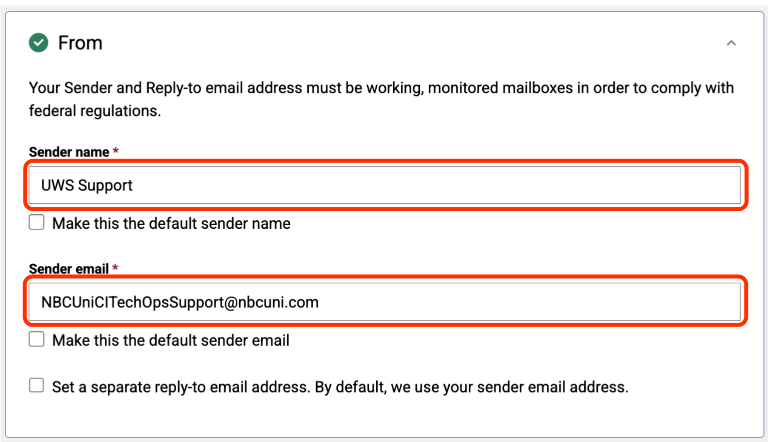
Click on the **Audience** drop-down and add your groups to the **Recipients** text box.



Under the **Subject** drop-down, ensure the **Subject line** is correct.

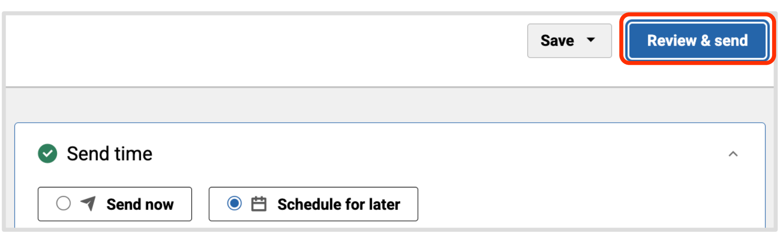


Under the **From** drop-down, ensure the **Sender name** and **Sender email** are correct.

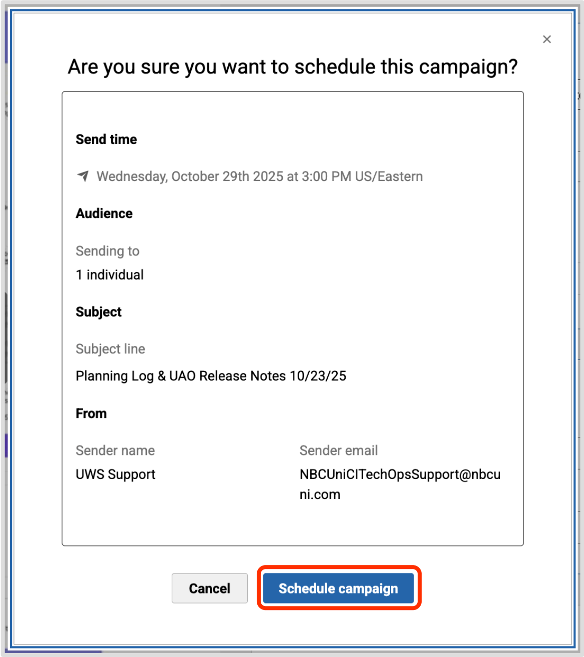


Note: No need to make any changes in the **Advanced** drop-down.

Click on the **Review & send** button at the top right.



A dialog box opens asking, **Are you sure you want to schedule this campaign?**

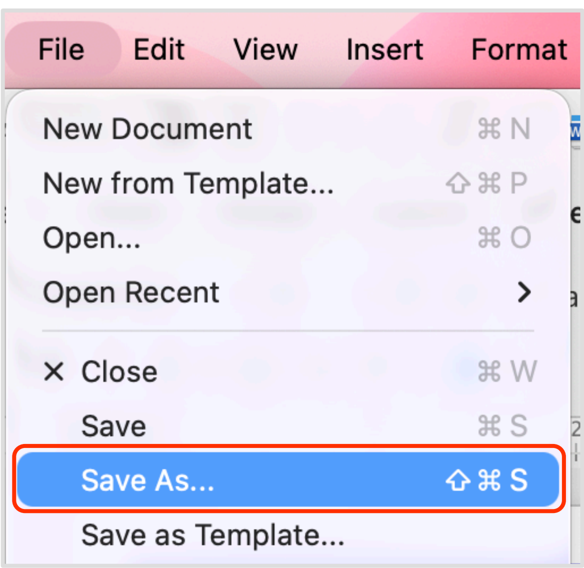


Click **Schedule campaign**.

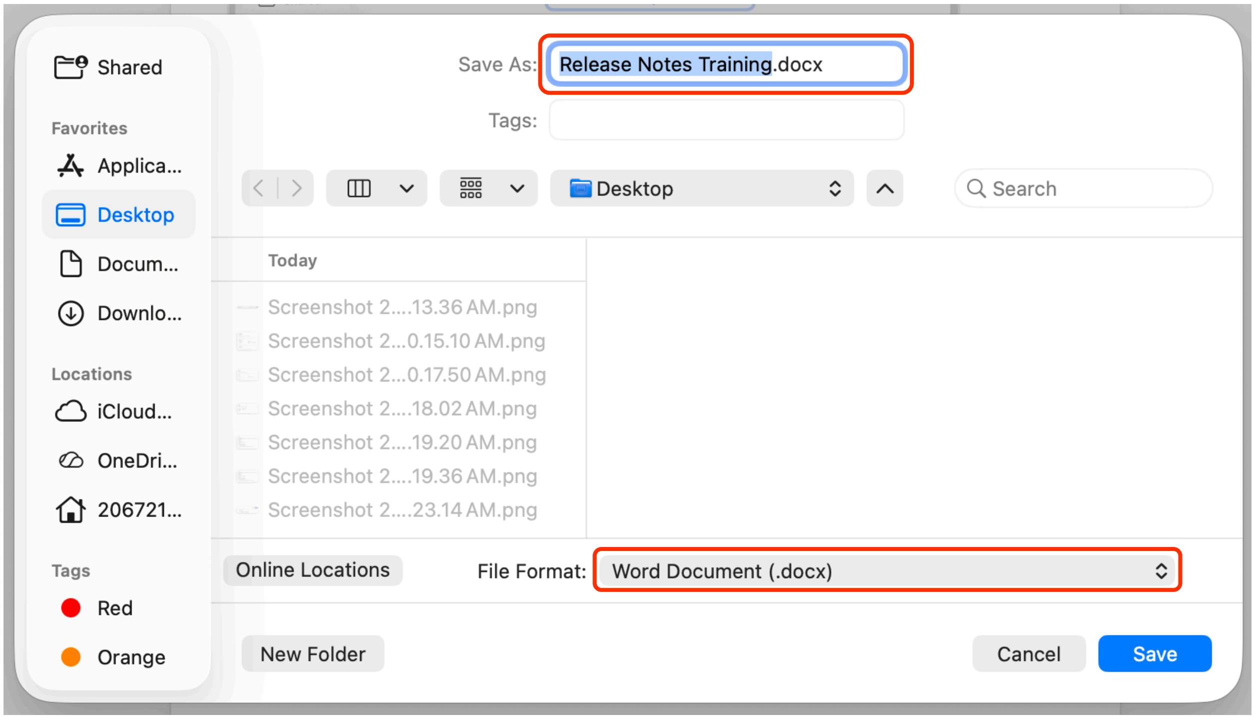
Save as PDF

Once the release notes get sent out, save the word doc as a PDF into the [UWS FAQs and Release Notes folder](#).

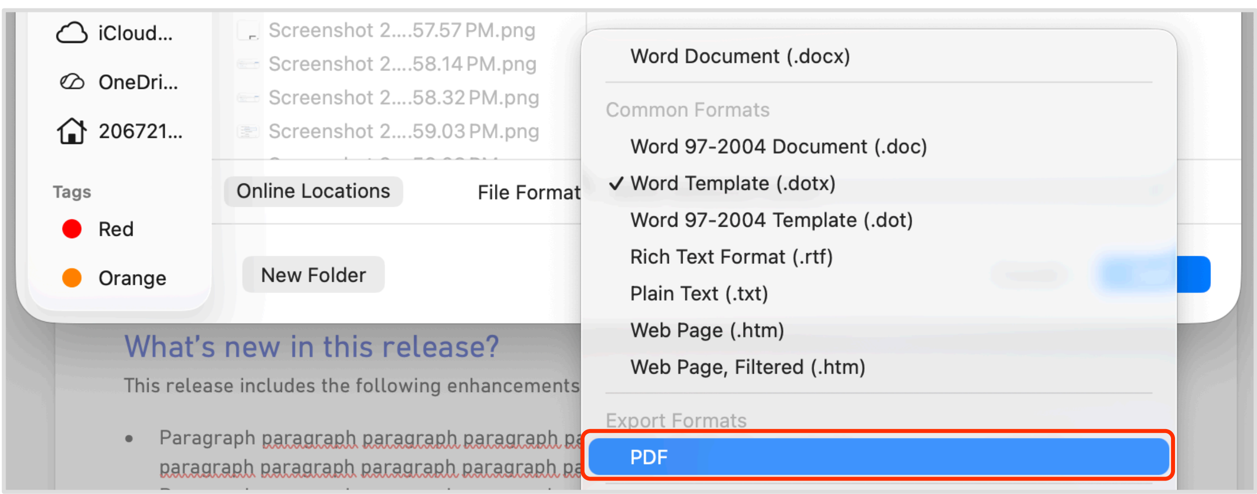
In Word, go to **File** and click **Save As** and the Save As dialog box opens.



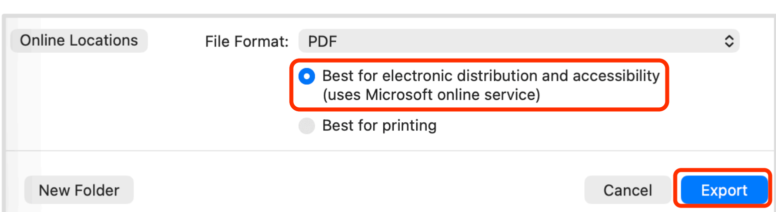
Ensure the **Save As** field is correct.



Click on the **File Format** drop-down and choose **PDF**.



Select the **Best for electronic distribution and accessibility (uses Microsoft online services)** toggle.



Click **Export**.

NBCUniversal

Save the PDF to the **UWS FAQs and Release Notes folder**.

Note: If the release note is for Universal Planning, save the PDF in the **Universal Planner Training** folder.

Need help?

For assistance with any release notes issues, please reach out to katie.griffiths@nbcuni.com or productmarketing@nbcuni.com.

Tips

Template:

- Make sure screenshots are neat and not blurry.
- Crop screenshots if there is unnecessary info included—only show what's most important.
- When you enacting an action to and existing button/tab/field/etc. that exists on the page, make it **bold** and don't use "quotations."
- Avoid passive language and check for "to be" verbs (e.g., am, is, was, were, will, be, being, been).

Test email: Always send yourself the test emails as well so you know if they "went through" or not.