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| CEDAR HOA newsletter | January 15, 2020 |

**Keep it short & SIMPLE**

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| ANNOUNCEMENT e.g. annual Meeting  **Q: When is the HOA meeting?**  Jan 25th at 6:00pm  **Q: How do I reserve?**  Call xxxx-xxx-xxx or visit cedarmanagementgroup.com  **Q: Where is the meeting?**  The main pavilion, parking allowed east side of street |
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| https://cedarmanagementgroup.com/images/ams.jpg |

Add images to make it engaging

Contact CEDAR HOA  
cedarmanagementgroup.com

If you can fit everything in one page, all the better. 3-4 articles if you want residents to actually read the newsletter. The average reader’s attention span is 8 seconds, down from 12 seconds in 2000, according to the National Center for Biotechnology Information. Expect even shorter attention spans in this age of social media, so keep it brief.

“Mention an important reminder or upcoming event you wish to highlight here”

# Support Skimming, add headlines

# It’s not easy to read electronic newsletters. 8 out of 10 people will read your headline. Expect maybe 3 out of 10 people will read everything else. Try to fit your message in the headlines. A good headline also serves to attract residents to read on.

# Make it readable, use space

# Use larger, easy-to-read fonts. 11-12 point paragraph text, 1.15 spacing, with extra spacing between paragraphs. If in doubt, ask someone to read it for you before you distribute.

# Use white space effectively, so you can highlight essential content.

# Add Interesting photos

Add a photo or two in your HOA newsletter. Photos increase engagement, and it gives you an opportunity to add humor to the page.

Photos also break up the monotony of text.