# Monthly aggregator of site-wide content (Most commented on, trafficked, shared, or emailed items; public discussions; blog posts)

Subject line: “Most talked-about posts of [Mar. '14]”

Top header (grey on color): “Best of [Mar., 2014]”

2nd header (dark on white): [2-3 topics within listed succinctly]

*Notes:*

*TEST in 3 segments the following 3 subject line formats to determine best performance.*

1.) “Most talked-about posts of [Mar. '14]”

2.) [Headline-formatted subject line on one item within]

3.) [2-3 topics within listed succinctly]

*See CSG part 8.3 on headline writing*

*See CSG part 7.9 on newsletter metrics*

*Very short OR more detailed subject lines tend to perform better than mid-length*

# Weekly Action newsletter (digest of NEWSLINE, Podcast, and any Analysis)

Subject line: [Based on a web or social media headline that has performed well so far for one of the content pieces within]: + “[March] digest”

Top header (grey on color): “Top public policy news of the month”

2nd header (dark on white): [2-3 topics within listed succinctly]

# Quality newsletter, monthly or as needed (digest of Ingenuity, Quality Toolbox, and any Quality Notes)

Subject line: [Based on a web or social media headline that has performed well so far for one of the content pieces within]: + “[March] digest”

Top header (grey on color): “Top quality articles of the month”

2nd header (dark on white): [2-3 topics within listed succinctly]

# Institute newsletter, monthly or as needed (digest of Research and Transformation Center content series)

Subject line: [Based on a web or social media headline that has performed well so far for one of the content pieces within]: + “[March] digest”

Top header (grey on color): “Best of Essential Hospitals Institute, [Mar., ‘14]”

2nd header (dark on white): [2-3 topics within listed succinctly]

# Education newsletter, weekly or as needed (Upcoming webinars, new recorded webinars, in person events)

Subject line: (Depends on content and call to action.) If aggregate of upcoming opportunities: “Reserve your spot:” or “Don't miss:” + [topic of one course] + “and more”

Or

“[#] new webinars:” (or classes, opportunities, workshops, etc.)

Or

“Upcoming opportunities this month:” [2-3 topics within listed succinctly]

*Note: Use above options in header as well.*

# Marketing, events, and press releases, as needed

Subject line: (Depends on content and call to action; see Education newsletter)

Top header (grey on color): “Events and opportunities + [timeframe]”

2nd header (dark on white): [Call to action about an event]: + “read more below”

# Member Network, monthly (or semimonthly) aggregators of activity

Subject line: “Hot topics on the Member Network” + “this month”

Or

“Hot on the Member Network”: “[topic] + “and more”

Top header (grey on color): “Join the conversation”

2nd header (dark on white): [2-3 topics within listed succinctly]

# CEO Corner, monthly (or as needed)

Subject line: “CEO Corner: [topic, headline-styled]”

Top header (grey on color): “Message from Dr. Bruce Siegel”

2nd header (dark on white): “March 28, 2014”