USING MYEMMA.COM

USER’S GUIDE

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CHAPTER 1: ABOUT MYEMMA

MyEmma is a third-party application that provides the ability to create and send customized newsletters and other electronic mailings. You can create subscription forms, track the progress of your mailings, create surveys, and send your mailings to 6,500 recipients at a time (this is currently higher than the number of recipients Microsoft Outlook allows). Within MyEmma, you can utilize the USC Dornsife branded template that has been configured for quick and easy use.

Getting Started with MyEmma

To begin using MyEmma, complete the following steps:

1. Contact DTS to have a MyEmma account created for you.
2. After the account has been created, you will be e-mailed your username. Your username, in most cases, is your USC ID (the portion of your e-mail address before the @ symbol). You will not be able to use MyEmma until you receive your username.
3. Navigate to MyEmma.com and select the Login option, located at the top of the screen.
4. Next, select the **Need to reset your password?** hyperlink, located under the *Password* field.

5. The *Login* screen displays. Select the **Need to reset your password?** hyperlink at the bottom of the *Login* section.
6. A secondary *Username* field is displayed.

7. Enter the username you've been provided which, in most cases, is your USC ID (the portion of your e-mail address before the @ symbol).
8. Select the **Submit** button, located underneath the secondary *Username* field.

![Submit button in login form](image)

9. After selecting **Submit**, the *Login* section of the screen re-loads and displays a message indicating that your password has been reset.

10. Check the e-mail address associated with your MyEmma account. This should be your USC e-mail account. You should receive, within a short period of time, an e-mail similar to the following.

![Password reset confirmation email](image)
11. Select the hyperlink that is included in the e-mail. Your default web browser will display the *Change your password* screen.

12. In the *Username* field, enter your MyEmma username (see step 2). In the *Set a new password* field, enter the new password you want to use. Enter the password you want to use again, in the *Verify your new password* field.

13. After entering the username and new password, select the **Submit** button.

You are now ready to use MyEmma!

**System Requirements**

- The most current version of Internet Explorer®, Mozilla® Firefox®, or Safari®.
CHAPTER 2: USING MYEMMA

After your MyEmma account has been created, you are ready to begin using the service. If you do not already have a MyEmma account, see Getting Started with MyEmma for assistance. If you are ready to use MyEmma, follow the steps below.

1. Navigate to MyEmma.com. After logging into MyEmma.com, the dashboard displays.
2. Select **Search for an account**, located at the top of the screen. The account(s) to which you have access are displayed in a drop-down menu. Select the name of the account you want to access. In this example, **USC College Technology Services** is used.

![Image of EMMA dashboard](image)

The dashboard reloads and displays new options.

3. From this page, you can perform the following actions:

   - **Audience**: Use the **Audience** section to define a new group for a mass mailing
   - **Campaigns**: Create/edit a **campaign**
   - **Response**: View the delivery rate and survey **responses** of your mailings

Select the appropriate section to complete your task.
Mailings, such as newsletters, are called *Campaigns* within MyEmma. This topic discusses the steps to take to create a new mailing or survey.

1. Select *Campaigns*, located at the top of the screen. The page reloads and displays new information.
2. Next, select the Create a new mailing or Create a new survey button, located on the right side of the screen. For this example, a new mailing will be created.

3. Select the USC branded template that has been created for your department. The template that has been created for your department meets the university's branding standards and guidelines. Do not create your own template.
4. The new mailing displays and is ready to be modified to meet your needs.

Continue on to learn how to edit the individual sections of the department template. To learn how to insert additional regions, see the corresponding topic.
CREATING A NEW CAMPAIGN

Using the Default Template

A template has been created for use that meets all of the university's branding and standards. This makes creating a mailing in MyEmma that much easier. Below is information on how to edit the template to include your own content. If the existing template does not meet your needs as it currently exists, see the topic on adding additional sections to the newsletter.

Complete the following steps to begin modifying the template.

1. The top section of the template contains the header text and image. These top section has been designed to meet the university's branding standards and guidelines and is not editable. The other two sections, numbered in the image below, can be edited to suit your needs.

2. Directly underneath the header image and text is the Date field. You have the option of entering the mailing date or, if your publication is monthly or quarterly, entering a volume/edition date. By default, this field displays Fall 2013 as the date. Place your cursor in this field. A yellow outline appears around this section to indicate it is active.
3. Remove the default text and then enter the text that you want to appear in this field. Note that an editing bar is displayed above the header. The editing bar provides the ability to format the text in this field. You can bold, italicize, or underline the text; adjust the left/right/center alignment of the text; view the current font and style being used or select a different font and style; change the font color; create a link; or run spell-check.

4. After you have finished entering text, place your cursor outside the Date field to make the field inactive.

5. Next, place your cursor in the introduction text area, as shown below.

6. Just as you did with the Date field, you can now edit the text in these fields using the same tools as above (see Step 3). When you are finished adding content to this area, place your cursor outside the field.
CREATING A NEW CAMPAIGN

7. The template contains four sections for "feature" stories that are accompanied by picture. You can add text content to these sections in the same manner as the previous sections. To add your own image, select the placeholder image with your mouse. The Insert an image screen displays.
8. Select the **Choose another image** button, located at the top of the screen.

9. The *Upload an image from your computer* section displays. From this screen, you can upload an image, select an image that you previously uploaded from the Library, select an image from your Facebook or Flickr account, or use a stock image. For this example, a new file will be uploaded. Select the **Choose File** button.

10. A *Browse* screen displays. Locate the image you want to use and select the image. **NOTE:** Images should be 151 x 120 pixels. This is the optimum size for the template.

11. The image uploads to MyEmma. A status message is displayed while the upload completes.
12. When the upload has finished, the image displays, as shown below.

13. If you want this image to be a hyperlink to a location, select the **Give this image a link** field and enter the URL to which you want to link.

14. If you would like to provide **Alternative text** for this image, enter the text in this field.

15. The settings show in the image above for the **Size** and **Padding** fields are the default settings. It is recommended that you do not adjust these settings.
CREATING A NEW CAMPAIGN

16. Select the Insert Image button, located at the bottom of the screen. The Insert an image screen closes and the newly inserted image displays.

17. At the bottom of the template are three editable columns. You can edit these columns just like the other sections of the template.

This completes the instructions on how to use the template. Proceed to the next section to learn how to further edit the template.

Modifying the Default Template
It is recommended that the default template be used as-is. However, modifications can be made to the template should the template not meet all of your needs. You can add additional sections to the template.

Located on the left side of the screen are options you can add to the mailing you are creating. For detailed information on the editing bars, see the corresponding topic.
1. Place your mouse over one of the options on the left side to view a description of each drag-and-drop option. You can add a right or left-aligned text field, an image, a divider, or an HTML coded section. You can also adjust the style of the text or the size of an image.

2. Select the individual sections of the mailing to edit the content. When a section is selected, several editing bars are available. The editing bars provide the ability to format text, insert a hyperlink, and insert HTML. For detailed information on the editing bars, see the corresponding topic.
3. When the placeholder for a picture is selected, the *Insert an Image* screen displays. From this screen you can browse your hard drive for the image you want to select, or select an online source from which to obtain an image.

4. You can also edit the title of your campaign, if necessary. Select the **Pencil** icon, next to the current name of your mailing.
5. The *Rename This Mailing* screen displays. Enter the name you want to use for this mailing.

![Renaming Mailing Screen](image)

6. After entering the name you want to use for this mailing, select the **Rename** button. The campaign/mailing is saved with the new name.

7. After you are finished editing your campaign, you have the ability to preview or save your mailing. Previewing your work is not required. In order to retain the modifications you made to the mailing, for future use or if there is an error during sending the campaign, select the **Save** button at the top of the screen.

![Save Options on Screen](image)

8. Select the **Save** option that best meets your needs. The general **Save** option is recommended for use.

Repeat these steps to create a new campaign.
Before you can send an e-mail campaign to your recipients, you must define an audience group within MyEmma. Defining an audience group allows you to designate recipients for a specific mailing, similar to an Address Book within e-mail clients. Each mailing you create can have a different audience group. You can also re-use an audience group for multiple mailings, once you have defined the audience group. Audience groups can be created manually by entering each recipients e-mail address, or by importing a spreadsheet of contacts.

Manually Defining an Audience Group

1. After launching a browser and logging into MyEmma.com, select the Audience option at the top of the screen. The Manager your people page displays.

2. Select the Create a new group button. The Create a group screen displays.
DEFINING AN AUDIENCE GROUP

3. Enter the name of the group you are creating. It is recommended that you use a name that easily identifies the individual recipients within the group.

If you are creating a group that will be used to test functionality within MyEmma.com, select the **Make this a test group?** checkbox.

4. Select the **Create group** button. The new group is created and displayed in the alphabetical group listing.
5. Now that you’ve created the Audience Group, you can add individual recipients to the group. Select the downward pointing arrow that is located at the end of the line item for your Audience Group. A pop-up menu displays.

6. From this menu, you can **Open this group** to add or edit the recipients within the groups; **Export this group** to export a spreadsheet of the group recipients; **Rename this group** to enter a different name for this Audience Group; or **Delete this group** to delete this Audience Group.

7. Select **Open this group**. The members screen for the group displays.
8. Select the **Add** button. The *Add a new member* screen displays.

9. Populate the fields on the screen. Only the **Preferred format** and **Email** fields are required. After entering the information for a contact, select the **Save** button to exit the contact entry page. If you want to save this contact and add another contact, select the **Save & add another**.

You have finished defining an Audience Group. Repeat these steps to add additional members to the group you created.
DEFINING AN AUDIENCE GROUP

Importing a Spreadsheet of Contacts

You can also import an Excel® spreadsheet of contacts from which to create a mailing list. You can import a list of up to 65,000 contacts from which you can create an Audience Group. Before importing a spreadsheet of contacts, review the file requirements to ensure that your spreadsheet is properly formatted.

1. From the Audience screen, select the **import** button, located on the top-right of the screen.

   ![Import button highlighted](image1)

   The **Imports** screen displays.

2. Select the **Create a new import** button, located on the right side of the screen.

   ![Create new import button highlighted](image2)

   The **Import new members** screen displays.
3. Read the information contained with the Step 1: Certify your list section. If your list meets the guidelines specified in Step 1, select the Yes, my list meets the permission standards checkbox. Then, select the Continue button.

The Step 2: Upload file screen displays.

4. Review the information contained within Step 2: Upload file section. If your spreadsheet meets the requirements specified for uploading (the file must be in a .xls, .xlsx, or .csv format), then select the Browse... button.

Locate the file that you want to upload. This file should be located on your workstation or in a shared folder. Double-click the file to select it for uploading. The file name is now displayed on the screen. Select the Continue button, located on the right side of the screen.
5. Next, MyEmma will prompt you to map the fields in your spreadsheet. "Mapping" the fields in your spreadsheet identifies the kind of information contained within each cell. For example, fields containing e-mail addresses would be labeled or "mapped" as e-mail address fields. If you do not know what labels to use or how to "map" the fields within your spreadsheet, you can select the Guess button, located in the center of the screen.

After mapping all of the fields, select the Continue button. A pop-up screen displays.

6. The pop-up screen provides the ability to add or add and update contacts. Select the corresponding button for the action that you want.

The Step 4: Choose your groups section displays.
7. From the available list, select the Audience Group to which you want to add the contacts. You can select one or more Audience Groups by selecting the checkbox that is adjacent to each line. Additionally, you can create a new Audience Group from this screen by scrolling to the bottom of the screen and selecting the corresponding option.

A summary of your import is displayed.
8. A summary section containing information about your import is displayed. Review the information to verify accuracy. If the information is correct, select the **Import** button.

![Import new members](image)

9. On the next screen, a message is displayed within a pink box. The message states: "Your import is currently in progress. This usually takes a minute or two - please refresh your browser to check on the progress. You may navigate away from this page and work elsewhere in your account." An example of that message is provided below.

![Warning message](image)

While the import is processing, a small clock icon (⏲️) appears next to the file name. When the import is finished process and is ready for you to use as an Audience Group, a small green checkmark icon (✔️) appears next to the file name. Wait until you see the green checkmark icon before you attempt to use this Audience Group. You may need to refresh the page in order to see the import's current status.

The importing process is now complete. You can now address and send your campaign. Repeat these steps as necessary.
Opting Out of Mailings

Recipients have the option of opting out of mailings you send. MyEmma places the opt-out information at the bottom of the e-mails sent from within MyEmma. Once a recipient opts-out of the mailing, they will no longer receive future mailings you send from within MyEmma. If they want to re-subscribe at a future point, they will need to contact support@myemma.com to be re-added.

| NOTE: | You cannot re-add a contact that has opted-out of your mailings. The contact must re-submit the subscription form OR contact MyEmma support. |
CHAPTER 5: SENDING A CAMPAIGN

After creating and customizing your campaign, you are ready to send the mailing to your audience. Follow these steps to send a campaign.

1. Open the campaign you want to send. The Campaign Editor displays.
2. Select the **Review & Send** button. The *Review your mailing* screen displays.

![Review your mailing screen](image)

3. The *Review your mailing* screen provides the ability to make a few, last minute adjustments to your mailing. Begin by selecting a **Mailing type** from the drop-down menu. It is recommended that you select **Normal**.
4. Next, choose your message recipients by selecting the shadow button located at the end of the **Choose recipients** field. A pop-up menu displays.

5. Select the audience(s) group to which you want to send this mailing. The name of the audience(s) selected are now displayed in the Choose recipients field.

6. Enter a subject line for your mailing in the corresponding field. The subject line should be informative and related to the mailing.

7. In the **Other Options** section, the **From Name** and **From Email** fields are not available for editing.

8. Select a **Format** for your message from the drop-down menu. It is strongly recommended that you select **Standard**, which is the default setting.

9. In the **Signup Form** field, select the name of the signup form you want to use with this mailing. For more information on creating a form, see the corresponding topic.

10. When you have finished making customizations on this page, select the **Send Now** button or **Schedule for later** link. The **Schedule for later** link provides the ability to schedule a date on which your mailing will be sent.

11. Your mailing has been sent.

You are now finished sending a campaign. Repeat these steps to send additional mailings.
MyEmma.com provides analytical and statistical information about your campaigns. By visiting the Response area of the MyEmma.com you can view various details about campaigns (bounce ratio, response numbers, etc.).

1. Log into MyEmma.com and select Responses from the top of the page. The Manage your responses page displays.
2. The *Manage my responses* page displays. From this page you can view analytic data on your campaign responses. You can also view individual mailing information, such as the number of undeliverable messages. Select an individual mailing line item on this page to display more data. An example is shown below.

Repeat these steps as is necessary.
MyEmma provides the ability to create sign up forms that you can embed in your website. Website visitors can sign up to receive your MyEmma newsletters and other mailings. Follow the instructions provided below to create a sign up form.

1. Log into MyEmma and select **Audience** at the top of the screen. The **Audience** screen displays.
2. Scroll down the screen to the *Your signup forms* section. Select the **Create a new signup** button, located on the right side of the screen. The *Edit Your Signup Form* screen displays.
3. This screen displays all the options available to you for the creation of your signup form. First, enter a name for the signup form in the *Signup name* field. Enter a name that identifies this form well, in the event that you need to edit the form at a later time.

4. Next, select a notification setting. From the drop-down menu, select when you would like to be informed of new signups. You may select *Never*, *Everytime someone joins*, *Every day*, or *Every week*.

5. The center of the screen provides the ability to edit different aspects of your signup form or related processes. Select a tab to edit the corresponding section of your signup form or related processes. You can select *Signup*, *Thank you*, *Confirm it*, *Track it*, and *Manage preferences email*. For more information on working with the different tabs, view the corresponding section in this topic.
6. The lower portion of the screen displays the editing area, which you can use to customize your form.
7. At the top of the editing area, you can select **Your Image Here** to insert a header image of your choosing. The *Signup Image* screen displays.
8. Select the **Upload a new image** button at the top of the screen. The **Signup Image** screen changes to display a **Browse...** button.
9. Locate the image you want to upload. The file uploads and displays a preview of the image.
10. The name of the image is displayed in the corresponding field. If you want to use alternative text, in the event the image doesn’t load, enter that text into the Add Alternative Text field. Next, select the save button. The Edit your signup form page reloads and displays the image you uploaded.

![Image of a signup form with fields and instructions]

11. To edit the header text that appears directly under the header image, place your cursor in the header text box that is surrounded by a broken, grey line.

![Image of the header text box with sample text]

12. Enter the text you want to appear at the top of the signup form. You can use the editing tools, located on the right side of the screen, to format the header text.

![Image of a form with a placeholder text]

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13. Next, edit the form fields, if necessary. You can re-order the form fields by changing the number in the order field. You can re-name the fields, as needed, by placing your cursor in one of the display name fields and entering new text. You can require a form field by selecting the corresponding checkbox. You can also hide a form field, if you do not want individuals signing up to receive your newsletter to be able to edit the field.
14. After editing the form fields, you must select the audience group to which you want new subscribers to be added upon subscription. Select the **add or remove groups** button on the right side of the form fields. The **Add your audience groups** screen displays.
15. Select the **Add** checkbox next to the audience group to which you want to automatically add new subscribers. If you want to provide subscribers the ability to select their own audience group, select the corresponding **Display** checkbox(es) adjacent to the audience group(s) you want to provide for selection.

16. After you have finished editing the form, select the **Save** button, located on the right side of the screen.
17. The last step in creating your form is to publish the form. Select the Publish this signup form button, located on the right side of the screen. The Link to your signup screen information displays.

18. You can choose to link to the form, embed it in a website, insert the form as a JavaScript object, use a Signup ID, or create the form as a pop-up screen on a website. Copy and paste the corresponding code, as is appropriate.

Your form has been created. Repeat these steps to create additional forms.
Creating a Thank You Page

If you would like to create a Thank You page that will be displayed after a new subscription is entered, MyEmma.com provides the ability to create that page.

1. Open the form you have created and select the **Thank you** tab, as shown below.
2. Place your cursor in the text box that is surrounded by a broken, grey line. Remove the existing text and enter the text you want to be displayed on the Thank You page. You can format the text using the editing tools, located on the right side of the screen.

3. Select the **Save** button, located on the right side of the screen. The Thank You page is saved and the page reloads.

Your Thank You page has been created. Repeat these steps to create or edit a Thank You page.
Customizing the Confirmation E-Mail

After a new subscription is created, a confirmation e-mail is sent to the subscriber. You can customize this e-mail to suit your needs.

1. Open the form you have previously created and select the **Confirm it** tab at the top of the screen.

2. You can edit the subject line of the e-mail, as well as the body of the message. Place your cursor in the corresponding field to edit the text.

3. When you are finished editing the e-mail, select the **Save** button, located on the right side of the screen.

Your confirmation e-mail content has been created. Repeat these steps to edit additional confirmation e-mails.
Using Google Analytics With Forms

MyEmma.com provides the ability to use Google Analytics with forms, so that you can track analytic information for your newsletters.

1. Open the form with which you want to use Google Analytics and then select the Track it tab.

2. Enter your Google Analytics ID in the white field in the center of the screen.

3. Select the Save button located on the right side of the screen. The Google Analytics ID information is saved and the page reloads.

Your forms and mailings are now configured for use with Google Analytics. Repeat these steps to edit a Google Analytics ID.
Customizing the Manage Preferences E-mail

After a subscriber edits their preferences, a confirmation e-mail is sent to the subscriber. You can customize this e-mail to suit your needs.

1. Open the form you have previously created and select the **Track it** tab at the top of the screen.

2. You can edit the subject line of the e-mail, as well as the body of the message. Place your cursor in the corresponding field to edit the text.

3. When you are finished editing the e-mail, select the Save button, located on the right side of the screen.

The manage preferences e-mail content has been created. Repeat these steps to edit additional confirmation e-mails.
There are many customization options available within MyEmma.com. Each content region contains editing bars to help you achieve the affects you desire. Follow the steps in this topic to use the editing bars.

**Insert a Content Region Editing Bar**

1. Log into MyEmma and open the campaign with which you are working. On the left side of the screen the *Insert a Content Region Editing Bar* is displayed.

The *Insert a Content Region Editing Bar* provides the ability to insert content regions into the mailing you are creating.
2. To insert a new region, select the content region you want to insert by holding down the left mouse button. Then, drag the new content region to the location within your mailing where you want to insert the region. Yellow arrows labeled DROP are displayed as you drag the new content region into your mailing.

3. Release the mouse button and the new content region is insert.

Your content region has been inserted. Repeat these steps to insert content regions into your campaign/mailing.
Using the Content Region Editing Bars

The content regions of campaigns in MyEmma.com contain two editing bars. When a content region of a campaign is selected, the editing bars display.

1. Log into MyEmma.com and open the campaign with which you are working. Select a content region so that the region is "active." The editing bars display.

2. The editing bar at the top of the screen is very similar to the editing bar in other programs, such as Microsoft Word. Use this editing bar to adjust the font, font size, use of bold, use of italics, or to insert an underline or hyperlink. Place your mouse over the options within the menu to view the pop-up text for each item, then choose the action you want to take.
3. When a region is active, a yellow outline appears around that section and a small menu bar appears above the section. From this menu bar you can make a copy of the region, move the region by clicking and dragging the section to a different location within the campaign, delete the region, or adjust settings and styles for the region by selecting **Options**.

4. After **Options** is selected, a pop-up menu displays. The pop-up menu contains two sets of editing features: **Settings** and **Styles**.

5. By default, **Settings** is the editing menu displayed. The **Settings** menu should appear similarly to the image below.

![Settings Menu](image)

Adjust the following options on the **Settings** menu, as is appropriate.

**Text**: To allow text in this region, select the **On** option.

**Wrapping**: To wrap the text around a picture, select the **On** option.

**Images**: To allow images in this region, select the **On** option.

**Count**: To increase the number of image placeholders, select the + button.

**Smart sizing**: To allow auto-adjustment of the image size for the best display, select the **On** option.

**Captions**: To provide the ability to insert image captions, select the **On** option.

**Position**: Select the alignment for this region. You can choose **Left**, **Right**, or **Centered**.
6. Select the Styles button at the top of the screen to display the Styles menu options. The Styles menu should appear similarly to the image below.

Adjust the following options on the Styles menu, as is appropriate.

**Background**: Select this option to choose a background color for the region being edited.

**Margin**: Select this option to adjust the left-side margin for text.

**Padding**: Select this option to adjust the white space in this region.

**Border**: Select this option to adjust the border spacing around this region.

**Style**: Select this option to choose the type of border you want displayed around this region.

**Color**: Select this option to choose the color of the border for this region.
This menu displays a gear symbol at the bottom. Select the gear symbol to display value regions related to the Margin, Padding, and Border settings. You can enter exact values in place of using the slider adjustment options.

7. When you have finished making adjustments, select the **Save** button to save your changes.

Your content has been edited. Repeat these steps to make additional edits to your campaign.
Using the Columns, Backdrop, and Template Editing Bar

Located on the top left of the Campaign Editing screen is the *Columns, Backdrop and Template Editing Bar*. This editing bar provides the ability to insert columns, change the background color of the campaign, and adjust the template’s background color as well as the side borders of the campaign. These options should only be used if the default template does not fit your needs.

1. Log into MyEmma.com and open the campaign with which you are working. On the top left side of the screen the *Columns, Backdrop and Template Editing Bar* is displayed.

2. Select the menu item with which you want to work. A drop-down menu will appear for each item.
3. Select the option you want to change from the drop-down menu and make the appropriate adjustments.

4. Save the changes you make, when you are satisfied.

Your content regions have been redesigned using one of these options. Repeat these steps to use the *Columns, Backdrop and Template Editing Bar*. 
In order to correctly import a spreadsheet of contacts into MyEmma, you must format the spreadsheet according to the following specifications.

- The spreadsheet must be in one of the following formats: .xls, .xlsx, or .csv
- The spreadsheet must contain the following contact information: First name, last name, and e-mail address.
- Your spreadsheet may contain additional information fields. Ensure that all fields are mapped correctly in order for the import to upload successfully.

An example spreadsheet is shown below, to assist you in creating your own spreadsheet.
CONTACT DORNSIFE TECHNOLOGY SERVICES

Campus Office:
825 Bloom Walk, ACB 530
Los Angeles, CA 90089-1486

Technical Support: 213-740-2775
E-mail: ts@dornsife.usc.edu