Sending a newsletter to your Splunk user community

A Splunk newsletter is an effective way to reach a broader audience with news and highlights about activities in your Splunk environment. A newsletter offers several benefits:

- Inspires new ideas from your Splunk community
- Demonstrates the value of Splunk to management and other stakeholders
- Compliments a Splunk Community Portal to help keep your organization informed and provide outreach (for more information, see Splunk Community Portal)
- Records your Splunk accomplishments and activities

Audience

- Program manager
- Project manager

For more about these roles, see Setting Roles & Responsibilities.

Guidelines for implementing a Splunk newsletter

Here are some guidelines for putting together a successful Splunk newsletter.

Newsletter audience

Think about ways to inform and engage your entire user base. The content should be relevant to all Splunk roles. The newsletter should encourage everyone from basic users to management to participate in the Splunk community.

Frequency

Think about how often you would like to send out the Splunk newsletter, for example, once a month. If your community is particularly active, you can release more often.

Suggested content

- Splunk use case highlights insights gained using Splunk
- Calendar of events, such as workshops, trainings, or maintenance updates
- Announcements and important links
- Platform and user stats that indicate system health or other key metrics related to your Splunk goals

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• Splunk tips and tricks

Management and production

• Embed statistics from Splunk reports and dashboards
• Cover events you want to bring to users’ attention
• Budget time in your project schedule to draft content for the newsletter in advance of the planned publication date

Formatting and layout

There is no prescribed layout for a Splunk newsletter. Create a design that works best for your organization. Here are some newsletter layout tips:

• Include a banner that identifies it as your Splunk newsletter with the following elements:
  ◦ Time span of your newsletter (for example, "September 2018" for a monthly format, or "September 21, 2018" for a weekly format published on Fridays)
  ◦ Key contacts for your Splunk team
• Identify the most important information you want your users to see, and make sure it’s visible without having to scroll down
• Make sure that any action required of your users is clearly highlighted at the top
• Include images
  ◦ Images, such as visualizations from Splunk, are worth 1,000 words
  ◦ Pictures of people engage everyone in the content and the team's success