# Adding Graphics to Your Email Signature in Microsoft Office 365 Outlook A Step-by-Step Guide

You can add Connecting Kids to Coverage National Campaign images to your email signature and help spread the word about year-round enrollment in Medicaid and the Children Health Insurance Program (CHIP).

Please note, graphics provided have been sized specifically for email signatures. While the below images are in support of the Campaign's "Flu Season" initiative, there are a variety of **graphics** available on InsureKidsNow.gov that can be used.

## Sample Images for Email Signature:





### Sample Copy for Email Signature: (English)

The best way to prevent flu is with the vaccine.

Let families know that Medicaid and CHIP cover flu shots: **https://bit.ly/35zNqA4**

### Sample Copy for Email Signature: (Spanish)

La mejor forma de prevenir la influenza es con la vacuna.

Informe a las familias que Medicaid y CHIP cubren las vacunas contra la influenza: **https://bit.ly/2XCahqt**

Customize this language to best suit your organization or messaging needs. The shortened link above goes to the Campaign's resource page.

## Create a Shortened Hyperlink

**Step 1:** Visit **https://bitly.com**

**Step 2:** Copy and paste the link you want to use into the "Shorten Your Link" text box
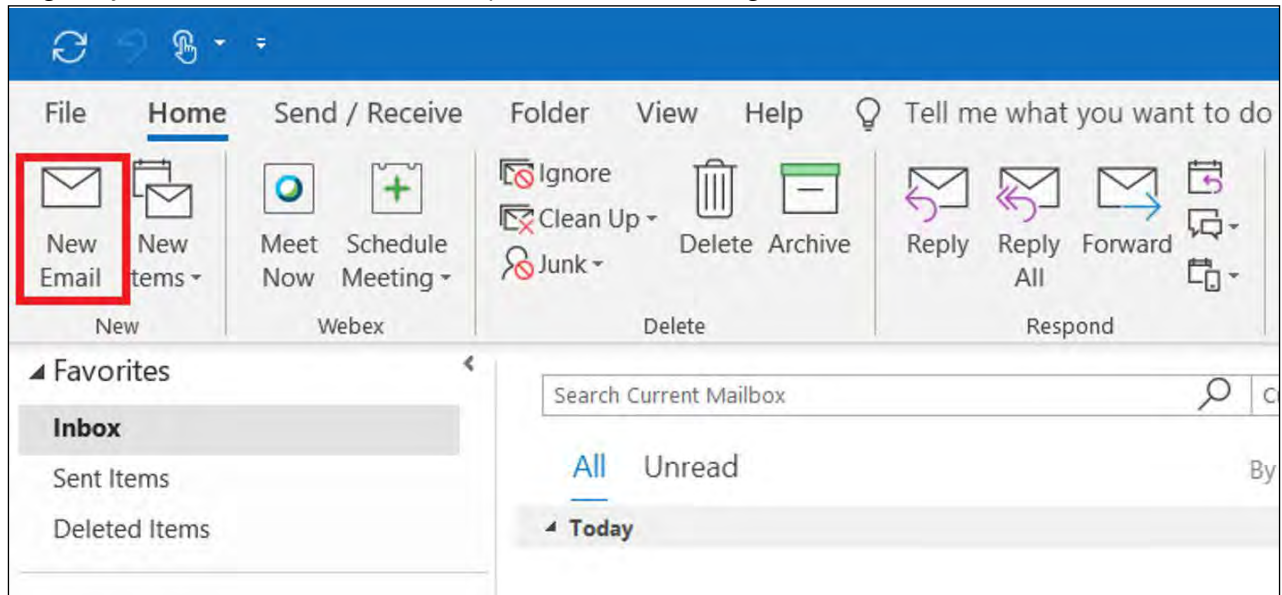
**Step 3:** Select "Shorten"; this will produce a custom, shortened link
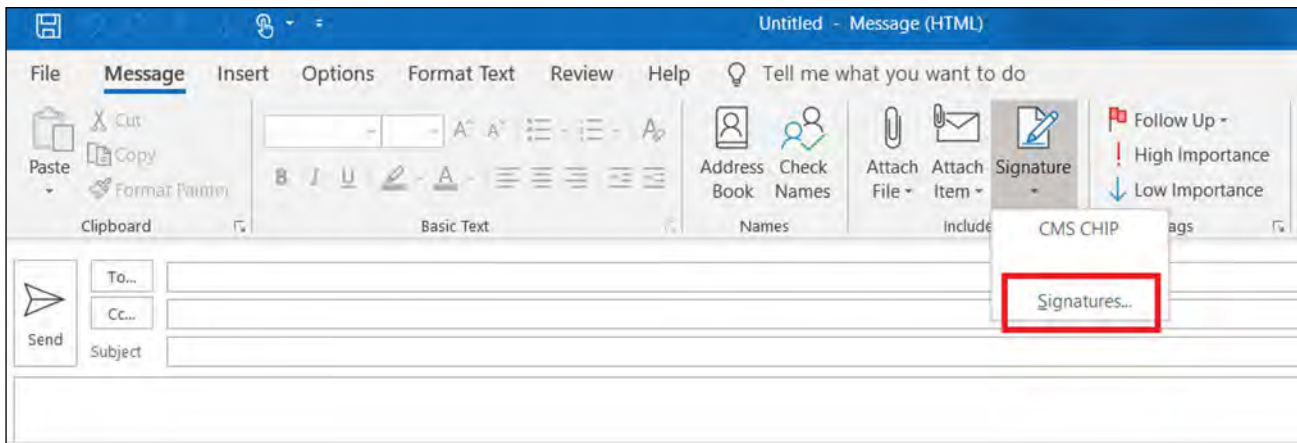
InsureKidsNow.gov

## Add an Image to your Email Signature
The pages that follow outline the steps to add an image and copy to your email signature in Microsoft Office 365 Outlook.
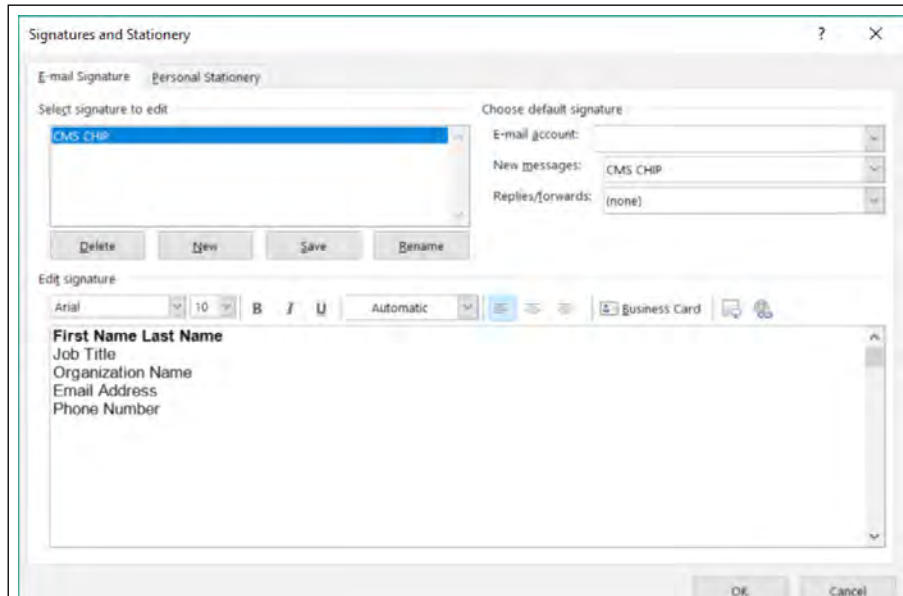
**Step 1:** Log into your Outlook email account and open a new email message.



**Step 2:** On the message menu, select "Signature", then click on "Signatures…"

**Step 3:** A "Signatures and Stationery" box will appear. Under the "Select signature to edit" box, choose which signature you want to feature the image. If creating a new signature, select "New" and name the signature.



**Step 4:** Select the Image icon, locate the image file, and select "Insert."
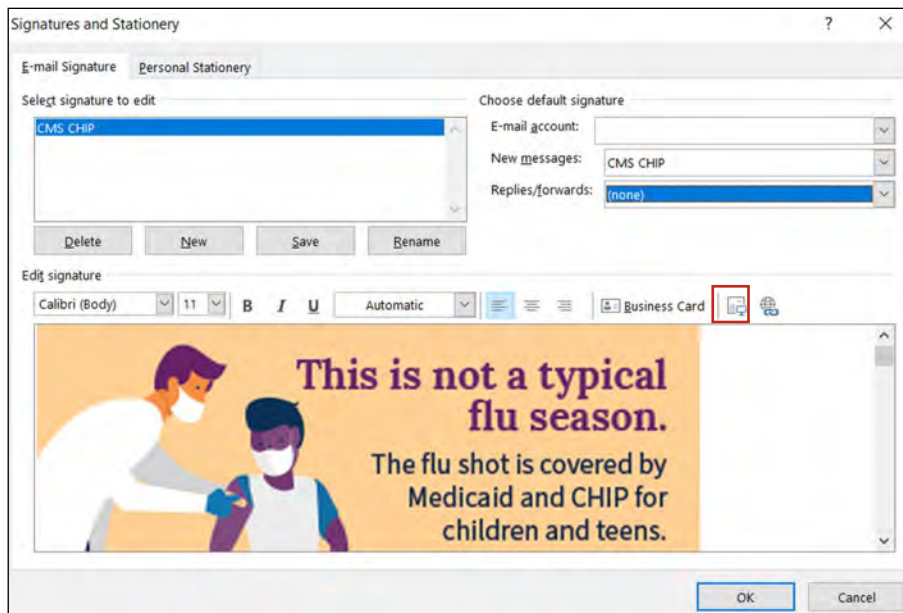
**Step 5:** To resize your image, right-click the image, then choose "Picture." Select the "Size" tab and use the options to resize your image. To keep the image proportions, make sure to keep the "Lock aspect ratio" box checked. Select "OK" when finished. The image should be between 300 to 600 pixels in width, or between four to eight inches at 72 dpi.
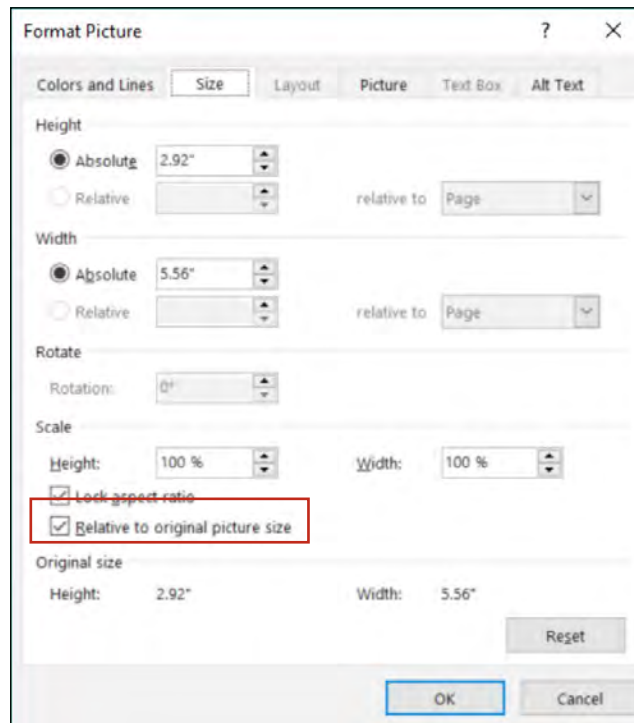


**Step 6:** Add the suggested copy under the inserted image. Select "OK" to save the changes to your signature.
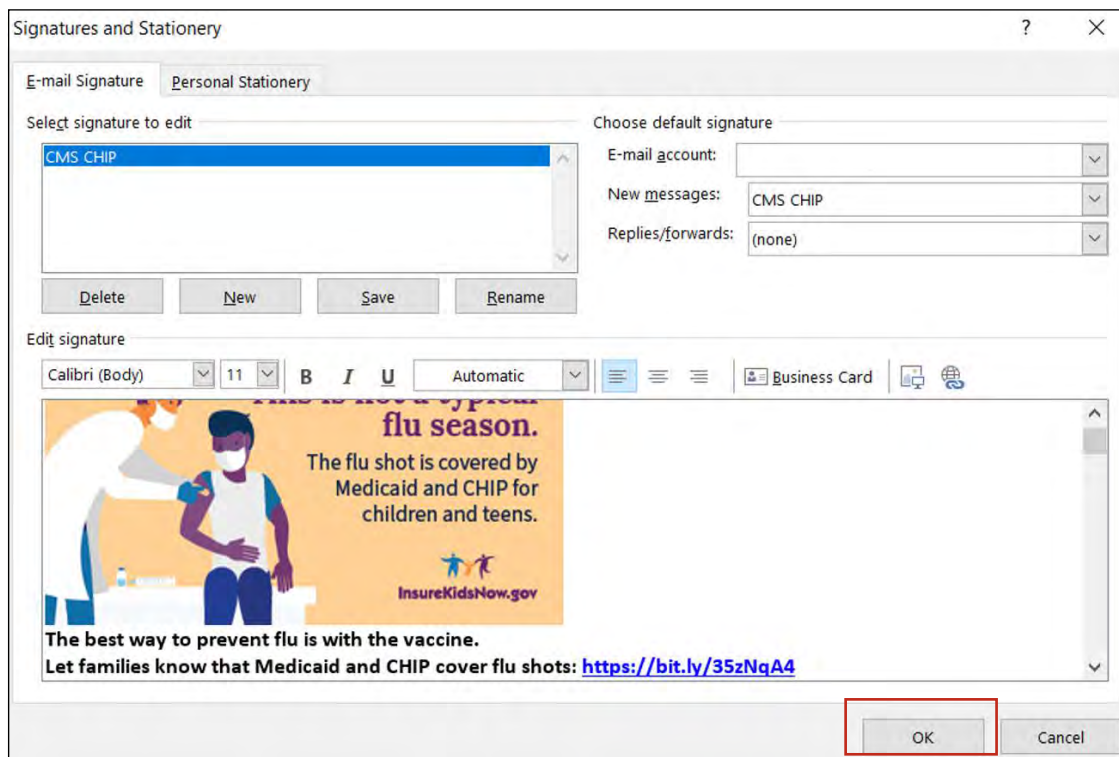
**Step 7:** On the message menu, select "Signature" again and reselect the signature where you added the image and suggested copy. The body of your email will update and reflect your new signature with featured image.