Unite Education Program v6.5
Job Aid: 5653

Add an Image to an Email Message

In Unite, you can create rich email designs by inserting images that are in the Unite Image Gallery or by linking to images that are published online. The steps for adding an image to an email message differ depending on whether you want to add an image element or insert an inline image in a text element.

To add an image element to an email message

1. Open a browser and log on to Unite.

2. On the main menu, click JOURNEYS.

3. On the navigation pane, click **Marketing emails**.

4. Click [+ **New**] to create a new email or select an existing email from the list.

5. Verify you are on the *Design* tab.

6. Identify the layout section and column where you want to add the image element.

Note

    You may need to add a section to the email message if one does not already exist.

7. In the *Toolbox* panel, verify you are on the *Elements* tab.

8. Click [Image] .

9. On the design canvas, click ⊕ to insert the image.

Note

You can also drag and drop [Image] to the design canvas.

10. In the *Edit image* properties panel, click **Choose an image**, and then select the way you want to source the image file.

Note

If you want to select an existing image from the Unite Image Gallery, select **Browse library**. If you want to select and upload an image to the Unite Image Gallery, select **Upload to library**. If you want to link to an image that is published online, select **Insert from URL**.

11. Follow the prompts to add the image.

12. In the **Alt text** text box, enter a short phrase that describes the image for audiences who may use a screen reader.

Note

Alt text is an accessibility attribute read aloud by screen readers to describe images for those who have visual impairments.

Note

If the image does not need accessibility text, you may select the **This image doesn't need alt text** check box to bypass a description being read by screen readers.

13. In the *Edit image* properties panel, specify additional settings for the image element as needed.

Note

You can add a hyperlink to the image, as well as specify size, alignment, style, and spacing settings.

14. Click [💾 Save] .

15. Click [←] to close the email record.

To insert an image within a text element

1. Open a browser and log on to Unite.

2. On the main menu, click JOURNEYS.

3. On the navigation pane, click **Marketing emails**.

4. Open or add the email record to which you want to add an image.

Note

   If you open an existing email record, ensure the record is in draft status before making edits.

5. Place your cursor in the text element where you want to insert the image.

6. On the text-editing toolbar, click ▪▪▪ .

Note

   Once you place your cursor in the text element, the text-editing toolbar is available for you to use.

7. Click 🖼 .

8. In the **Source** text box, click 🔍 .

Note

   Alternately, you can paste the image URL.

9. Click the image file you want to insert.

Note

   If the image is not in the Unite Image Gallery, click **Upload** and follow the prompts to add the image file.

10. Click **Select** .

11. On the *Image* window, specify additional settings for the image as needed.

12. Click **OK** .

> | **Note** |
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>
> If the inline image does not look the way you want, right-click the image and click **Image Properties** to adjust.

13. Click **🖫 Save** .

14. Click **←** to close the email record.

Related resources

- 5744 – Open an Email Record

- 5506 – About Email Records

- 5686 – Add an Image to the Unite Image Gallery