How to upload and edit images
To upload an image, navigate to **Design Studio** from the powerball drop down. Note that the Marketo icon is not clickable in the email editor. You must be in **Marketing Activities** to switch over.
You will see several options in design studio for your workspace – to upload an image, you will use ‘Images and Files’
You can add an image in 3 ways:
1. directly to ‘images and files’,
2. to an existing folder,
3. to a new folder you create.
(to create a new folder, just right click and name a new folder)
In this exercise, we will upload direct to images and files. The steps are the same for all 3 options. **First**, click on the place you want to send your image for uploading. You will see names of other files in that area pop up to the right.

<table>
<thead>
<tr>
<th>File Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>250 Logo.gif</td>
<td></td>
</tr>
<tr>
<td>250 logo_2.tif</td>
<td></td>
</tr>
<tr>
<td>Block Logo, Alumnae-Womens-Prof-Network.jpg</td>
<td></td>
</tr>
<tr>
<td>Block Logo, Alumni-and-Friends-of-Applied-Statistics.jpg</td>
<td></td>
</tr>
<tr>
<td>Block Logo, Alumni-NYC-Area-Legal.jpg</td>
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<tr>
<td>Block Logo, Bloustein-AA.jpg</td>
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<tr>
<td>Block Logo, Chem-and-Biochem-Friends-and-alsms.jpg</td>
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<tr>
<td>Block Logo, Cook-Alumni.jpg</td>
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<tr>
<td>Block Logo, Dance_Marathon.jpg</td>
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<tr>
<td>Block Logo, Delta-Phi-Epsilon.jpg</td>
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<tr>
<td>Block Logo, Eagleton-Politics-Alumni.jpg</td>
<td></td>
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</tbody>
</table>
Right click on the orange bar and select ‘upload image or file’, or choose that option from the gray toolbar to the right.
Select the folder you wish to upload your image to from the drop down. Then browse your computer to select the file you wish to upload. *(You can select more than 1 file to upload at a time.)* When you are done, click ‘upload.’
When your file has uploaded, you will get a status. If your file is **skipped**, there is likely another file with the same name already uploaded. Either rename your file, or select ‘**overwrite existing files**’ and try again. When you are done, click ‘finish’.
How to insert an image

Assumption – image already lives in design studio and you are back in the email editor
Click on the image icon in the editor
Next, click on the file folder icon
The folder icon will bring you to your image library. The RUAA has already uploaded a number of graphics for your use, in addition to any you upload in design studio. The folder names here match what is in your design studio.
Note that you can type into the **Find**… field to easily search for a graphic.
Once you find your graphic, click on it to select it, then click **insert**.
The graphic will appear in your email.

Edit Section

Section Name: content
Segmentation: None

HTML

Text

Default 24px Double Space

Add newsletter, event, or other related text in this space. Be sure to include contact information and/or calls to action where applicable.

Stay Connected - update the images with links to your own social media sites. If you do not use one of these channels, simply delete the icon.
Is your graphic surrounded by text and you need to add padding? Do you need to resize your graphic? If so, click on the **graphic**, and then on the **image** icon.
To make your graphic bigger or smaller, adjust the dimensions by entering one number into the below. The second number will automatically size to scale. Then click ‘apply.’

*Please note: this will **not** solve for sizing photos that are too small to be a bigger size. Please ensure final images do not appear pixelated.*
To add padding around your graphic, first click on the ‘advanced’ tab.
Next, add a standard 5 pixels of buffer space into the vertical and horizontal boxes. Depending on your email layout, you may only need to select one of these. When done, click ‘**apply**.’
Your image preferences will update. Make sure to hit ‘save’ when you are finished editing to save all of your changes.
You are set with images!
Marketo Reminders

- **Never** edit the smart list or email asset in a template. **Always clone first.**
- Name your programs using the `Workspace_YYYY_MM_DD_Freeform_Entry` format.
- Always start the program name with the acronym used in your program templates.
- Reach out to your Volunteer Engagement staff partner with questions or issues.
- Visit [ralumni.com/market](ralumni.com/market)o for a downloadable copy of this training, as well as other step by step and troubleshooting guides.