LET'S USE HYPERLINKS INSTEAD OF ATTACHMENTS
here's how/why?

by Lizelle Gilliland

Attachments are old-world-think! They can create more problems for you than being of assistance. Become a hyper-link fan and make it easier on yourself and for those you wish to engage with or provide more information to.

How hyper-link savvy are you?

A **hyperlink in your text means that the reader** can immediately access some important additional data by clicking, tapping, or hovering. A **hyperlink** can point to a whole document or to a specific element within a document. Hypertext is text with **hyperlinks.**

How do you do a hyperlink?

Create a hyperlink to a location on the web (discuss this with IT if necessary)

1. Select the text or picture that you want to display as a hyperlink.
2. On the Insert tab, click Hyperlink. You can also right-click the text or picture and click Hyperlink on the shortcut menu.
3. In the Insert Hyperlink box, type or paste your link in the Address box.

Would you like to know the benefits?

I am sharing my top reasons for including hyperlinks in content.

1. Credibility

Think of it as a modern version of a footnote! Whenever you're naming a source, citing a reference, or referring to another publication, a hyperlink lets you do it in the body of your content.

It takes you out of the `they say' mode and lets you explicitly show you've done your homework.
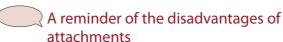
2. Usability

If you want something done, do it yourself, right? Apply that to hyperlinks. It's so much easier for the reader to verify your reference material, find related content or answer a call to action when you've given them something to click on.
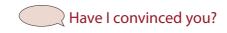
3. Assists the Call to Action

When you add a hyperlink into your `call to action' mix, the chances of action improve. Hyperlinking to your contact page, your subscription form or a website nudges those prospects along the path of conversion.

When you next email, SMS or WhatsApp - and you have a lot of information to provide - remember your message will be more powerful if it's brief and punchy and leave the

A reminder of the disadvantages of attachments

1. Attachments can raise flags - By both spam filters and recipients, attachments may be viewed suspiciously.
2. Attachments have file size limits - While we would still encourage keeping file sizes small, if you do need to send a larger file, attachments have file size limits. For files larger than 10MB using a link should be a rule.
3. Attachments can use up a lot of storage -Sending out hundreds of emails with a large attachment can chew up a lot of space. For some email accounts, sent emails will bounce if the storage is full preventing your message from getting through.
4. You can't track who opens attachments - By sending attachments you're unable to know whether your file was viewed.
5. It ttakes time to upload and download files or other attachments.
6. Large files cannot be sent by free email service.
7. Additional software is required to open specific file format.
8. Sometimes attachments and files sent by email contains virus which may affect your computer.
9. Files may not be uploaded or downloaded properly from email if internet speed is slow.

Have I convinced you?

Lizelle Gilliland is Executive Personal Assistant to CEO and Head of Legal & Industry Affairs.

Her tenure of 24 years in the Industry has contributed to her extensive knowledge of business and operational procedures.

She is a member of PAFSA's Academy of Excellence.

Lizelle has reached both semi-finalist and Finalist status in PAFSA's PA of the Year Award.

She believes that:
To have success and fulfilment you need purpose and passion!