

# NHSmail Applications Guide (Mailchimp)

November 2018  
Version 1

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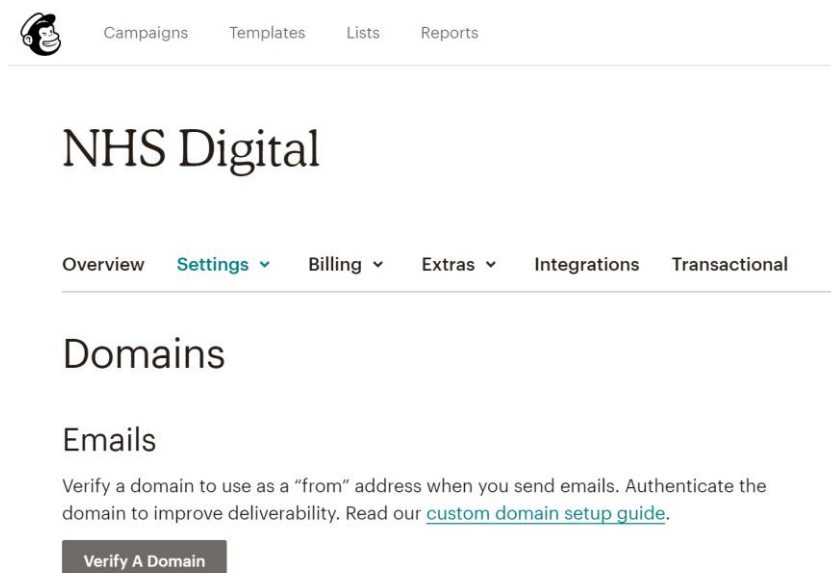
## Introduction

This document provides guidance around configuring Mailchimp to use an email address, other than NHSmail, to send out communications. Using an NHSmail account to send out communications with Mailchimp is not permitted. Should an organisation choose to do this it will result in emails being ‘spoofed’. Further information is available in the [Spoofing controls guide](#). Longer term, these emails will be deleted by the NHSmail service and not received by NHSmail recipients.

A full user guide on the Mailchimp product can be found on their [website](#).

## Verifying a domain to act as a different ‘From’ address

Within ‘Settings – Domains’ in Mailchimp, you can add ‘from’ addresses which will show the address that the Mailchimp communication appears to come from.

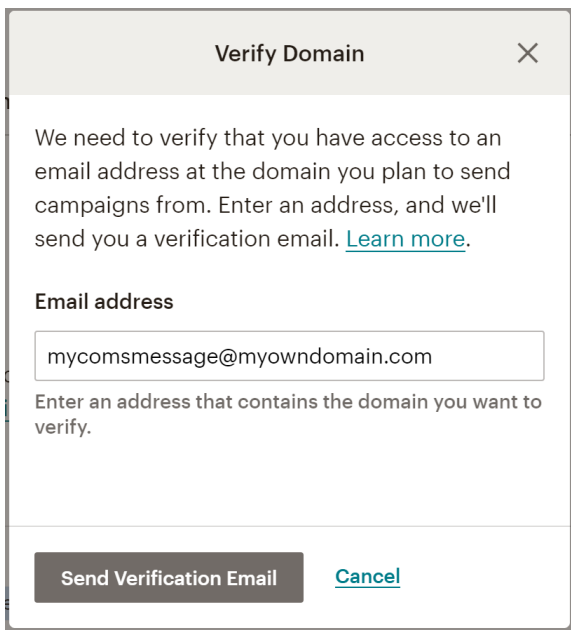


### You should not add the @nhs.net domain as a ‘from’ address.

Although it will allow you to add the @nhs.net domain (click verify a domain, add in the NHSmail email address such as [feedback@nhs.net](#), an email is sent to [feedback@nhs.net](#) for you to validate) it will be one of the reasons your emails sent through Mailchimp are being detected as being spoofed.

Validating your own NHSmail account within Mailchimp does not prevent Mailchimp spoofing emails.

Where you have a business need to specify a ‘from’ address (other than the Mailchimp address) you should use any domain **other than** @nhs.net. This can be an O365 domain or any other domain you own.



The image shows a 'Verify Domain' dialog box with a close button (X) in the top right corner. The main text reads: 'We need to verify that you have access to an email address at the domain you plan to send campaigns from. Enter an address, and we'll send you a verification email. [Learn more.](#)' Below this is a section titled 'Email address' with a text input field containing 'mycomsmesssage@myowndomain.com'. A note below the input field says: 'Enter an address that contains the domain you want to verify.' At the bottom of the dialog are two buttons: 'Send Verification Email' and 'Cancel'.

Once you have added your 'from' address it will display as shown below

**Note:** The 'from' address will show the name of your domain – in the example below it shows as 'nhs.net'.

## Domains

### Emails

Verify a domain to use as a "from" address when you send emails. Authenticate the domain to improve deliverability. Read our [custom domain setup guide](#).



The image shows a snippet of an email list. At the top left is a button labeled 'Verify A Domain'. Below it, the email address 'nhs.net' is displayed. To the right of the address is a blue pill-shaped badge with the word 'Verified' in white. Further right is a button labeled 'Authenticate' with a downward-pointing chevron icon.

At this point you can start to use Mailchimp using your own 'from' address and based on your own email domain. You will also have the option to 'Authenticate' and doing so will increase a successful delivery rate of your emails.

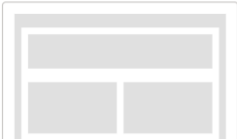
## Sending a campaign

If you have not added your domain to act as the 'from' address, prior to sending a campaign, then you will still need to do this within the 'campaigns' page.

### My "All" User Coms Message

[Edit name](#)

|  |                                |
|--|--------------------------------|
| <input checked="" type="checkbox"/> To<br><i>Who are you sending this campaign to?</i>           | <a href="#">Add Recipients</a> |
| <input checked="" type="checkbox"/> From<br><i>Who is sending this campaign?</i>                 | <a href="#">Add From</a>       |
| <input checked="" type="checkbox"/> Subject<br><i>What's the subject line for this campaign?</i> | <a href="#">Add Subject</a>    |
| <input checked="" type="checkbox"/> Content<br><i>Design the content for your email.</i>         | <a href="#">Design Email</a>   |



By clicking 'Add from' the below screen will appear.

From  
Who is sending this campaign?

|  |  |
|--|--|
| <b>Name</b> <span style="float: right;">92 characters</span>                               | <b>Email address</b>                                 |
| <input type="text" value="The Boss"/>  | <input type="text" value="Thebigboss@mydomain.com"/> |
| <small>Use something subscribers will instantly recognize, like your company name.</small> |  |
| <a href="#">Verify Domain</a>  |  |

[Save](#) [Cancel](#)

You should add the 'Name' of the 'from' address and also the 'Email address' and then 'Verify Domain'. Mailchimp is checking that this is a real account. Only add in here **a non@nhs.net domain** otherwise this will be classed as spoofing.