

# Template Formats

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## Email

The following template formats are available for the Email publisher:

- **Plain Text:** Used if "Receive email in HTML format" is unticked in the recipient's User Preferences.
- **HTML:** Used if "Receive email in HTML format" is ticked in the recipient's User Preferences. Ensure that you use simple HTML tags and attributes that work across all email clients.

## HipChat

The following template formats are available for the HipChat publisher:

- **Text:** Used if "Message Format" is set to "Text" in the recipient's User Preferences or if it is set to "Default" and the "HTML message format by default" option is unticked for the publisher.
- **HTML:** Used if "Message Format" is set to "HTML" in the recipient's User Preferences or it is set to "Default" and the "HTML message format by default" option is ticked for the publisher. Used if "HTML message format" is selected for the publisher of subscription. The allowed HTML tags are: a, b, i, strong, em, br, img, pre, code, lists, tables
- **Card:** This is a rich message format specified as JSON. Used if "Send as card" is ticked for the publisher. An alternate text or HTML format will also be sent, depending on the message format options, for use with HipChat clients which do not support Cards.

Refer to [Messages \[HipChat\]](#) for more details on these formats.

## Mattermost

The following template formats are available for the Mattermost publisher:

- **Markdown:** Used if "Include attachments" is unticked for the publisher. Mattermost markdown can include most standard markdown formatting codes and more. See [Formatting Text \[Mattermost\]](#) for details.
- **Attachments:** Used if "Include attachments" is ticked for the publisher. This allows you to attachment rich content specified as JSON to your message. See [Message Attachments \[Mattermost\]](#) for details. Note that, if a "Text" property is added to the root of the Attachments JSON, it will be extracted and sent as the message text.

## Private Message

The private message publisher only supports a **Text** template format.

## Slack

The following template formats are available for the Slack publisher:

- **Text:** Used if "Include attachments" is unticked for the publisher. Slack text can include some basic formatting codes. See [Message Formatting \[Slack\]](#) for details.
- **Attachments:** Used if "Include attachments" is ticked for the publisher. This allows you to attachment rich content specified as JSON to your message. See [Attaching Content \[Slack\]](#) for details. Note that, if a "Text" property is added to the root of the Attachments JSON, it will be extracted and sent as the message text.

You can test your Slack template message formatting using the [Message Builder \[Slack\]](#).

## Stride

The following template formats are available for the Stride publisher:

- **Text:** Plain unformatted text.
- **Markdown:** Text with formatting expressed in the Markdown language. See [Sending messages as Markdown \[Stride\]](#) for supported Markdown tags.
- **Panel:** Rich content specified as JSON using [Atlassian Document Format \[Stride\]](#) (ADF). This template defaults to the [panel \[Stride\]](#) node type.
- **Card:** Rich content specified as JSON using ADF. This template defaults to the [applicationCard \[Stride\]](#) node type.

Refer to [Formatting Messages \[Stride\]](#) for more details on these formats. Use the [ADF Builder \[Stride\]](#) to test your Stride template formatting.

The template that is used is based on the "Message Format" selection in the recipient's User Preferences or, if it is set to "Default", the "Default Message Format" selected for the publisher.

## Teams

The following template formats are available for the Teams publisher:

- **Text:** Formatted text with can include Markdown or HTML tags or a mixture of both. See [Formatting \[Teams\]](#) for supported formatting of text here and in card properties.
- **MessageCard:** Rich content specified as JSON using the [Message Card format \[Teams\]](#). Note that this is a legacy format and may be replaced by a new Adaptive Card format in the future when the Web API is fully supported. At which point, we will release an update to include the new format.

The template that is used is based on the "Message Format" selected for the publisher.

## XMPP

The XMPP message publisher only supports a **Text** template format.