STRATEGIES TO SUCCEED WHEN MESSAGING STUDENTS
DON’T KNOW WHERE TO START?
THINK ABOUT STRATEGY.
SOLUTIONS

• Send announcements to mix@mail.wvu.edu (Include title, announcement written to students, date, time, place and how long you would like the announcement to run.)

• The Colleges send weekly updates and newsletters that we will eventually send through Argos that are not sent in MIX. Check with the College Communicator to see if you can include a blurb with your information about your event, deadline, or announcement.

• Emergency announcements-Call me. 304-276-1906 (cell)

• Send a very short announcement for the Digital signs to mix@mail.wvu.edu. Limited to 60 characters for the title and 230 characters in the message. We will post your short message in the MIX area.

• We can send emails to all students through all-active which is a group in MIX Gmail but we try to limit those to VIP emails.
MORE WAYS TO MARKET

• Update your website with a call to action.
• Have the designer in your college or department do a graphic for the InfoStations. Read more about how to do that at: [http://infostations.wvu.edu](http://infostations.wvu.edu)  See more examples at: [http://universityrelations.wvu.edu/digital-services/information-stations/sample-pages](http://universityrelations.wvu.edu/digital-services/information-stations/sample-pages)
• Add your event to the calendar at [http://cal.wvu.edu](http://cal.wvu.edu).
• Use social media-Twitter, Instagram, Facebook, and YouTube to reinforce your message.
ANNOUNCEMENTS IN CURRENT MIX

Announcements in Current Mix

Personal Announcements

- Please help us and complete the survey to name the new financial education program
- Volunteer for Make A Difference Day of Service Oct. 24
- Take the WVP& All Night survey
- Flu Shots on Nov. 3
- Attention all Comedians, Singers and Poets:
  - Coming soon: Schedule Builder is the fastest, easiest way to get the schedule you want
  - PRT code of conduct
- Notice of Proposed Rulemaking
- WVU Davis College Career Fair will be Wednesday (Oct. 21)
  - VIDEO: See how to use your mobile device for student ticketing
  - More...

Campus Announcements

- Healthy volunteers sought for paid clinical research
- Bubble Soccer Tournament
- Mountaineer Chili Fest 2015 - Sign up to participate and plan to attend
- New course Spring 2016: Data Literacy (STAT 203A)
- WVU professor to present "Design Connections in Italy" Oct. 20
- Attention Sophomores: Register for the Oct. 28 Faculty Dinner Series presentation
- WVU Bookstore sale: Get $5 off WVU Ugly Christmas Sweaters (Oct. 20-21)
- WVU Mountaineer Week Volunteer Opportunities available
- Bornen Scholarship and Fellowship Representative coming to campus
- Tobacco Users Needed for Research Study
  - More...

Social Media

WVU Social

Stay connected with West Virginia University and be part of our worldwide Mountaineer social network.

National TV spot captures Mountaineers' 'Go First' spirit

Mountaineers go first by fearlessly pursuing ideas, discoveries, victories and breakthroughs. It is a spirit of rugged determination that is in our blood ... in our sweat ... and in our nature. So, let's Go! Watch this year's national TV spot at https://youtu.be/CR99dMLwU3Q.

'Gee Mail' takes over Move-in Day.

In the first Gee Mail of the fall 2015 semester, President Gordon Gee — with a megaphone he dubbed his "Hail-Gee Phone" — led the pavement to surprise students and their loved ones unloading and unpacking at Braxton and Lincoln halls. Watch the video at https://www.youtube.com/watch?v=7W3skajDgQg&feature=youtu.be

Gee Mail: Gee Continues to Reach out to WVU's Youth

WVU President Gordon Gee continued to share the story of the University on his summer
PROJECT 168 FOR CURRENT STUDENTS

http://students.wvu.edu
This is not live yet.
Email cathy.orndorff@mail.wvu.edu if you want the development server link.
TIPS FOR WRITING FOR STUDENTS

1. Let the title be the call to action
2. Use shorter sentences
3. Use bullets or numbers if there are steps
4. Make sure to include all the w’s (what, when, why and where)
5. Include contact info
WVU’S BRAND

- Use the brand site at http://brand.wvu.edu
- Think about voice and tense of your message
  Be inviting
- Use action oriented words of encouragement
WRAP UP

• Send announcements to mix@mail.wvu.edu
• Add to the calendar
• Remember digital signage
• Use social media
FOR MORE INFORMATION PLEASE CONTACT:

WVU University Relations – Digital
Cathy Orndorff 304-293-5305