

Ways to spread the word

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> See more examples at: <http://universityrelations.wvu.edu/digital-services/information-stations/sample-pages>
- Add your event to the calendar at <http://cal.wvu.edu>.
- Use social media-Twitter, Instagram, Facebook, and YouTube to reinforce your message.



ANNOUNCEMENTS IN CURRENT MIX



My Account
Content Layout
Portal Admin

Welcome Cathy Orndorff
You are currently logged in.

E-mail Groups Admin Logout Help

My MIX STAR Campus Life Student Orgs Opportunities Potomac State College WVU Today My Custom Tab

October 20, 2015

Key Links

- A-Z Index
- Search
- Administration
- Academic Colleges
- Athletics
- Bookstore-WVU
- Bookstore-PSC
- Calendar-Main
- Campus Building Directions
- Campus Directory
- Career Services
- Citations and Parking Permits
- Course Schedule
- Daily Athenaeum
- Dining Services
- Financial Aid
- Graduate Education and Life
- Health Services
- Housing-off campus
- Housing-on campus
- Jobs
- Libraries
- Mental Health-Carruth Center
- Mountain Line Transit
- Office of Student Conduct
- Police
- Safety
- Schedule of Courses
- Social Justice
- Student Health
- Student Life
- Student Legal Services
- Student Life
- Student Services
- Text Alert
- Transportation

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 WVU 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 293A)
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
Boren 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/COBdwK_uJQ.

'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 "Meh-Gee Phone"— hit 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=7Wz0RX6gcgE&feature=youtu.be>

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

WVU President Gordon Gee continued to share the story of the University on his summer

PRT Status



Station Details

Beechurst
Engineering
HSC
Towers
Walnut

Status updates reflect PRT service outages that are expected to last at least 30 minutes; outages shorter than 30 minutes are not reported. Data provided by the PRT Administration (304.293.5011).

Features

Student Football Ticketing

More info can be found at <http://studenttickets.wvu.edu>. Students will be able to use their smart phones to display their ticket at the gates this year. Watch this video for instructions: <https://youtu.be/2-EZ2hTCV8Q>. Let's Go Mountaineers!



Center for Service and Learning

Are you looking for a volunteer opportunity? Write to serveandlearn@mail.wvu.edu or check out the website at <http://service.wvu.edu>. Make the most of your time by giving of yourself. It is a great way to make new friends and make the world a better place.



Chronicles-Through the eyes of grads

Read about stories from the college years. The memories of West Virginia University can last forever.

Title IX-It's on us

Watch the video and take the pledge here.



Download the LiveSafe app to your phone

LiveSafe is a free mobile application for Apple and Android devices that empowers



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.



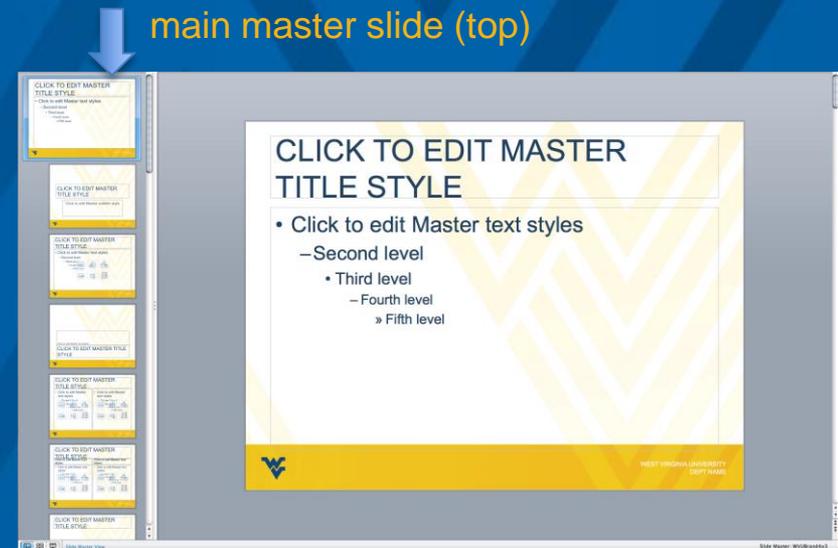
TIPS FOR WRITING FOR STUDENTS

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

