BC2 2015 Top Tips

Opening Keynote 1: Tapping the Power of Story and Narrative

Terrence McNally

1. Listening is essential. More than anything, human beings want to feel seen and heard.
2. The ultimate purpose of every communication is to inspire a specific individual to take a specific action.
3. Three elements of the best stories: (1) features at least one flesh-and-blood character, (2) something changes or a question gets answered, (3) includes scenes and dialogue.
4. A story usually has a beginning, middle, and end. A narrative usually has a past, present, and future. A narrative is still unfolding and ideally offers a role for the audience.
5. Learn to communicate in story packages — a compelling story + a memorable piece of data + a clear call to action.

Tips in the Storytelling Track

Bringing Warmth to Our Words

Amy Cranch

1. It's not about us or our needs as an institution. It's about our readers' desire to feel appreciated, included, useful, and informed. Change the focus from, "We did this. We did that. And by the way, thanks," to, "You matter because X. Without you, we can't do Y."
2. KISS — Keep it short and simple.
3. We tend to focus on titles, mission statements, and activities over people and achievements. What's more interesting? A buzzword or a human?
4. Tell meaningful stories that demonstrate impact. Utilize such tools as first-person accounts, quotes, a startling truth, or an imagined scene. Then show why it matters with a powerful statistic, a story about someone in or served by the program, or what might happen if your reader ISN'T involved.
5. Give a clear call to action.

Sparkle-ize It!

Audrey Crane

1. Know a napkin when you see one (and when you give one!).
2. Think in orders of design: 1st-order and 2nd-order are the things you're actually producing. 3rd-order and 4th-order are the context, the strategies and cultures that are really effective to influence.
3. Start with a baby step to take a collaborative, productive step backwards from a napkin (prototype) into ideation.
4. Remember, 4th-order design is a long game.

From the Medium to the Message
Jeremy Rue
1. Know your audience.
2. Know where your content will end up; which devices or apps it will be displayed.
3. Understand each media form — video, photo, audio, graphics, text — and how each communicates a different and complementary part of a larger story.
4. Don't get too lost in the glitz of new technologies. Rather, leverage their abilities to imbue your consumers with a story's essence.
5. Technology and the web is always changing, evolving. Develop iterative workflows for adaptation rather than static products. Most new ideas and products will need to be maintained and improved.

Tips in the Integrated Communications Track

Big Give Marketing and Social Media: How Our Team Got It Done
Stefanie Kalem and Christina Sponselli
1. Open mind: start with a simple branding idea that creates a framework, and then trust your audience to express the brand in surprising, creative ways.
2. Experiment: if it's your first time trying something, be willing to fail, forgive yourself, and learn from your experience.
3. Leverage: use existing events and communications to help market your project.
4. Partners: identify the expertise you need and consider whether it is available on your team or on campus.
5. Communicate: develop clear and concise project updates for your colleagues and internal stakeholders.

Making Choices in an Era of Endless Marketing Tactics
Chris Van Nostrand
1. Doing some quick market research to determine if your idea has an audience in the first place? One of the biggest challenges is securing a sample, which Amazon has simplified through its mTurk platform. It's used for a variety of different tasks, one of which is survey responses.
2. Looking for some fast and cheap graphic design help to improve engagement with your audience? Elance.com is great for small, standalone projects like brochures and logos. It's an online community with access to thousands of professionals with different marketing skillsets.

People, Process and Platform: How to Think about Digital Analytics
Adam Singer
1. Analytics Help Center: https://support.google.com/analytics/?hl=en#topic=3544906
2. Official GA blog: analytics.blogspot.com
3. Dashboards / custom reports / advanced segments google.com/analytics/gallery/
4. Take our Online Courses (free, on-demand): analyticsacademy.withgoogle.com
5. Questions anytime:@AdamSinger / AdamSinger@google.com

Tips in the Social Media Track

An Introduction to Reddit: Tapping into the Front Page of the Internet
Michael Emerson Dirda

1. Explore first. Before considering how to use Reddit as a marketing vehicle, create a username and spend time on the site and various subreddits. Get to know the community and what users care about.
2. Provide something substantial. Reddit's upvoting/downvoting mechanism means that content that is interesting and new, arguments that are sound, and experiences that are unique will be rewarded.
3. Be transparent. The Reddit community is quick to judge those who it feels are being secretive or manipulative.
4. Know your audience. While Reddit's user base depends on which subsection of the site you're using, the community's largest demographic is 18-34 years old, male, and interested in computers and technology.
5. Think creatively! Communicators and marketers can tap Reddit in many different ways. How might a university use the subreddit r/100YearsAgo, which celebrates items of historical interest from a century ago? How might it use r/ChangeMyView, in which users post a deep-seated belief they have and ask the community to convince them otherwise? How might it use /r/NotTheOnion — true and ridiculous stories that sound like they're from the satirical newspaper *The Onion*?

Doing More with Less: Using Hootsuite to Grow Your Social Media Presence
Bethany Cordell

1. Know your audience. Before you take one more step in your social media planning, carve out some time to use Hootsuite analytics (in addition to the analytics offered by the native platforms themselves) to learn as much as you can about your social media fans. It's difficult to have a conversation with someone you know nothing about!
2. Turn your focus to what makes the biggest impact. Wouldn't it be great if we all had unlimited staff and money? Unfortunately, we don't, so we need to examine what makes the strongest impact with the smallest input. Utilize Hootsuite analytics to learn which posts on which platforms are reaching the most people. When is the best time to post? Should you share photos or manufactured graphics? Should you Tweet more than you share on Instagram?
3. Educate those above and around you.
4. No matter what your field is, it's always great to show tangible results. Use Hootsuite reporting to build easy-to-digest reports for your superiors and co-workers to showcase just how much impact being active on social media makes.
5. Utilize the scheduling features of Hootsuite to balance content. Going on a two-week vacation soon? Do you know that next month is going to be crazy busy for you? Take some time before you leave to schedule content on your platforms. Note: make sure someone in the office has access to your platforms in the case that you leave for a period of time- you never know when a current event might affect the meaning of a pre-scheduled post.
6. Follow the trends and pulse of your social community to stay 'hip' and relevant. Hootsuite offers several features that allow you to get a feel for your audience and what

they are currently interested in. Take advantage of these to build relevant and engaging content.

Build Your Brand + Networking: LinkedIn for Professional Growth
Dorothy Zhuomei
1. Define your LinkedIn profile goal: What is my professional goal? What audience do I want to interact with? What is the professional brand that I want to build?
2. Have a complete LinkedIn profile, ideally with dynamic components and reinforced by social proof (e.g. recommendations, endorsement)
3. Start with a large 1st degree network.
4. Research and connect before you need to ask for favors.
5. Actively engage on LinkedIn through participating in groups, sharing content, and publishing original posts to build your brand and expertise.

Tips in the Web Design and Development Track

Choosing a CMS and Unifying the Berkeley Web Presence
Yuki Kimura, Melani King, Kathleen Lu, and Patrick McMahon
1. Web Content Management. Determine early on who will be the owners of content areas, who can/should have editing rights, and if training is required. How the different tools enable content workflows (approvals/revisions), as well as change management.
2. Plan for 80%. Aiming to have all of the bells and whistles in place at launch puts a lot of pressure on your team, and project schedule. Launch sooner, and integrate the "nice to have" features after the rollout. Sell this to the stakeholder.
3. Don't forget the redirects. URL redirects planning and setup can be time consuming and are sometimes not planned for. Be sure to identify a team member who can analyze and build a list of redirects for pages, sections, and documents. Some hosts, like WPEngine, will setup redirects on your behalf, but they still need to know what redirects to what.
4. Build your e-newsletter dynamically. Think about how your CMS can be used to dynamically construct your html newsletters, or how tools like Mailchimp can use RSS feeds of your news posts to schedule and send newsletters automatically.
5. Google your content. In particular, pay attention to PDF and Docs that are available on your site. Be sure to have your content editors change the Title / Author / Subject / Keywords to return meaningful and descriptive titles in your search result headings.
6. Know what you're building.
7. Understand your resources and options
   o Branding: http://brand.berkeley.edu
   o Open Berkeley: http://open.berkeley.edu
   o Security: https://security.berkeley.edu
   o Accessibility: http://webaccess.berkeley.edu/
   o Pantheon Hosting: https://content.berkeley.edu/hosting/drupal/pantheon
   o Berkeley Drupal Users Group: https://groups.drupal.org/berkeley
8. Don't underestimate the time and effort required to build and manage a website
9. Branding, Security, Accessibility, and Maintenance: Make sure to address these issues on site launch and ongoing.
10. Get stakeholder buy-in.

Making Web Content Accessible to Everyone
Caroline Boyden, Anna Gazdowicz, and Lucy Greco

1. Give your links unique and descriptive names.
2. Use headings correctly to organize the structure of your content.
3. Include proper alt text for images, and provide captioning for videos.
4. Choose a content management system that supports accessibility.
5. Work with your web development team to test your website often for accessibility.

UX Design and Knowing Your User
Bernadette Geuy

1. Think hard about how you can maximize the **IMPACT** of what you are delivering — your **What.** What does success look like? Do you need to measure before and after to validate this?
2. Gain **EMPATHY** by connecting with your target end-users. Do user research, survey, interview, create a persona, journey map, and don't design from just your vantage point. Ask what your end-users are doing, thinking, and feeling along their journey. This is your **Who** and **Why.**
3. Be creative in your **EXPRESSION**, your **How**, and the ways you reach your target audience, and to maximize your impact. This could be through a creative visual design, social media campaign, and engaging but sparing copy and images.