Participant Notes: Sarah Fullerton & Soomin
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Panel: Evolution of Email Anatomy
Rita Rosenthal, Communications & Outreach Manager, Office of the Chief Information Officer
Jen Bellenger, Change and Engagement Lead — bConnected, IST
Chris Doane, Security Analyst, Information Security and Policy
Lucy Greco, Accessibility Evangelist, Web Access, IST-API
Bernie Rossi, Operations Manager, bConnected, IST-API
Matthew Skinner, Change Management and Communications Specialist, Strategic Cross-Divisional Initiatives

Learn the best practices for sending successful email campaigns on campus and help shape an email reference guide we are building for the brand website.

Matthew Skinner: Marketing & Communications Email Best Practices

- Header: "Be Honest"
  - Be upfront - write subject lines that stand out
  - Be exciting - utilize the preheader
  - Present a value proposition - what's in it for me?
- Body: "Be Clear"
  - Be direct - don't bury the lede, but don't say it all at once either
  - Be concise - avoid text-heavy layouts
  - Present a call to action - what should I do?
- Footer: "Be Kind"
  - Be helpful
  - Be gracious
  - Present an opportunity for engagement

Bernie Rossi: What's that smell? Avoid being phishy

- Some guidelines to avoid being labeled as spam:
  - No buzzwords commonly used in spam (e.g. login, urgent, click here, winner, act now)
  - No tiny URLs - they obfuscate the actual link
  - No URL which is an authentication page -- instead, send a link to a landing page (e.g., https://bconnected.berkeley.edu/) and then explain where to go
  - Be careful of putting uppercase words in subject line
  - Don't put large amount of addresses in the To or BCC. Create a mailing list for this purpose
  - Don't use excessive punctuation
  - Don't spoof the "From" address (where message looks like it's coming from one address when it's really coming from another)

Chris Doane: Outgoing Email Security Tips:

- Email isn’t a secure form of communication
    - Could be intercepted in transit
    - Or the email recipient could forward the message to others without authorization
- Never include sensitive information as content or attachments within email
    - If you need to share sensitive information:
        - Write the data to a file (e.g., Google Drive)
        - Upload the file to the appropriate file-sharing service
        - Share file link via email (limit file access permissions)
- Approved file-sharing services for sensitive data
    - Box and Google Drive (bDrive) approved for sensitive PL1 data (e.g., student FERPA data)
    - For PL2 data (e.g., social security numbers), CalShare (SharePoint) is the only campus approved file-sharing service

Lucy Greco: UC Accessibility Policy

- Webaccess.berkeley.edu
- Top 5 tips for making your website, email campaign, etc. accessible
    - Give your links unique and descriptive names
        - Properly describe where the link will go.
        - The most unique content of the link should be presented first
        - No “click here” links. “Click here” links are ineffective for screen reader users, and overall will make all site visitors have to work harder to interpret your content
    - Use headings correctly to organize the structure of your content
    - Use images properly and provide captioning for videos
        - Add alt text to images for screen readers
        - Don’t display content using ONLY an image
        - With video content, add closed captioning for the hearing impaired
    - Choose a content management system that supports accessibility
    - Work with your web development team often to test your website for accessibility
        - Test test test
- Event accessibility
    - Ex: “Please email ___ if you need accomodations/questions” - be friendly and include text on accessibility
        - Give people a way to contact you if they need help/ask questions. Make sure they know you have a channel for accomodations
    - **Mailchimp: Alt**

Jen Bellenger

- Campus supported email platforms
    - Official campus communications: CalMessages
    - Listserv communications: bConnected lists
    - Marketing & e-newsletters: no campuswide platform
- Additional resources for communicators

    - Mail Merge Add-On for Gmail
        - Yet Another Mail merge - available for entire campus
    - Bulk editing tool for Google Groups
        - Contact bconnected@berkeley.edu if you manage large Google Groups and need bulk edit ability
    - CalGroups sync to Google Groups
        - This feature allows you to set your CalGroups group to automatically populate as a bConnected List

Additional Tips/Q&A:

- Put social media links at the bottom; have lede at top
- YouTube auto captioning for videos - start with it, but don't end with it
- Accessibility for livestream videos?
    - Equipment required, but agencies have it for extra cost
    - Berkeley AB also experimenting with live captioning
- Should you caption images in livestream videos?
    - Train speakers to talk about image description (charts, data) = no need for captioning for visuals

Panel: Search Engine Optimization
Debra Goldentyer, Director of Social Media Strategy & Web Services, Berkeley Haas
Scott Rief, Director of Online Marketing and Technology, Berkeley Haas

How to maximize your website to be found by search engines. If the search engines can't find you, your users won't find you. Debra and Scott will give you a variety of tips on how to maximize the chances that your site will land on the first page of the search engine results. Learn fun terms like SEO, SERP, HTTPS, DevTools, and "search spiders."

- Make it easy for people to read things
- Keep it simple; use your user's words
    - Commence -- start
    - Assistant -- help
    - Utilize -- use
    - Residence halls -- dorms
    - Evening & weekend MBA -- part-time MBA
- Listicles pull you down the page
- What is technical SEO?
    - How well the search engine spiders can crawl your website and index your content
- HTTP→ HTTPS (site architecture)
- URL best practices (hyphens)
    - According to Google:

        - Consider using punctuation in your URLs
        - The URL www.sdfsdfsd.com/green-dress is better than www.sldfksdlf.com/greendress
- Mobile First Indexing
    - A change in ow sites are crawled
    - The mobile version will be considered the primary version of your site
    - If mobile/desktop versions are equivalent = no issues
- Content behind tabs & drawers
    - Content hidden behind tabs is now ok because of usability benefits
    - Content must load with the page HTML, and not wait until someone clicks the tab
        - Ex: you want the content to be already loaded so when someone clicks, they don't have to wait
- Lighthouse for Chrome DevTools
    - Automated tool to check for:
        - Performance
        - Accessibility
        - Audit (etc.
            - It'll load the mobile version of your site as if it's on a 3G network
- Siteimprove: Site improvement tool
- Mobile: better to have berkeley.edu with a responsive site

Measurement for Growth
Louis Gray, Analytics Advocate, Google
@louisgray
World class marketers rely on a combination of data and emotion. Determining what data to measure and how to share that data, and optimize through the customer pipeline is critical. Capture the insights you want with the data your business needs.

Agenda
- What is Growth?
- Growth Strategies
- Measurement for Growth

What is Growth?
- Growth hacking: process of rapid experimentation across marketing channels and product development to identify the most efficient ways to grow a business
    - Growth hacking: marketing without a strategy
- Growth hackers: marketers, engineers, and product managers that specifically focus on building and engaging the user base of a business
- Product Market Fit
    - PMF: Being in a good market with a product that satisfies the market
    - As a consumer, how would you feel if the product didn't exist anymore?
    - Ex: Uber in China failed to competitor Didi
- Team Organization

    - Growth combines elements of many different roles, organizing these roles into a Growth team
      Analytics; Experimentation (testing); Product/Content Marketing (SEO); etc.

Growth Strategy

- Typical growth framework
    - Structure depends on the size of the company
    - Typically, startups will have 1 growth lead or small team, and as a company scales, each business area may have a growth team focused on a particular area
- The AAA Growth marketing framework
    - Acquisition + Activation + Adoption
- Centralized product growth team

Measurement for Growth

- North Star Metric
    - Single metric that best captures the core value that your product delivers to customers. Optimizing your efforts to grow this metric is key to driving sustainable growth across your full customer base
- Examples:
    - Facebook: daily active users
    - Airbnb: nights booked
    - Uber: weekly rides
    - YouTube: hours of videos watched
    - Google Analytics: monthly active users (MAUs)
        - Most busy day: Sunday
    - Google Optimize: monthly active experiments (MAEs)
    - Google Data Studio: monthly active users (MAUs)
        - The North Star Metric should comprise value from both the user and the company
        - What is the right North Star Metric?
- Key metrics by life-stage
    - Acquire:
        - Impression → Click
            - Acquisition strategies
                - Facebook, Twitter, Instagram
                - Blog content
                - Display advertising
                - Organic & SEO traffic
                - Referral & Affiliate traffic
                    - Find out where users are coming from; do you rely a lot on paid media; etc. -- find where revenue comes from
        - Multi-product acquisition campaign
            - Optimized paid media programs - Google Display Network
        - Capturing an acquisition
            - Campaign tagging

            - Page tracking
            - Event tracking
            - Form tracking
            - Cross-domain tracking & referral exclusions
            - Have the right data structures in place
        - Use event tracking for Form Field Interaction
            - onChange events to measure each form field interaction
            - Single page forms, multi-page signup or checkout flows, etc.
            - Can help pinpoint exact fields where conversion may drop or errors may occur
    - Activate
        - Network effects [LinkedIn, Facebook, Twitter, Slack]
            - Only effective when you can achieve network growth
            - Facebook: when you add 7 friends in 10 days, feed is more useful and product is more sticky
            - Experiment with messaging, signup flows, in-product messaging, etc. to encourage users to increase their network
        - Time to first interaction
            - Examples:
                - Uber: time to first ride
                - Deliveroo: time to first order
                - Ecommerce: time to first purchase
            - AdWords: signing up is important first step, but activation is creating and running the first campaign
            - Google Analytics: acquisition happens when a user signs up for an account. Activation happens when the user actually installs the tracking code and starts using the product. How can we make this time period shorter?
            - Activation programs - optimizing for “base value” realized
    - Adopt
        - Email Nurture Campaigns
            - Goal: encourage repeat usage, reduce customer churn, provide product value to users
            - Key metrics: open rates; click through rates; Return/re-engagement rates, etc.
        - Full Funnel Analysis
            - Understanding and acting on the full funnel of the user experience from first interaction to closed lead (and re-engagement) is a critical part of Growth Marketing
        - Retention & lifetime value
            - Measure user lifecycle:
                - LTV by user-ID; time to repeat purchase; frequency/recency of purchase; experiment with offers,

            - nurture campaigns, or push notifications to decrease time to repeat purchase, drive increased retention, and LTV
        - Targeting for Re-engagement
            - In-App or Push notification targeting
- The biggest difference between a growth minded organization and a more traditional product & marketing driven organization is the willingness to take risks
    - North star metrics; full funnel analysis; team organization; experimentation mindset;
    - Google mindset: it's better to launch quickly than wait until perfection

Communicating Inclusivity at Berkeley

Billy Curtis, Director, Gender Equity Resource Center, UC Berkeley
Ruth Gebreyesus, Freelance Writer and Producer
Sandra Messick, Communications Director, Division of Equity and Inclusion, UC Berkeley
Kafi Payne, Owner, Dogpatch Dance and Yoga

Words matter. The language we choose, the examples and expressions we use, the tone and style of our communications and the stories we choose to tell—all of these provide opportunities to convey inclusion to our audiences. As writers and editors, what actions can we take to ensure our communications are respectful, relevant, and inclusive of our diverse audiences? Our panel of experts will discuss ways to recognize aspects of our communications that may (even if inadvertently) exclude, marginalize, disenfranchise, or distance the audiences we are hoping to reach—and steps we can take to overcome our own biases and model inclusivity in our work.

- Say what you mean when being inclusive (be precise with your words)
- How can we be precise in our language to say that all are welcome, but "you" in particular are welcome. Target the audience you'd like, make it open to all, but be precise.
- Think about language and its meaning
- In terms of the right words, it's important to know your values first.
    - Know that sometimes you will get it wrong, and that is ok. Actually EXPECT that you will. Take your ego in to account to know when you've been wrong and acknowledge it in the write way.
- What are proper pronouns? How do we keep up with changing values.
- Know how to use "they" "Them" and use it.
- Ask them! What pronouns do you use? When you are writing - notify your reader I will be referring to them as.."
- Take time to re-read everything - this way you do not hurt with messaging. There is language that is changing with many communities and that matters.

- Podcast called windows and mirrors via equity and inclusion.
- Message of the panel: You will get t wrong and you likely at some point` will hurt people with your messaging - it is OK as long as you LEARN from your messaging and experience.
- Know your level of ignorance and work with it - it is a journey - you will never know everything/learn anything.
- Take the time to consider the perspective of communities the messaging will impact.
- Its ok to admit that you are learning in your messaging.
- A challenge: what if you shifted communications and targeted the 20% of your demographic instead of focusing on the 80% that you already target and program for.

Productivity Tools and Your Team
Kathryn Bader, Director of Social Media, Communications and Public Affairs
AJ Fox, Media Relations Manager, BAMPFA
Keith McAleer, Communications Director, Industrial Engineering & Operations Research
Stephanie Smith, Marketing Communications Manager, BAMPFA

Learn how you can incorporate productivity tools like Buffer, Google Data Studio, Slack and Trello to make your team's work more efficient and effective.

Top 5 Trello Tips
- What is Trello? - Better manage tasks
  - Create boards for projects
  - Add cards to each board to help you complete tasks
- (5) Use checklists, separate by person, and assign card to one person at a time
- (4) Use power-ups!
  - Can add plugins to the board for more functionality:
    - Calendar - easy to see when due dates are
    - Treeview - collapses cards for easy view
    - Card Aging - slowly fades the longer it's been since you've looked at card
- (3) Use labels to indicate priority of card
  - Keep it simple! Priorities will help your teammates know what is most important to work on
  - Low; Medium; High (green, yellow, red)
- (2) Use due dates (with care)
  - Due dates have the power to focus us on an upcoming deadline, but make sure that the deadline is warranted, as that work may come at the expense of other tasks which may be more important
- (1) Don't overload your boards

    - Recommend having different boards for different projects (ex: one for marketing; one for graphic design; one for events, etc.)

Slack

- Why use Slack?
    - Place for all communication with your team or group
    - Keeps communication organized and searchable
    - Connects with other tools [searchability]
    - Simple to use - once you get the hang of it
- Can have multiple profiles for different groups
- Set up your channels
    - Channels are where your members communicate around a particular theme/topic
    - Fill out purpose**
- Respond or react to things (i.e. emoticons)
- Search for things

Buffer

- Takes into account character count; formatting for different social media platforms; etc.
- In addition to scheduling, it provides basic analytics on how the posts performed
    - Not detailed analytics (there's a paid-for version)

Google Data Studio

- Currently in beta so free tool; linked with Google Analytics profile
- Turns raw data into reports and interactive dashboards that are more digestible and look very uniform to a wide variety of audiences
- Can create custom graphs, charts, etc. Very customizable so can add logo in, colors, etc.
- What and why
    - Data reporting and visualization software
    - Integrates with sources to transform data
    - Tell data stories to make decisions
- How to
    - Connect a data source (i.e. Google Sheets, Google Analytics)
    - Assign analytical functions to data fields
    - Set your layout
    - Use the tool bar
- Easy updates
    - Add new data to your source
    - Adjust the date range
- Share
    - PDF
    - Interactive link