



Impact Messaging: Get Your Message Out

Thank you for listening to the Impact Insights Webinar! As promised, we have compiled a list of resources available to you as an Impact Customer.

What are Messages?

With Impact, personalized messages can be placed on-demand, anywhere within your learning application. Messages can be filled with text, images, and rich content like videos or embedded iframes. There are three types of Impact messages to choose from:

Hint Messages

Hint messages are messages that are connected to a specific element on a page in your learning application.

A screenshot of a learning application interface. At the top, a breadcrumb trail reads "M-EasySoft Demo Student > Assignments". On the left is a vertical sidebar menu with items: "Spring 2018", "Home", "Assignments" (highlighted), "Discussions", "Grades", "People", "Syllabus", "Conferences", "Collaborations", "Chat", "Class Recordings", "Portfolio", "Purchase Course Materials", and "CONVERT". The main content area has a search bar labeled "Search for Assignment" and a "SHOW BY DATE" button. Below the search bar is a section titled "Undated Assignments" containing a single item: "EasySoft Demo Assignment". A dashed orange box highlights the "Assignments" section of the sidebar and the "Undated Assignments" section of the main content area. In the bottom right corner, a modal window titled "Review Your Unichack Scores" is displayed. The modal contains text: "Be sure to express your own ideas! Review your Unichack score on previous assignments to see where you can improve citations and clarify wording to maintain academic integrity. As part of the EasySoft community, we expect all students to uphold the Student Conduct Code." At the bottom of the modal are a toggle switch labeled "Don't show this again", a "Helpful?" button, and two circular icons.

When and how does a hint message get displayed?

Hint messages can be displayed:

- When the relevant page loads
- When the user clicks on the specific element (context)
- When the user hovers over the specific element (context)

Hint messages are displayed in relation to a specific element that can be customized by changing the *orientation* of the message (for example *on the left side of the element*).

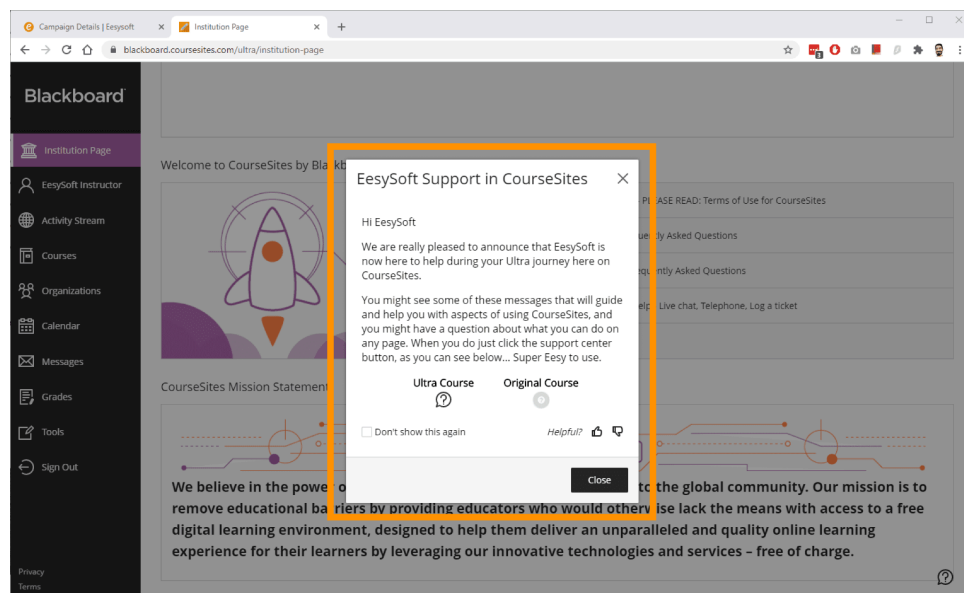
When should I use a hint message?

Hint messages are the perfect choice for contextual, proactive support and can be used to help guide a user through any task without interrupting their workflow. *For example, if you want to message users reviewing their work before pressing a submit button, you can attach a hint message directly to that button.*

Please note that hint messages can only be connected to element-level contexts

Pop-Up Messages

Pop-Up messages are presented in a central modal that lays on top of your learning application. Pop-up messages can only be connected to page-level contexts and not to a specific element.



When and how does a Pop-Up message get displayed?

Pop-up messages are immediately displayed when the targeted user lands on the relevant page (on page load).

When should I use a Pop-Up message?

Because Pop-Up messages take over the user's entire screen and force them to close the message before proceeding, they should be reserved for important communication. *For example, if you want to let users know that there is a significant error impacting the learning application, you can make sure that all users are notified about this error as soon as they log in.*

Please note that Pop-Up messages can only be connected to page-level contexts

Systray Messages

Systray messages are displayed in the bottom right corner of your learning environment.

The screenshot shows a dashboard titled "Dashboard" with a sidebar on the left containing various icons. The main content area is titled "Published Courses (4)" and displays four course cards: "Demo EasySoft DEMO_EasySoft", "Biology External Demo bed", "Bird Watching Bird_Watching", and "Espanol abre el mundo Spanish". On the right side, there are sections for "Coming Up" (Nothing for the next week), "Recent Feedback" (Nothing for now), and buttons for "Start a New Course" and "View Grades". A systray message is displayed in the bottom right corner, titled "Do you see all of your courses?". The message text reads: "On this page you see your starred courses. If you **DO NOT see one of your courses**, first check to see if you have starred '☆' the course under the 'all courses' tab on the right nav bar. If you cannot find your course under the 'all courses' page, **please reach out to your instructor** to make it available. Your lecturer is responsible for making your courses available." The message includes a checkbox for "Don't show this again", a "Helpful?" link, and thumbs up/down icons. An orange arrow points from the "Bird Watching" course card to the systray message.

When and how does a Systray message get displayed?

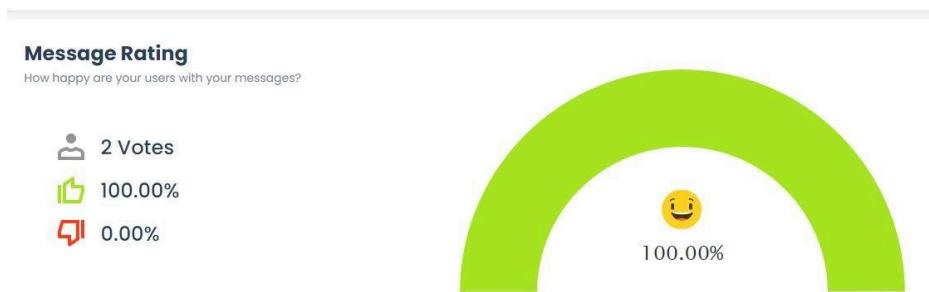
Systray messages are immediately displayed when the targeted user lands on the relevant page (on page load).

When should I use a Systray message?

Systray messages are shown in the bottom right corner of your learning application, which is the perfect place to present important but non-critical communication. *For example, if you want to show users a video that explains how to complete a task on a page, embedding that video makes the content easily accessible to the users.*

Please note that Systray messages can only be connected to page-level contexts

How to Make the Most of your Messages



- Be selective with messaging
- Consider message Styling
- Offer an opportunity for user feedback
- Create a repository for messages
- Ensure the message is actionable

To read more- Check out the full article

<https://insights.eesysoft.com/how-to-make-messages-more-effective>

What Does A Good Message Look Like?

The anatomy of a good message

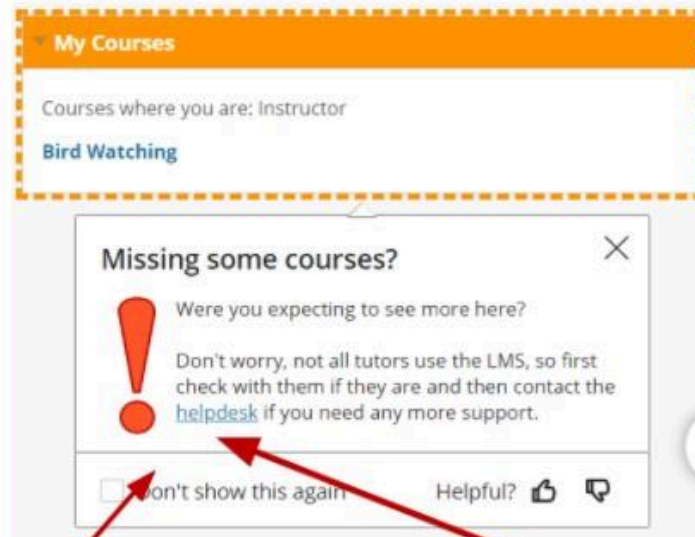
Think about the message type, and how many are on the page. Ideally you want no more than one per page or the user is likely to feel overwhelmed with messages and feel very negative about them all.

- A **popup** is related to a whole page, is the most intrusive and so should be used very sparingly but very effective for important information
- A **systray** message also relates to the page but is less intrusive than a popup and is very effective as a page guide
- A **hint** gives context as it can be attached to something on the page and can also work with a 'hover over' to show the message, so can be very flexible

Images – can make a message much more attractive to the eye which can improve the engagement of the user, however, use them carefully and don't let them take up too much space or they will be counterproductive.

Think about the audience and write the message to fit the user.

Keep it brief – long messages disengage the user and take up too much space on the screen, both of which can often lead to annoyance and a failure for the message to be read.



Include inline links as part of the message to give the user the information they need without having to go elsewhere.

Frequently Asked Questions

Check out the following articles for more information

[How do I create a message from the Impact dashboard?](#)

[How do I customize the design of my messages?](#)

[What message insights are available?](#)

[Where can I find all my messages?](#)

[How do I add a message to an existing campaign?](#)

[How do I edit multiple messages at the same time?](#)

[How do I link from one message to another message?](#)

[How do I personalize messages or support articles?](#)

[How do I embed media or an Iframe into a message or support article?](#)

[How do I change which element or page the message is displayed on?](#)

[How do I display a message to a specific group of users?](#)

[How do I view insights for a specific message?](#)

[How do I show a hint message only on hover?](#)

[How do I change the size of my message?](#)

[How do I enable or disable feedback on a message?](#)

[How do I enable predefined comment options for messages?](#)

[How do I enable anonymous feedback for messages?](#)

[How do I schedule message visibility?](#)

[What factors determine message visibility?](#)

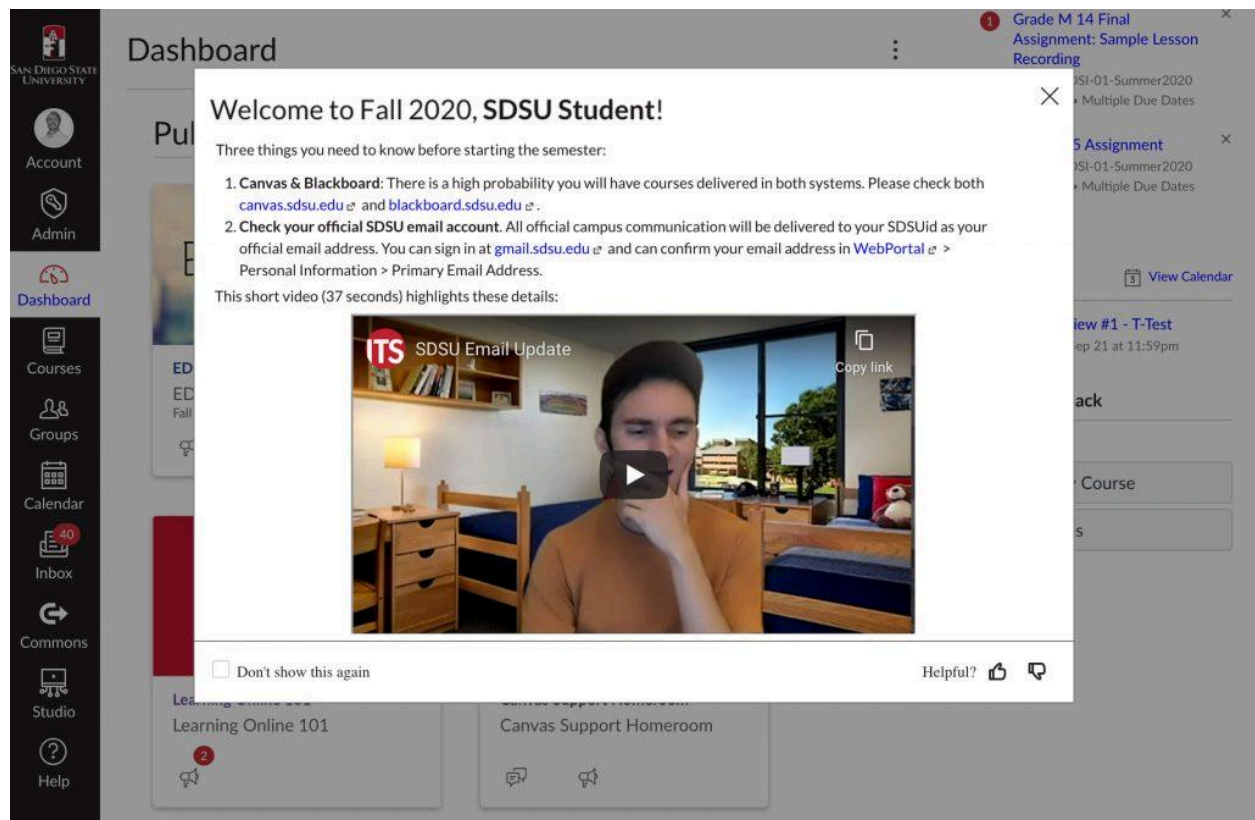
[How do I add metadata to a message?](#)

How are other customers using Impact Messages?

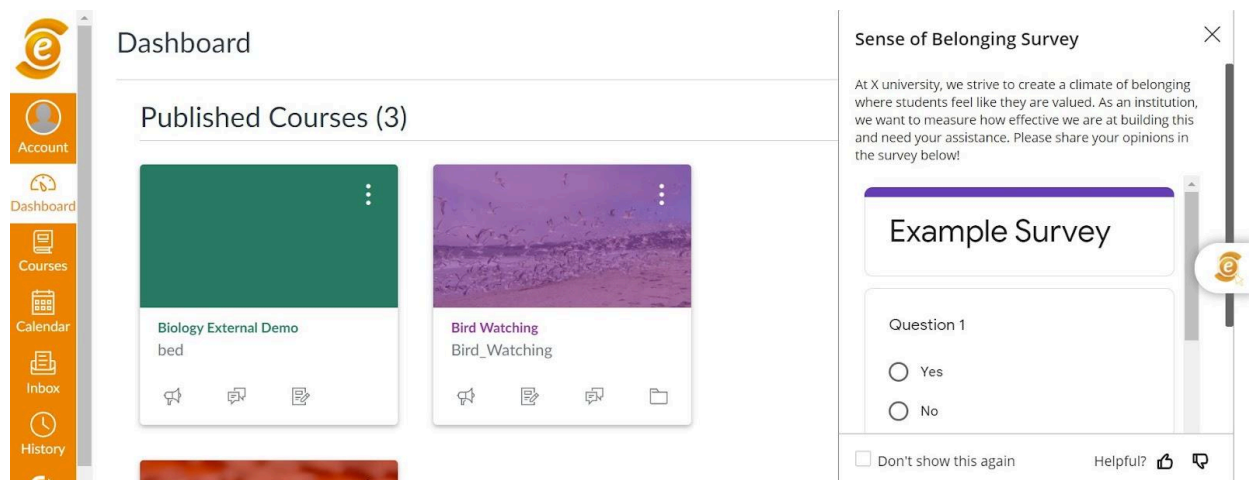
You can use a GIF in your messages! Check out what Mercy College did to draw attention to evaluations in their Blackboard Environment.

Did you know that you can track student engagement and progress right within Blackboard?

Scroll down to Evaluation under Course Management.



San Diego State University did an exceptional job of keeping students informed when it came to pandemic messaging. They used a video to introduce new policies to students. Videos are also a great way to communicate with our K-12 learners that might not be ready to read a full message.



Many universities are embedding student surveys directly into their messages! Students don't need to look any further than their LMS to answer important questions.

Ready to use Impact Messages more effectively? Here are some questions to ask your team:

- What emails could be replaced with messaging?
- What times during the academic calendar are important reminders sent out? Could these be replaced or reinforced with Impact Messages?
- What departments do you often collaborate with who may be interested in Impact Messages?
- Which users are you interested in providing messaging to? (ex. Students, faculty, custom user groups)
- How many messages would you like to display at one time?

Any Additional Questions?



Do you have additional questions about how to take full advantage of the data provided by Impact Insights? Chat with your Customer Success Manager today!