

# Notes: Digital Marketers

Wednesday, June 8, 2022, 9 a.m.

[Recording](#) Passcode: xai3#u3.

## 1. Introductions

Everyone introduced themselves. This meeting is to help connect marketers across campus and share out information from UMC.

## 2. Problems, Suggestions, Requests, or Announcements

If you have any problems, suggestions, or requests, you can always email [webmaster@mtu.edu](mailto:webmaster@mtu.edu).

## 3. Shout Out / Show-and-Tell

### a. [MSE Facilities Landing Page](#)

This was used for some digital advertising to showcase MSE facilities. Created a new tab-level page to highlight the pages within that navigation and have a nice landing page for the ad. The tab level pages are a great place to highlight the navigation and content for that section. A summary webpage can be nice for a one-stop shop to use in digital ads or from QR codes on print pieces.

Thanks to Sue for turning this around quickly!

### b. [Industrial Heritage and Archeology—MS,PhD](#)

There used to be two separate pages for the degrees and Steve Mintz combined them together with a lot of great information about the programs, careers, etc. Admissions requirements were moved into sliders in the body instead of in the right sidebar creating a different format from what we've done in the past with some more information.

Graduate School program pages were all redone using those types of sliders instead of the right sidebar as well.

## 4. Updates

### a. New Blog Posts

Several new posts are available as we try to share our knowledge out with everyone and make various processes and tasks easier. Check out the posts as needed and if you have ideas for new posts or things that need clarification, please email [webmaster@mtu.edu](mailto:webmaster@mtu.edu).

- i. [Rearranging a Website](#)
- ii. [Building a Website](#)
- iii. [Ten Tips for Recruitment Blogs](#)
- iv. [Crazy Egg Analytics](#)
- v. [Preview in Edit vs Preview Tabs](#)

### b. Accessibility and Blog Posts

Accessibility standards are still required in your blog posts. Images need to have alt text, headers must be used in order, etc. Do not use the Heading 1 within your post, always start with Heading 2. If you have any questions about this, please email [webmaster@mtu.edu](mailto:webmaster@mtu.edu).

### c. CMS - [Intro Content Region](#)

The Intro Content Region is the gray section at the top of a page. We've noticed this being used on subpages that have no images. When using the intro content region and not using the hero header image, it appears at the very top of the page above even the page title. In this scenario it can get missed by users because it blends into the title bar. This region should only be used with the hero layout. One alternative when not using the hero image would be to put the "intro" content into a boxed section with a border in the main content.

### d. Degree Options - Thesis, Report, Coursework, PhD Graduate School Assets

Assets have been available since we switched to OU Campus in 2017. They are owned by Grad School and were intended for departments to use on their grad program pages, but they haven't been used.

The assets have been updated to be just the content instead of the full slider to make them more adaptable to department page layouts. These new assets should always be used on grad program pages. Department requirements can be added as well. You can see the assets, used within the sliders under the “On-Campus Programs” heading on the [Biological Sciences—MS, PhD page](#).

Use the degree name in the slider title, as shown in the example above, to help with SEO. Heather has reached out to the college liaisons about this and UMC will be helping to update existing pages.

## **5. Learning**

### **a. Cyndi Perkins - Collecting Student Testimonials**

We use a lot of student comments on our websites. Our students are so polite, kind, geeky, and introverted which can make them tell us what they think we want to hear. The words can sound very robotic instead of in their own voices.

The best interviews are conversation, so you want to interact with the students. It is reciprocal, not transactional. You’re not getting a quote, you’re having a conversation. Talk about the good parts and even the parts that aren’t so great. This can be done in person, virtually, or even by email. If using email, don’t present it like a form.

Cyndi has a [list of starter questions](#) that you can use. Warm them up, ask from the heart, show interest. Batching out emails is ok, but whenever possible, try to personalize it to get the authenticity.

When you get the quotes it is not unethical to edit the quotes. You can lightly edit to remove junk from the middle or if it’s too stiff. Again, make it conversational. Make the quote sound more like them and less like a robotic email. You can always run it by the student quickly for approval. The students

are usually grateful for these edits.

More tips:

- When writing, don't struggle to bury "he said" or "she said" with flowery words. "Said" is ok!

- Pick a tense and stick with it.

- Give yourself and them time. Interviewing is an art. Take a breath, look over your questions, pause when you need to during the interview. Sometimes the gaps lead to the best quotes.

- b. Haley Goodreau - [TikTok + our Social Media Admins Group on Google Groups](#)  
MTU just started a [TikTok account](#) not too long ago. There are almost 500 followers—lots of students, especially prospective students. One of our most popular series has been Husky in the Plaza. Student JD went up to other students and asked questions. The videos were about a minute.

TikTok is a social media platform for quick videos. It's like the wild west of social media with new trends featured frequently. It can make it hard to keep up with!

Do departments need to get their own TikTok? Since we are decentralized, it's up to you, but if you are thinking about it, perhaps reach out and talk to UMC about putting something up on the main MTU account instead. This can be a good trial or even a long-term solution. Your videos would get more views on our established platform and it would be one less platform that you would need to manage. We'd love to work together with you. There is a [video creation form](#) on the UMC website that you can fill out to start the process. This is similar to the Snapchat Takeovers if you're familiar with that.

You can always email [social@mtu.edu](mailto:social@mtu.edu) for TikTok partnership or other questions and ideas.

Social Media Admins group: Most department social media admins have this

social media role as a side function. It's not their main job. We'd like to provide a resource for those admins on campus to connect with other social media admins on campus and to get support from our dedicated social media manager. The group is a google chat group. UMC will post information about any blog posts we make with further information and instructions. Others can use it to ask questions or share things you've learned. If you're interested in joining, let us know by emailing [social@mtu.edu](mailto:social@mtu.edu).

Haley is also thinking about bringing back regular "social media cafes" where social media admins can connect and talk about ideas. Watch the chat group for more information about that.

c. Rick White - Earned/Owned Media

Rick is the PR specialist, a new role in UMC. He comes to Michigan Tech from Montana. After a couple of our research writers left, UMC restructured the comms team to fill needs and that's where this position came from, along with our social media manager.

Here's an example of Rick's work: A reporter from Bridge Michigan called late Friday afternoon, said they had a tip that a certain researcher on campus was doing research about ticks. They wanted more information for a story they were writing. Rick was able to find the researcher, get a little more information, and connect them. Unfortunately, the faculty member wasn't available, but Rick was able to continue talking to people on campus and found other faculty who were also working on the project. He got that information to the reporter just before their deadline. The faculty were able to get more information to the writer and the story featured information about Michigan Tech and got our researchers into the publication.

Rick works to facilitate relationships between our researchers and the media. He will be learning more about our research so that we can actually pitch information out to the writers to push our news out as well as responding to media requests. To do this he is planning to create meetings with colleges to

learn more about our faculty and their research so he has more knowledge at his fingertips.

Reach out to Rick with any info about interesting research that can help boost our research and reputation through external media: [riwhite@mtu.edu](mailto:riwhite@mtu.edu). A good place to start is with the comms person in your college and you or they can also let Rick know what's going on in your department.

## **6. Upcoming Opportunities**

- a. Next meeting: Wednesday, August 10, 2022  
([https://events.mtu.edu/event/digital\\_marketers](https://events.mtu.edu/event/digital_marketers))

## **7. Feedback and Questions**