Becoming a Communications Champ:
Getting Creative with Your Student Communications Methods

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Carnegie Mellon University
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Presentation Agenda

● Overview of Communication Trends
● Introduction of Email and Graphic Design Platforms
● ‘Live’ Demo
● Social Media Tools and Hacks
● General Thoughts/Questions
% of U.S. Teens Who Say They Use...

YouTube: 85%
Instagram: 71%
Snapchat: 64%
Facebook: 53%
Twitter: 33%
Tumblr: 16%
Reddit: 10%
None of the Above: 3%

Pew Research Center, 2018
Class of 2022 Social Media Feedback Results
Indicate which social media platforms you use on a daily basis. (Select all that apply.)

Class of 2022

78 responses

Two Favorite Platforms:
- Youtube
- Instagram

Two least favorite Platforms:
- Twitter
- Facebook
General Findings

A Bowling Green Study Found

- 50% Don’t Read Emails
- 39% Avoided Advisor Emails Entirely

“With regard to the swirl of information around them, they [Gen Z] operate with filters going constantly - do I need to know this? Does it affect me? Why should I care?”

“Five words & a big picture”

Our Findings

Less is more in terms of text in:

- Email Templates
- Newsletters
- Infographic Posters/Flyers

It is important to consider the frequency of your email
Ready to get into the nitty gritty details?

Photo by Drew Hays on Unsplash
Suggested Email Platform

Mailchimp
Dear Student,

There are some important deadlines that are coming up that I wanted to share with you. The course drop and pass/fail deadline is on Tuesday April 3rd. Fall course registration is the week of April 23rd - SIO will show you your designated time once determined. Summer course registration opened last week. If you haven’t declared your major but have decided on your major, it can be helpful to declare prior to fall registration. Set up an appointment with me to discuss. If you’re still exploring your major, keep exploring!

Dietrich Day 2018 is coming up on Wednesday March 28th, 2018! 1:00 PM - 4:00 PM on the CFA lawn. (Rain location Baker Hall Coffee Lounge) Open to the Dietrich College Community. Rain or Shine, free food and prizes for Dietrich Students only!

Sincerely
-Advisor
There are some super important deadlines coming up that I wanted to share with you below.

- **Drop & Pass/Fall Deadline**
  Tuesday April 3rd

- **Fall Course Registration**
  Week of April 23rd - SIO will show your designated time once determined.

- **Summer course registration**
  opened last week

- **Major Declaration**
  If you haven't declared but have decided on your major, it can be helpful to declare prior to fall registration. [Set up an appointment with me to discuss.](#) If you're still exploring major options, keep exploring!
UBA Club Leaders' 2019-2020 Kick Off Letter
TAGS are the new Listserv's.
Creating the Visuals
Social and Decision Sciences

Decision Science
Faculty Director: Gordon Chanda
Email: gordon@decision.indiana.edu
Academic Advisor: Lily Boyle (U.F.)
Office: Porter Hall 200 S & 208A
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The interdisciplinary field of Behavioral Economics integrates perspectives from Economics and Psychology to understand human behavior in economic contexts. This field has been a major research area for government agencies to incorporate insights from behavioral economics into the design of public policy and in an executive order, President Obama tasked government agencies to recruit behavioral economists. Private and public sector organizations are increasingly relying on behavioral economics to help them improve their organizational effectiveness and profitability.

The master's degree in Behavioral Economics at IU is the first of its kind in the nation. The program is designed to provide students with a deep understanding of the cognitive and behavioral factors that influence decision-making processes. The curriculum covers the latest research in decision-making, including topics such as bounded rationality, heuristics, and biases. Students will learn how to apply these principles to real-world problems and develop the skills necessary to become effective decision-makers.

The Social and Decision Sciences major offers a unique opportunity for students to combine their interests in economics, psychology, and decision-making. Students will gain a comprehensive understanding of the principles of behavioral economics and learn how to apply these principles to real-world problems. The program is designed to prepare students for careers in government agencies, private sector organizations, and non-profit organizations.

For more information, please contact the academic advisor for the specific program in which you are interested.
YOU WANT ME TO TRY?

Photos by Michelle Tresemer and Marvin Meyer on Unsplash

Meme by Me (Lizzy Stoyle) via Imgflip
stop! demo time.
Social media

It’s here, it’s not going anywhere, let’s embrace it.
Personalized Geofilters for Snapchat
Your Filter has completed its run.

Start Time
August 22, 2019 4:00 PM EDT

Date Ending
August 22, 2019 6:00 PM EDT

Repeats Until
August 22, 2019 6:00 PM EDT

Cost
$7.60 USD

Area Covered
57,264 Sq Ft

Date Submitted
June 28, 2019 2:42 PM EDT

Order ID
b5fcd750-bd22-45ce-8f65-bcd095184bed
Come Celebrate Undergrad

TEPPERONI PIZZA DAY

Friday September 20th @ 3:30 PM Undergrad Commons

*Vegetarian Options Included*

Bitmoji
Interactive Advertising

“The week prior to FALL FEST, 3 Secret Snaps will be posted to Dietrich Advising Center’s Snapstory. If you screenshot all 3 and show them at the prize table during the event you can enter to win the Secret Snap Prize!”
Additional Considerations

● Don’t reinvent the wheel

Don't reinvent the wheel, just realign it.

Anthony J. D'Angelo

● Accessibility
Contact Us!

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Handout Link:
https://shorturl.at/ovCOX
References


