Digital Communication

Digital tips and some rants for the “web”
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Where Do I Start?
Ask the Right Questions
“If I had asked people what they wanted, they would have said faster horses.”

— Henry Ford
Gather information, then establish clear goals and milestones – support your strategy.

Evaluate progress and then adjust as necessary – the web can change.

Debrief and monitor – the web is never finished. Continue to adjust as necessary.
Teamwork
Digital Media Team

Content stewards
Stakeholder relations
Writers*

Designer/front-end dev
Backend programmer
Photographer & Videographer
Social media specialist
IA/researcher/usability tester
A Simple Plan
Learn. Identify the goals and desired outcomes.

Educate your stakeholders.

Marshall resources.

Manage expectations – keep everyone communicating.

Bite sized wins. Better is better.

Measure the results.
What Should I Put on the Website?
(less than you think)
Content, content, content.

Nobody cares (or understands) your org structure. Present content in your audience’s terms.

Start with one social platform and support it.

Or roll up to your parent unit if necessary.

Tell compelling stories. Present clear and useful information. (see content bullet)
organization decide on whether to use jargon or plain language terminology (and, of course, help you determine just what that plain language ought to be).

Washtenaw Community College (www.wccnet.edu) faced exactly this challenge. Like many academic institutions, WCC offers a variety of Web-based educational programs. They sported some interesting brand names, like “College on Demand” (aka “COD”) and “FlexEd.” But students weren’t signing up at nearly the rates that were expected.

WCC’s marketing staff were considering some traditional advertising remedies: mass mailings of brochures, creation of posters, and other measures that would introduce these terms to target audiences. Such an approach can’t guarantee success, but considering its reliance on broadcasting to a large audience, it’s guaranteed to be expensive. WCC’s Web team, armed with its secret SSA weapon, had another idea: compare the frequency of queries for brand names with their plain language equivalents.

The numbers were eye opening. During the time period studied, COD ranked as the 101st most popular query, College on Demand clocked in at #259, and FlexEd at #389. Compare those rankings with the best plain language equivalent, online, at position #22. Additionally, online was included as part of 213 other queries (see Figure 10.5).

<table>
<thead>
<tr>
<th>query rank</th>
<th>query</th>
</tr>
</thead>
<tbody>
<tr>
<td>#22</td>
<td>online*</td>
</tr>
<tr>
<td>#101</td>
<td>COD</td>
</tr>
<tr>
<td>#259</td>
<td>College on Demand</td>
</tr>
<tr>
<td>#389</td>
<td>FlexTrack</td>
</tr>
</tbody>
</table>

The result? WCC relabeled much of its content with plain language terms, ensuring that its content already spoke the language of its customers, rather than investing heavily in training customers to use WCC’s language. The brand names didn’t necessarily go away, but they weren’t relied upon to match content with users’ needs.
This year’s college freshmen was 7 years old when the iPod was introduced.
Now they use this.
Mobile generation

Nearly half of all 18-29 year olds (45%) who use the internet on their cell phones do most of their online browsing on their mobile device.

_Pew Internet & American Life Project: March 15-April 3, 2012 Tracking Survey_
52% of all adult cell phone owners now incorporate their mobile devices into their television watching experiences.

*Pew Internet & American Life Project: Interviews by Princeton Survey Research Associates International from March 15 to April 3, 2012*
The rate of iOS and Android device adoption has surpassed that of any consumer technology in history.
Majority of our daily media interactions are screen based

- Smartphone
- Laptop/PC
- Tablet
- Television

90% of all media interactions are screen based

On average we spend 4.4 hours of our leisure time in front of screens each day

- Radio
- Newspaper
- Magazine

10% of all media interactions are non-screen based
There are two modes of multi-screening

**Sequential Usage**
Moving from one device to another at different times to accomplish a task

**Simultaneous Usage**
Using more than one device at the same time for either a related or an unrelated activity

- **Multi-tasking** - Unrelated activity
- **Complementary Usage** - Related activity
Sequential screening is common & mostly completed within a day

90% Use multiple screens sequentially to accomplish a task over time

98% move between devices that same day
Accelerating our understanding of the universe
St Paul’s School

St Paul’s is all about the excitement of learning. We care about our pupils, and their parents, and believe that the boy who does the most achieves the most. Inspired by our brilliant history, we are open to the future and, in our founder’s own words, to boys of “all nations and countries indifferently” – to boys from all backgrounds.

We have our own preparatory school, Colet Court, which shares our ethos, site and many facilities.

Learn more

- Admission at ages 7+ 8+ 11+ 13+ 16+
- Our vision for St Paul’s
- Tutor system
- Exam results
- Location
How kids make friends — and why it matters

New research from psychology has found that children seek friendship in particularly strange and adult ways that children did not do in the past.

Seven picks for apple picking

Every apple has a story, and the third- and fourth-generation family growers in the heart of the state's apple country can tell you lots of them.

- If you go apple picking... 
- Apples make an early appearance in New England

Lance Armstrong won't fight doping charges

The former Tour de France champion's decision to not fight doping charges will likely have major implications for the sport of cycling.

State experts tag two great white sharks off Orleans

The mad theater of campaigns, protests, and rallies that are a part of this year's presidential elections is finally coming to an end.
A changing product

The future impact of the Internet on higher education: Experts expect more-efficient collaborative environments and new grading schemes; they worry about massive online courses, the shift away from on-campus life.

The next step?
The next step?
The next step?
Make Your Content Interesting, Useful, Modular, and Sharable
Measure (for) Success
These mobile devices sent 11,835 visits via 11 operating systems

<table>
<thead>
<tr>
<th>Site Usage</th>
<th>Goal Set 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>11,835</td>
</tr>
<tr>
<td>% of Site Total</td>
<td>1.37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>4,160</td>
<td>1.59</td>
<td>00:01:27</td>
<td>21.44%</td>
<td>71.37%</td>
</tr>
<tr>
<td>iPod</td>
<td>3,637</td>
<td>1.58</td>
<td>00:01:20</td>
<td>21.53%</td>
<td>69.98%</td>
</tr>
<tr>
<td>Android</td>
<td>2,118</td>
<td>1.77</td>
<td>00:02:00</td>
<td>30.74%</td>
<td>64.07%</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>830</td>
<td>1.47</td>
<td>00:01:46</td>
<td>37.95%</td>
<td>71.57%</td>
</tr>
<tr>
<td>Windows</td>
<td>415</td>
<td>1.46</td>
<td>00:01:25</td>
<td>33.98%</td>
<td>75.42%</td>
</tr>
<tr>
<td>Samsung</td>
<td>258</td>
<td>1.78</td>
<td>00:01:42</td>
<td>18.60%</td>
<td>56.59%</td>
</tr>
<tr>
<td>PalmOS</td>
<td>213</td>
<td>1.57</td>
<td>00:02:14</td>
<td>42.72%</td>
<td>68.08%</td>
</tr>
<tr>
<td>Danger Hiptop</td>
<td>160</td>
<td>1.00</td>
<td>00:00:00</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>SymbianOS</td>
<td>21</td>
<td>1.95</td>
<td>00:01:23</td>
<td>100.00%</td>
<td>66.67%</td>
</tr>
<tr>
<td>LG</td>
<td>20</td>
<td>2.05</td>
<td>00:02:18</td>
<td>65.00%</td>
<td>65.00%</td>
</tr>
</tbody>
</table>
These mobile devices sent 34,065 visits via 14 operating systems

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Android</td>
<td>14,488</td>
<td>1.68</td>
<td>00:02:00</td>
<td>21.60%</td>
<td>67.77%</td>
</tr>
<tr>
<td>2. iPhone</td>
<td>7,166</td>
<td>1.56</td>
<td>00:01:23</td>
<td>20.93%</td>
<td>70.88%</td>
</tr>
<tr>
<td>3. iPod</td>
<td>5,137</td>
<td>1.49</td>
<td>00:01:26</td>
<td>19.27%</td>
<td>72.98%</td>
</tr>
<tr>
<td>4. iPad</td>
<td>3,446</td>
<td>2.21</td>
<td>00:02:38</td>
<td>24.93%</td>
<td>58.36%</td>
</tr>
<tr>
<td>5. BlackBerry</td>
<td>3,240</td>
<td>1.31</td>
<td>00:01:18</td>
<td>24.04%</td>
<td>79.04%</td>
</tr>
<tr>
<td>6. Windows</td>
<td>285</td>
<td>1.33</td>
<td>00:00:56</td>
<td>23.16%</td>
<td>77.89%</td>
</tr>
<tr>
<td>7. Samsung</td>
<td>168</td>
<td>1.71</td>
<td>00:01:21</td>
<td>24.40%</td>
<td>67.86%</td>
</tr>
<tr>
<td>8. SymbianOS</td>
<td>57</td>
<td>1.47</td>
<td>00:02:02</td>
<td>98.25%</td>
<td>70.18%</td>
</tr>
<tr>
<td>9. Danger Hiptop</td>
<td>28</td>
<td>1.00</td>
<td>00:00:00</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>10. PalmOS</td>
<td>21</td>
<td>1.86</td>
<td>00:02:35</td>
<td>66.67%</td>
<td>57.14%</td>
</tr>
</tbody>
</table>
Campus Map & Parking

WCC has seven surface parking lots as well as a parking structure, and all parking is free.

Beginning January 2012, the new four-level, 473-space enclosed facility opens east of the Crane Liberal Arts and Science building. Drivers entering campus from Clark Road should continue along the east side of Lot 7 until they reach the structure’s access drive.

You also can avoid parking problems by riding Ann Arbor Transportation Authority buses to WCC. WCC offers free AATA bus rides from campus to students and employees who have WCC picture ID cards that were introduced in the Spring/Summer 2010 Semester. Students and employees must pay for bus rides to campus.
What CMS???
Everyone Should Use...
Don’t Get Caught in Platform Wars
Use What Works for Content Stewards.
Use a Modern CMS.
Tips You Can Use Today
Stop using WWW

*actually a rant*
Clean up URLs
Our award-winning U-M Health System treats millions of patients, conducts hundreds of research projects and educates thousands of tomorrow’s medical professionals every year. For our students, faculty and staff, there are a wide range of health and wellness services and programs on campus.
OUR RESEARCH

Our lab studies the genetic basis of human traits and diseases and develops tools that facilitate such studies. We are interested in basic genetic mechanisms and those that are related to human health and diseases. We use molecular and computational methods to study cellular processes such as regulation of gene expression and stress response in normal and diseased cells.

ABOUT VIVIAN CHEUNG

Specialities:
- Genetics of human gene expression
- Ataxia telangiectasia
- Genetics of radiosensitivity
- Human meiotic recombination

Vivian Cheung investigates human genetic disorders and cancer.
Use Effective Link Text
For additional U-M statistics and information visit Michigan Almanac or the 2013 Financial Report.

For additional U-M statistics and information click here for the Michigan Almanac or here for the 2013 Financial Report.
Use Good Page Titles
U-M’s focus on interdisciplinary studies allows students to tailor their academic experiences to their career and life goals. As one of the largest public research institutions in the country, Michigan has thousands of exciting projects underway that encourage strong partnerships between students and faculty.

Faculty and students collaborate at an electrochemical workstation in the Phoenix Memorial Lab.
Talk to People
(your audience)
Start Measuring Today
(Google Analytics is FREE)
Focus on the Majority

(Don’t get trapped by limit cases or narrow content)
Make Changes that are Based on Evidence

(analytics and research are your friends)
Make Your Site Accessible

hr.umich.edu/webaccess/
Get on Brand

(Signature generator is FREE)
Get on Brand
(Signature generator is FREE)
Style Guide: Colors

One maize. One blue. One brand.

Two colors are at the very core of our existence. Maize and blue play a vital role in establishing a clear and powerful image and in defining the University of Michigan brand.

PANTONE®
7406 C

PANTONE®
282 C

Primary palette — signature colors