TIPS, TRENDS & TIMELINES
Regional Communication Support
The Nutshell

• Redesigned
• No need to forward
• Great resource for reminders, deadlines and sharing information
Brand Gallery

groups.alumni.osu.edu/best-practices/marketing/brand-gallery/

We love seeing our alumni groups using their toolkits! Below is a gallery of creative and brand compliant pieces!

HAVE SOMETHING YOU WANT TO SHOWCASE?
EMAIL REGIONALENGAGEMENT@OSU.EDU TO HAVE IT ADDED TO THE GALLERY!
Analytics

- Email On Acid
- Share Link
- Open Rates, Engagement, Click Tracking and more!
AA_REG 2016-8-25 DC Game Watch

Total Subscribers: 5909

**OPENS**
- Total Opens: 2,672 (45%)
- Unique Opens: 1,442 (24%)

**CLICKS**
- Total Clicks: 233 (4%)
- Unique Clicks: 222 (4%)
**ENGAGEMENT**

- **Glance/Delete (0 - 2 seconds)**
- **Skim (3 - 8 seconds)**
- **Read (9 - 20 seconds)**

### Read Time Falloff (in seconds)

- 100% at 0s
- 91% at 2s
- 85% at 4s
- 82% at 6s
- 79% at 8s
- 77% at 10s
- 75% at 12s
- 74% at 14s

### Engagement Time Distribution

- **Read**: 79%
- **Skim**: 11%
- **Glance/Delete**: 9%

<table>
<thead>
<tr>
<th>Total</th>
<th>Read</th>
<th>Skim</th>
<th>Glance/Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,032</td>
<td>292</td>
<td>238</td>
<td></td>
</tr>
</tbody>
</table>

*Percentages Based on Total Opens*
<table>
<thead>
<tr>
<th>Email Client</th>
<th>Unique Opens</th>
<th>Total Opens</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone 9.3.4</td>
<td>360</td>
<td>545</td>
<td>20%</td>
</tr>
<tr>
<td>Gmail</td>
<td>47</td>
<td>388</td>
<td>15%</td>
</tr>
<tr>
<td>iPhone 9.3.5</td>
<td>180</td>
<td>321</td>
<td>12%</td>
</tr>
<tr>
<td>iPad 9.3.4</td>
<td>72</td>
<td>153</td>
<td>6%</td>
</tr>
<tr>
<td>Apple Mail 9</td>
<td>79</td>
<td>131</td>
<td>5%</td>
</tr>
<tr>
<td>Outlook 2013</td>
<td>27</td>
<td>78</td>
<td>3%</td>
</tr>
<tr>
<td>Apple Mail 8</td>
<td>32</td>
<td>68</td>
<td>3%</td>
</tr>
<tr>
<td>iPad 9.3.5</td>
<td>31</td>
<td>63</td>
<td>2%</td>
</tr>
<tr>
<td>iPhone 9.3.2</td>
<td>36</td>
<td>53</td>
<td>2%</td>
</tr>
<tr>
<td>IE 11 (Outlook.com)</td>
<td>30</td>
<td>49</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Percentages Based on Total Opens*
2016 D.C. Buckeyes Football Gamewatches

Football season kicks off against Bowling Green this Saturday, September 3, and we're excited to announce our official gamewatch partners for the 2016 football season:

Solly's U Street Tavern
1942 11th Street NW
Washington, DC 20001

Buckeye + Bear
1730 M Street NW
Washington, DC 20006

Crystal City Sports Pub
529 23rd Street South
Arlington, VA 22202

Rock Bottom Brewery
7900 Norfolk Avenue
Bethesda, MD 20814
Subject Lines

- Length: Keep it short!
- A typical inbox reveals about 60 characters
- Mobile phone shows 25 to 30 characters
- Get right to the point in about six to eight words/50 characters or fewer
Subject Lines

• Avoid overused words
• Don’t put words in ALL CAPS
• Exclamation marks - the more there are, the more spam-y the email looks.
• NO brackets <big no-no> Looks like an error
### Spam Triggers

Words like these go straight to the spam/junk folder:

<table>
<thead>
<tr>
<th>Percent off</th>
<th>Claim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help</td>
<td>Collect</td>
</tr>
<tr>
<td>Buy</td>
<td>Income</td>
</tr>
<tr>
<td>Clearance</td>
<td>Free</td>
</tr>
<tr>
<td>Earn $</td>
<td>Urgent</td>
</tr>
<tr>
<td>Make $</td>
<td>Dear</td>
</tr>
<tr>
<td>Cash</td>
<td>Increase your</td>
</tr>
</tbody>
</table>
Content

- The shorter, more concise the better
- More likely to read on a mobile device
- 100 words/ 750 characters, date, time, city, state and registration information
- Drive traffic to the website
Trends
Hello Hancock County Buckeyes! The Alumni Club of Hancock County officers and executive board have been busy behind the scenes planning for upcoming events for this year.

Our current club membership is at 50 members. As a reminder, you do not have to be an Ohio State graduate to be a member of our club; we welcome all fans and supporters of Ohio State. Individual/family memberships are $25 per year with the membership year running January-December. Learn more about our memberships and other club activities by visiting our website.

Go Buckos!
Mark Badertscher
President - Ohio State Alumni Club of Hancock County

Questions
Please email the club at HancockCoClub@osu.edu.

Raffle Winner
Congratulations to club member Brenda Turley for winning the Aaron Craft autographed basketball during our winter basketball game watches. Read more.

Scholarship Winners
Congratulations to our scholarship winners, Alisha Schroeder and Jacqueline Fontana! Read more.

Club T-Shirts
We have taken orders for 72 new Hancock County Ohio State Alumni Club t-shirts! Read more.

Upcoming Events
TBD Coming Soon: Annual Meeting
Help us pick the speaker! Read more.
Digest/ E-Newsletter

- Data (Hint: it works!)
- Flexibility
- Audience experience
- Engagement/Choice
- Programmatic input
Timelines
REGIONAL COMMUNICATION SUPPORT

- **Website**
  - New: 6 weeks
  - Update: 24-48 hours

- **Email**
  - 2 weeks

- **Print**
  - 6 weeks
Role of the Volunteer

Role of the Communication Specialist
Log in: go.osu.edu/wmj
Request a New Project
Choose Web, Email or Print

### New Request (Regional Support - Print (EHT))

#### RSS_Print
- **Club or Society Name**: [Input Field]
- **Region (Societies are central region)**: [Input Field]
- **Content (Please attach a word document on next screen or enter text here.)**: [Input Area]
- **Graphics/Photos (Please attach on next screen or describe here.)**: [Input Area]
- **Goal**: [Input Field]
- **Desired Mail Date (Please allow 4 weeks)**: [Input Field]
- **Desired Mailing List**: [Input Field]
- **Anticipated List Size**: [Input Field]
- **Return address (Must be OSUAA if using non-profit postage rate.)**: [Input Field]
- **Postage Type**: [Input Field]
- **Design type**: [Input Field]
- **Color**: [Input Field]
- **Who needs to approve the draft?**
- **Who needs to approve the estimate?**
- **Miscellaneous Requirements**: [Input Area]

[Form Elements: Back, Next]
Questions?

Regional Communication Specialists

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