

Strategies, low-cost, & low-budget tools for university communicators

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Microbiome Innovation

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How is UC San Diego organized?

- Prezi:

http://prezi.com/9i9lcx83imv6/?utm_campaign=share&utm_medium=copy&rc=ex0share

Outline

- Internal communications
- Branding
- Media relations
- Multimedia (podcast/video)
- Swag
- Social Media
- Email marketing

Internal Communications

- Faculty office hours
- Interns



Branding

- Leverage campus brand/brand team

UC SAN DIEGO
**CENTER FOR MICROBIOME
INNOVATION BRANDING** 10/6/17

Horizontal (preferred)



Stacked alternate



Color

Pantone 3115
C59 M0 Y14 K0
RO G198 B215
#00C6D7

Logotype

The UC San Diego Center for Microbiome Innovation (CMI) logotype is intended for use in print, web, video, and other media for both internal and external audiences.

The horizontal version is the primary graphic. The stacked version may be used when space is limited. In all applications, this graphic must be accompanied by the UC San Diego logo. See the following pages for examples.

- Do not change the typefaces.
- Do not attach other graphic elements to the primary artwork.
- Do not stretch or change the proportions of the logotype.
- Do not rearrange or overlap components of the logotype.

Size

The minimum size for the horizontal logo is 1.25 inches wide for print applications and 200 pixels wide for web and digital applications.

The minimum size for the stacked logo is 0.75 inches wide for print applications and 140 pixels wide for web and digital applications.

PRINT: 1.25" wide
WEB/DIGITAL: 200 px wide



PRINT: 0.75" wide
WEB/DIGITAL: 140 px wide



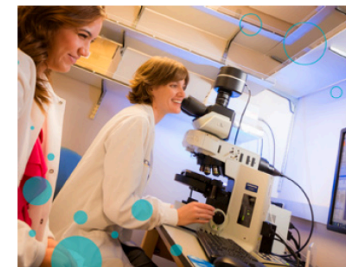
Graphic Elements and Photo Treatments

Inspired by the diversity of microbes, the below circular bubble graphics can be used as a subtle background pattern (1) or as a graphic frame for images (2). Alternately, these bubbles can be knocked out of a blue overlay to emphasize particular elements in a photo (3).

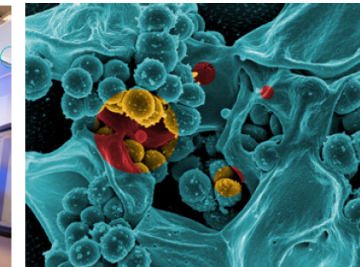
(1) Bubble background graphics



(2) Photo with bubble frame



(3) Photo with blue overlay and circular cutouts



Media relations/monitoring

- Cision
 - Cision Communications Cloud
- Google alerts

Swag

- M&Ms
- Identity-Links
- Die cut stickers from Sticker Robot



Multimedia

- Podcast
 - SoundCloud
- Video
 - Mic
 - Tripod
- Website
 - Drupal modules
 - Wix



Email

1. Google groups/listserv

1. Media contacts

2. MyEmma/MailChimp

1. Optimize signup form

- **Job title**
- **Company**
- **City/State/Country**
- First name
- Last name
- Email
- Birthday
- Are you affiliated with the university?
- Interests

2. Create “thank you” message with words “Check your inbox”

Email, cont.

1. Embed signup form on webpage, Facebook, and share link on social media
2. Create and send a welcome note from the director (A/B test) introducing the new design
 - Segment out those who haven't opened
 - Consider a video message
3. Create and send a re-engagement (A/B test)
4. Create automated content
 - Welcome campaign
 - Email from director (whichever performs better in A/B test)
 - Who Are We?
 - Researcher story
 - Happy Birthday
 - Happy Holidays

Email, cont.

1. Send an email to everyone whose [field] is empty
2. Create content
 - Testimonials
 - Say thank you from researchers
 - User-generated content
 - **Thank you and takeaways after events**
 - Progress updates
 - Low-commitment clicks
3. Generate a monthly report from the data

Social Media

- Strategy
 - Why should we be on social media?
 - Socialnomics
 - Who are we? (Mission, vision, values, etc.)
 - Competition
 - Hootsuite
 - Brand ambassadors
 - Incentives
 - Social media training/guidelines

UC San Diego
Jacobs School of Engineering

2016 Social Media Strategy

UC San Diego Jacobs School of Engineering

Last updated 12.29.15

Hi everyone,

In case you haven't already heard, the first American Gut Project publication is coming out on May 15, and CMI is hosting a mini-symposium to celebrate. UC San Diego Chancellor Pradeep Khosla will be giving the opening remarks. The event will be live-streamed to Facebook. Will you help me spread the word?

Facebook ([please share the event](#))

Twitter ([my tweet](#))

Exciting news! The first @americangut Project paper is coming out May 15, & CMI is hosting a mini-symposium to celebrate! Spots are filling up; hurry & confirm your in-person attendance in La Jolla: <http://ow.ly/pFDi30jQoRD> Or, tune in live at Facebook.com/CMIDigest

LinkedIn ([my post](#))

ANNOUNCEMENT: The first American Gut Project paper will be published in the open-access journal mSystems May 15, 2018. We are hosting a mini-symposium to celebrate! Spots are filling up, so hurry and confirm your in-person attendance at the Sanford Consortium in La Jolla: <http://ow.ly/pFDi30jQoRD> Or, tune in live at Facebook.com/CMIDigest

Thanks!
Deb

Questions?

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