

Messaging Campaigns in MavCONNECT

General Overview:

Message Campaigns allow staff to send a message to a group of students and track engagement of an inserted URL. This guide will show you how to set up a Message Campaign and provide best practices for doing so.

Things to consider before setting up a Messaging Campaign

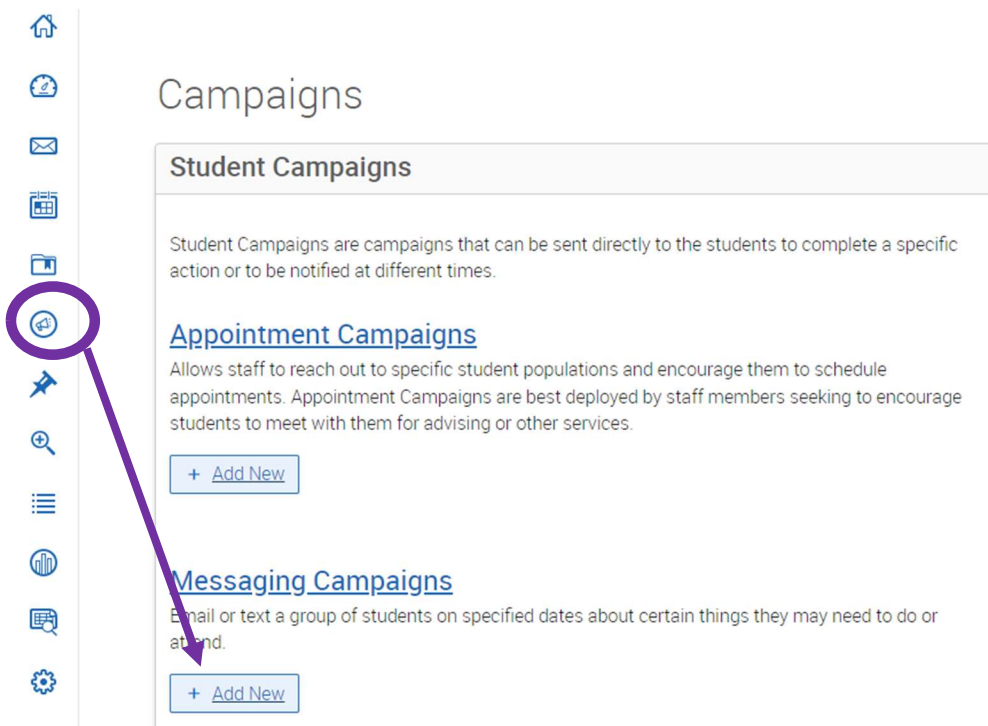
- How would you like to impact your students with campaigns? What student populations do you envision this would be used for?
- Who should be launching campaigns? Should campaigns be part of each staff member’s personal workflow? Or should they be more centralized and launched by unit leaders?
- What guidance do you plan to give to your staff as far as follow-up?

Important things to note

- Messages ARE tracked in MavCONNECT, so please be aware that others will be able to see the conversation. IF students respond with sensitive information and it is tracking in MavCONNECT please email mavconnect@mnsu.edu to discuss removal of individual student conversations.
- If you do wish to stop tracking, in follow up email responses, you will need to delete the MavCONNECT email address for the student.
 - o In the “To” field, the email will show as Joe.scholar@mavconnect.mnsu.edu delete this and input the student’s normal MNSU-Mankato email: Joe.scholar@mnsu.edu
 - o This will stop message tracking in MavCONNECT.

Launch a Messaging Campaign

1. Open the Campaigns page and select “Add New”

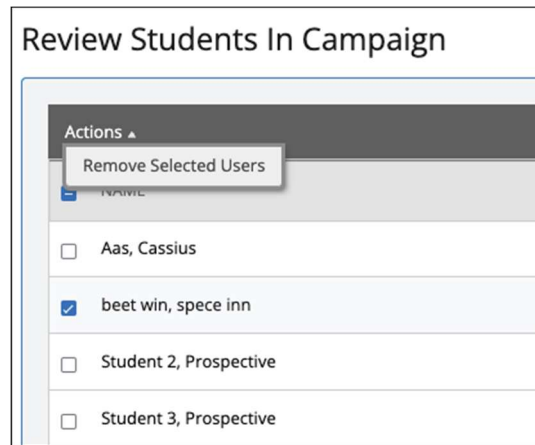


2. Set the criteria for the Messaging campaign then click continue.
 - a. **Campaign Name:** Visible to person creating the campaign and others who have access to view. Not visible to students. Please follow this naming convention
 - i. **Start the Campaign Name with your Dept/Area and then your last name in parenthesis.** E.g. AHN (Henderson) and then a short description. Add'l items could include: Term, Population, Purpose; Term, Population, College, Purpose; Term, College, Purpose, Last name of user who created the campaign. **Examples** include: "AHN (Henderson) SPR24 Freshmen Reg Campaign", "COB (Meidl) F25 1st Time Freshmen Business 15-to-finish", or "CSET (Adams) SPR24 Freshmen Bio Major Decl, J. Smith"
 - b. **Tracking URL:** URL you want students to click and will be able to track engagement on
 - c. **Tracking URL Display Name:** This is text students will see in an email message. When students click on it, they go to the Tracking URL.

Adding students to the Messaging Campaign

3. Search to find recipients for the campaign. You can use the advanced search to find specific populations of students or by searching by "Assigned To". If you have already created a Student List, you can also choose the list you created.
 - a. Once you have entered in your search criteria, click on search to populate a list of students.
 - b. If you would like to send to all students, select the checkbox at the top next to name, this pops up a message that allows you to select all students (circled below).
4. Once you have selected the recipients, click on continue.

- Review the recipients on the next page. If a student should not be in the campaign, select the checkbox next to their name and choose “Remove Students from Campaign” under the “Actions” menu. Once finished, click “Continue”

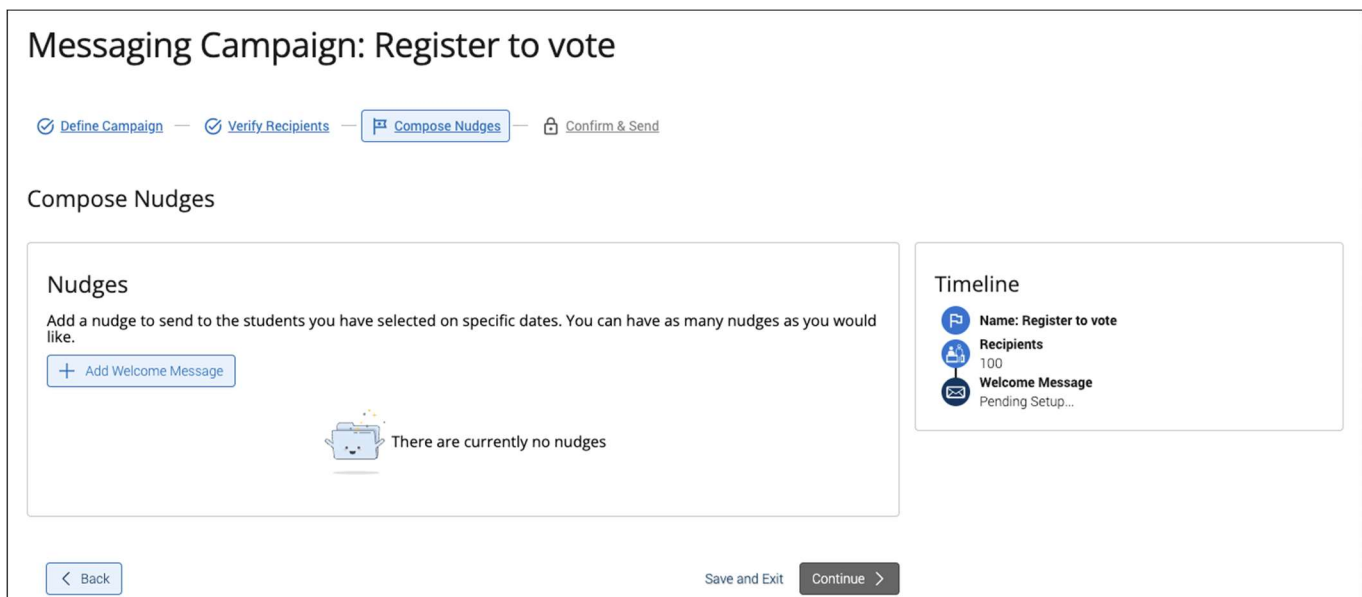


Add Welcome Message (Initial Email) and Nudges

You will first add a Welcome Message, the initial Email. Then you can choose to add additional nudges allow for more communication from you to students during a Messaging Campaign. Each nudge is an email sent to your campaign list. Welcome messages send immediately after starting the campaign.

Other nudge message are sent the morning of the date chosen when you create the nudge. Some may be slightly delayed, as with any large transmission.

- Click on “Add Welcome Message” to create your first message / nudge.
 - Note: You must create at least one nudge (welcome message) per campaign; however, you can create



more.

7. For emails, create a subject line and customize the message. You can also add attachments to the messages. A preview of the message shows to the right.
 - a. The fields below allow you to customize the message. The hyperlink will track if a student clicks on the link in your email.
8. After you create the nudge message, click on “Save Welcome Message/Save Nudge” to continue.
 - a. You can add additional nudges after this step.

Messaging Campaign: Register to vote

✔ Define Campaign
✔ Verify Recipients
Compose Nudges
🔒 Confirm & Send

Nudge Type
 Email SMS

Add Nudge

Compose Email

Subject

Message

Get Registered To Vote

Hi {student_first_name},

It's important to be registered to vote. The campus Democracy Club, along with the Political Science and American History departments have partnered with the League of Women Voters to invite you to register to vote by opening the custom link below.

{tracking_hyperl原因}

Thank you!

Available Merge Tags

{student_first_name}	Inserts the student's first name
{student_last_name}	Inserts the student's last name
{tracking_hyperl原因}	Inserts the tracking link for this campaign

Add Attachment:
 No file chosen


Send Date

Previous Nudge Dates:
N/A

Current Nudge Dates:
N/A

Preview Email

Register to Vote



Get Registered To Vote


Hi Andrew,

It's important to be registered to vote. The campus Democracy Club, along with the Political Science and American History departments have partnered with the League of Women Voters to invite you to register to vote by opening the custom link below.

[Register here](#)

Thank you!

Any Additional Questions?
Please contact your assigned Advising Center for additional information regarding this email.



Cancel Save Welcome Message >

Confirm and Send

9. After you have saved your nudge/welcome message, review your campaign details, nudges, and recipients. Once you have confirmed all, click on “Start Campaign” to send the emails to the students.
 - a. If you are sending same day, the messages will begin to send after clicking “Start Campaign”
 - b. If your campaign begins the next day or after setting it up, the nudge will send after 10AM on that date.

- c. Your campaign ends when the last message is sent.

Messaging Campaign: Register to vote

[Define Campaign](#) — [Verify Recipients](#) — [Compose Nudge](#) — **[Confirm & Send](#)**

Confirm & Send

Campaign Summary

Define Campaign	Name: Register to vote
	Tracking URL: https://www.vote.org
	Tracking URL Text: Register here

Sender Support 22

Recipients [View 150 recipients](#)

Welcome Message

Send Date: Tue 12/06/2022	Subject: Register to Vote
Email Preview: View Email	


Scheduled Nudge

Send Date: Fri 12/09/2022	View SMS
SMS Preview: View SMS	

[Back](#) [Save and Exit](#) [Start Campaign](#)

Reviewing campaign

Once your campaign has been started, you can go back to the “Messaging Campaigns page” and open up your campaign. This page will open a report with statistics about the performance of your campaign.



Commons Workshop Series Details

STUDENTS IN CAMPAIGN

100

Nudge Metrics

Welcome Message
Send Date: 12/01/2022 Subject: {\$student_first_name}, Check out these workshops!

CLICK-TO-OPEN-RATE 0% ⊕

Emails Sent	100	<div style="width: 100%; height: 10px; background-color: #007bff;"></div>
Emails Opened	0	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>
Links Clicked	0	<div style="width: 0%; height: 10px; background-color: #ccc;"></div>

Students In Campaign

Options

[Edit Campaign Details](#)
[Delete This Campaign](#)
[Export Student List](#)

Campaign Information

Tracking URL
<https://whitehurst.guide.eab.com/app/#/my/priority-feed/>

Tracking URL Text
[Click here to view Workshop Series](#)

Scheduled Nudge Send Date
Mon 12/19/2022

Scheduled Nudge Send Date
Mon 12/12/2022

Welcome Message Send Date
Thu 12/01/2022

If you have any questions or need further assistance, please reach out the MavCONNECT Admin Team at mavconnect@msu.edu.