My ASU student ads and announcements process sheet

My ASU announcements

Information:

- The Enrollment Services Communications (ESC) department posts one student announcement per day on My ASU.
- Posting one announcement per day allows each announcement to be visible for up to four total business days.
- Announcements should be about two to three short paragraphs with the goal of driving students to ASU webpages to get more information.
- Announcements are not segmented. They are visible to all students who log into My ASU and should be relevant to a large population of students.
- Announcements should not promote specific classes or academic programs.
- Upon request, ESC can provide click rates after the announcement has run.

Process:

- Units should contact ESC as soon as possible to reserve their announcement date, as reservations are on a first-come, first-served basis and dates can fill up fast. Contact Angela Benitez, ESC’s announcement coordinator, at angela.s.benitez@asu.edu with requests.
- Units may write their own announcements (which ESC will edit, if necessary) or they may provide all the information for ESC to write the announcement, and ESC will send it back to the unit for approval before posting. Please allow up to one week if ESC is writing the announcement.
- Units writing their own announcement should send the final draft to ESC at least two business days before it is scheduled to go live.
- Units will be notified by email with a link to the announcement after the announcement goes live.

My ASU ads

Information:

- My ASU ads are the visual messages that link to a webpage for more information.
- Ads can be segmented to target certain audiences (e.g., freshmen, students on the West campus, etc.). ESC can tell you if your desired audience has a narrowcasting segmentation. If it does not, it may be possible to create a narrowcasting segmentation for your audience. It can take up to a week to create the segmentation.
• Priority is given to enrollment-driven messages. All ads should fall within a general guideline of retention and student engagement.

• Ads should not promote specific classes or academic programs.

• Upon request, ESC can provide click rates after the ad has run.

Process:

• Units should contact ESC as soon as possible to reserve their ad date, as reservations are on a first-come, first-served basis and dates often fill up fast. Contact Angela Benitez at angela.s.benitez@asu.edu with requests.

• Because of the amount of requests we receive and our limited ad space, each ad generally runs for one week, so as to give everyone’s ad a chance to be seen. (In the summer, we receive fewer requests and can often run ads longer than one week.)

• Units can design their own ad or ESC designers can create the ad for them. Please allow one full week for an ESC designer to create an ad. When providing ESC with the text you would like to appear on your ad, please make sure all stakeholders on your team have approved the copy before sending it to ESC.

• Units creating their own ad should supply ESC with the ad (sized 280x57), the background color in hexadecimals, and the URL they want the ad to link to. The URL should link to an ASU webpage whenever possible.

• Units creating their own ad should make sure the ad is clearly an ASU-related event, initiative, program, etc. This can be achieved by including such words or images as “ASU”, campus name, Sparky logo, pitchfork logo, maroon/gold, etc.

• Units creating their own ad should send it to ESC at least one business day before it is scheduled to go live.

• Units will be notified by email after the ad goes live.

Updated: 11/13/2019