

SUNY Broome Today works: Find out why

January 7, 2015

With the advent of SUNY Broome Today this summer, you have likely seen an impact in your inbox.

Rather than a dozen emails from the college on topics ranging from the significant to the trivial, you receive a daily snapshot of what's going on, including events, announcements, feature stories and calendar listings for the week. In 30 seconds, you can scan a single official email to get the day's news and updates – and ignore the rest.

With the SUNY Broome Today banner, there is no question on who is sending the email or whether it comes from the college. In fact, our office has heard from recipients who have started to delete emails other than SUNY Broome Today because the service allows them to quickly access official campus items.

Worried that no one reads SUNY Broome Today? It may actually perform better than individual emails! With the latter, there is no practical way to know – other than issuing read-receipts – whether recipients opened the message or deleted it unread. Google Analytics, however, has shown that SUNY Broome Today is opened about 500 times a day and the Campus Buzz (the student body equivalent) 600 times – and numbers continue to grow!

Our intention is that these e-newsletters will become the main transmission of campus news, while individual campus emails will convey time-sensitive emergency or enrollment messages.

Want to maximize your reach on SUNY Broome Today? Here are some helpful tips:

- SUNY Broome Today is automated and compiled from the items in Focus and the Buzz, while the Campus Buzz draws items from the Buzz alone. All of the news items are available at <http://news.sunybroome.edu/focus/> and <http://news.sunybroome.edu/buzz>. We encourage you to visit them! Looking for an older item? Scroll through the older entries, or use the search function on the upper right side.
- Similarly, events are always available for viewing at sunybroome.edu/calendar.
- To make sharing your news with the SUNY Broome community easier, we've condensed our "Share Your News," "Submit a Press Release" and "Submit a Calendar Event" forms into one form at sunybroome.edu/shareyournews. Through this new form, you will be able to submit your news to any of the following channels: The Focus/SUNY Broome Today; The Buzz, Outreach, Digital Signs, Campus Calendar and Media Releases. Bookmark this site on your browser!
- Have a great story idea? Contact Jennifer Micale in Marcom at micalejr@sunybroome.edu. We will work with you to produce great features and even media releases to get the word out.
- Take advantage of SUNY Broome Weekly, a once-weekly email that features a single feature story on campus! This email goes out on Monday and we would need at least two weeks to work with you on your

request.

- While we will remind people of events and items via social media, **we try to avoid putting the same items on the top of SUNY Broome Today on a daily basis** unless they consist of crucial campus information. Otherwise, people tend to view the newsletter as a repeat and may disregard it.
- Rather than repeating the same story daily, we strongly suggest you **serialize your content**. Have an event coming up? Submit an item about the event – and also work with Marcom on a separate feature, perhaps interviewing organizers or participants or taking photos of the event. Building *real interest* isn't about frequency. Rather, it involves unveiling a story, building excitement and making a connection with your readers.

The Office of Marketing & Communications team would like to thank the campus for all of the positive feedback SUNY Broome Today has received, as well as tips to make the service better. Have a wonderful and productive 2015!

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