



Best Practice Guidelines



Communications

QR CODES

Quick way for customers and end users to access **additional** information about a program, service, or product.

QR Codes Add Value

Use a QR code when scanning the code provides meaningful value to the user and enhances their interactions with LEARN content, programs, or services.

QR Codes

- Enhance an experience
- Provide **additional** information
- Pair with a call-to-action
- Optimize mobile-friendly viewing
- Relate to a target audience

HASHTAGS

The primary purpose of a hashtag (in the realm of social media and online communication) is to categorize content.

Hashtags Organize, Discover, and Engage with Content

Use a # when helping a customer easily discover and explore related content.

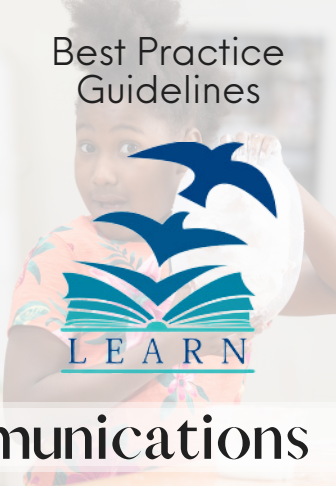
Hashtags

- Help customers and end users stay informed about current events and conversations
- Promote events
- Raise awareness
- Foster a sense of community around the LEARN brand

SAVE THE DATES

A starting point for a marketing campaign promoting a large and/or significant gathering.

- Provide an early announcement
- Build anticipation
- Include all key details
- Requires a series of follow-up marketing tactics



Communications

PHOTOS

Photos enhance communication, engage the audience, and convey information in a visually compelling and memorable manner. Photos create an impression.

Consistency

Maintain consistency in branding by using the same or similar images across different marketing materials. Consistency helps with recognition.

Target Audience

Respond to the preferences of a target audience. Images can be reused strategically when they resonate with the audience.

Relevance

Align images with messaging and ensure both relate to one another.

Story Telling

Use photos that evoke emotion and can tell a story on their own.

Timeless

A good photo is a good photo – today, tomorrow, and 2 years from now.



Communications

Best Practice Guidelines



NEWSLETTERS

A tool used to keep people connected and deliver value to readers.

Objective

Identify the one thing you are truly attempting to accomplish with your newsletter.

Target Audience

Who are you really targeting with your newsletter? What do you *THINK* you know about your target audience and what do you *REALLY KNOW* about your target audience?

Consistent Branding

Maintain a consistent brand identity across newsletters.

Content

Content should be relevant to the professional affiliation of your target audience. Focus on providing information that solves problems, adds value, or educates about professional aspects of LEARN.

Photos

A good photo is a good photo - today, tomorrow, and 2 years from now.

The entire page is decorated with various sizes and styles of white snowflakes on a teal background. Some snowflakes are large and detailed, while others are small and simple. They are scattered throughout the page, including in the header, around the text boxes, and in the footer area.

Best Practice Guidelines Communications

HOLIDAYS & CELEBRATIONS

Respecting the diverse backgrounds and beliefs of the LEARN community.

Consider

Neutral messaging that does not favor one particular cultural group or religious group.

Aiming for universal themes that can be appreciated by a broad audience.

Focusing on wellness initiatives that promote a positive and supportive work environment.

Developing authentic holiday and celebration messages.

Using storytelling to create connections with audiences (around the holidays especially). Share stories that are real-life examples of the meaning behind holidays and celebrations. It is more powerful to share a story of joy and light versus saying, "Happy Holidays".