

# 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

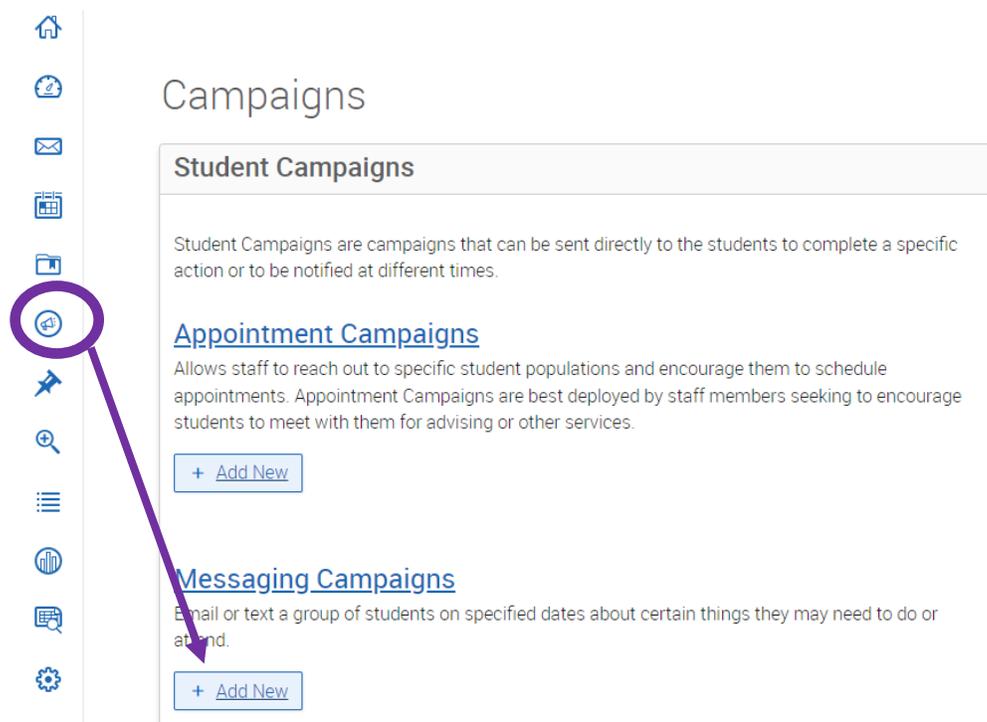
- How would you like to impact your students with campaigns? What student populations do you envision this would be used for?
- Who should be launching campaigns? Should campaigns be part of each staff member’s personal workflow? Or should they be more centralized and launched by unit leaders?
- What 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](mailto:mavconnect@mnsu.edu) to discuss removal of individual student conversations.
- If you do need 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](mailto:Joe.scholar@mavconnect.mnsu.edu) delete this and input the student’s normal MNSU-Mankato email: [Joe.scholar@mnsu.edu](mailto: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”

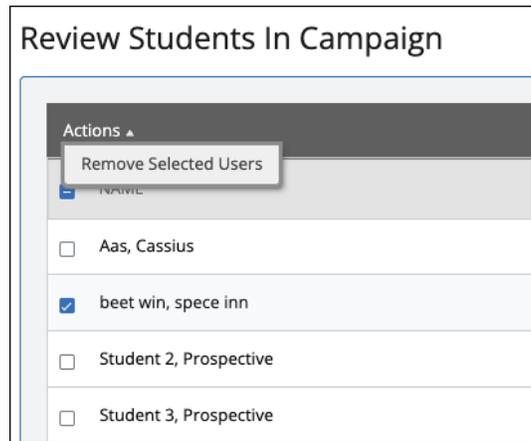


2. Set the criteria for the Messaging campaign then click continue.
  - a. Campaign Name: Visible to person creating the campaign and others who have access to view. Not visible to students.
  - b. Tracking URL: URL you want students to click and will be able to track engagement on
  - c. Tracking URL Display Name: 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

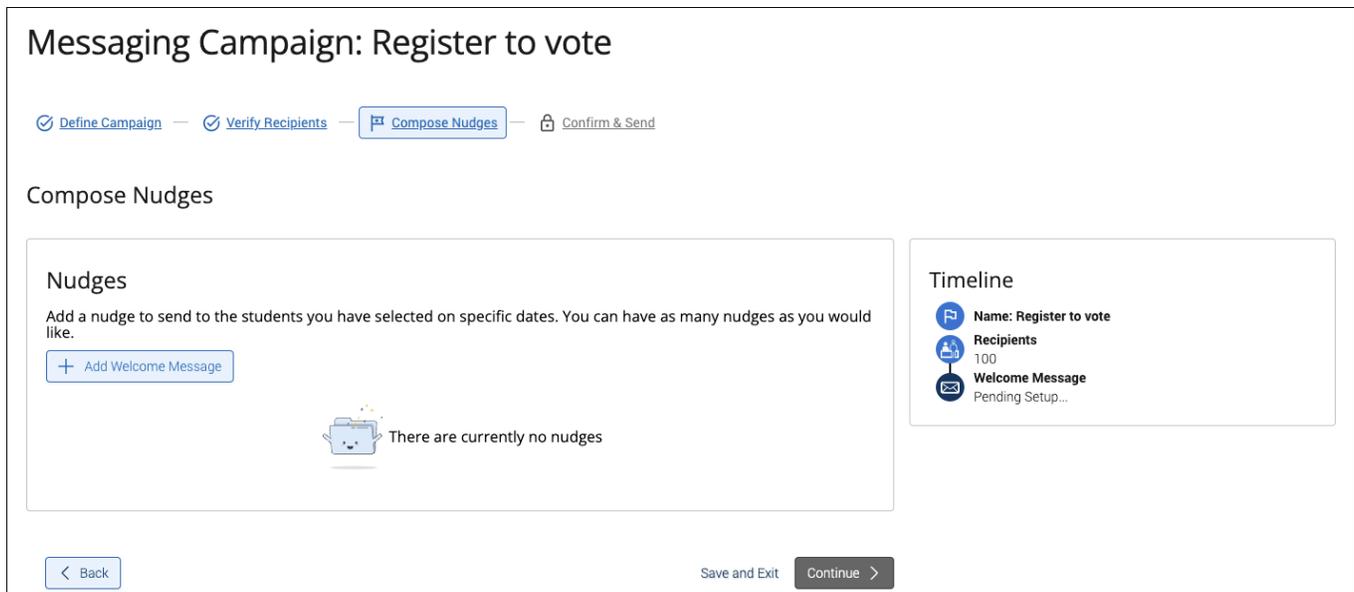
3. Search to find recipients for the campaign. You can use the advanced search to find specific populations of students or by searching by "Assigned To".
  - a. Once you have entered in your search criteria, click on search to populate a list of students.
  - b. If you would like to send to all students, 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

- 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 Nudge” to create your first nudge.
    - Note: You must create at least one nudge 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  
Register to Vote

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\_hyperlink)

Thank you!

**Available Merge Tags**

(\$student_first_name)	Inserts the student's first name
(\$student_last_name)	Inserts the student's last name
(\$tracking_hyperlink)	Inserts the tracking link for this campaign

Add Attachment:

[Choose File](#) No file chosen

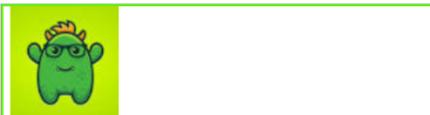
Send Date  
December 6, 2022

**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 be 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 Nudges](#) — **[Confirm & Send](#)**

Confirm & Send

#### Campaign Summary

<b>Define Campaign</b>	Name: Register to vote
	Tracking URL: https://www.vote.org
	Tracking URL Text: Register here
<b>Sender</b>	Support 22
<b>Recipients</b>	<a href="#">View 100 recipients</a>
<b>Welcome Message</b>	Send Date: Tue 12/06/2022
	Subject: Register to Vote
	Email Preview: <a href="#">View Email</a>
<b>Scheduled Nudge</b>	Send Date: Fri 12/09/2022
	SMS Preview: <a href="#">View SMS</a>

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

## Reviewing campaign

Once your campaign has been completed, 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.



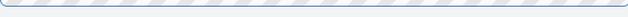
### Commons Workshop Series Details

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	
Emails Opened	0	
Links Clicked	0	

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**