



# 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.

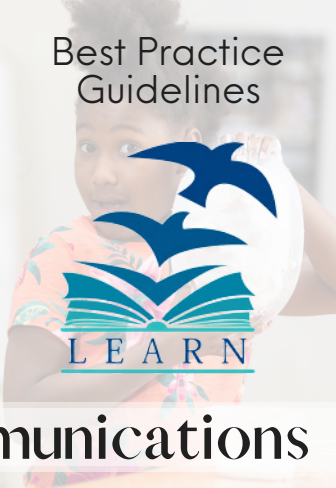
#### Hashtags

- 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



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## 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.

#### Photos

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

#### 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.



# 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.

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".



Developing authentic holiday and celebration messages.