Email

- **Tip:** Write your emails so they are actionable and skimmable:
  - Valuable info
  - Shorten message
  - Action subject line

- **Resource:** Email Marketing Tools
  - Eloqua (UW–Madison supported tool) (kb.wisc.edu/eloqua)
  - MailChimp (www.mailchimp.com) | Constant Contact (www.constantcontact.com/)

Social Media

- **Tip:** It's okay to not open a new social media account! Consistency is key when it comes to posting, so if you can't commit to posting regularly, a new social media account may not be the best outreach strategy for your office.

- **Tip:** Keep your content simple in order to post more consistently

- **Resource:** Social Media Breakfast (smbmad.org) is a Madison nonprofit group offering monthly free events

Graphic Design

- **Resource:** Graphic design tools (all have free versions available)
  - Canva (canva.com)
  - Visme (visme.co) | VistaCreate (create.vista.com) | PicMonkey (picmonkey.com)

- **Tip:** QR codes are back!
  - Generator built into Chrome (Learn how to use it: blog.tcea.org/chrome-qr-code-generator)
  - QR Code Generator (qr-code-generator.com)
  - Canva's QR Code Generator (canva.com/your-apps/qr-code)

Presentations

- **Tip:** The presentation and slides are **for your audience**, not for you.
  - Key points,
  - One idea per slide,
  - Simple design,
  - Audience Participation,
  - Microphone use

Presentations

- **Resource:** Free presentation program that allows you to interact with your audience using real-time voting (quizzes, polls, word clouds, ask questions, etc)
  - Slido (https://www.slido.com/) | Mentimeter (https://www.mentimeter.com/ | (Kahoot! (https://kahoot.com/) | AhaSlides (https://ahaslides.com/) | Quiziz (https://quizizz.com/?lng=en)

- Slidescarnival.com (https://www.slidescarnival.com/) unique free slide decks that can convert to Google Slides, PowerPoint, and Canva

Websites

- **Tip:** Write or edit website content so it can easily be skimmed
- **Resource:** Do a quick evaluation of the accessibility of your website with the Web Accessibility Evaluation Tool (WAVE) (wave.webaim.org)
- **Resource:** WiscWeb WordPress Service (wiscweb.wisc.edu)

UW–Madison Tools & Resources

- UW Brand and Visual Identity guide (https://brand.wisc.edu/)
- UW Brand and Visual Identity - Email Headers (https://brand.wisc.edu/multimedia/email/)
- UW Brand and Visual Identity - PowerPoint (https://brand.wisc.edu/multimedia/powerpoint/)
- UW Photo Library (https://uwmadison-photos.photoshelter.com/)
- UW Events Toolkit (https://uc.wisc.edu/resources/events-toolkit/)
- UW DesignLab (https://designlab.wisc.edu/)

Accessible & Inclusive Communications

- Inclusive Communications Guide (uc.wisc.edu/inclusive-communications-guide)
- UW Inclusive Language Guide (editorial-styleguide.umark.wisc.edu/inclusive-language)
- UW–Madison Digital Accessibility Program (it.wisc.edu/about/division-of-information-technology/center-for-accessibility-user-experience/digital-accessibility-program)
- Digital Accessibility Guide (it.wisc.edu/learn/accessible-content-tech)
- Office of Compliance, Guide to Planning an Accessible Event (https://compliance.wisc.edu/documents/guide-to-planning-an-accessible-event/)

Reach out! We'd love to hear from you.

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SCAN ME

For a digital handout