



modern[®] campus

Engaging Modern Learners
For Life

Introduce yourself in the chat! Which institution are you here with?

Message Personalization

Best practices for links, images, emojis, and data merge tags.

Message Personalization

Best practices for links, images, emojis, and data merge tags.

Post-Webinar Survey

- 2 minutes!
- We love knowing what you like or would like improved!
- Really helps me (Kelsey) out when presenting to my bosses 😊
- I'll provide a link at the end or you will get an email tomorrow!!!

* 3. Overall, were you satisfied with your training?

☐ Yes

☐ No

* 4. On the following scale, how **helpful** and **informative** was the training webinar?

1 - Not Helpful

2

3 - Neutral

4

5 - Helpful

☐

☐

☐

☐

☐

Additional comments to reflect your score.

5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

Agenda

1. Intro
2. Links
3. Tags
4. Emojis
5. MMS (images)
6. Q&A
7. Close



Why personalize your messages?

- Get your message across with visuals
- Create a sense of comfort
- Conversational tone can increase engagement

6



How to send MMS

Programmed Messages:

- Add MMS to message template
- Include the image file in your email to your CSM
- Images need to be smaller than 500KB

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In Message:

- Add MMS to message
- Images need to be smaller than 500KB

Links

Links Best Practices

- Use the entire URL
- Link will be clickable
- No link shorteners
 - Bitly
 - Tinyurl

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Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

[Next](#)

Merge Field Tags

What are merge field tags?

- Use your contact data
- Personalizes the content on a per contact basis
- Hey [first_name]! = Hey Kelsey!

Hey [first_name]! How are things at [resident_hall]? Let us know in this brief survey!
www.message.edu/survey



How to insert a merge field.

- Start your message
- Place your cursor where you want to the merge field
- Select the tag icon
- Select the field

The screenshot displays the Modern Campus messaging interface. At the top, there is a dropdown menu labeled "Admissions 2027". Below it, the "Send to:" section shows a list of recipients with buttons for "Admis" and "Remove". The "Message" section contains a large text input area with a cursor at the beginning. To the right of the input area, there is a "0/1600" character count and three icons: a smiley face, a tag icon, and a document icon. A red arrow points to the tag icon. Above the message input area, a modal window is open, displaying a grid of merge field options: "App Completed", "App Status", "Application Submitted", "Application Waiver", "Bulk Text List", "FAFSA Completed", "Fafsa Submitted", "First Name", "Group List", "HS GPA", and "In State". The modal has an "esc to close" button in the top right corner. Below the message input area, there is a "Be Advised" notice about mobile carriers rejecting shortened links, followed by a "Delivery Date" section with radio buttons for "Now" (selected) and "Future Date". A "Next" button is located at the bottom right.

Admissions 2027

Send to:

Admis

Remove

Message

App Completed App Status Application Submitted

Application Waiver Bulk Text List FAFSA Completed

Fafsa Submitted First Name Group List HS GPA In State

0/1600

Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

Next

Select a program



Please select a program.

Send to:

Enter the program, group or contact name...

Message:

Scheduled for immediate delivery

Enter your message...

0/1600



Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

Next

Tag troubleshooting – don't see the tag?

- Make sure you have selected your program AND Send to



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here.' At the bottom, there is a 'Delivery Date:' section with two radio buttons: 'Now' (selected) and 'Future Date'. A 'Next' button is at the bottom right."/>

New Message ×

Send from:
Select a program ▼
Please select a program.

Send to:
Enter the program, group or contact name...

Message: Scheduled for immediate delivery
Enter your message...
0/1600  

Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date Next

Emojis

How to Insert Emojis

- Use the built in menu →
- Use your keyboard shortcut
 - Mac: Control + Command + Space bar
 - Windows: Fn + E
- Copy and paste from emoji library:
<https://emojipedia.org/>

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“The most valuable of all talents is that of never using two words when one will do.”

—Thomas Jefferson

“The most valuable of all talents
is that of never using two words
emojis one will do 😊.”

—Thomas Jefferson

Use Emojis Wisely

- Too many emojis can be flagged as spam
- screen readers read a description of each emoji



Emoji Best Practices 🏆

- Less is more!
- 😄 = “smiling face with grinning eyes”
- Use at the end when possible

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Come trick or treat
on the quad at
noon this Friday!



Celebrate 🎃 👻 🍂
on the quad 1 2
this Friday! 🧛 🧟 🍫

You can use MMS, links, tags, and emojis in your Program Messages!

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2023_10_19 cred-seeking melt 19	2023-10-16 @ 10:00 AM	<p>current_term = 4234</p> <p>AND</p> <p>current_term_enrollment_status = E</p> <p>AND</p> <p><u>current_term_student_classification = Cred-seeking</u></p> <p>AND</p>	<p>Part 1: [first_name], today starts the 2nd 8-week Fall session at ECTC! If you are taking an online class, make sure you login to Blackboard, look for a first assignment to complete, and do it today!</p> <p>Part 2: If you run into any issues, no matter what, please reach out so we can help. The faculty and staff at ECTC are here to support you through your program and onto the next big step in your life. For technical and account help, visit www.help.elizabethtown.kctcs.edu. The Student Success Hub provides a variety of services and resources to empower students to achieve goals, experience academic and non-academic success, and thrive in our community:</p> <p>https://elizabethtown.kctcs.edu/current-students/academic-resources/student-success-hub/</p>
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Platform demonstration

- Insert emojis
- Copy and paste emojis from a document
- Add links
- Add tags

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Emojipedia

The **World's #1** Resource For Emoji Meanings, Emoji Copy and Paste, Emoji History & Emoji Designs

Most Popular

Show More



MMS (images)

What is MMS?

MMS is a text message that includes **multimedia content**.

Pictures



GIFS



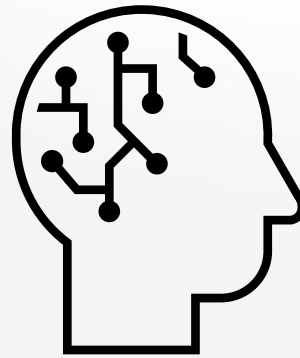
Why use MMS?

Why Use MMS?

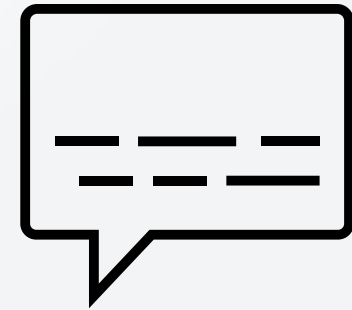
Say more with less.



Grabs attention & easy to digest



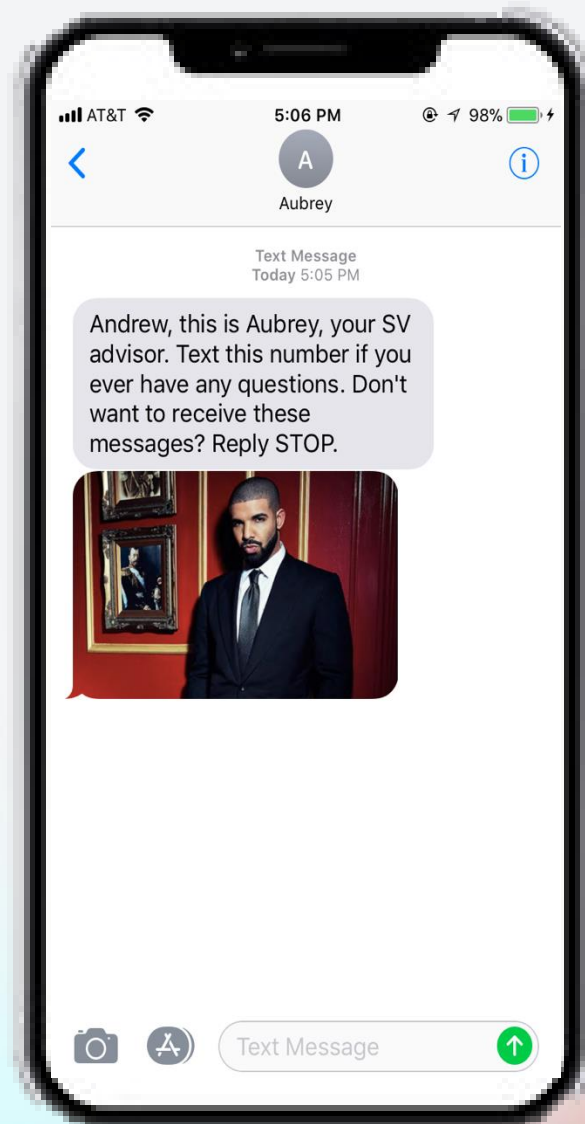
More engaging than plain text



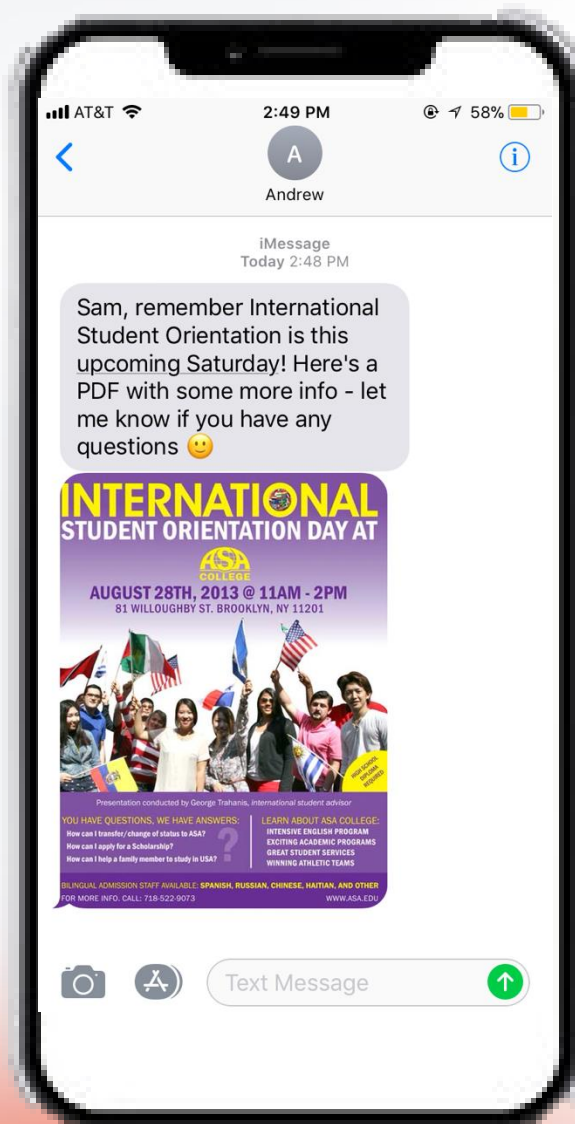
When to use MMS Messages



Intros



Flyers



Birthdays

modern
campus



Receive MMS Messages

Send me a screenshot!

Receiving MMS

- Have students take photos of documents they need help understanding, e.g.
 - Acceptance letters
 - Financial aid
 - Class Registration
- Faster and easier than trying to explain via SMS

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Name
Address
City, State Zip Code

Dear First Name:

It is with great pleasure that I write to inform you that you have been accepted for admission to Normandale Community College. On behalf of the faculty and staff at Normandale Community College, I congratulate you on this accomplishment and welcome you to the Normandale community. We are dedicated to helping you achieve academic success and fulfill your educational goals while you are a student at Normandale. To begin the road to academic success, there are a few steps you need to complete in order to become officially enrolled as a student at Normandale and to make your entry to college as smooth as possible.

1) **Review the enclosed "New Student Checklist".**

Please review the enclosed checklist for further information on the final steps to enrollment. It is very important that you satisfy placement testing and attend an Advising and Registration session as soon as possible to ensure best course selection. Please contact us if you need any assistance completing these steps.

2) **Student Tech ID and StarID**

Your Student Tech ID number is included at the bottom of this letter. You will need this number to schedule your placement testing and your Advising and Registration session. This number will also be used by Normandale staff to maintain and track your information. You should be prepared to give your Tech ID number and a photo ID to campus staff anytime you are requesting assistance. You have also been assigned a StarID which you will use to log into campus computers, eServices, D2L (our online learning system) and other campus services. The checklist includes instructions on how to retrieve your StarID and set a password.

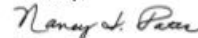
3) **Finalize arrangements for financing your education.**

The tuition payment deadline is usually due one month before the first day of the semester. After the tuition payment deadline, payment is due 24 hours after registration. For information on financing options, please visit the Normandale website at www.normandale.edu. Click on "Future Students" and then select "Financing Your Education". Various forms of financial aid as well as a monthly payment plan are available to help you in meeting your tuition and fee obligations.

Accommodations for individuals with disabilities are available with advance notice by contacting the Office for Students with Disabilities at (952) 358-8625 or email OSD@normandale.edu.

We look forward to working with you at Normandale Community College! Questions? Call us at (952) 358-8201 or email admissions@normandale.edu.

Sincerely,



Nancy Pates,
Director of Admissions

IMPORTANT! RETAIN THIS NUMBER!

Tech ID: XXXXXXXX

This is your assigned Tech ID number. You will frequently be asked to provide this number while you are a student at Normandale.

Receiving MMS

- Have students take photos of documents they need help understanding, e.g.
 - Acceptance letters
 - Financial aid
 - Class Registration
- Faster and easier than trying to explain via SMS

Award Notification 2011-2012

Award Date: 07/26/2011 12:08 PM

Recognizing that financing your college education is fundamental to success at The George Washington University, the following financial aid awards are being made:

	Fall 2011	Spring 2012	TOTAL
Federal Pell Grant	\$750.00	\$750.00	\$1,500.00
Federal Perkins Loan	\$1,000.00	\$1,000.00	\$2,000.00
Federal Subsidized Stafford	\$2,750.00	\$2,750.00	\$5,500.00
Federal Unsubsidized Stafford	\$1,001.00	\$999.00	\$2,000.00
Federal Work-Study Program	\$1,300.00	\$1,300.00	\$2,600.00
University and Alumni Award	\$16,250.00	\$16,250.00	\$32,500.00
Total Awards	\$23,051.00	\$23,049.00	\$46,100.00



Receiving MMS


- Have students take photos of documents they need help understanding, e.g.
 - Acceptance letters
 - Financial aid
 - Class Registration
- Faster and easier than trying to explain via SMS

Check Your Registration Status:

Displayed below are various items which may affect your registration. Your Holds, Academic Standing, Student Status, Class, and Curriculum may prevent registration or restrict the courses you will be permitted to select.

In order to determine your registration access time, please note your earned hours below and refer to the [Summer and Fall 2010 Registration Access information](#) to determine when you may access the system.

 You have required advising. 

 You have Holds which will prevent registration.


☒ Your Academic Standing is Good Standing which permits registration.

☒ Your Student Status permits registration.

Your Class for registration purposes is Freshman.

Registration Permits and Overrides

Permit/Override	CRN	Subject Course
Overrides Seating Capacity 10875 HIS		2204 SUR AMER CIV SINCE 1876



Earned Credit

Level	Type	Hours
Undergraduate	Institutional	5.000


Curriculum Information

Current Program
Bachelor Of Arts

Level: Undergraduate
Program: History
Admit Term: Spring 2010
Admit Type: Standard
Catalog Term: Spring 2010
College: College of Arts & Sciences
Campus: Main Campus
Major and Department: History, History

Your registration time slot

Beginning Date	Beginning Time
November 19, 2009	08:00 AM



[[View Holds](#) | [Look-Up Classes](#)]

MMS Settings

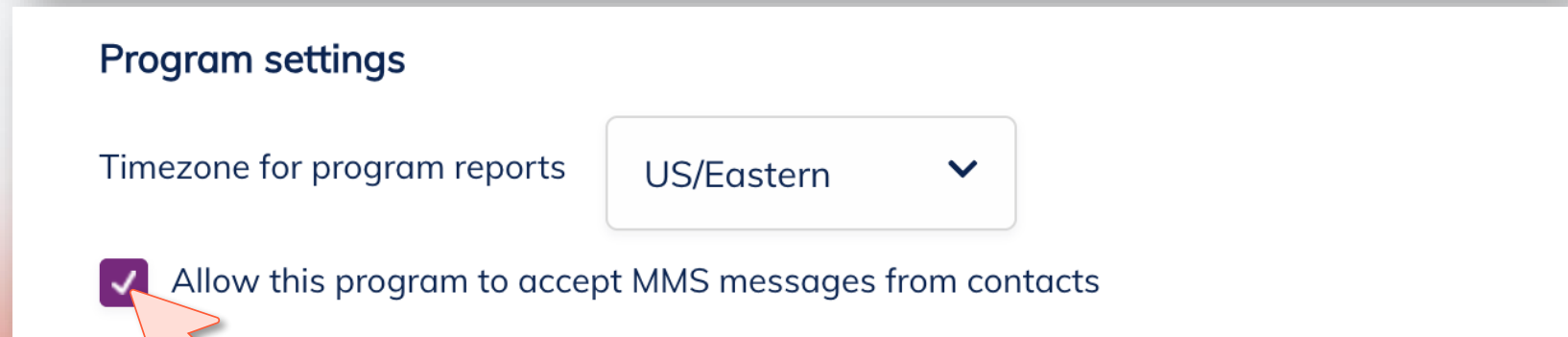
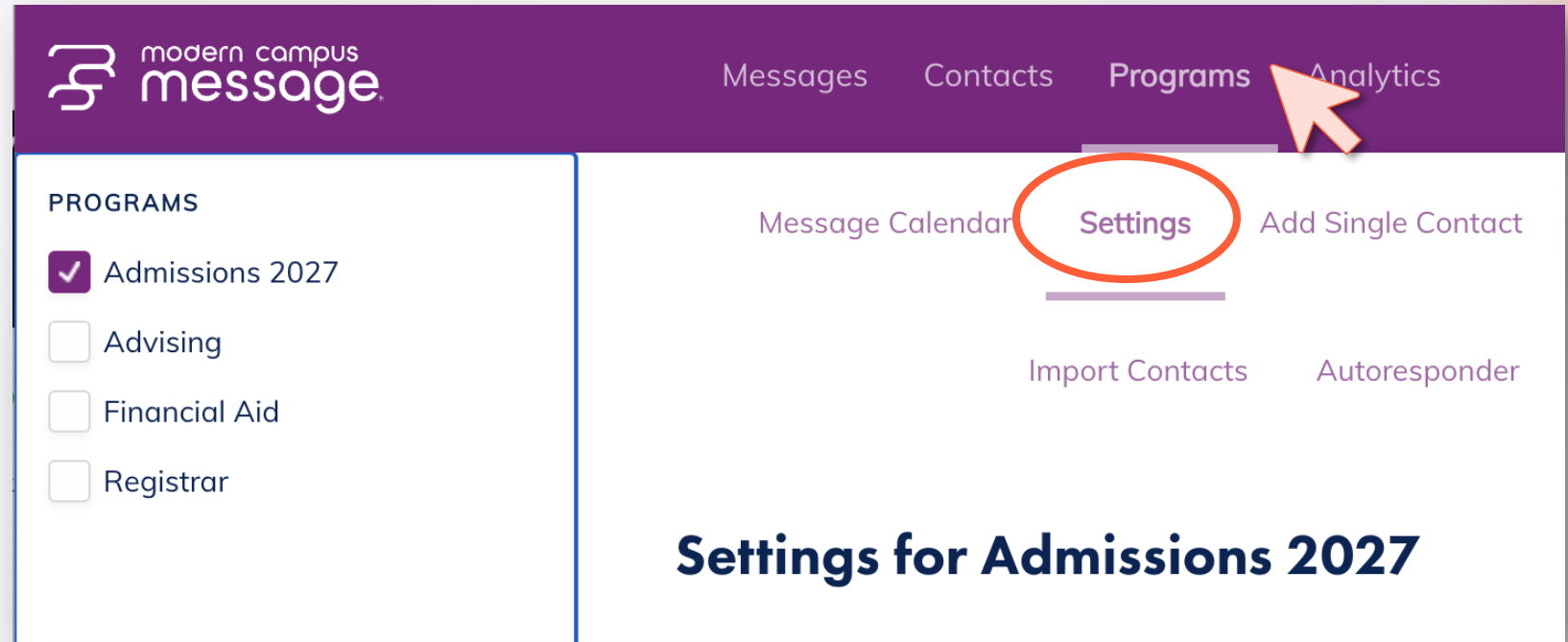
Settings control...

Can your program
RECEIVE images?

Can your
counselors **SEND**
images?

Enable **Receiving** MMS (*Program and Account Admin*)

1. Programs Tab
2. Select Your Program
3. Select Settings
4. Under “Program Settings” Check MMS setting



Enable **Sending** MMS (*Program and Account Admin*)

1. Programs Tab
2. Select Your Program
3. Select Settings
4. Under “Counselor Settings” Check “All counselors to send images.”

The screenshot displays the Modern Campus Message interface. At the top, a purple navigation bar contains the 'modern campus message' logo and tabs for 'Messages', 'Contacts', 'Programs', and 'Analytics'. An orange arrow points to the 'Programs' tab. Below the navigation bar, the 'PROGRAMS' section on the left lists 'Admissions 2027' (checked), 'Advising' (unchecked), and 'Financial Aid' (unchecked). The main content area shows options for 'Message Calendar', 'Settings' (circled in orange), and 'Add Single Contact'. Below these, 'Import Contacts' and 'Autoresponder' are visible. A second screenshot below shows the 'Counselor settings' section with five checkboxes: 'Allow counselors to add a single contact' (checked), 'Allow counselors to delete individual program messages for a contact' (unchecked), 'Prevent counselors from viewing personally identifiable information (PII) by hiding the last_name and the last four digits of the phone field.' (checked), 'Prevent counselors from activating contacts' (checked), and 'Allow counselors to send images' (checked). An orange arrow points to the 'Allow counselors to send images' checkbox.

modern campus message

Messages Contacts Programs Analytics

PROGRAMS

☒ Admissions 2027

☐ Advising

☐ Financial Aid

Message Calendar **Settings** Add Single Contact

Import Contacts Autoresponder

Counselor settings

☒ Allow counselors to add a single contact

☐ Allow counselors to delete individual program messages for a contact

☒ Prevent counselors from viewing personally identifiable information (PII) by hiding the last_name and the last four digits of the phone field.

☒ Prevent counselors from activating contacts

☒ Allow counselors to send images

Demo

- Update settings

How to send MMS messages

New Message



Send from:

Alumni Relations



Send to:

Enter the program, group or contact name...

Message:

Scheduled for immediate delivery

Enter your message...

0/1600



Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

Next

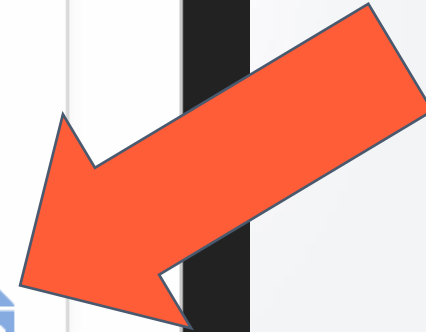
Enter the program, group or contact name...

Message:

Scheduled for immediate delivery

Enter your message...

0/1600



Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

Next

New Message



Send from:

Alumni Relations



Send to:

Enter the program, group or contact name...

Message:

Scheduled for: Immediate delivery

Choose up to two image files

Select files to upload

Maximum upload file size: 500 KB

Supported types: jpg, gif, png



Be Advised: mobile carriers are now rejecting messages that contain shortened links from free services such as bit.ly, tinyurl.com and others. More information is available [here](#).

Delivery Date: ☒ Now ☐ Future Date

Next

Message History



Rachel Brown · 2/23/23 | 10:38 AM

RB

Rachel Brown · 2/23/23 | 10:39 AM

Hi Rachel! Great job with your mid-terms!

RB



Rachel Brown · 2/23/23 | 10:56 AM

Enter your message...



Send

MMS Best Practices

Maximize your images for CELL PHONES!

Which makes the best use of MMS? Why?

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Text 1



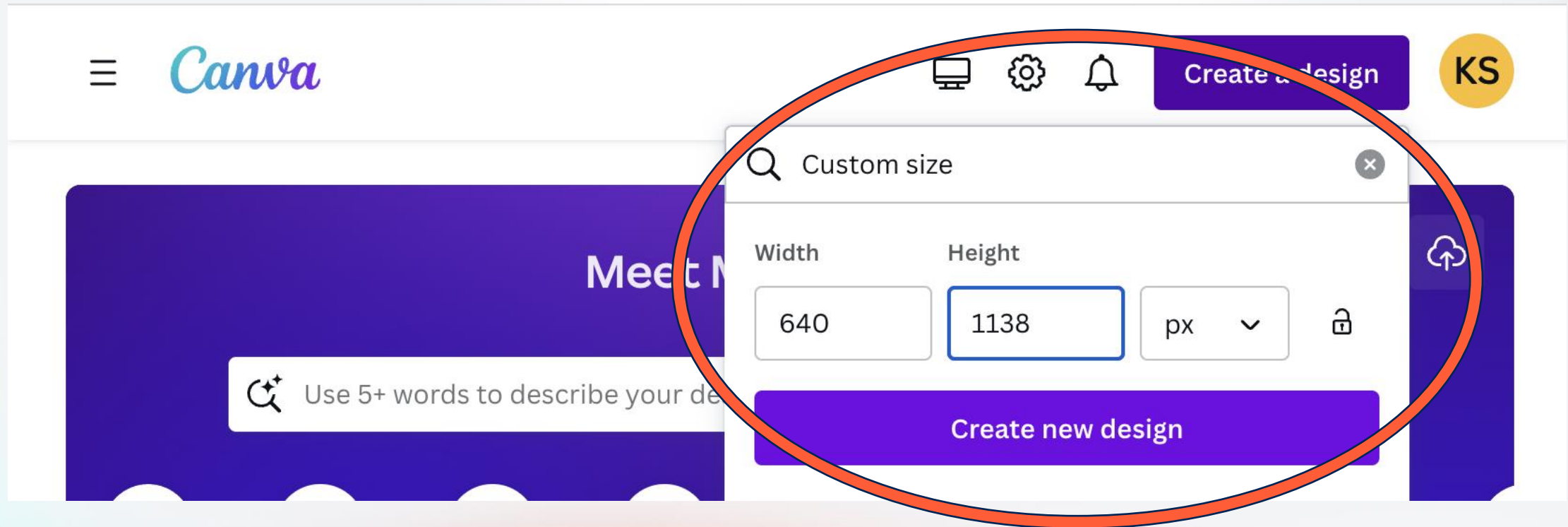
Text 2



Text 3

Design with a Text Message in Mind

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Design with a Text Message in Mind

Format

- Portrait (vertical)
- .jpg format
- 500kb max file size
- 9:16 aspect ratio
- 640 x 1138 pixels (640 wide max)

Content

“I have made this letter
longer than usual because I
have not had time to make it
shorter.”

- Blaise Pascal

Design with a Text Message in Mind

Format

- Portrait (vertical)
- .jpg format
- 500kb max file size
- 9:16 aspect ratio
- 640 x 1138 pixels (640 wide max)

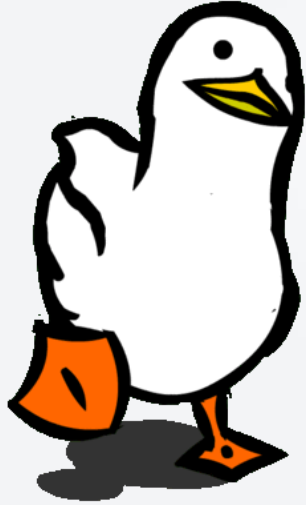
Content

- Keep it SIMPLE
- Less is more (pictures, colors, words)
- Avoid gradients
- High contrast

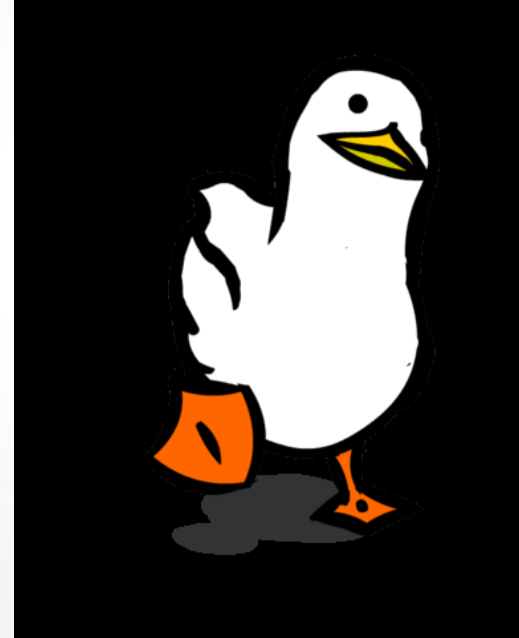
.gif Best Practices

- No transparency in the .gif





Transparent on
your desktop



Transparent in a
text message

.gif Best Practices

- No transparency in the .gif
- Watch the size
 - 480 px x 480 px (square)
 - 640 px x 640 px (square)
 - 480 px x 640 px (tall)
 - 480 px x 720 px (tallest)



Low Vision Contact Tips

- Don't size down
 - Prevents blurring
 - Increases legibility
 - Provides a better “preview”
- Use a .jpg format when possible for best quality
- Avoid gradient and use high contrast
- Send a test text to check for quality!

High Contrast

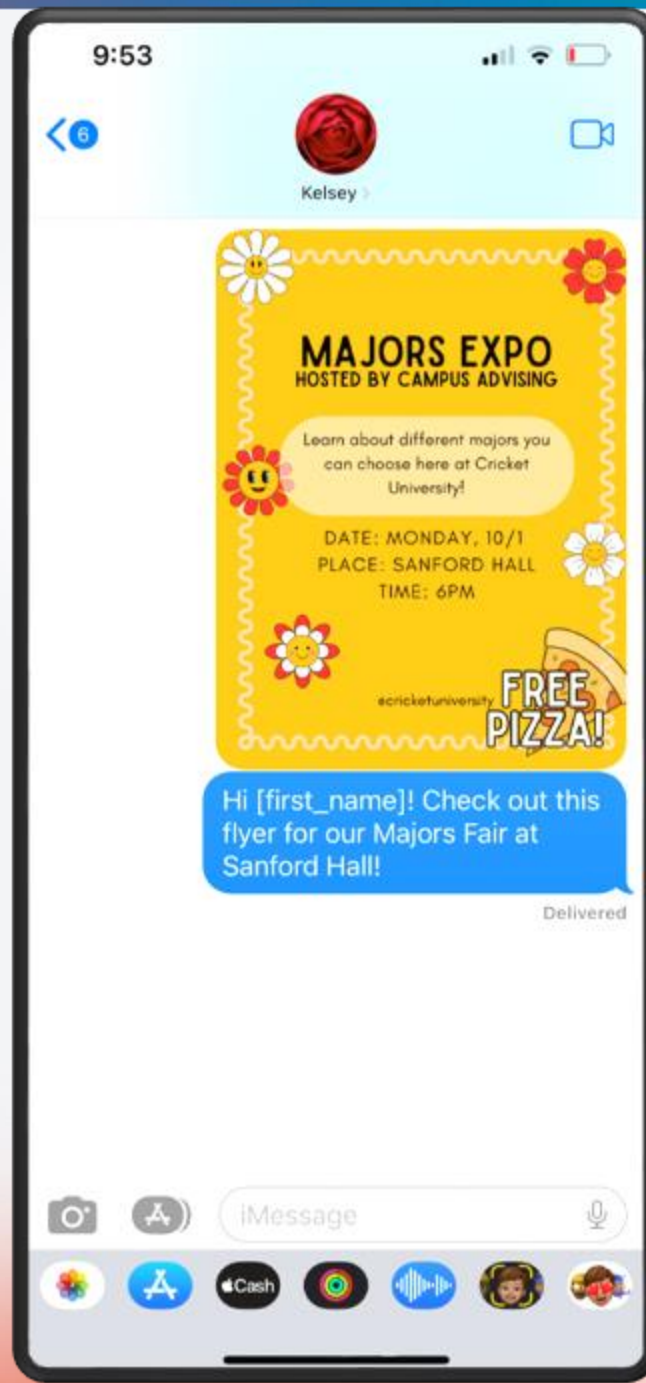
Low Contrast

Accessibility Tips

- Text messages CANNOT use alt-text
- Contacts who are blind or low-vision most likely won't know what the images is
- A vital information should be in the text itself
- Text = the star, MMS = the support
- Info heavy graphic? Include a link to the high res jpg or PDF!

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Hi [first_name] - hope to see you there! 😊😊😊📖📚🍕🍕🍕

Delivered

- Vital information is NOT in the text
- Text is cut off at top and on side in preview
- Too many emojis





Hi [first_name]! Check out this
flyer for our Majors Fair at
Sanford Hall!

Delivered

- Vital information is **NOT** in the text
- Was not designed for text



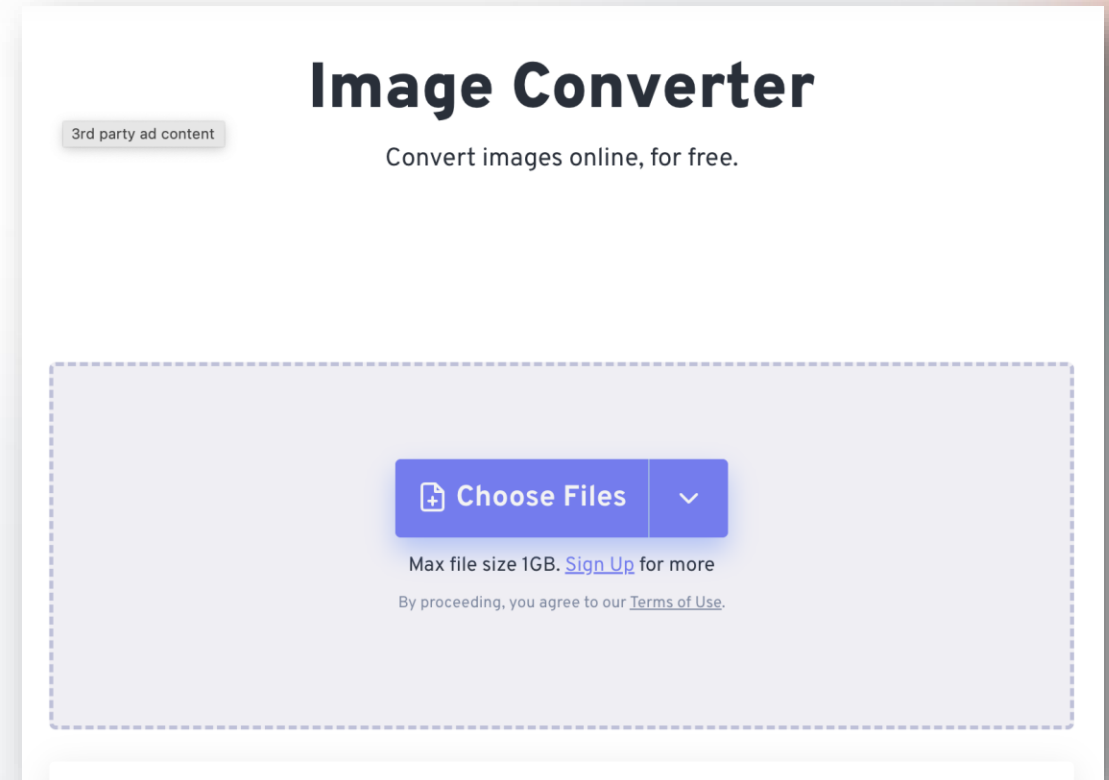


- Vital information is all in the text
- Preview shows all text and is legible
- High contrast



MMS Troubleshooting - FORMAT

- Is my image the correct format?
 - Must be .png, .jpg, .gif
- Solution
 - Convert using a web converter
 - Search “convert to .png” or use the link in today’s resources
 - Take a screenshot (this will create a .png)



MMS Troubleshooting - CONTRAST

- Check color contrast:
<https://webaim.org/resources/contrastchecker/>

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Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value
#0000FF

Color Picker Alpha
1

Lightness

Background

Hex Value
#FFFFFF

Color Picker

Lightness

Contrast Ratio

8.59:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

★
Text Input

Demo

1. Check color contrast:

<https://webaim.org/resources/contrastchecker/>

2. Change image format:

<https://www.freeconvert.com/image-converter>

3. Resize

4. Send images

Modern Campus Annual User Conference

Unite & Innovate – The Power of Community in Higher Ed



We Hope You Can Join Us!

- October 7-10, 2025 in Chicago, IL
- Hotel Block - [Hyatt Regency McCormick](#)
- Curated content featuring two tracks per product line with sessions across a spectrum of topics:
 - Thought Leadership
 - Customer-Led sessions
 - Panels, Roundtables, Workshopping
- Best practices + peer-tested solutions you can take back to your institution!!
- Do you have a great Session Idea? Let us know using the [Session Submission Form](#)

SAVE YOUR SPOT

SINGLE
ATTENDEES

\$1,099

3+ MEMBER
GROUPS

\$999

INTERESTED IN
PRESENTING?

ask me!

Session
information
coming mid-
June!

SCAN ME!



HAVE QUESTIONS? EMAIL THE CONFERENCE TEAM!
MCCONFERENCE@MODERNCAMPUS.COM

Q&A

Please put your questions in the Q&A box.
I'll get to as many as possible and follow up via
email if more research is needed!

Survey Time!

2 minutes! Thank you so much!

* 3. Overall, were you satisfied with your training?

☐ Yes

☐ No

* 4. On the following scale, how **helpful** and **informative** was the training webinar?

1 - Not Helpful

2

3 - Neutral

4

5 - Helpful



Additional comments to reflect your score.

5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

Thank You

See you next month!