

WHAT CREATIVE TOOLS DO YOU USE?

Thank you for sharing your tips and best practices! (Read on, some will make you laugh)

Poll answers from Friday, April 8, 2022, *"I Missed Every One of Your 200 Emails: Best Practices for Re-Engaging Gen-Z and Millennials"* NALP Annual Education Conference

Social Media

- Instagram
- Ask current students to create your Instagram alumni spotlights for you—creates the connection for the student even more strongly
- Instagram takeovers field trip visits
- School's Communications and Marketing Dept. for social media circulation
- GroupMe
- Class Facebook groups
- Instagram stories
- Contribute to Admissions Blog Twitter and LinkedIn announcements through Communications Office
- Student successes shared on Office of Career Management LinkedIn
- Facebook
- Student group social media
- Tik tok

Audio/Visuals (low-tech and high-tech)

- Short instructional videos followed by practical how to workshops
- Short videos
- Video library
- Prezi
- Powtoon
- Podcasts
- QR Codes (for events, program sign ups, posters, more...so many of you are using QR codes)
- Canva (marketing/visuals)
- TV screens in law school advertising info
- TV screen in the career services office that advertises upcoming programs and other info
- Memes
- GIFs
- Parody song videos
- Paper flyers in the elevators work best!
- Whiteboard
- Knovio
- Panopto
- Old school method of promo posters in bathroom stalls. Everyone has to go.
- Website
- Presentations
- Webcasts
- PowerPoint

Texting

- Remind texting
- Slate Texting
- Mongoose
- Google voice for texting
- Personalized texts

Newsletters/Email

- We use SharePoint across our law college units and student orgs to house information and generate announcements, which are compiled into a digest that goes out in two weekly emails on Tuesday and Friday
- Weekly newsletter for each class
- Diversity Newsletter, Public Service Newsletter, twice weekly job blasts directed to each class and recent grads

Newsletters/Email (con't)

- Monthly Newsletter
- Bi-weekly newsletter
- Weekly bulletins
- Deliberately make a mistake/give wrong info in the email message
- Threaten them with MORE EMAILS
- Email templates with large embedded images for visual appeal
- Response Requested in subject line
- Email platform (similar to Mailchimp) that makes our emails look more creative/professional/engaging
- Pick a date at the end of the semester and tell the students all semester long that a very long email with tons of info is coming on that date.
- Mail merges better than list serves—emails that start with dear (name)
- Fun or Funny “subject” lines of emails to catch attention
- Add their names to subject lines
- Personalized emails
- Save all emails to a Google Drive and include the link to that in all future communications with students so they can go back and find the previous emails easily
- Send reminder emails day/of ("We still have spots left in this session!")

Generate Positive Emotions

- Encourage MINT tabling
- FOOD
- Pizza

More

- Hide outside the bushes at their house
- Stalking
- Call them
- Teams/Slack
- Smartsheet forms
- Google forms
- SurveyMonkey
- Blackboard class for Career Center “class” for resourced and links
- Symplicity tools
- Bookings to let student choose own appointment times
- Canvas (learning management system)
- Virtual Career Café
- Firm intranet system
- CRM - currently Radius
- Qualtrics
- Friday announcements