

## **Self-Help Guide**

# **Digital Content: Send Communications for Service or Technology Launches, Changes, and Retirements**

This self-help guide provides guidance for creating digital content plans, writing content, and sending and submitting communications for planned launches, changes, and retirements.

## **Plan Communications**

### **Get Started**

#### **Review the Digital Content Planned Work Process**

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</services-technologies/how-tos/digital-content-review-digital-content>

#### **Follow the Drafting and Editing Process**

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</services-technologies/how-tos/digital-content-follow-drafting-editing>

#### **Create a Plan for a Technology or Service Change**

## **Use the Launch Plan Template**

Use the Launch Plan Template

</services-technologies/how-tos/digital-content-use-launch-plan-template>

## **Use the Upgrade, Migration, or Other Change Plan Template**

Use the Upgrade, Migration, or Other Change Plan Template

</services-technologies/how-tos/digital-content-use-upgrade-migration-or>

## **Use the Retirement Plan Template**

Use the Retirement Plan Template

</services-technologies/how-tos/digital-content-use-retirement-plan>

## **Determine Audiences, Channels, and Timing**

### **Identify Audiences with a Stakeholder Analysis**

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</services-technologies/how-tos/digital-content-identify-audiences-using>

### **Identify Channels**

Identify Channels

</services-technologies/how-tos/digital-content-identify-channels>

### **Add Dates to Digital Content Plan**

Add Dates to Digital Content Plan

</services-technologies/how-tos/digital-content-add-dates-digital>

### **Find or Create a Mailing List**

Find or Create a Mailing List

</services-technologies/how-tos/digital-content-find-or-create-mailing>

## **Determine the Signer, Sender, Reply-To Email, and Submitter**

Determine the Signer, Sender, Reply-To Email, and Submitter

</services-technologies/how-tos/digital-content-determine-signer-sender>

## **Collect Additional Resources**

### **Find or Create Web Pages and Knowledge Base Articles**

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</services-technologies/how-tos/digital-content-find-or-create-web-pages>

## **Draft and Edit Communications**

### **Review Drafting Guidelines**

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</services-technologies/how-tos/digital-content-review-drafting>

#### **Draft Communication**

#### **Draft an Awareness, Action Required, or Microlearning Email**

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</services-technologies/how-tos/digital-content-draft-awareness-action>

#### **Draft an Announcement for MyU**

Draft an Announcement for MyU

</services-technologies/how-tos/digital-content-draft-announcement-myU>

#### **Draft an Announcement for Brief**

Draft an Announcement for Brief

</services-technologies/how-tos/digital-content-draft-announcement-brief>

## **Write Effectively**

### **Write Effective Subjects and Preheaders**

Write Effective Subjects and Preheaders

</services-technologies/how-tos/digital-content-write-effective-subjects>

### **Write Effectively Self-Help Guide**

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</services-technologies/self-help-guides/digital-content-write-effectively>

## **Edit Communication**

### **Complete the Content Edit**

Complete the Content Edit

</services-technologies/how-tos/digital-content-complete-content-edit>

### **Proofread**

Proofread

</services-technologies/how-tos/digital-content-proofread>

## **Send and Submit Communications**

### **Send an Email Using Salesforce Marketing Cloud**

#### **Create an Email in Salesforce**

Create an Email in Salesforce

</services-technologies/how-tos/digital-content-create-email-in>

## **Test an Email in Salesforce**

Test an Email in Salesforce

</services-technologies/how-tos/digital-content-test-email-in-salesforce>

## **Create a Sender Profile in Salesforce**

Create a Sender Profile in Salesforce

</services-technologies/how-tos/digital-content-create-sender-profile-in>

## **Send an Email in Salesforce**

Send an Email in Salesforce

</services-technologies/how-tos/digital-content-send-email-in-salesforce>

## **Submit Communications to MyU and Brief**

### **Submit to MyU**

Submit to MyU

</services-technologies/how-tos/digital-content-submit-myu>

### **Submit to Brief**

Submit to Brief

</services-technologies/how-tos/digital-content-submit-brief>