University of Minnesota

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

Review the Digital Content Planned Work Process
/services-technologies/how-tos/digital-content-review-digital-content

Follow the Drafting and Editing Process

Follow the Drafting and Editing Process
/services-technologies/how-tos/digital-content-follow-drafting-editing

Create a Digital Content Plan for a Technology or Service Change

Use the Digital Content Plan Template

Use the Digital Content Plan Template
/services-technologies/how-tos/digital-content-use-digital-content-plan

Determine Audiences, Channels, and Timing

Identify Audiences with a Stakeholder Analysis

Identify Audiences with a Stakeholder Analysis
/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

Find or Create Web Pages and Knowledge Base Articles
/services-technologies/how-tos/digital-content-find-or-create-web-pages
Create a Content Inventory
/services-technologies/how-tos/oit-digital-content-create-content

Draft and Edit Communications

Review Drafting Guidelines

Review Drafting Guidelines

Review Drafting Guidelines
/services-technologies/how-tos/digital-content-review-drafting

Draft Communication

Draft an Awareness, Action Required, or Microlearning Email

Draft an Awareness, Action Required, or Microlearning Email
/services-technologies/how-tos/digital-content-draft-awareness-action

Draft an Announcement for Brief

Draft an Announcement for Brief
/services-technologies/how-tos/digital-content-draft-announcement-brief

Use Generative AI to Draft Public Content

Use Generative AI to Draft Public Content
/services-technologies/how-tos/digital-content-use-generative-ai-draft

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

Write Effectively Self-Help Guide
/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 Brief

Submit to Brief

Submit to Brief
/services-technologies/how-tos/digital-content-submit-brief