

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

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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 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

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

Identify Channels

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

Add Dates to Digital Content Plan

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

Find or Create a Mailing List

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

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

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</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>

Create a Content Inventory

</services-technologies/how-tos/oit-digital-content-create-content>

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>

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

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</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 MyU and Brief

Submit to MyU

Submit to MyU

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Submit to Brief

Submit to Brief

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