Messaging Campaigns

Messaging Campaigns is a tool that allows users to send group messages to students and provides click data. This tool is great for encouraging students to take a specific action like visiting a webpage or filling out a survey.

To create a messaging campaign:

1. Click on the Campaigns page. Under Messaging Campaigns you will select Add New.

2. Give your campaign a Name (do not include confidentially information).
3. In the Tracking URL box, add the link you want students to click.
4. In the Tracking URL Display Value box, add the text you want students to see (the text will be hyperlinked with the Tracking URL).
5. Add students to your campaign. You can search for students using the filters, add student ID numbers in the Keywords box, or search for one of your student lists. **Check** all the students in the results, then click **Continue** to add them to the campaign.

![Add Recipients To Campaign](image)

6. On the **Compose Nudges** tab, you will craft the **Welcome Message** email. You can also set up additional follow-up messages on this page by adding additional nudges. Make sure you include the `{tracking_hyperlink}` merge tag. Use the **Preview Email** on the right to make sure your merge tags are working.

![Add Nudge](image)

*Tip* - You can add your **Personal Availability Link** using the merge tags.
7. On the last page, review the information you have entered. If everything looks correct, click the **Start Campaign** button to send your email.

8. After the campaign is sent, you will be able to see **click data** including: Number of Emails Sent, Number of Emails Opened, Number of Links Clicked, and the Click-To-Open-Rate (which shows the percentage of emails opened).

For more information please visit advising.osu.edu/oncourse or email oncourse@osu.edu