Talk Nerdy to Me!

How we persuaded staff to voluntarily engage

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Who is USQ?

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Regional University

Multi Campus

Toowoomba Springfield
Ipswich Stanthorpe

Multi-Mode Delivery

On campus
Online
Distance

Over 1500 staff

The Problem

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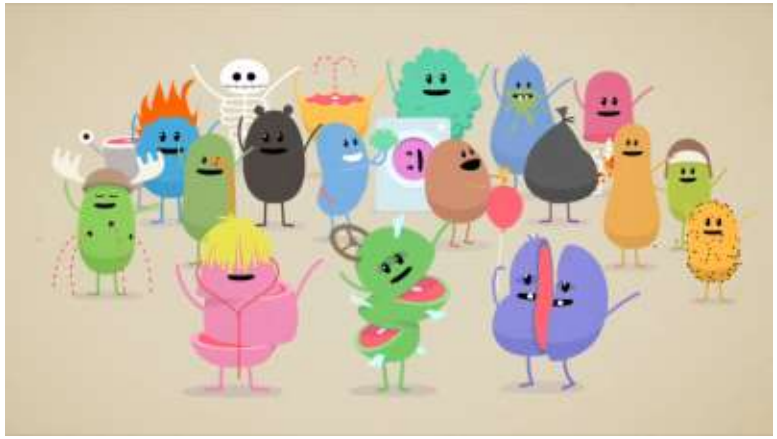
Important messages

- System upgrades/outages
- Security Info
- Maintenance Days
- New systems/services available
- Changes to processors
- New cool stuff!

How do we get staff to read our emails?

What entertains me?

- Videos - YouTube
- Short videos - Vines (6 seconds)
- Animation – Dumb ways to Die (Metro Trains in Melbourne)
- Make me laugh (or at least smile)



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Hello Boss…..
do you have a minute

Don’t send out a text email

Send out multimedia emails!

Devils in the Detail

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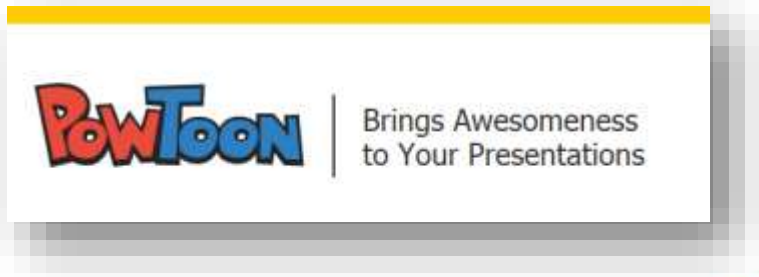
- Stored file in central repository
- No authentication necessary
- Trackable
- Subscribed to Powtoons
  - Create your own animated videos or slideshows
  - Web based
  - ***FREE*** or by subscription($19 / month)
  - Exports as ***MP4*** (with subscription only)
  - Easy, cheap and fun



Let’s give it a go!

Sent @ 8:28am, Wed 28th January 2015

Drumroll please…

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921 views

- **570** by Lunchtime
- **771** views in the first 24 hrs
- Inundated with positive feedback

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REAL Feedback!!

Well done. Great innovation. I love to see something different like this.

Nice announcement! And very well done.

I think it may be the only time I have enjoyed an ICT update.

Great to see a bit of fun creep in to such communications.

Ha ha. That was a fun and novel message. Well done. Exciting stuff and ending on a cliff-hanger…what will we have to do to make the mission a success?

I accept!!

I thought it was great - different, catchy, funny and visually appealing and very 21st Century!

Most amusing – but a wonderful opportunity for a spoof message to plant a Trojan!

Very cute.

Nice to see someone in ICT has a sense of humour.

This email made my day! Loved it

Great message. Got my attention!

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120 sec commitment

What next?

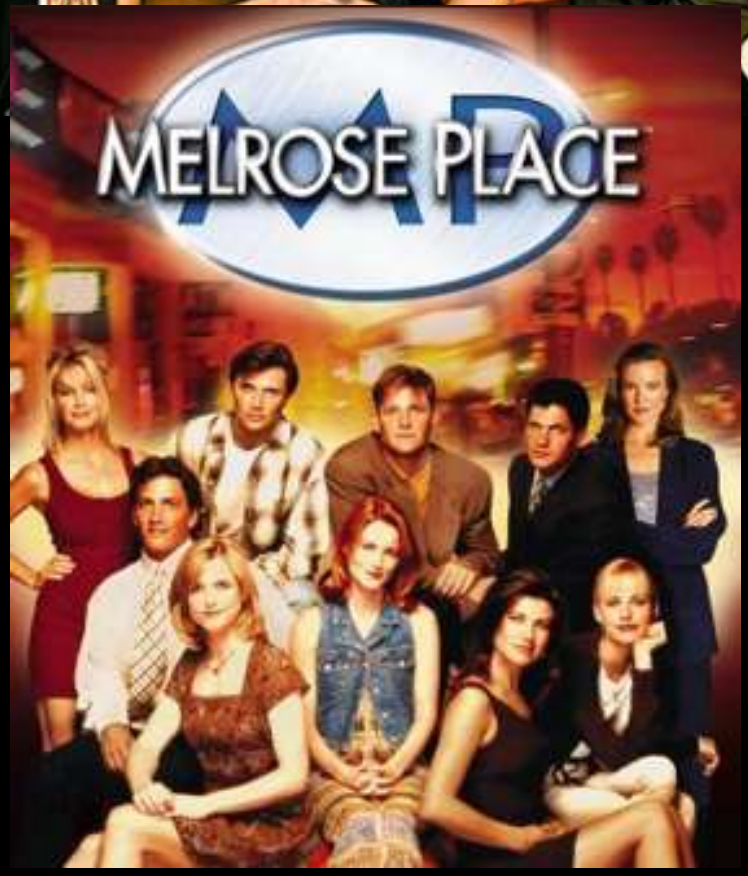
- Had a great idea
- Lots of messages to send

How do we do that without 'annoying' staff?

Seinfeld

FRIENDS

STAR TREK


MELROSE PLACE

Hi Boss…me again!

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- Commit to sending out a new multimedia message:
  - Same Day
  - Same Time
  - Every Week
  - For a year

Start with a bang!

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Reaction?

775 views

We do receive so many different emails everyday …they sometimes get lost in the mess.

This will help your comms to stand out a little and be a refreshing alternative to death by email.

Nice work ICT! You will become celebrities!

I look forward to the next instalment!

What a great idea – it made me smile.

Now there is a reason to look forward to Mondays;-)

…unlike some university communications, I watched it right to the end.

You've certainly got everyone waiting for the next instalment.

Over 12 months down the track

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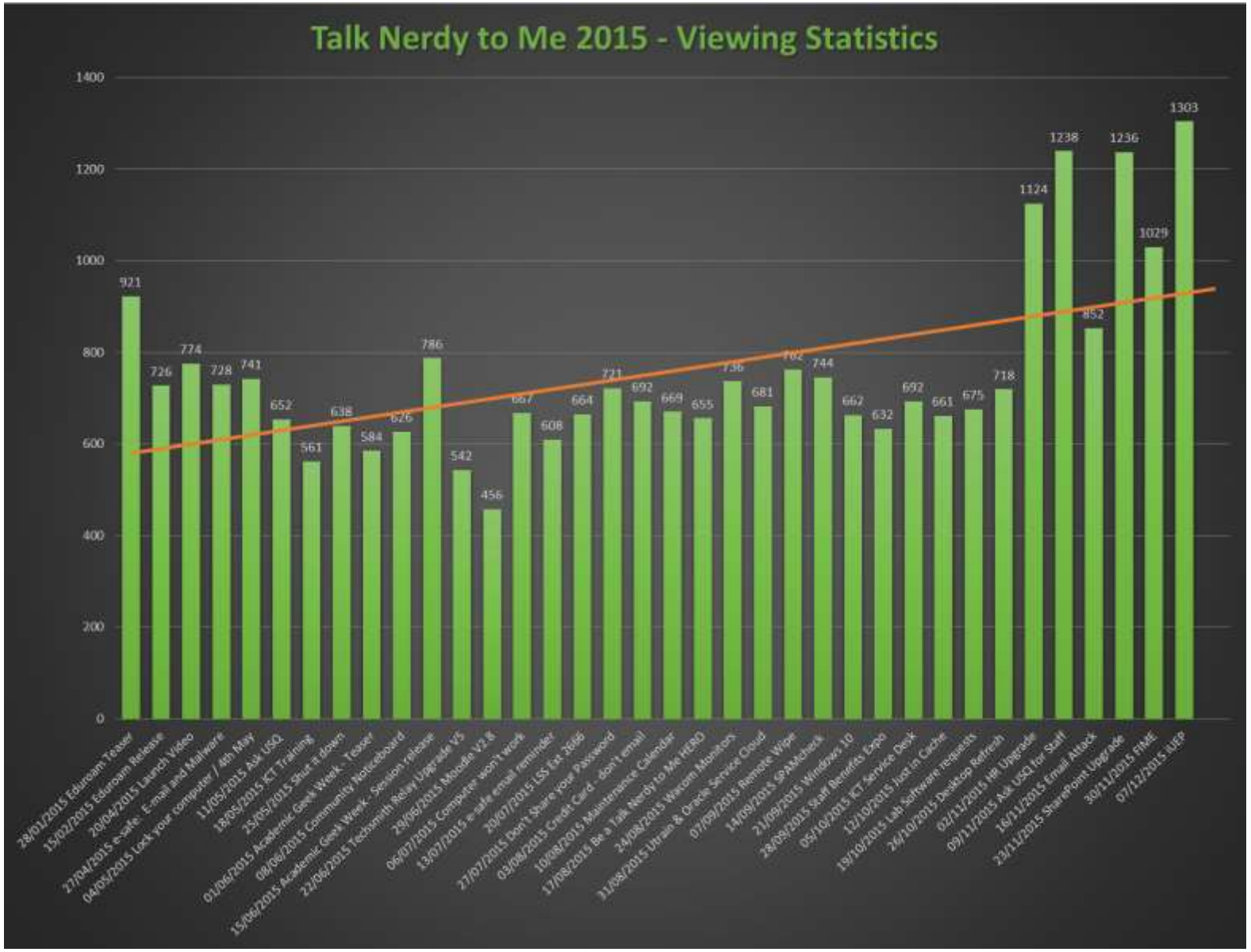
- Talk Nerdy message goes out
  - Every Monday @ 9am (mid Feb – mid Dec)
- Created weekly
- Majority of them are shot on an iPad
- Edited using Camtasia Studio
- Use real ICT staff
- Serious information delivered in an entertaining way

Internal Audio Risk ✓

- Locking your computer
- Passwords / Passphrases
- Malware / email link safety
- Don’t put Credit Card details in emails
- Remote wiping of mobile devices

Track it!!


Talk Nerdy to Me 2015 - Viewing Statistics
1400
1200
1000
800
600
400
200
0
921
726
774
728
741
652
561
638
584
626
786
542
456
667
608
664
721
692
669
655
736
681
762
744
662
632
692
661
675
718
1124
1238
852
1236
1029
1303
28/01/2015 Eduroam Teaser
15/02/2015 Eduroam Release
20/04/2015 Launch Video
27/04/2015 e-safe - E-mail and Malware
04/05/2015 Lock your computer / 4th May
11/05/2015 Ask USQ
18/05/2015 ICT Training
25/05/2015 Shut it down
01/06/2015 Academic Geek Week - Teaser
09/06/2015 Community Noticeboard
15/06/2015 Academic Geek Week - Session release
22/06/2015 Techsmith Relay Upgrade V5
29/06/2015 Moodle V1.8
06/07/2015 Computer won't work
13/07/2015 e-safe email reminder
20/07/2015 LSS Ext 2686
27/07/2015 Don't Share your Password
03/08/2015 Credit Card - don't email
10/08/2015 Maintenance Calendar
17/08/2015 Be a Talk Nerdy to Me HERO
24/08/2015 Wacom Monitors
31/08/2015 Uthan & Oracle Service Cloud
07/09/2015 Remote Wipe
14/09/2015 SPAMcheck
21/09/2015 Windows 10
28/09/2015 Staff Benefits Expo
05/10/2015 ICT Service Desk
12/10/2015 Just in Cache
19/10/2015 Lab Software requests
26/10/2015 Desktop Refresh
02/11/2015 HR Upgrade
09/11/2015 Ask USQ for Staff
16/11/2015 Email Attack
23/11/2015 SharePoint Upgrade
30/11/2015 FIME
07/12/2015 iLEP

2015

No of video's released to staff	37
Average video length	86 seconds
Total Number of views	27,686
Average views per week	748
Most views for a single video	1233
Least views for a single video	456
Total viewing time	**656 hours**
Average viewing time per week	18.2 hours

Continued the Talk Nerdy series for 2016

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Good

- Being heard, seen and talked about
- Quick turn around
- Reputation
- Statistics

Bad

- They better be good!
- They do take time to create
- Commitment
- Continual need to be innovative

Ugly

- People are easily offended!

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https://pixabay.com/en/smiley-smiling-smile-face-tongue-42842/

Take away

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- Try something different
- Track it!!
- Low Risk / Low cost programs/apps
- Great team building
- *ICT is just a little bit cool now!*
- Having fun ≠ not working

https://pixabay.com/en/smiley-face-happy-sunglasses-25512/

Want to know more?

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Questions

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