



# Mobile App Basic Launch Guide

Tips and standardized promotional materials to help launch your mobile app.

**Blackboard**

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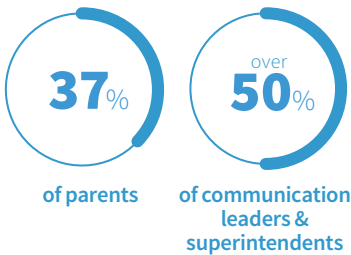
# Welcome

Congratulations! Your school district is ready to unveil your new Blackboard Mobile Communications App. This guide will help you meet your goal of full engagement with your entire K-12 community, keeping them connected while on-the-go.

Your new mobile app is the most effective tool for parents, students, and other community members to gain immediate access to critical information, including school closings, weather notices, and much more.

In addition, the app is a great way for your staff and administrators to receive critical updates and access information relevant to their role in the district. Since the app is designed specifically for your district, it also extends your district brand through the iTunes® and Google Play® app stores.

When you combine your mobile app with the other communication products of the Blackboard Community Engagement Solution— Web Community Manager, Mass Notifications, and Social Media Manager—you have the most powerful communication tools available.



When 37% of parents don't know if their child's school or district has a mobile app, and over 50% of communication leaders and superintendents state they do have a mobile app, then there is a disconnect in communications.

Simply having an app isn't enough. You need to spread the word to families and community members that they can download it to receive important communication from your district and schools.

Source: Blackboard Parent Engagement Survey, August 2015

## Promote the app without increasing your workload

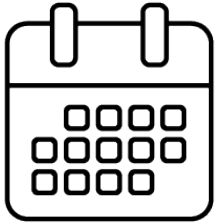
To ensure the families in your K-12 community get the most out of your app, they need to know it is available. They need to understand the value it brings them. They need to know how to get it. And they need to know what to expect.

This guide is designed to help busy district and school communicators—like you—market your mobile app to boost downloads and drive usage to keep your families better informed and engaged.

By using the materials and best practices found in this document, you can effectively educate your K-12 community about the app.

# Choose launch date

Set a date for the official launch of your mobile app. You can launch the app anytime, but consider times when your K-12 community is most engaged, such as:



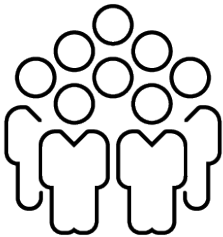
- The start of a school year or a new semester
- Coming back from holiday breaks

Avoid times of the year when your community may be distracted, such as:

- The weeks leading up to holiday breaks
- Going into summer break
- Standardized testing and end-of-semester testing months

Select a time when your parent community won't miss the exciting news.

# Brief your staff



This step is critical. Conduct internal briefings with your staff and key community leadership in advance of making the app available. Get them excited about the latest addition to your communication toolkit.

Many districts allow staff members to download the app in advance and submit ratings and reviews to the app stores that your community will see once the app is launched.

# Keep it fresh

One way to keep your community using the app frequently is to infuse it with new content every day of the school year. With its seamless integration with your Blackboard Web Community Manager, it is easy to feed your community new content about the good news happening at your schools.

Your school and department website administrators should be encouraged to post news, events, and photos on the go from their smartphones.

- Lunch menus
- Friday night score of the football game posted from the event
- Photos added from a field trip

Much of this content can be updated automatically from social media channels like Facebook, Twitter, Instagram, and YouTube, making it easy for you to keep content updated and engaging without any additional hassle. These are just a few of many ways you can keep parents engaged and connected to your schools with your new mobile app.



# Basic marketing assets

As a communications expert, you know it requires frequent messages through multiple channels to reach your community.

Your community includes:

- Parents and students
- Teachers and staff
- School board
- PTO/PTA
- Athletic boosters
- Alumni

Use the following basic marketing assets to build your communications and see how easy it can be to educate and motivate your community to download and use your Blackboard mobile app.

*If you view this document online, you will find clickable images that will link you directly to that specific promotional item for your app launch campaign.*

## Boilerplate templates

### INFO CARD TEMPLATE

**Information card** about the app, its features, benefits, and download instructions.

### eNEWSLETTER TEMPLATE

**eNewsletter stories** and photos of the app in action.

### PRESS RELEASE TEMPLATE

**Press release** ready to issue on launch day.

### SOCIAL MEDIA TEMPLATE

**Social media** post.

### FLYER TEMPLATE

**Flyer** for schools to distribute.

### POSTCARD TEMPLATE

**Postcard** to families.

### ANNOUNCEMENT TEMPLATE

**Website announcement** and graphic links to the app stores.

### LETTER TEMPLATE

**Mail** to families. (formal letter from district)

### EMAIL TEMPLATE

**Email announcements** ready to be sent to parents and the school community.

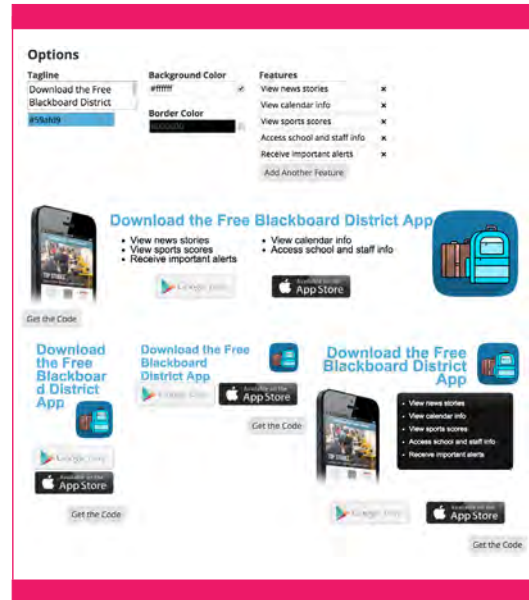
### VOICE NOTIFICATION TEMPLATE

**Voice notification** script.

## Customizable web banners

You can find within your Blackboard app portal four optional website banners. Each has an embed code that can be easily added to your website. To navigate to the banners while in your Blackboard portal, do the following:

1. Click Settings
2. Click App Config
3. Click App Promotion



## Promotional video

Visually promote the features of your app by sharing this standard promotional video which highlights the following three app features:



### Activity Stream

See all notifications, events, news, and messages in one stream.



### Directory

Quickly find needed school and personnel contact information.

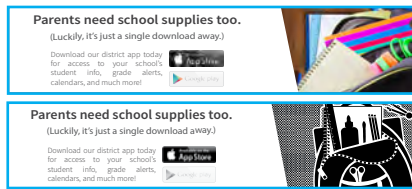


### Notifications

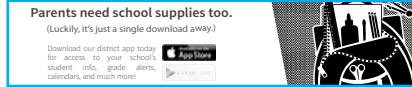
Receive messages from multiple schools into one customized inbox.

# Print materials

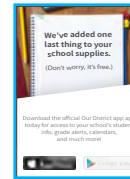
Let your school community know your app is ready for download with the help of these non-branded set of print materials to utilize during your app launch campaign.



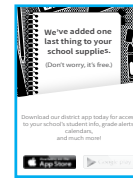
Header



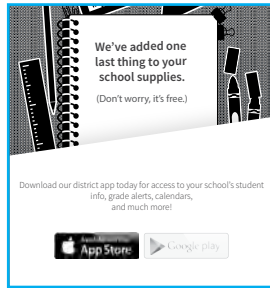
Header (BW)



Column



Column (BW)



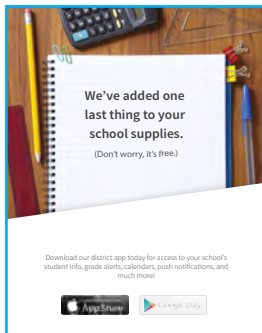
Block (BW)



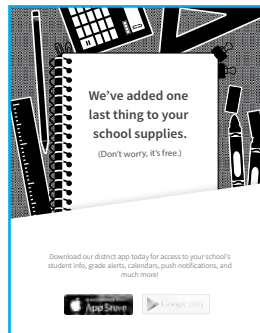
Postcard 6x4



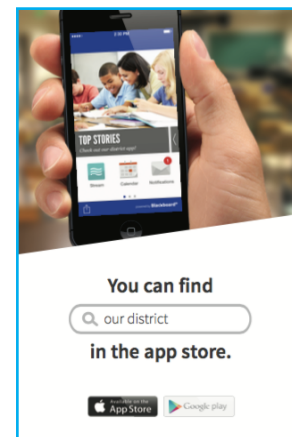
Postcard 6x4 (BW)



Letter Poster 8.5x11



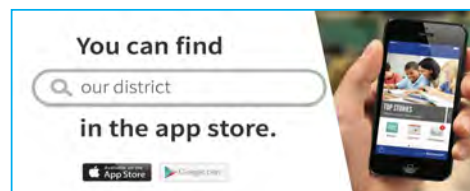
Letter Poster 8.5x11 (BW)



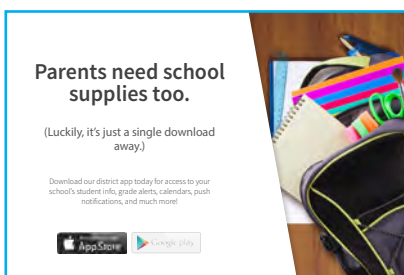
Poster 24x36



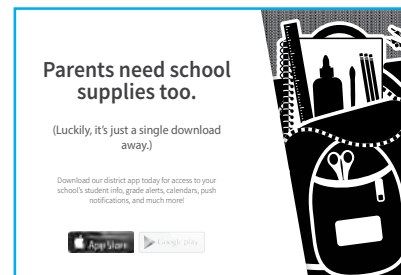
Medium Poster 24x18



Banner 70x31



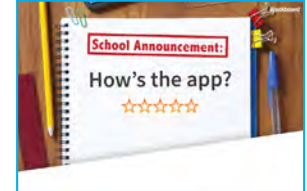
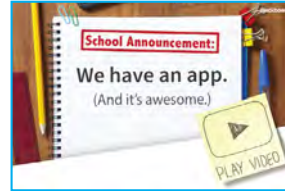
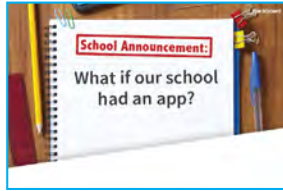
Tabloid Poster 17x11



Tabloid Poster 17x11 (BW)

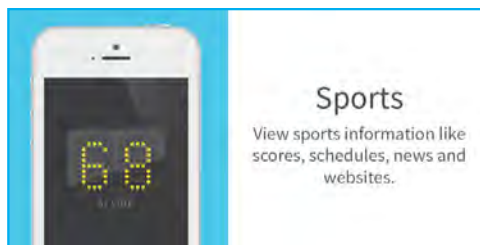
## Email headers

Use this set of available email headers to add to emails being sent to teachers, staff, parents, and students regarding your new mobile app.

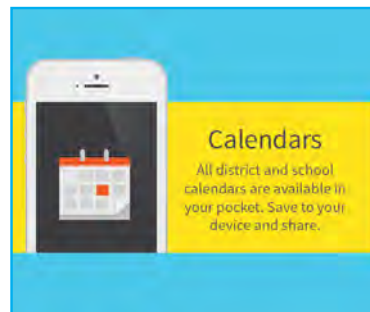


## Social media cards

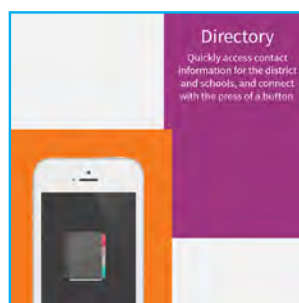
One of the best ways to connect to your school community is through social media. Use these social media ads to promote your new mobile app via Facebook, Twitter, and Instagram.



**Twitter** - Cards specifically sized and designed for Twitter posts. Tweet about the big game, and share the sports feature card persuading followers to check the final score using the app.



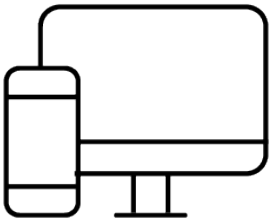
**Facebook** - Cards specifically sized and designed for Facebook posts and comments. Post about an upcoming PTA meeting, and attach the calendar feature card to remind followers of the app's calendar function.



**Instagram** - Cards specifically sized and designed for Instagram posts and comments. When introducing a new teacher on Instagram, include the directory feature card to let followers know the app provides helpful district and school contact info.



# Additional launch services



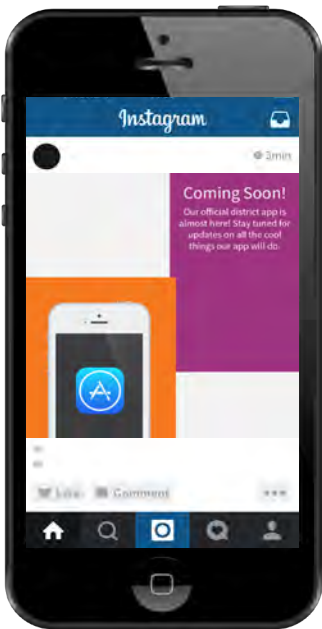
As your community uses it, your mobile app will be an essential element of your communications program. Engagement with your community will reach new heights by giving mobile app users immediate, on-demand access to the information they want about your District and Schools.

An app launch can quickly become intimidating and involved. If you find yourself needing help to navigate your app launch, talk to your representative about the three additional launch services available:

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## ***Premium Launch Materials***

Branded marketing assets which includes a promotional video, print materials, email headers, and social media cards.



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## ***Launch Service (Basic)***

Private two-hour consultation call with a K-12 mobile app expert to review launch structure, strategies, and best practices.

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## ***Launch Service (Advanced)***

Face-to-face onsite consultation with a K-12 mobile app expert to create a specific and actionable app launch plan within a 2 day period.

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