Is Your ePublication a Castaway on Unread Island?

Cathy Click
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Graphic Designer
Event Coordinator
Information Security Awareness
The Assessment – Get your shovel and prepare to dig

• Team members, with an email address, averaging 1,750 hits per publication (about .5% of total population)
• Little knowledge as to what communicator/group was responsible for release of the publication by opco (operating companies) or region
• Not all opcos/regions were sending the publication
• And the list went on and on . . . .
Increasing cooperation with communications – The Three Cs

- Compliance
  - Don’t forget the why
- Communication
  - Be inclusive
  - Share results
- Congratulations
  - The obvious, say Thank You
Review of email delivery
Is the problem staring you in the face?

• Subject line - teaser
• Sender – proven credibility
Review of content
50 ways to say strong password

• New ways to say old things
  • In the news – how it relates to you
  • Don’t forget the why
• 222% increase in print downloads
  • Multiple ways to display
    • Web
    • Phone
    • Tablet
    • Print
Results Celebrate!

- Year 1 - 300% delivery improvement
- Year 3 - 44% increase in readership
Wrap it up!

• Research
• Compliance
• Delivery
• Content