Internal Communication - An email sent to faculty and staff shortly after I began my position.

Hi everyone,

There are two new communication initiatives that Kendra and I have been discussing, and we need your help to implement them.

1. Google Analytics

This is a powerful tool that tracks a website's traffic, which pages are being viewed, viewing duration, and which days and times our site is busy. It's only been a week since we activated the analytics and we are already seeing some really interesting results. We'll use this information to better target and serve viewers, and improve our existing content.

Here's where you come in: We only want to capture visits to our website from people external to LBST staff. When a staff member visits the website to reference information they may visit more pages or for longer durations than prospective students might, and this skews our data. We can exclude the computers you use for work:

1. Google "my IP address"
2. Copy the numbered code and paste into an email to lsbtcoop@sfu.ca
3. Therese will exclude that IP address in Google Analytics so that we can ignore your website activity!

2. Twitter

We have an awesome twitter presence with lots of great content. We want to make it better by having staff and faculty use their own twitter accounts when posting content. This seems like an extra step, but actually makes our online presence a lot more diverse, increases web traffic, and helps us use twitter to form community rather than using it as a one-way communication tool. Here's how to set up your own account and still contribute to the @SFU_LBST page:

1. Go to Twitter and set up an account. They will have step by step instructions.
2. Please upload an image of yourself and write at short description mentioning your field of research and connection to SFU. This helps your friends, colleagues, students, and fans reassure themselves that they're following you and not just someone with the same name.
3. Whenever you're ready to create a post, write it as you usually would. Then add **@SFU_LBST** and **#sfulabourstudies** at the end of your post. Therese will see that you've created a post about @SFU_LBST and will re-tweet it to the main site!

4. *Note:* It is possible to create tweets with the @SFU_LBST tag at the beginning of the post - but I caution you against it. These tweet directly at a page and do not appear prominently on the @SFU_LBST main page. This also means that the tweet will not appear directly on your profile's homepage either (it will appear in the "tweets & replies" tab). We want your twitter work to be prominently featured!

Thank you for your cooperation!

Therese Mah