

Maximising Online Communications



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Work closely with IT team for technical support



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Understand your audience

I like to support Xavier but I can't see the opportunities.

Listen to what parents want

I used to really look forward to it – now I just see it in my inbox and think “Oh yeah”.

I used to always know what was going on – now I drive up and see the billboard saying the musical's on.

Run focus groups

I'm always in a hurry, as a working mother of four – but it's too hard and you have to work out how to get through it. It's all flashy but not user friendly.

Set up analytics

We're all busy, Life is busy – my focus is “What do I need to know for my sons & family?”

You know where you need to go, but not how to get there – so I give up.

My twins are in Year 11. I haven't found VCE News – if it's there, I can't find it.

This is exactly the stuff you really want – but I've never found it. If I can't work this out when I'm so involved, how can others?

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Are PDF Newsletters redundant?

Newsletters should still be printable

Easy reading for travelling parents

Communal reading



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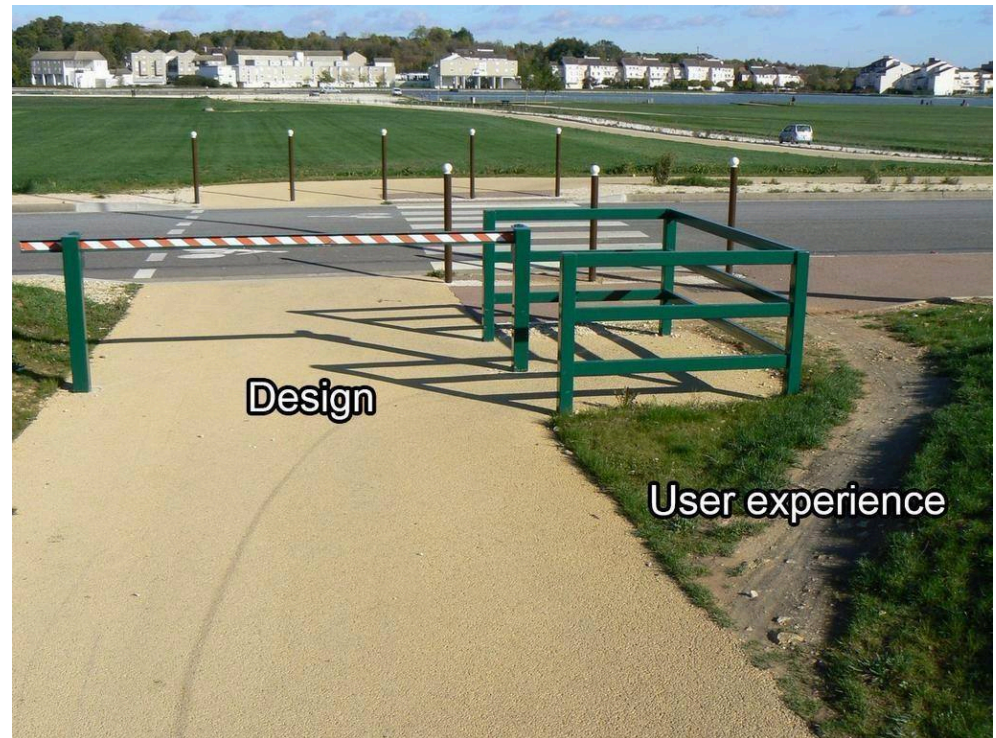
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User Experience (UX)

Needs to be easy to navigate – scrolling down is now widely accepted

Avoid light text on dark background

Try to avoid italics where possible



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Craft content for digital consumption

Snap shots of information

Users can arrive on any page- so articles can be seen out of context and stand-alone in their meaning

Mobile users 'snack' on (rather than consume) content

Different style of writing required – run workshops for staff

Resources and tools available online:

- The US Government's "Writing for the Web" page
www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html
- 4 Syllables' Web Content Toolkit
www.4syllables.com.au/resources



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Gathering Content

Have a clear process

Power of proof reading

Support from above



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The screenshot shows the top section of a newsletter website. At the top left is the Xavier College logo. To its right is the slogan 'Setting Hearts on Fire' in a script font, followed by 'A CATHOLIC JESUIT COLLEGE' and links for 'Archives' and 'Community Portal'. Below this is a dark grey bar with the text 'Edition 1, 9 February 2017' on the left and a download icon with the text 'Senior Campus PDF Version' on the right. A large red banner below this contains the word 'NEWSLETTER' in white, bold, sans-serif capital letters. Underneath the banner is a navigation bar with three red buttons labeled 'Senior Campus', 'Burke Hall', and 'Kostka Hall'. Below the navigation bar is a dark grey bar with five white text links: 'Our Leaders', 'Faith & Service', 'Curriculum', 'Co-Curricular', and 'Community'. The main content area has a red header with 'Our Leaders' on the left, '▲ Back to Top' in the center, and 'Up-Coming Events' on the right. Below this are three columns. The first column has a photo of a man with a beard and glasses, with the caption 'From the Rector' and a paragraph of text starting 'A very warm welcome to all in the school community as we commence the 2017...'. The second column has a photo of a man in a suit, with the caption 'From the Principal' and a paragraph starting 'A very warm welcome back to all our returning families and a particular special...'. The third column has a photo of a man in a suit and glasses, with the caption 'Director of Senior Campus' and a paragraph starting 'At the beginning of the year, Fr Chris Gleeson S.J. spoke to the 2017 College...'. To the right of these columns is a box for an event titled 'International Women's Day Breakfast' with location 'Great Hall - SC', date 'Wed, 8 Mar 2017 - 07:00am to 08:30am', and a red 'Add to Calendar' button. Below this is another event titled 'No APS Summer Sport' with location 'as fixtured'.



Setting
Hearts
on Fire

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Archives Community Portal

Edition 1, 9 February 2017

Senior Campus PDF Version

NEWSLETTER

Senior Campus

Burke Hall

Kostka Hall

Our Leaders

Faith & Service

Curriculum

Co-Curricular

Community

Our Leaders

▲ Back to Top

Up-Coming Events



From the Rector



From the Principal



Director of Senior Campus

A very warm welcome to all in the school community as we commence the 2017

A very warm welcome back to all our returning families and a particular special

At the beginning of the year, Fr Chris Gleeson S.J. spoke to the 2017 College

International Women's Day Breakfast

Great Hall - SC

Wed, 8 Mar 2017 -

07:00am to 08:30am

Add to Calendar

No APS Summer Sport

as fixtured

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[View this email in your browser](#)



**XAVIER COLLEGE
MOTHERS'
ASSOCIATION**

**"Mothers for our
sons, each other and
the Xavier community"**

Xavier College Mothers' Association Creel

An invitation to **Year 10 Morning Tea**

Dear "[FNAME]",

Please join other Year 10 mothers for morning tea to mark the beginning of the school year

When:

18 February 2017

Time:

8.30 am

Ticket Price:

Pay as you order

Where:

QPO High Street Kew

For enquiries please contact Year 10 Class Rep Dianne Randall

Phone:

9424 4000



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