

AO/FO FALL MEETING 11.8.17

NATE NICKERSON, VICE PRESIDENT FOR COMMUNICATIONS

**AUDIENCE-CENTRIC
COMMUNICATIONS:
THEORY + PRACTICE**

THEORY

PRESIDENT REIF'S CHARGE TO THE OFFICE OF COMMUNICATIONS

**Make MIT known for making a better world
through education, research, and innovation.**

AUDIENCES AS OBSESSION

Let's start with the basics:

Prospective Undergraduate and Graduate Students

Alumni

Campus Community

Educated + Influential Public Globally

MEETING THEM WHERE THEY ARE

Alter the **sentiment and behavior** of our core audiences by offering excellent engagement in all three dimensions of their experience of MIT:

- ★ “Broadcast” content
- ★ Websites
- ★ The visitor experience

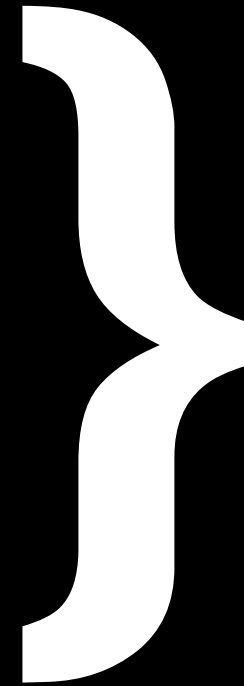
WE MAKE EXPERIENCES

We seek to give our audiences:

- ★ **Clear and consistently used messaging**
- ★ **Utility**
- ★ **Creative products that reveal our culture**

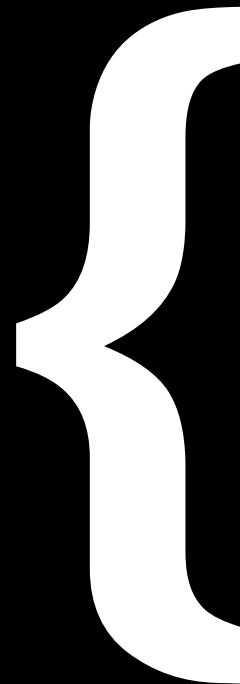
TO MOVE THE NEEDLE

- ★ Welcoming to all.
- ★ Welcoming to women.
- ★ Good blend of science and humanities.



Richer inside

More powerful outside



- ★ Making a better world.
- ★ Graduating leaders.

UTILITY BRINGS LOVE

Let's make sure:

Our most important websites are serving our audiences' most important needs

Our email is useful

Our visitor experience is useful

Our broadcast content (news, video) is useful

STUDIED CREATIVITY DOES, TOO

Let's make:

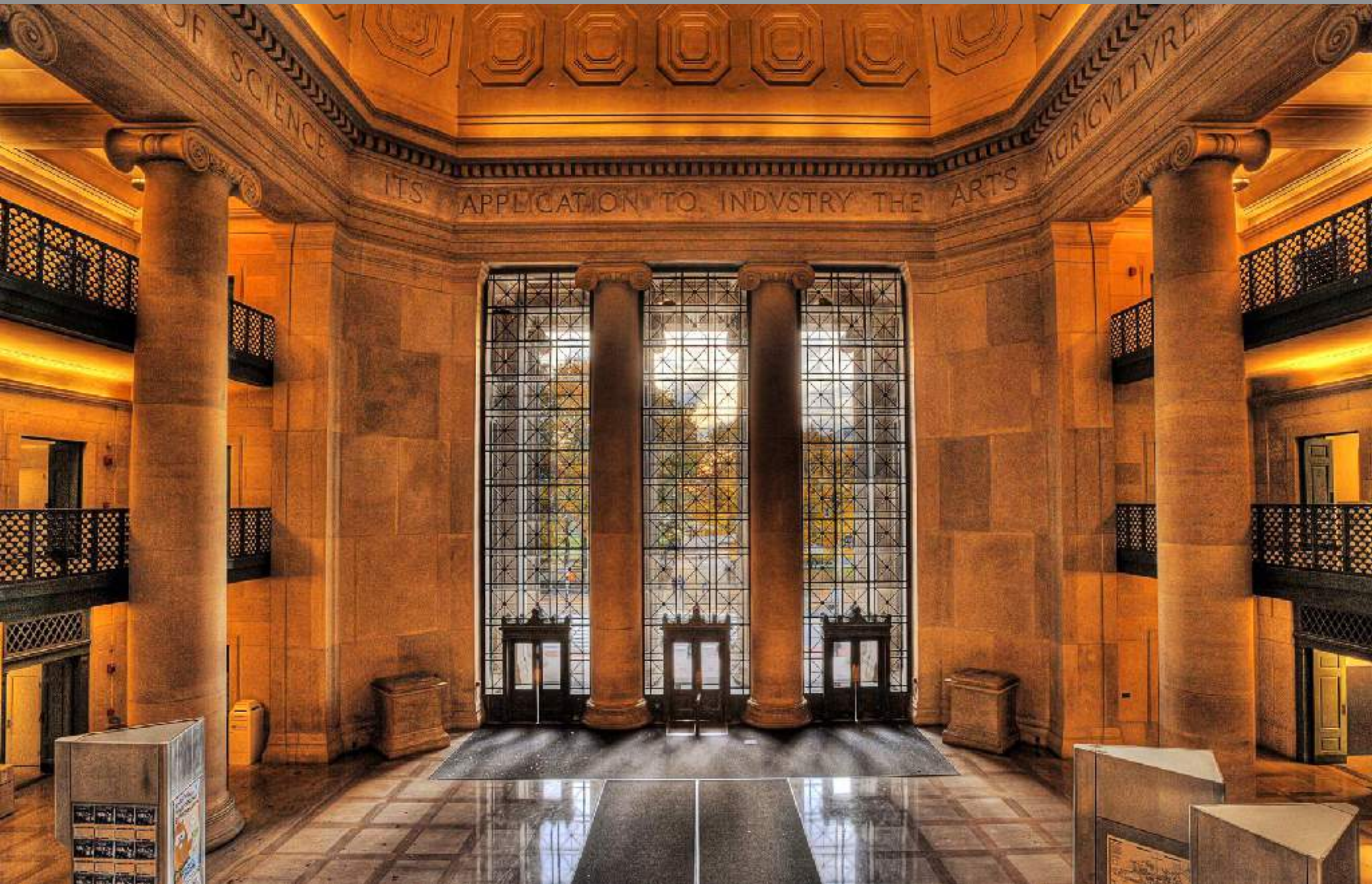
Content meant for busy people using mobile devices

Websites that anticipate needs and are also emotionally resonant

A highly inspiring visitor experience

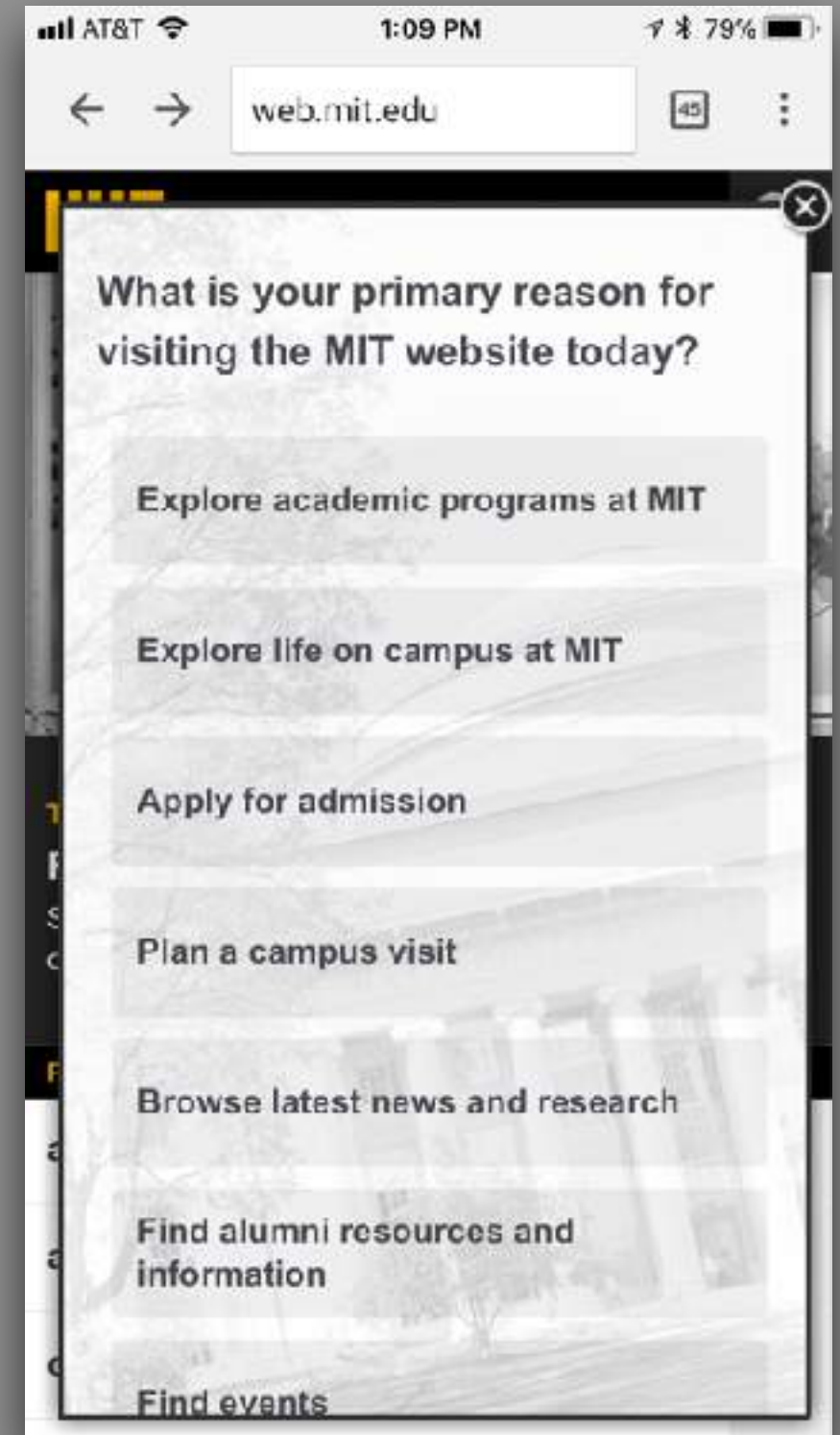
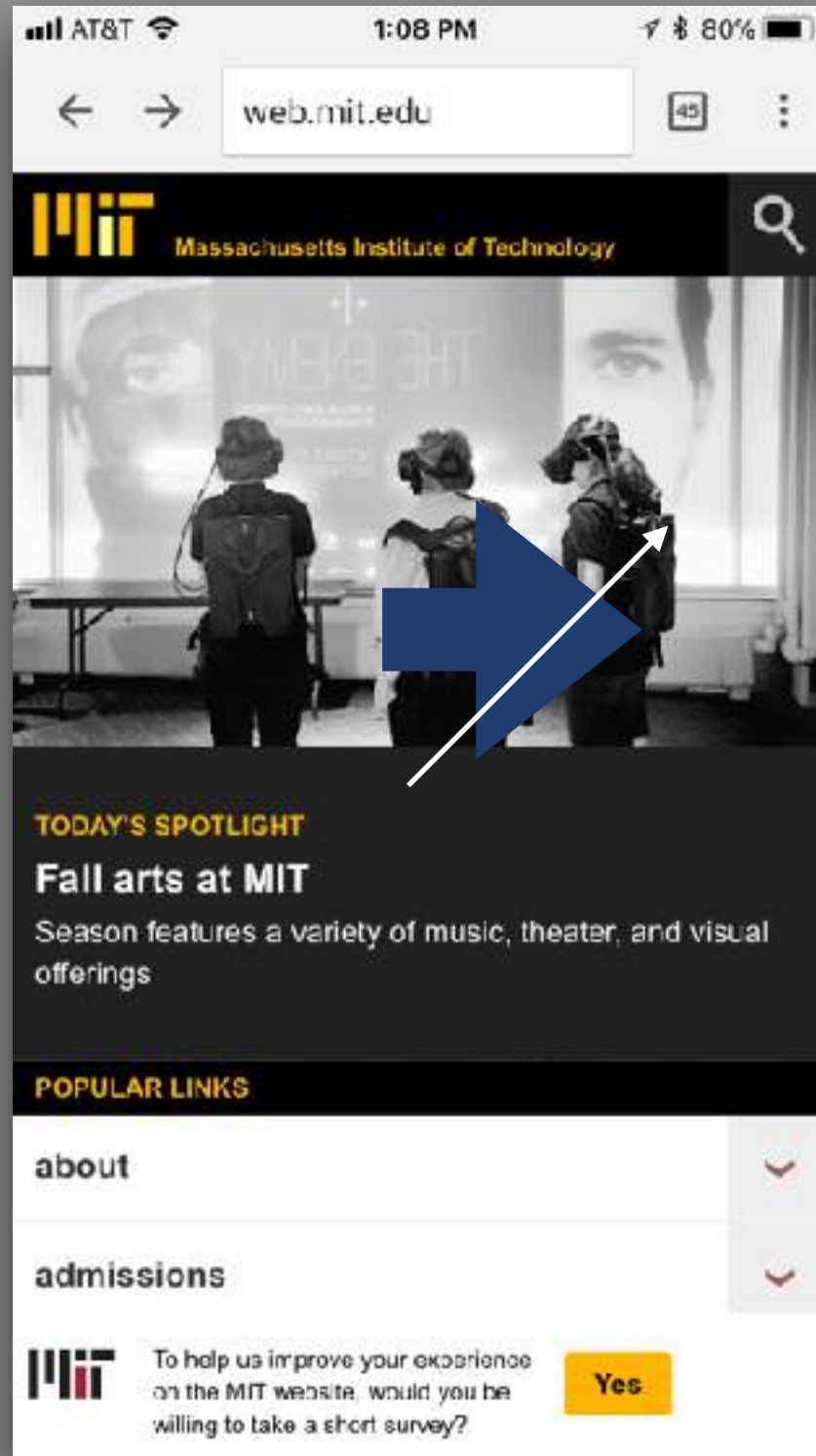
PRACTICE

LET'S SEE WHAT THEY SEE



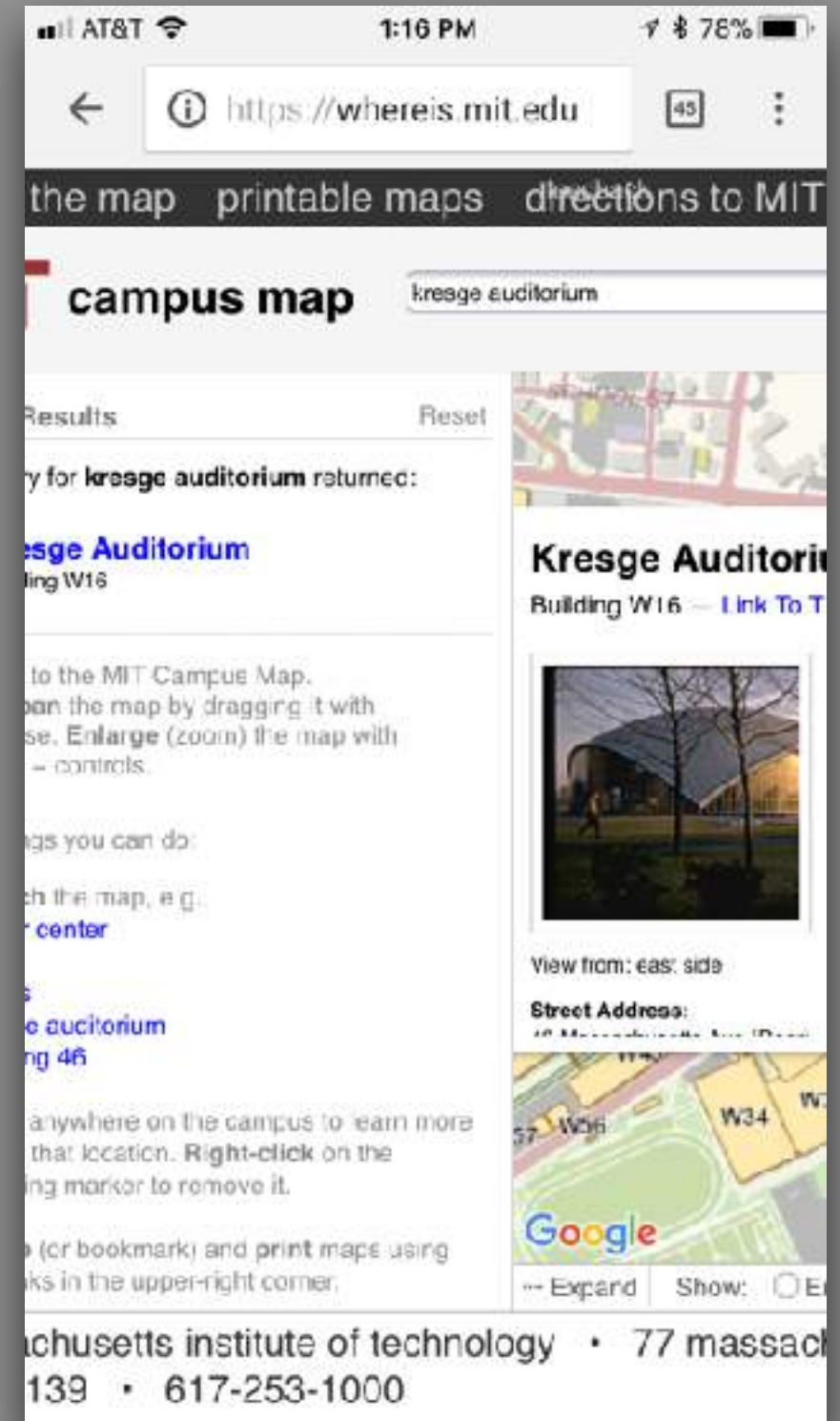
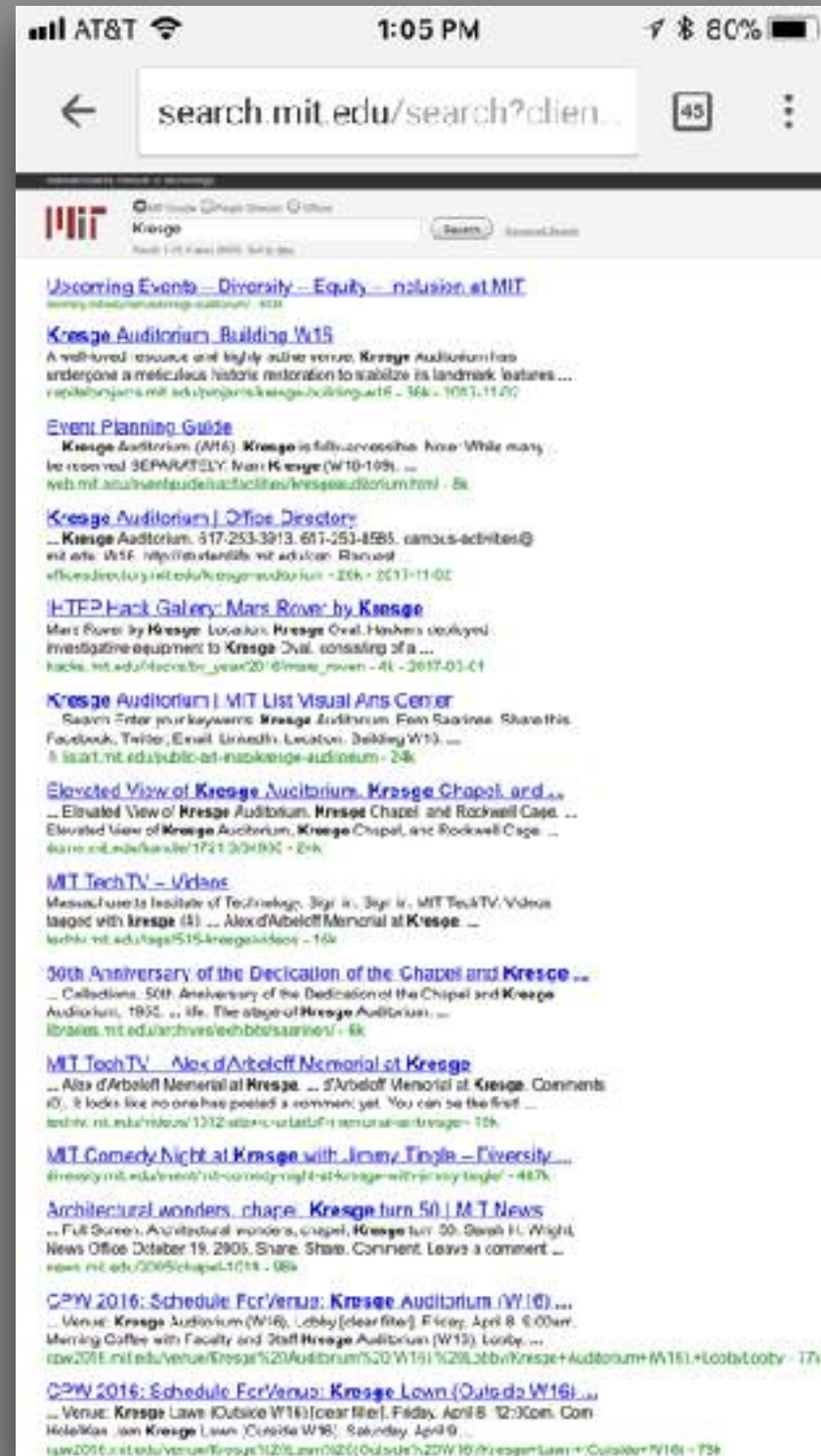
HOW CAN WE HELP YOU?

Intercept surveys to capture audience objectives + sentiments



AUDIENCE BEHAVIOR MATTERS

Increased mobile traffic requires rethinking common “on-the-go” services.



SOCIAL + VIDEO, EXPLODING

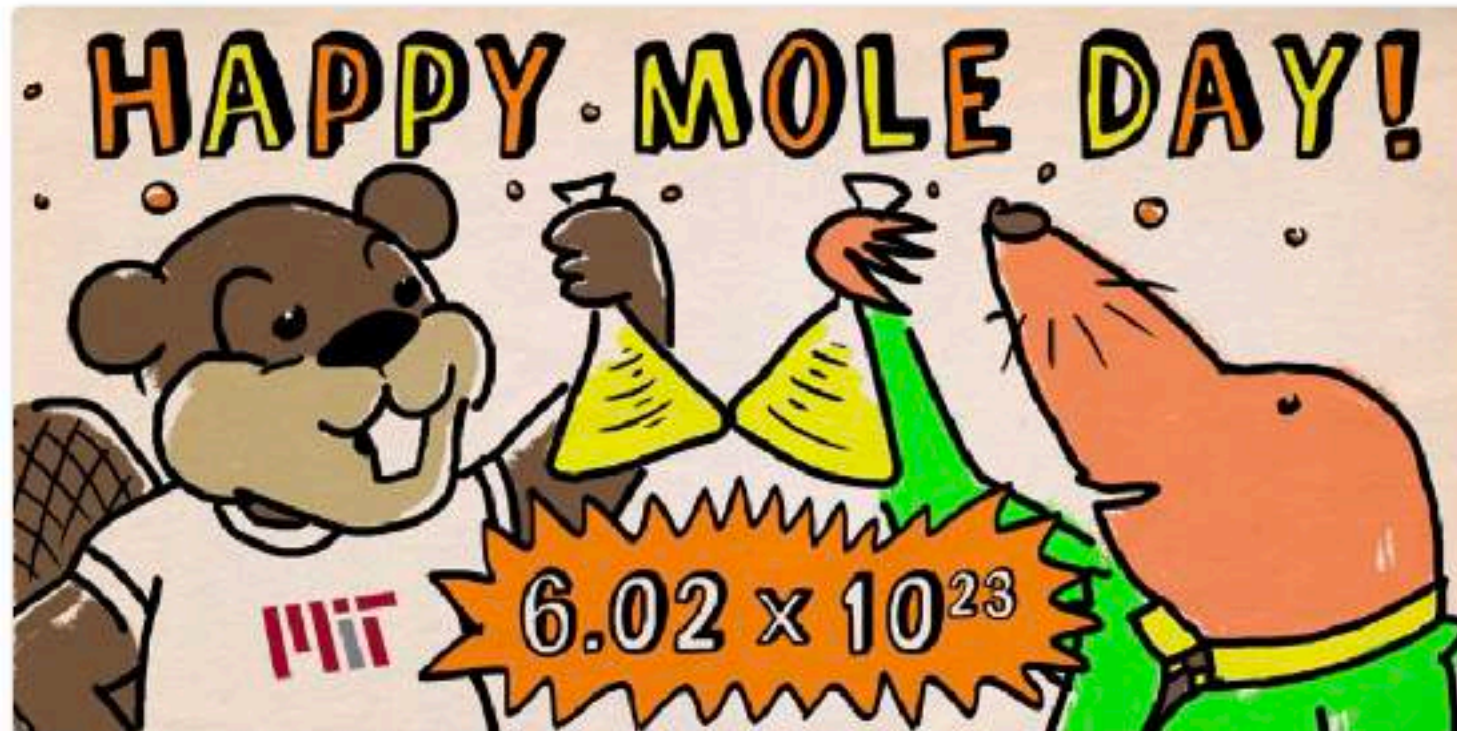


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MIT @MIT · Oct 23

We celebrate Avogadro's number, 6.02×10^{23} , on October 23rd. Happy #MoleDay!



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MIT @MIT · Oct 23

For the first time, researchers have identified neural signatures of explicit and implicit learning. mitsha.re/XFWP30fPOtl

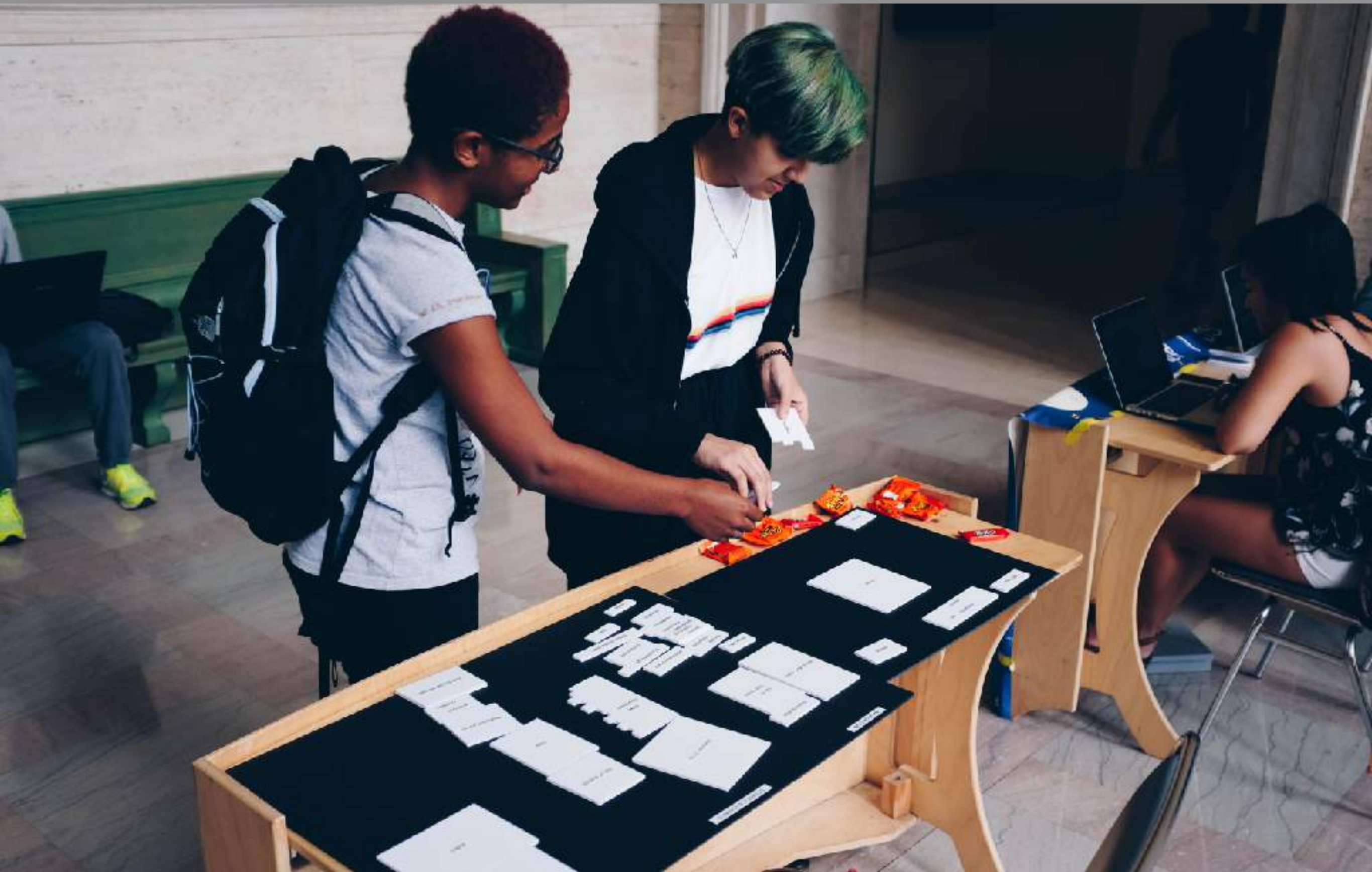


17 SECONDS CAN DO THE TRICK

AUDIENCE-
CENTERED
DESIGN
IS
GOOD
DESIGN



CREATIVITY MINUS GUESSWORK

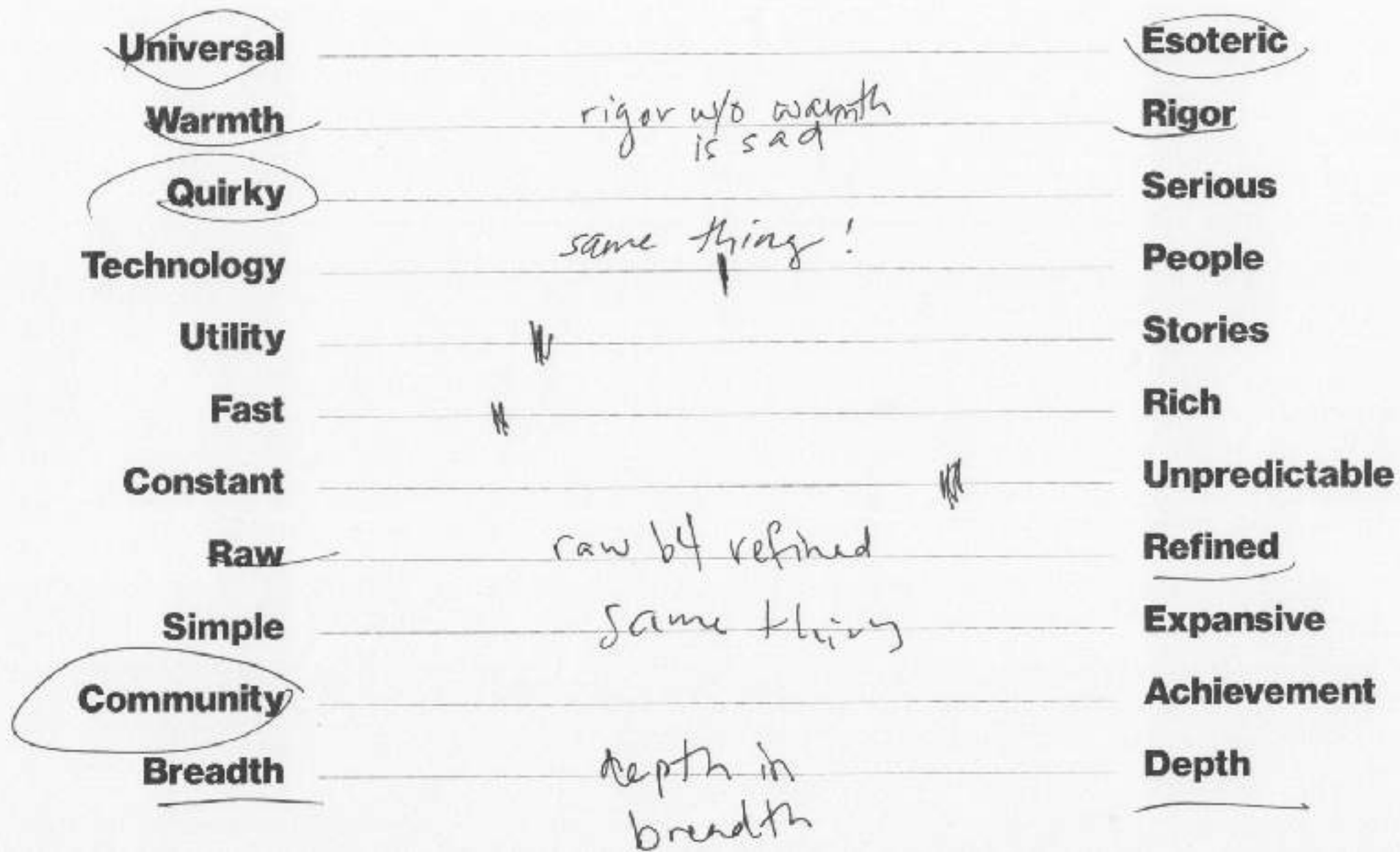


ON RIGOR AND WARMTH . . .

Personality Levers

UPSTATEMENT

Mark where MIT falls on each scale.



CREATIVITY SHOWS WHO WE ARE

MIT ADMISSIONS > BLOGS > WHAT A SUNRISE SOUNDS LIKE >

Allan K. '17

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Allan K. '17
CMS & Course 16

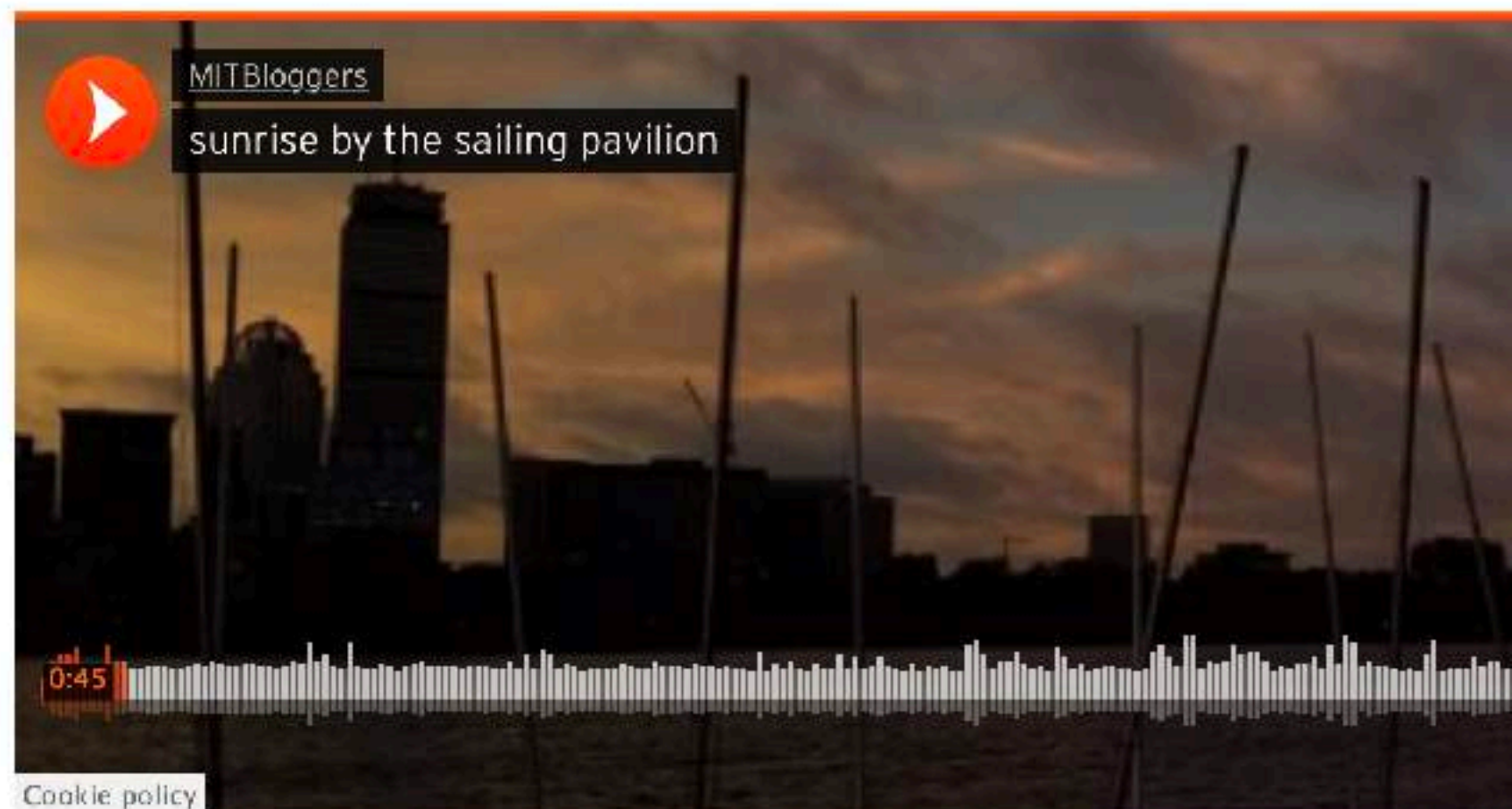
Heya, everyone!

I'm Allan, hailing from the exotic

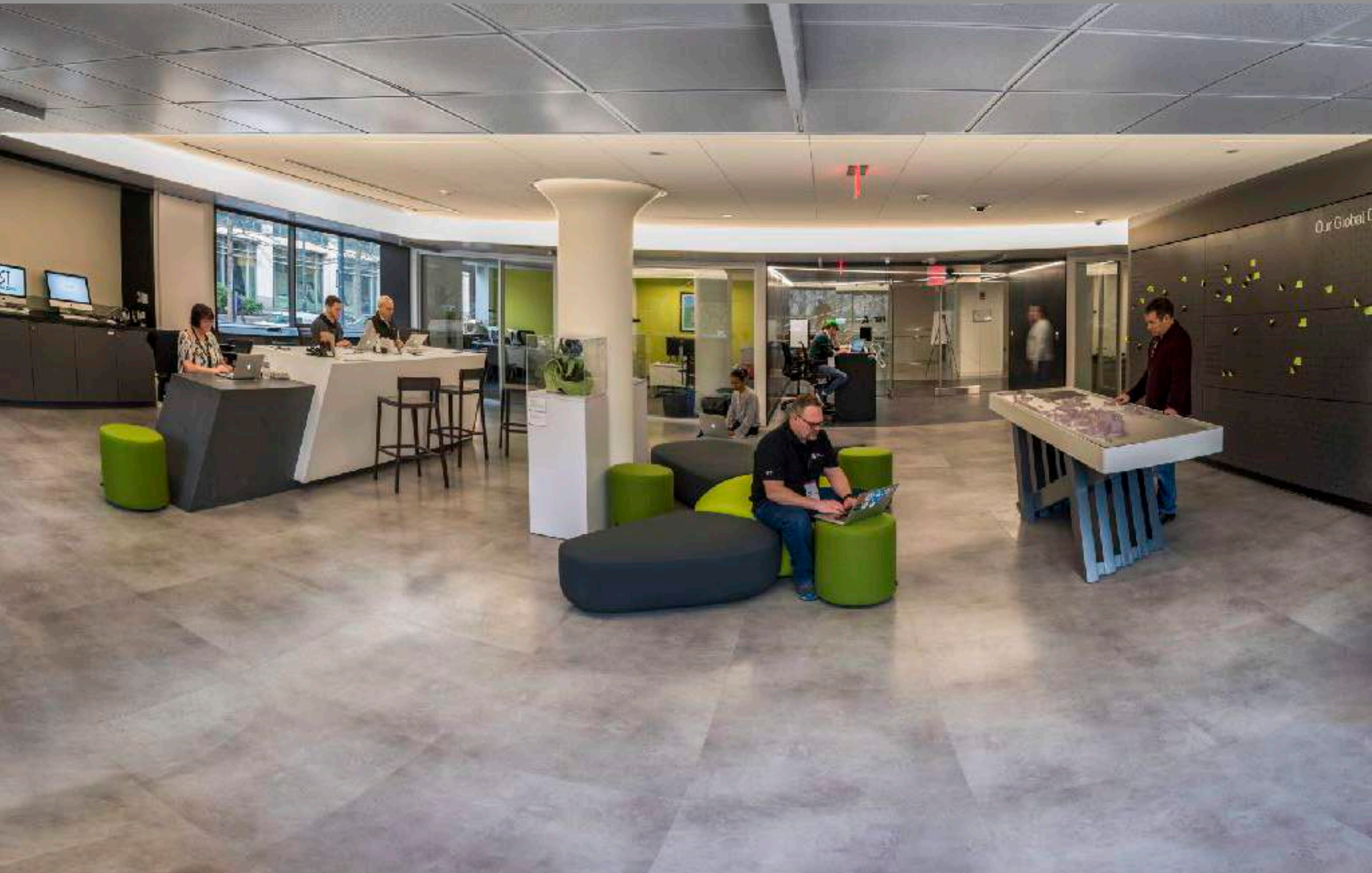
OCT 11, 2017

what a sunrise sounds like

posted in: [Miscellaneous](#), [Life & Culture](#)



UTILITY SHOWS RESPECT



**AO/FO COMMUNITY:
YOUR (VALUE) AD HERE**

AO: ON TALENT

**Are we hiring communications staff thoughtfully,
and then making it feel like part of a winning team?**

FO: ON STEWARDSHIP

How do we move away from paying dearly for chaos?

THANK YOU.