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

Richer inside

More powerful outside
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
LET’S SEE WHAT THEY SEE
How can we help you?

Intercept surveys to capture audience objectives + sentiments
Increased mobile traffic requires rethinking common “on-the-go” services.
SOCIAL + VIDEO, EXPLODING

MIT @MIT · Oct 23
We celebrate Avogadro's number, $6.02 \times 10^{23}$, on October 23rd. Happy #MoleDay!

MIT @MIT · Oct 23
For the first time, researchers have identified neural signatures of explicit and implicit learning. mitsha.re/XFWP30fP0ti
17 SECONDS CAN DO THE TRICK
AUDIENCE-CENTERED DESIGN IS GOOD DESIGN

Help us make a new homepage for MIT
CREATIVITY MINUS GUESSWORK
ON RIGOR AND WARMTH . . .

Personality Levers

Mark where MIT falls on each scale.

- Universal
- Warmth
- Quirky
- Technology
- Utility
- Fast
- Constant
- Raw
- Simple
- Community
- Breadth
- Esoteric
- Rigor
- Serious
- People
- Stories
- Rich
- Unpredictable
- Refined
- Expansive
- Achievement
- Depth

rigor w/o warmth is sad
same thing!
raw by refined
same thing
depth in breadth
Heya, everyone!

I'm Allan, hailing from the exotic region of... well, let's just say I've seen a few sunrises. Today, I wanted to share something a little more intimate: the sounds of a sunrise.

As the sky began to lighten, the world seemed to wake up. It was a symphony of birds chirping, the rustling of leaves, and the distant hum of the city. Each sound had its own rhythm, and together they formed a melody that was both tranquil and invigorating.

I recorded this moment as I stood by the sailing pavilion, where the sun would eventually rise over the city's skyline. It's a reminder that no matter how busy life gets, there's always time to pause and listen to the beauty around us.

So, take a moment to close your eyes and imagine the sunrise sounds like. It might just be the moment you need to find your peace.
UTILITY SHOWS RESPECT
AO/FO COMMUNITY:
YOUR (VALUE) AD HERE
Are we hiring communications staff thoughtfully, and then making it feel like part of a winning team?
How do we move away from paying dearly for chaos?
THANK YOU.