



Communications Playbook

FOR MEMBERSHIPS

Overview

This playbook is designed to guide your institution in effectively communicating the digital ID card app to your organization's members. Contained are some helpful tips and strategies that can help aid you in promoting awareness of the digital ID card app.

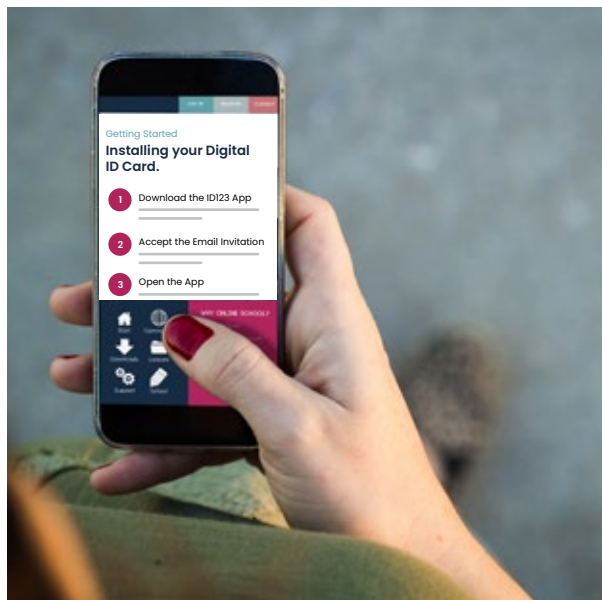
Methods of Communication.

There are different types of communication methods that you can use to engage with your members. We've provided below some of the best methods of communication that you can use to promote awareness and get your members to install their digital cards.



Display QR Codes

If your membership organization has a physical location you can download a scannable QR code from our [Downloadable Assets](#) page, which can be printed out and posted throughout your facility. Alternatively, if you don't have an on-premises location you can use your membership's social media to display the QR codes. Upon scanning the QR code, members will be brought to the ID123 app in the App Store or Google Play Store so they can download the app and proceed to install their card.



Provide Instructions During Admission

During a member's admission process on how members can provide a simple guide on members can obtain their digital ID card for your organization. You can also use or share the card [installation instructions](#) that we provide in our Knowledge base. Feel free to also display other helpful information in your guide such as providing usage guidelines, an FAQ section, and locations of where the cards can be used.

Methods of Communication.

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Automatic Email Reminders

You can enable automatic email invite reminders from your Email Invite page in the ID Management System (IDMS). When enabled, members who have yet to install their card will receive another email invitation to install their digital card after a set period of time.



Downloadable Digital Assets

Now that you have a better understanding of effectively communicating the digital ID card app to your members, feel free to be creative and have fun while you plan your communication strategies! If you need additional marketing materials from ID123 (e.g. app logo, app links, brochures, etc.), you can follow the link below to download additional assets.

[Downloadable Assets](#)

Have questions about this playbook? Contact Us
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