Communications Playbook

FOR SCHOOLS

ID123 Inc.

Overview

This playbook is designed to guide your institution in effectively communicating the digital ID card app to your students. Contained are helpful tips and strategies that can help aid you in promoting awareness of the digital ID card app.
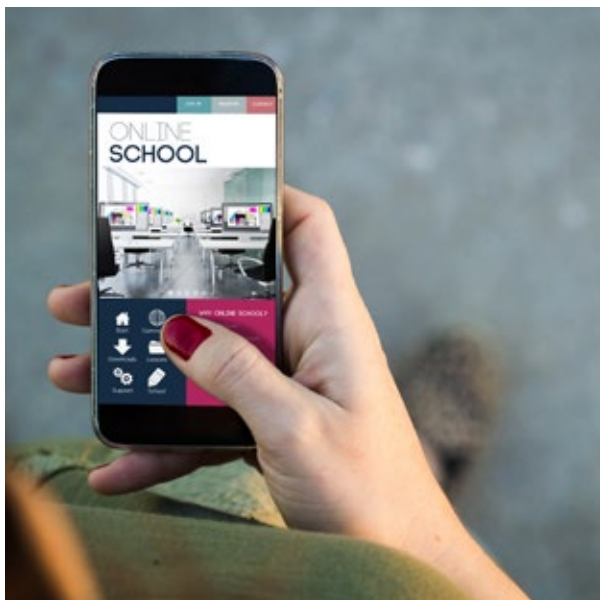
Methods of Communication.

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

Display QR Codes Around Campus

You can download and print a scannable QR code from our Downloadable Assets page and then post them on walls throughout your school's campus (e.g. campus center). The students would be able to scan the QR code with their mobile device allowing them to immediately download the app and proceed to securely install their card.

Provide instructions on School Website

It's recommended to have a web page with simple instructions on how to obtain the digital ID card on your school's website. 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 on your web page such as providing usage guidelines, an FAQ section, and locations of where the cards can be used.
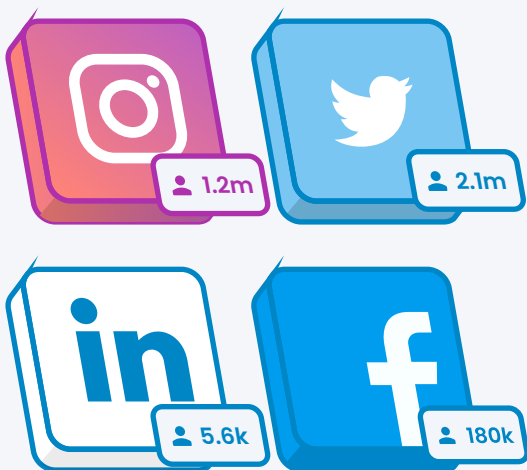
Methods of Communication.

...continued.

Send
Email Reminders

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

Use
Social Media

Since most students spend a majority of their time on social media, you can engage with them by creating clever social media posts revolving around the digital ID card app via Facebook, Instagram, Twitter, etc., to promote awareness.

Conclusion.

We hope that you now have a better understanding on how to effectively communicate the digital ID card app to your students. Be creative and have fun while you plan your own communication strategies!

Helpful Links

Downloadable Assets   Knowledge Base

Have questions about the playbook?

sales@id123.io