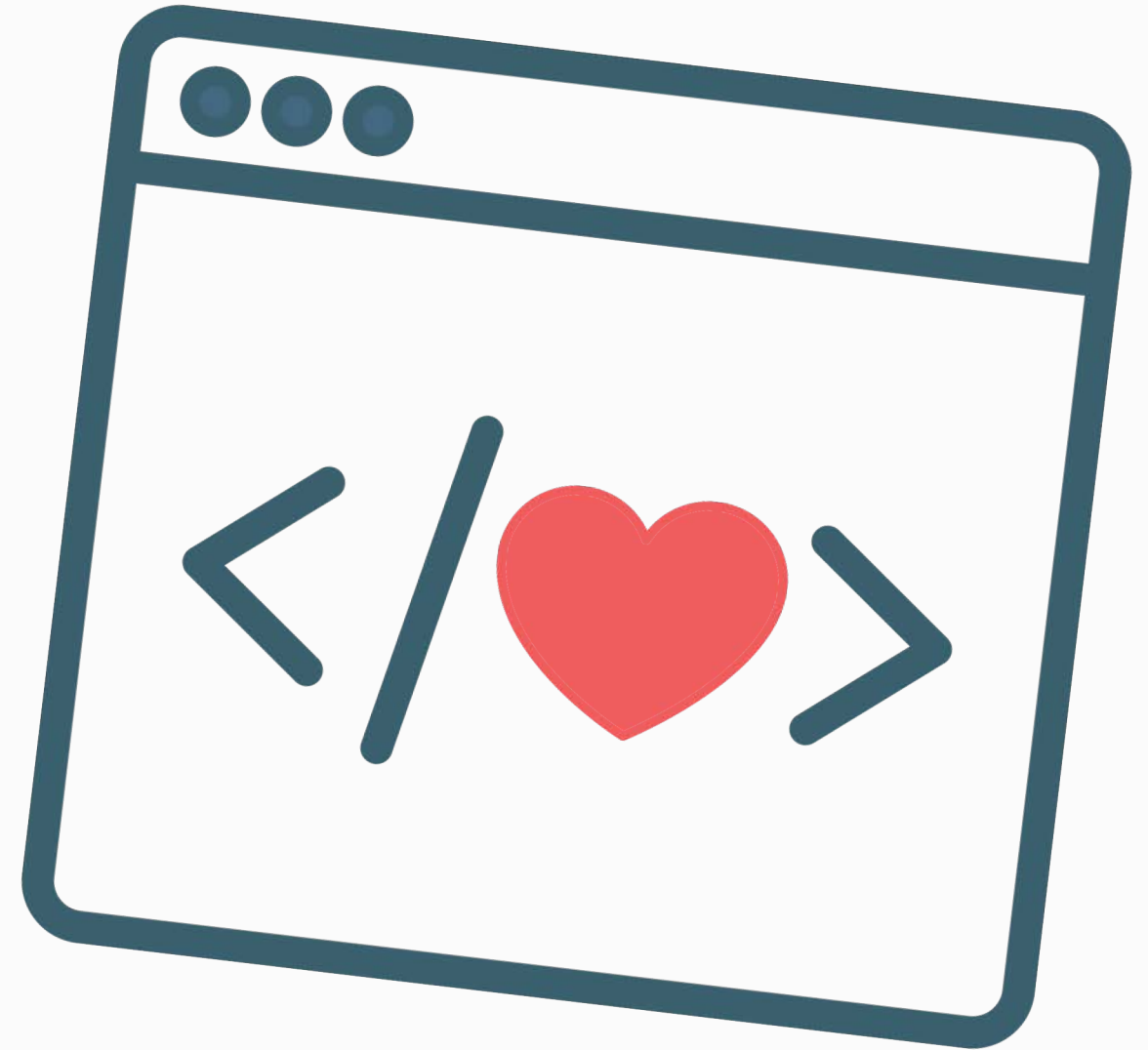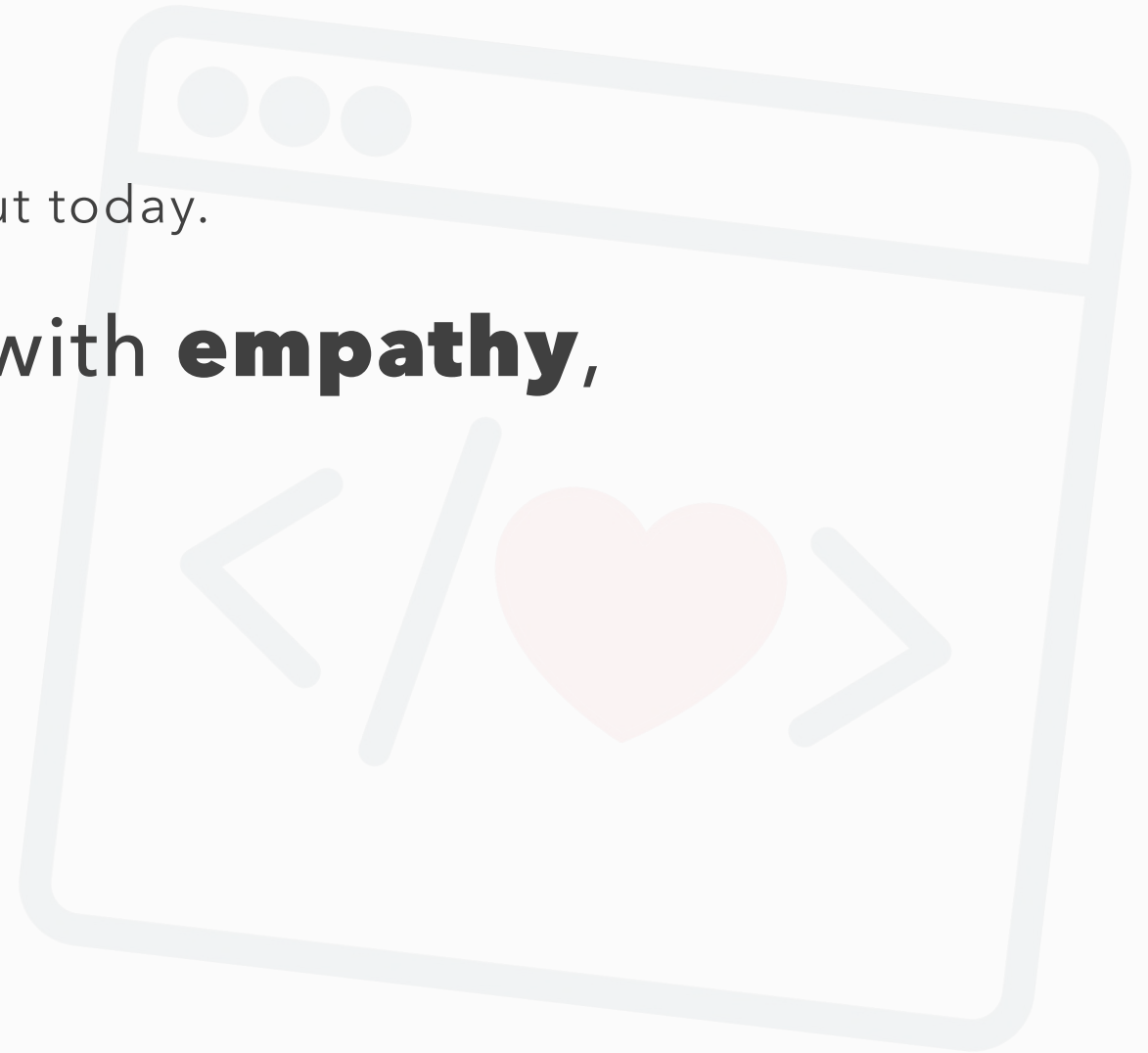# THE **F** WORD

COMMUNICATION WITH **FEELING**

✉ brendan@moreheadcain.org

There's **one** thing I hope you remember about today.

We must try communicating with **empathy**, **emotion**, and **efficiency**.
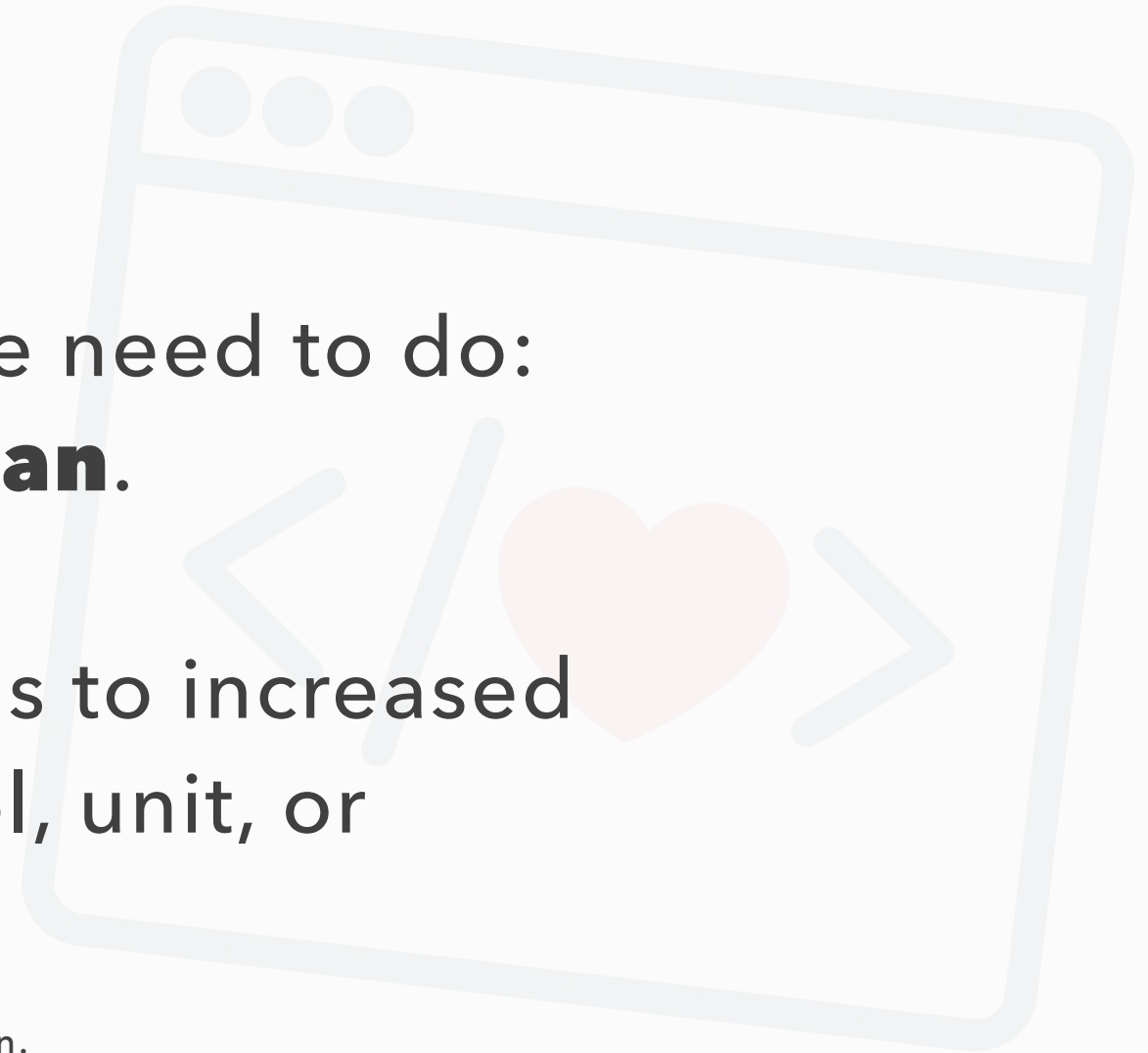
People come to us needing solutions.

There are only two* things we need to do:

- Be **helpful** and be **human**.

Helping builds trust and leads to increased engagement with your school, unit, or organization.
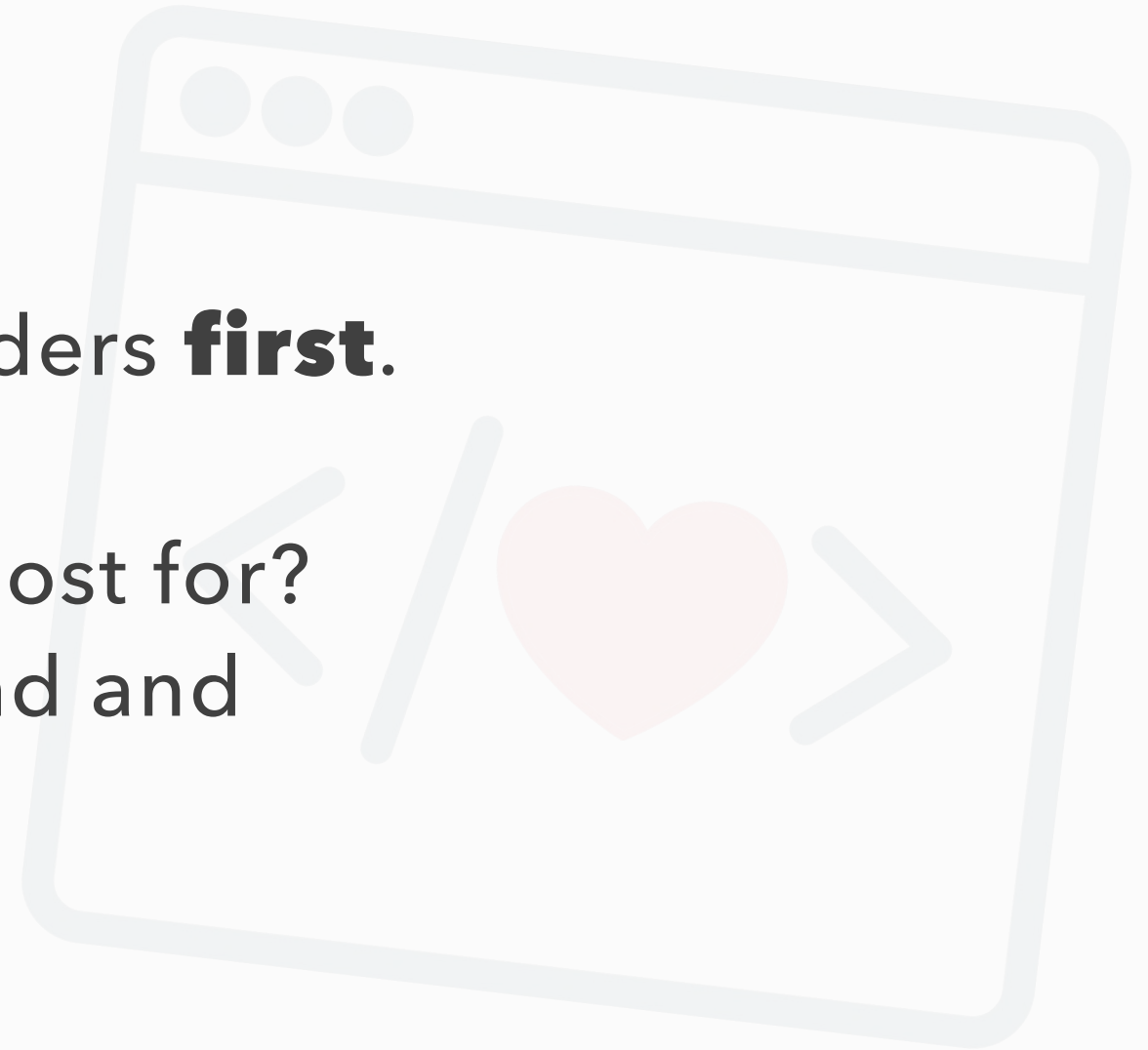
* Okay, maybe three things: inform, educate, and/or entertain.

How can we be **helpful**?

We need to consider our readers **first**.
- What's our goal?
- Who's this page/email/post for?
- Is information easy to find and understand?

"The responsibility [for creating understanding] really belongs to the person speaking, not the person listening."

Alan Alda, *If I Understood You, Would I Have This Look on My Face?*

Let's **avoid academic speak**.

"Thus, the Admission Committee conducts a holistic review of each application to find students whose accomplishments and interests in various fields of endeavor will contribute to the vitality of the ██████████ community."

Flesch-Kincaid Grade Level: 19.8

Let's **avoid overwhelming** our readers.

"Applicants seeking admission to ▮▮▮ as first-year students must submit the application form and supplement via either the Coalition Application or the Common Application, a counselor recommendation, official high school and college transcripts for all...

Let's **avoid overwhelming** our readers.

…schools attended (whether or not credit for those courses transfers to ███), and two recommendations from teachers in different core academic disciplines (English, mathematics, science, foreign language, history, or social studies)."

Flesch-Kincaid Grade Level: 33.7

Let's **avoid the passive voice**.

"You must take the required admissions tests by December of the year in which you're applying."

Flesch-Kincaid Grade Level: 13.4

What does all this mean?

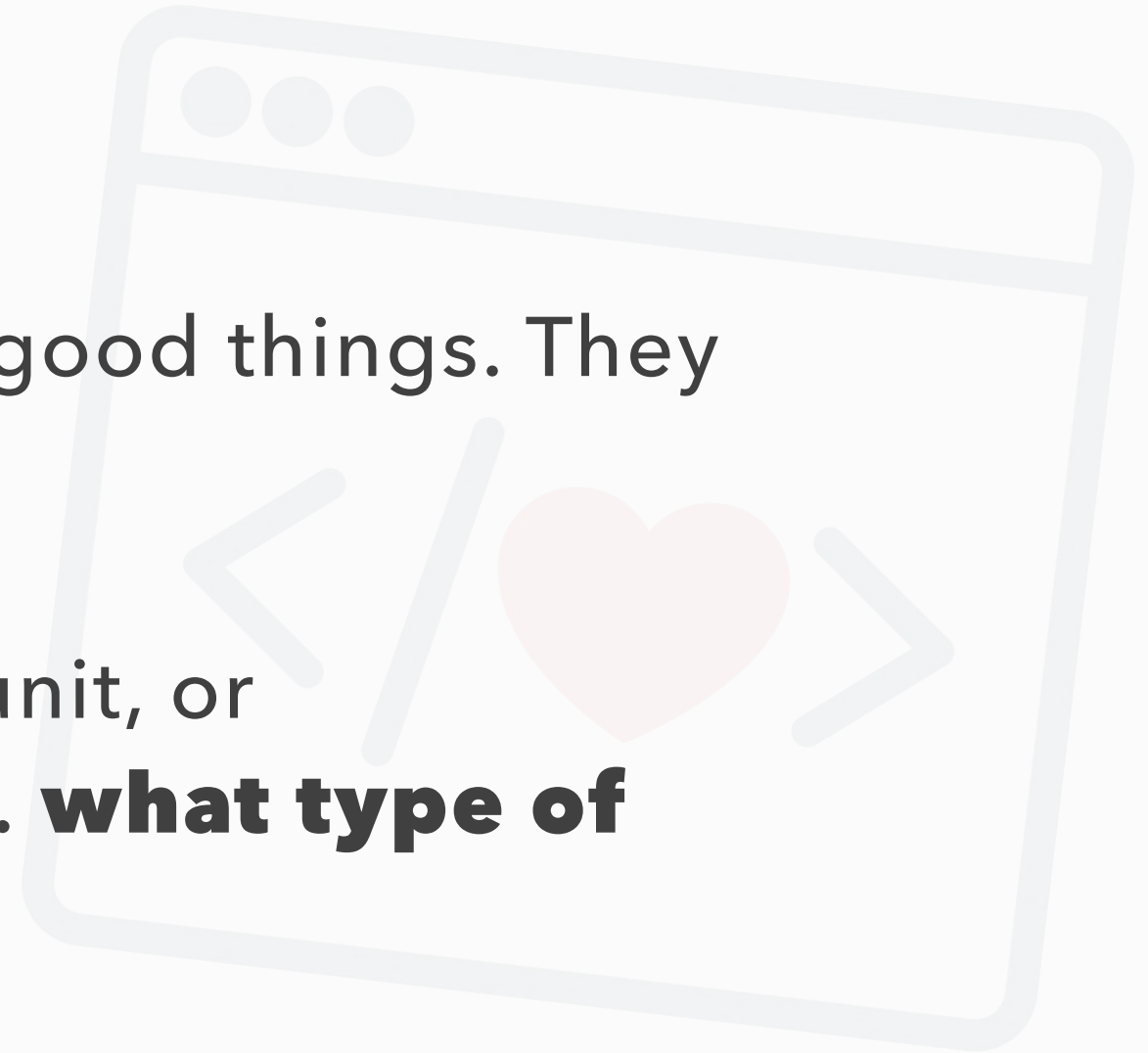We need to embrace our roles as our readers' friendly (but professional) advisors.

Ask yourself: **Would I want to read this?**

I'm getting **emotional**.

Personality and emotion are good things. They make us **relatable**.

Ask yourself: If your school, unit, or organization were a person… **what type of person would it be**?

Try creating **personality words**.

Here's what Morehead-Cain uses:
- Welcoming
- Adventurous
- Inspiring
- Positive
- Determined

identity.unc.edu/

Let's create **better** web content.

More than half of visitors spend less than 30 seconds on a web page.*

Our goal is to make it as easy as possible for people to find the information they need.

* Hubspot, 2017

Morehead-Cain Selection Calendar 2016–2017

North Carolina Students   +

Out-of-State and International Students   +

British Students   +

Canadian Students   +

Admissions Referral Students   +

Note: On notifications days, all notifications are made at the end of the business day (Eastern Standard Time).

QUESTIONS? ASK OUR SCHOLAR SELECTION TEAM >

Apply Now!

The application for the Morehead-Cain Class of 2022 is now available.

The deadline to apply for North Carolina, U.S., British, and international students is **October 15, 2017**. The deadline for Canadian students to apply is **October 31, 2017**.

APPLY

Weekly Webcast

We're excited to help answer questions you may have about the Morehead-Cain selections process. Watch our weekly webcast every Friday between now and the application deadline!

WATCH HERE
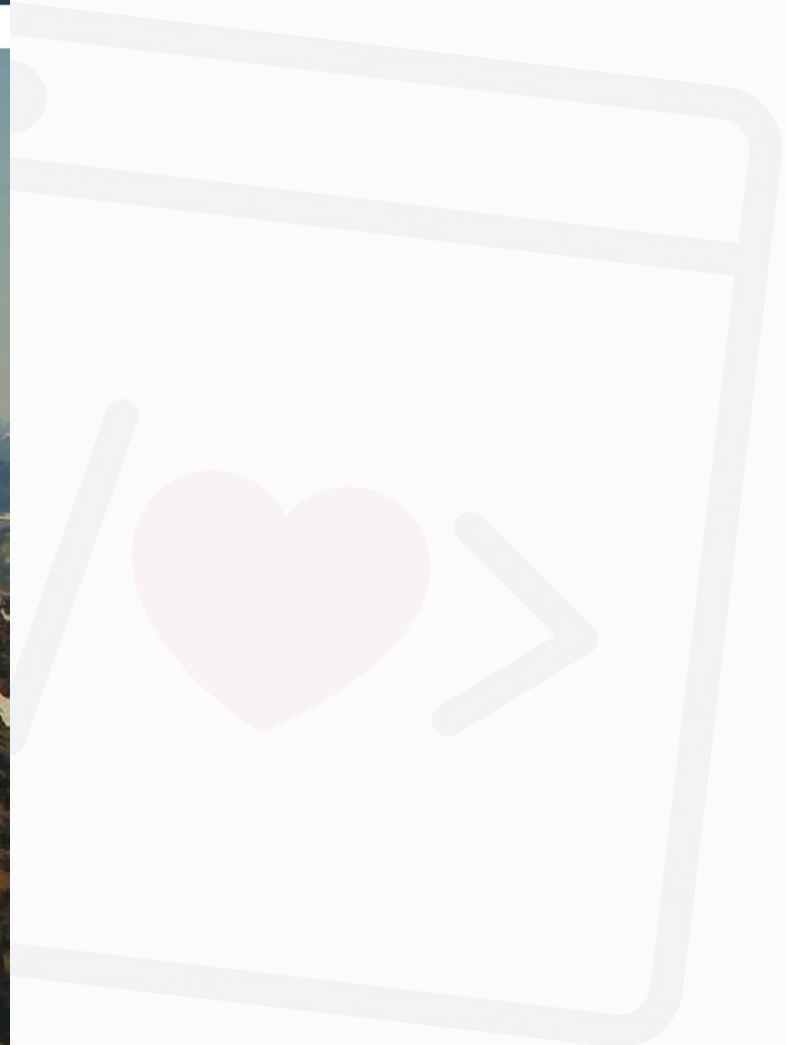
The Morehead-Cain is an educational experience like no other.
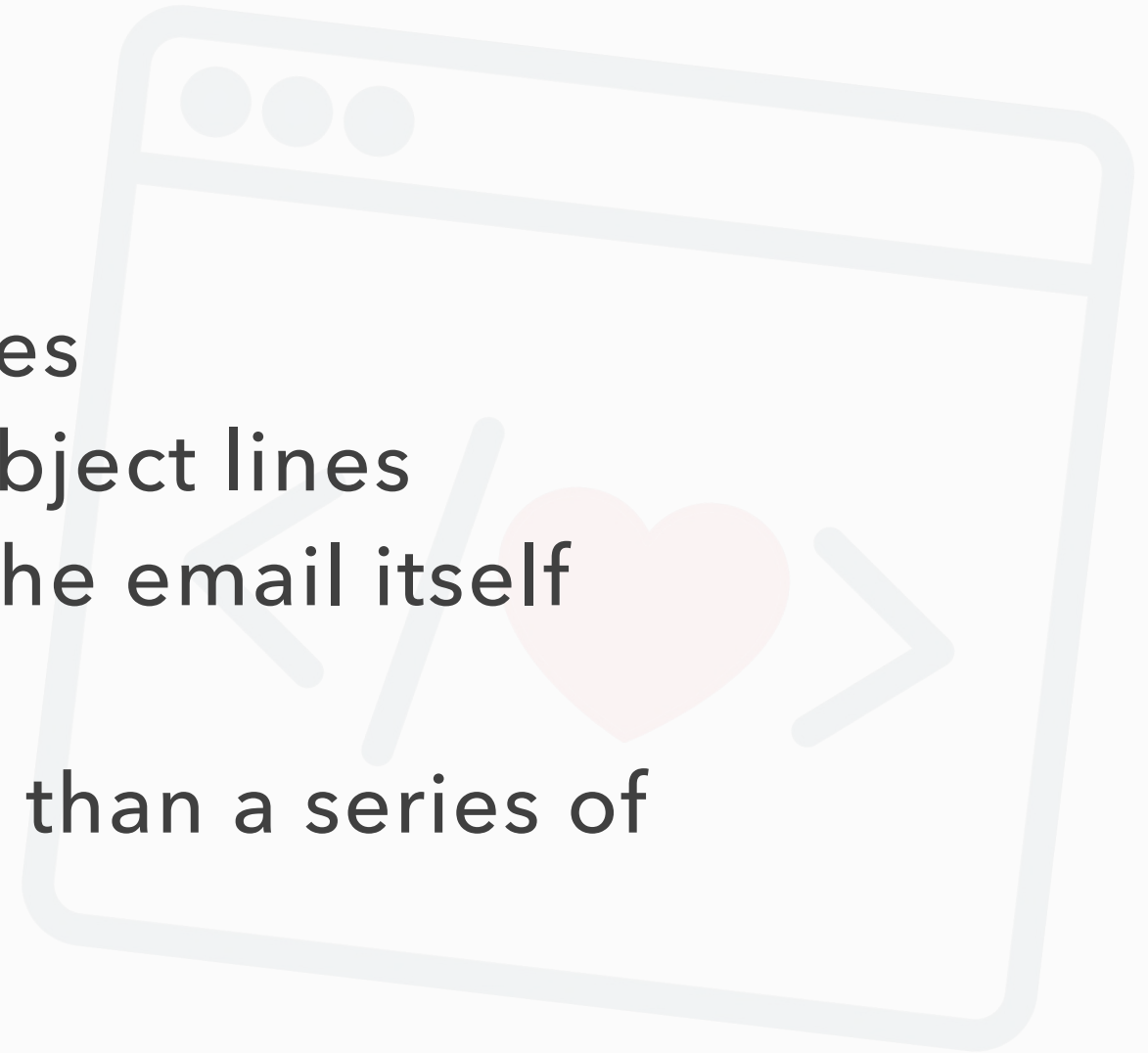
LEARN MORE >

THE MOREHEAD-CAIN

Let's create emails people **enjoy**.

The One Thing Everyone Hates
- Promise value in your subject lines
- Deliver (some) value in the email itself

Good emails should be more than a series of breadcrumbs (links).

Let's create emails people **enjoy**.

Morehead-Cain's email newsletter:

One more thank you ❤️

- 10.5 percent click rate
- 21.4 percent open-to-click rate
- 0 unsubscribes since August 2018

Let's create **engaging** social media posts.

Every social network has its own audiences, quirks, and rules of engagement. Play to them!

- Give each its own mission statement
- Consistency is key...
- ...but quality is crucial

Let's get started, **right now**.

What can we do today?
- Strive to understand your readers' problems and offer solutions
- Personalize your drafts
- Write clearer
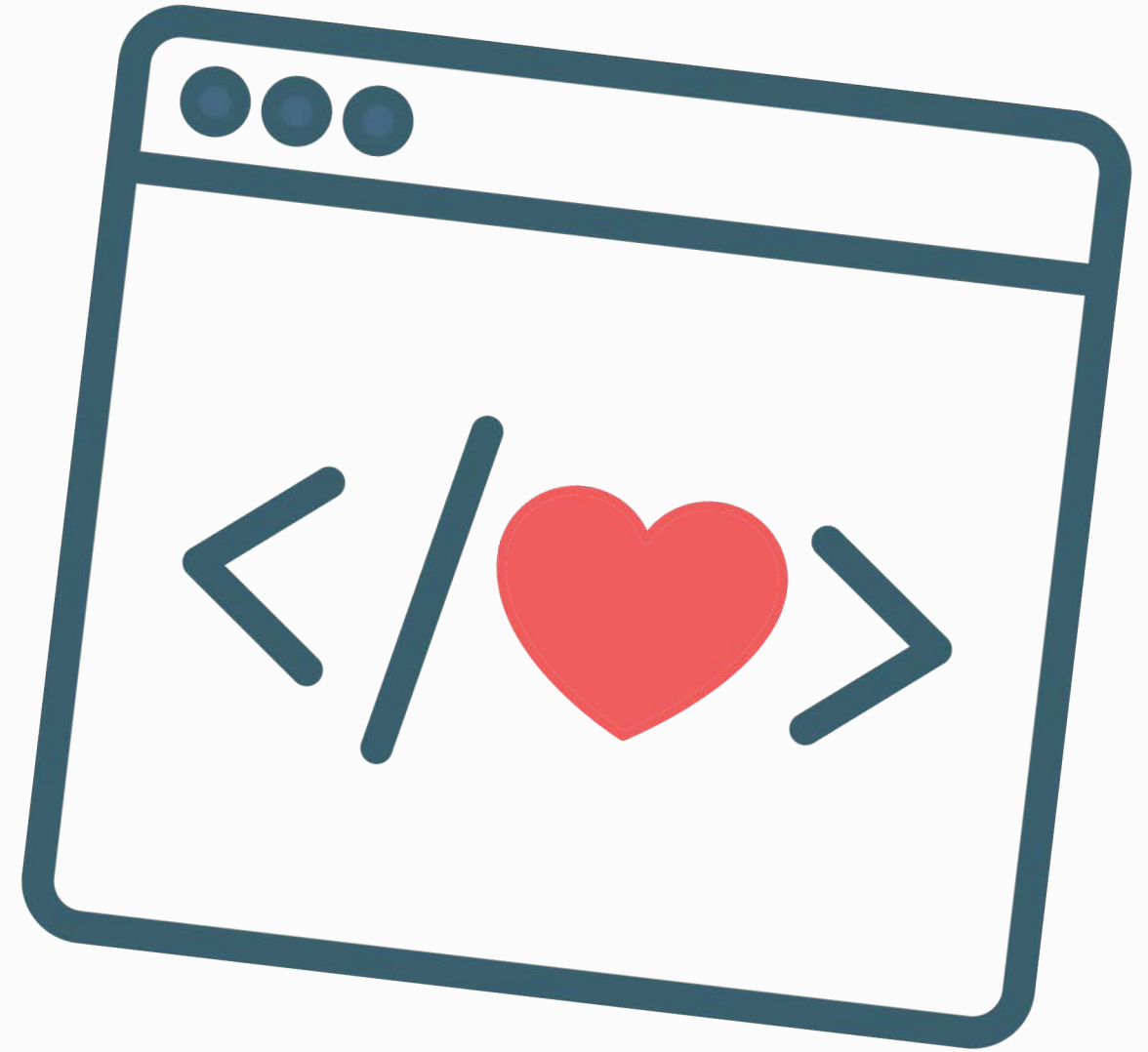 - Use contractions
  - Ditch adverbs

There are great **resources** out there.

- Readable.io
- Really Good Emails
- Coschedule
  - Headline, Subject Line, and Social Media Post Analyzers

What would you like to know?

✉ brendan@moreheadcain.org