



Getting to Know Auto-Responses: Overview & Training

Housekeeping



**This Meeting Is
Being Recorded**



**Chat
is open!**

Q&A session at end

Recording with Slide Deck will
be shared afterwards

Overview

Community Auto Responses

- Overview
- How they work
- How they can be leveraged

Campus Cloud Demonstration

Best Practices

Questions



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What are auto responses?

Admins can now select keywords that, when mentioned in Community Channels, prompt a **purposeful and automated response**.

The auto response displays pre-determined messages that appear instantly in Community Posts and can provide timely information in four ways:

1. **Text response**
2. **Resources**
3. **Forms (survey)**
4. **URL link**

The new Auto-Responses framework allows you to:

- Select keywords that **trigger automated responses** in community
- Establish workflows that provide information and resources based on the keywords
- Create automated responses to common questions or concerns
- Automate aspects of the Community Channels and **help free up admin workloads**
- Analyze the engagement data to gain insights on how the auto-responses are being used in your Community Channels

Workflows: The backbone of Interventions+

1. Workflows are a tool for automating an **action** based on a **trigger** in Campus Cloud.
2. Workflows can best be understood as **functions of a whole process** to allow for communications, forms and resources to be deployed to an audience.

How do Workflows work?

There are 4 types of Triggers which can result in an action.

1. **Form Completion**
 - a. **Trigger:** A student submits a form or takes a survey
 - b. **Action:** A notification is sent to the individual providing them with a Resource.
2. **Scheduled**
 - a. **Trigger:** A date and time is selected when creating the workflow
 - b. **Action:** A notification is sent to a group of App Users or a Post is made in a specific channel
3. **Manual**
 - a. **Trigger:** Clicking “Run”
 - b. **Action:** A notification is sent to a group of App Users or a Post is made in a specific channel
4. **Autoreponse**
 - a. **Trigger:** A keyword is used in a post or comment in Community
 - b. **Action:** A message and optional Resource will automatically appear in Community under the post or comment.

Resources

The screenshot shows the 'Resources' management page in the READY Education system. The top navigation bar includes 'Insights', 'Manage' (active), 'Community', 'Notify', and 'App Users'. A user profile for 'Carrie' is in the top right. The left sidebar lists various content categories: Studio, Workflows, CAMPUS CONTENT (Events, Resources, Forms, Services, Locations, Dining, Calendars), and STUDENT LIFE (Organizations, Orientation, Athletics). The main area is titled 'Resources' and features a search bar, a dropdown menu set to 'Interventions+', and a 'Create Resource' button. A table lists resources with columns for Title and Host. A context menu is open for the first resource, showing 'Edit', 'View', 'Duplicate', and 'Delete' options.

Title	Host
What You Should Know About Caffeine	Interventions+
What You Should Know About Alcohol	Interventions+
Seasonal Affective Disorder ("Winter Blues")	Interventions+
Marijuana (Cannabis, Cannabinoid)	Interventions+
Cigarettes and Vaping: Get Informed on Nicoti...	Interventions+

15 Templates

Helpful tips:

- Search by the host Interventions+
- Update to the appropriate host for your school
- Edit and make the [Resource](#) true to your school


Forms

Name


Category
Student Life

Host
Select Host


Select a Template



Start from Scratch
Create a new form without a template



Are you social media savvy?




How to make friends in college

Name


Category
Financial

Host
Select Host


Select a Template



Start from Scratch
Create a new form without a template



Making the most of your financial aid refund



How are you paying for college?



25 Templates

Helpful tips:

- [Forms](#) are organized by category. Select 1 of the 4 categories available to see the associated Templates
- Update to the appropriate host for your school
- Edit and make the Form true to your school

External URL Link

- **Reduce duplication of efforts**
 - Institution Website Pages
 - Shared Document/LibGuides
- **Leverage partner resources**
 - Department of Education (FAFSA)
 - Job Search Sites

 Display an Auto-Response 

Title *


18/80

Message

75/200

Linked Content

External URL link



How can we leverage Auto Responses?

Workflows can be built to automate strategic communications to specific audiences throughout the student journey.

Summer Melt

Stay connected with students from acceptance through the start of term.

Financial Aid

Remind students about required paperwork and promote financial planning.

Stress-free Exams

Promote being prepared and de-stress events happening on campus.

Internships

Automate reminders and form completion. All your data in one place.

Campus Pulse

Provide information on Campus Services based on a student post.

Graduation

Nudge students to apply and remind them of events.


Community Moderation

Remind students of Terms of Use or promote specific channels.

Course Registration

Remind Students of upcoming registration dates and requirements.

Trigger: Keyword Alerts Auto-Response

 Insights
 Manage
Community
 Notify
 App Users

Studio
 Workflows

CAMPUS CONTENT

Events
 Resources
 Forms
 Services
 Locations
 Dining
 Calendars

STUDENT LIFE


Organizations
 Orientation
 Athletics
 Deals
 Jobs

CONTACT TRACE

Forms
 QR Codes
 Cases
 Exposure Notification

FAFSA deadline

Deadline info and link to the form


 Keyword Mention in Community

Keywords *

 Enter

financial aid
 FASFA
 FAFSA

Exclude Channels
 Ask Financial Aid

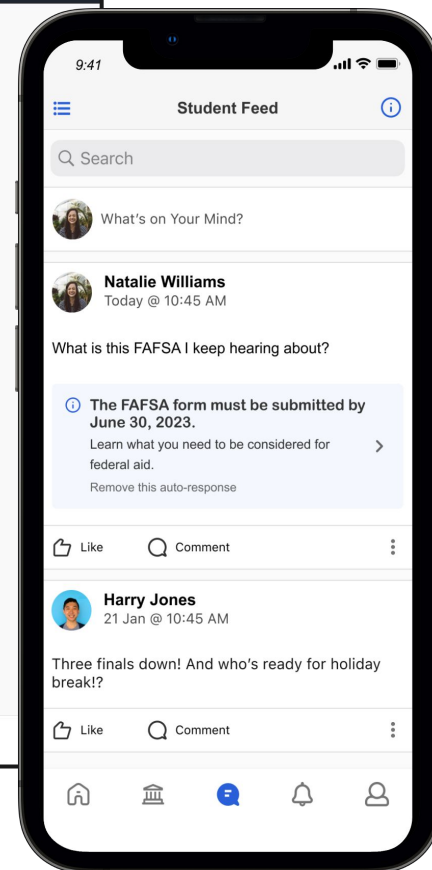
 Display an Auto-Response

Title *
 The FAFSA form must be submitted by June 30, 2023.

Message
 Learn what you need to be considered for federal aid.

Linked Content
 Resource
 How to apply for federal aid

Publish
 Cancel



Demonstration

Best Practices

❖ **Respect the Space**

- How has Community been promoted to students on your campus? If Community is primarily a Student owned area, we want to be mindful of how many auto responses are happening.
- Not every post should trigger an automatic response. Crowdsourcing and networking are valuable skills which can be gained by using Community.

❖ **Plan Ahead**

- Include auto responses in the campus-wide communication plan to maximize the effectiveness.
- Coordinate with all departments who have access to Workflows in Campus Cloud.

❖ **Lean into the tool**

- Data-driven decisions
 - # of times response was triggered
 - Total unique clicks
 - # of times response was removed
- Activate/Deactivate Toggle



Best Practices

Resources

Where can I find help and resource?

1) Visit the Ready Education Help Center:

[Support.ReadyEducation.com](https://support.readyeducation.com)


2) Navigate to the 'Platform Guides'

3) Select 'Interventions+'

4) Select 'Community Auto-Responses'


How can we help you today?

Popular searches: [Contact Trace](#) [Mental Health](#) [Community](#)




Get Started

Everything you need to know to get started



Platform Guides

All you need to know about Campus App and Campus Cloud



Best Practices

Learn how to get the best results with your tools






Articles in this section

[What is Interventions+?](#)

[Overview of Interventions+ Content](#)

[Considering the Student Journey](#)

What is Interventions+?



Resources

[Interventions+ Best Practices](#): Take student communications from reactive to proactive.

[Intro Playbook](#): A comprehensive guide to organizing and maximizing the impact of Interventions+ at your school.

[Getting started with Workflows](#): Workflows allow you to chain together a series of actions, which can be triggered by various user actions, such as completing a form. You can also trigger sequences manually or schedule them to run in the future.

[Getting Started with Community Auto-Responses](#): Auto-Responses is an automated way to display pre-written messages so they appear instantly in response to a post or comment based on its keywords. These automated workflows allow you to post helpful information, answers to common questions, and relevant guidance so students see it the moment they need it.

[Resource Templates](#): Pre-built resources, covering the same range of topics as our Form templates. We suggest you edit these resources to make them specific to your school.

[Form Templates](#): pre-built forms feature engaging imagery, questions with conditional feedback, and a range of different “results” pages that promote resources related to the students’ input.

[Keyword Alert](#): Leverage the Community to identify common challenges and questions students face throughout the year.

[Office Hours](#): Network with other Ready Education partner institutions

[Quarterly Training](#): Campus Cloud refresher

Questions?

Thank you!
Have a great day