

Your Blackboard Learn App Communication Checklist



Consider creating some buzz to help increase awareness of the Blackboard® Learn app. Here is a checklist of communication channels to consider as you build your plan.

- **Website Banners/Digital Ads** – Place banners and/or digital ads on your key websites. Use our provided social tiles and digital ads from the adoption toolkit/help site.
- **Wiki/Blogs** – Build knowledge repositories to share information. You can link to our [Blackboard Learn app help site](#) or feature videos from the [Anthology Inc YouTube channel](#).
- **Email** – Announce the availability of the app via email. We offer an email template with language that you can tailor to communicate to your educators.
- **Flyer** – A one-page Blackboard Learn app flyer can be printed and distributed around campus, emailed, or linked from your website(s). We offer an unbranded version and a version with Anthology branding.
- **Face-to-Face Training** – Schedule meetings to provide updates on the Blackboard Learn app planning and implementation process and highlight some of the features you think will be best received by your community.
- **Listservs/Twitter/Facebook** – Leverage social media tools to generate awareness. Follow [@Blackboard](#) on Twitter for relevant product announcements.

Resources to Share

- [Blackboard Learn App for students and instructors](#) – Web page provides additional information and descriptions of key features in the Blackboard Learn app.

