

March issue of the MobileUp Newsletter includes new releases, product updates, tips for showcasing sponsors, and how an association increased mobile app adoption with an incredible commencement experience

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## Client Newsletter - March 2020 *Education Edition*

# What's New?

### ***Introducing the New Admin Message Center!***

Stay up to date with the latest announcements and memos directly from the client services team.

- Find your messages easily from the new link on the top admin toolbar.

A screenshot of the MobileUp Admin Message Center. At the top, there is a navigation bar with links: 'Messages' (which has a red notification badge with the number '1'), 'Marketing Resources', 'Newsletters', 'User Guide', and 'Account'. A red arrow points to the 'Messages' link. Below the navigation bar, the page title is 'Admin Messages'. The main content area has a blue header bar with the text 'Welcome to the Message Center!'. Below this, there is a message card with the text 'Posted: 2/24/2020 6:33 PM' and 'Updates and announcements will be posted here.' At the bottom of the message card is a blue 'Dismiss' button.

- Review message history and search for previous messages by topic.
- Message center is available to all admins for your MobileUp account.

## Admin Messages

Welcome to the MobileUp Admin message center. Review your message history below.

Title	Description	Date Added
<input type="text" value="Search..."/>	<input type="text" value="Search..."/>	
Welcome to the Message Center!	Updates and announcements will be posted here.	2/24/2020 6:33 PM

Total Items: 1

## Announcements

### Changes to Your Social Feeds

Facebook and Instagram have issued changes to the restrictions on their APIs, and we are no longer allowed to aggregate posts from these sites.

While the social feed on your app won't display posts from Facebook and Instagram anymore, it will still display Twitter and YouTube posts.

*Note: the social links on your individual group pages will still work normally. This only affects the aggregated social feed.*

### Sharing to Your Social Channels

There are other ways to share your social channels on your app. You can create a content tile with embedded links or create individual URL tiles as shown below.





[Please refer to the user guide for assistance creating URL tiles and content tiles.](#)

## New Features Coming Soon

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### Activity Check-In Tool

A **new check-in system** is on its way that will make activity attendance tracking easier than ever before for any type of activities you want to track at your events, meetings, and other member engagement activities.

Three check-in types will be available:

- Scan a QR code
- Enter a 6-digit code
- Event attendant scans QR code generated in member's app

All check-ins will be trackable from the new activities tool.

### Tips & Tricks

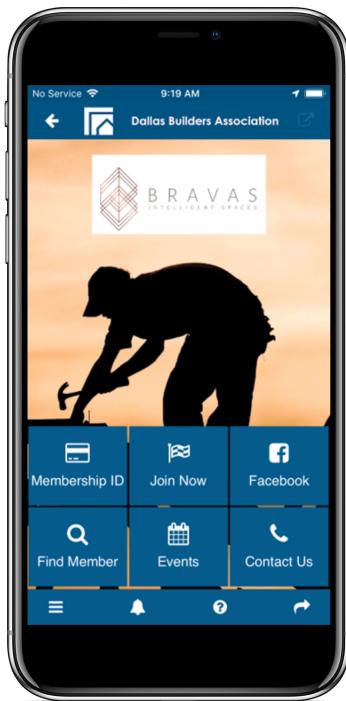
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## Showcase Your Sponsors!

We are often asked how you can promote your sponsors and partners on your app. You have several options from a prominent spot on the home screen to a sponsors directory.

### Home Screen:

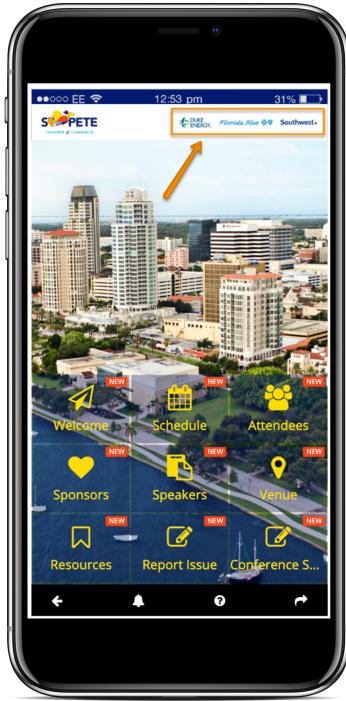
Logos can be applied directly to your home screen image. Home screens have the ability to rotate to showcase additional sponsors. You can customize your home screen from the "Branding" tab on your admin tools. [Review the user guide.](#)



### Brand Bar:

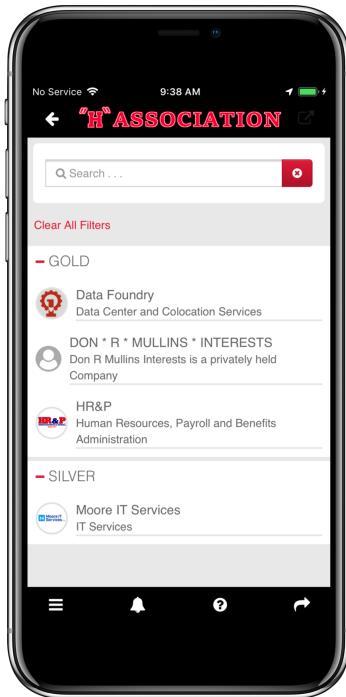
Sponsor logos can be added to your brand bar that will be shown on every page of your app. \*brand bars are on iOS only. Images are limited, depending on the size.

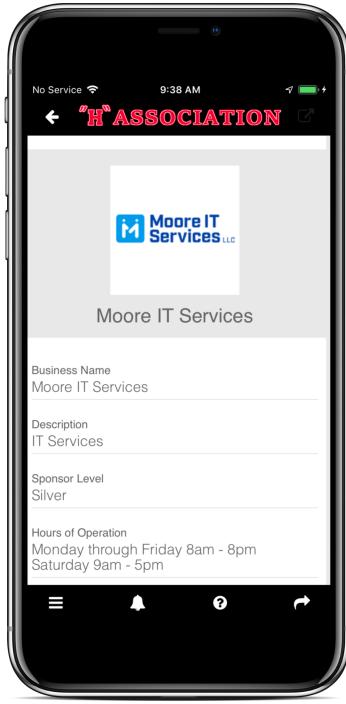
Contact [support@mobileupsoftware.com](mailto:support@mobileupsoftware.com) to add images to your brand bar.



### Featured Directory Listing:

Sponsors can also be featured in a directory. This is a great way to include additional information like a website and contact information. Sponsors can be tiered in a directory!





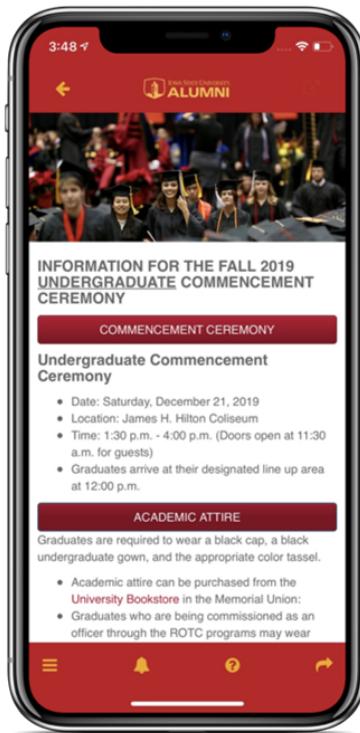
## Customer Spotlight

### Iowa State Commencement Experience

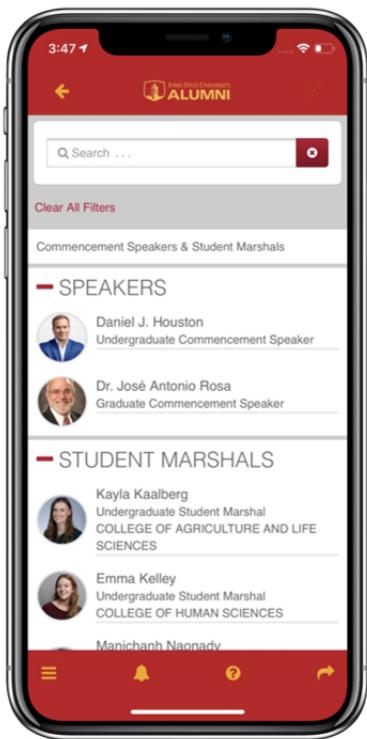
The Registrar's Office was looking for a way to eliminate waste during commencement ceremonies, and came to the ISUAA with the idea of creating a feature on their existing MobileUp app.

The idea was to create a feature that not only included the commencement program in PDF form, (eliminating the printing of roughly 10,000 booklets with 100+ pages each), but a variety of other features regarding graduation – a checklist for students, dining and lodging options for family and friends, event schedules, speakers, and more.

The commencement feature on the alumni app made perfect sense as the graduating seniors would transition to alumni on commencement day. It was a mutually beneficial solution for both offices!



## Don't just take our word for it. Here's what they had to say:



### ISUAA:

This feature was a great way to put the Alumni Association in front of our newest alumni and their families.

Not only was there information/awareness about the ISUAA and what we do, but having eyes on our mobile app also resulted in many contact updates which allows us to stay in contact with our new alumni.

### Office of the Registrar:

One of the most significant advantages was meeting our students where they are!

They are digital natives, so being able to have all of the graduation, commencement, convocation, and reception information as their fingertips allowed us to provide information in a timely fashion in a manner that was easily accessible and consumable.

Additionally, we were able to reduce confusion between the different graduation-related events (e.g., four university commencement ceremonies, four college convocations, 10+ departmental graduation receptions, etc.). Beyond supporting our students, it also provided key information to the many family members and friends who support the graduates by giving them access to parking information, entrances, and ceremony details.

Contact [sales@mobileupsoftware.com](mailto:sales@mobileupsoftware.com) for more information.

### Quick Reminder: Check Your QR Codes!

A third party tool that we historically used to generate many of your QR codes for marketing purposes recently retired the web domain they used to link your QR codes to your app. As a result, if you received QR codes from us when your app went live, they likely no longer link to your app in stores.

If you currently use QR codes in your promotional material, please

contact [support@mobileupsoftware.com](mailto:support@mobileupsoftware.com) and we will provide you with new QR codes.

***Please note that the QR codes displayed on your digital ID cards are not affected.***

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Need help? Email [support@mobileupsoftware.com](mailto:support@mobileupsoftware.com)

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