

AUTOMATING ECOMMUNICATION

What can you automate?



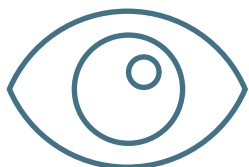
- Emails
- Website Updates
- Social Media Posts

Why automate?



- Emails can be **timely and personal**.
- Website content can be **relevant and useful**.
- Social media engagement can be **constant and responsive**.

How to avoid the pitfalls?



- **Keep a spreadsheet** tracking all updates and when they are scheduled.
- For each announcement, **have a list of every place you've put that information**.
- **Keep an eye** on the news and social media.



What could go wrong?

- Autoresponders keep going out even **after your event is over**.
- Automated Twitter responses retweet or respond to **users with offensive handles or profiles**.
- Scheduled social media posts are **suddenly inappropriate** in the wake of breaking news.