**Email Templates**

These templates are designed for participating universities’ faculty and staff, with a goal of raising awareness in that user base as well as instructing them on how to best use the platform. These templates are designed with the understanding that different institutions have guidelines on how mass emails are distributed to campus, and they are deliberately minimal to allow inclusion in departmental newsletters, communications from offices of sponsored research, or direct liaison communications.

[Dani: Email One: Introductory Template, to anyone, just getting them familiarized]

Sponsored by the Ohio Department of Higher Education, the [Ohio Innovation Exchange (OIEx)](http://ohioinnovationexchange.org) is a resource-sharing portal that makes it easier to find research collaborators, equipment and services for faculty and industries seeking university expertise. OIEx features 10,000 STEM faculty from 6 universities, including [Your Institution].

The Ohio Innovation Exchange (OIEx) provides a powerful, centralized web portal that makes it easier for professionals searching for industry-specific expertise and resources from Ohio universities, as well as for university faculty seeking networking and collaboration opportunities. OIEx consolidates researcher profiles, equipment availability, research services, patents, and more into a single accessible portal, eliminating the need to search each university website individually. To learn more about OIEx, go to ohioinnovationexchange.org, and follow the attached instructions to claim your profile and start collaborating!

OIEx consolidates researcher profiles, equipment availability, research services, patents, and more into...

[Jason: Email Two: Motivations for maintaining profiles &c. to: liaison-specific areas? Campus-wide research offices? Marketing & Communications mass-email?]

We’ve shared with you about using Ohio Innovation Exchange for connecting researchers across Ohio, but it is also a great tool for connecting researchers to potential industry partners. By maintaining your department’s equipment, services, and researcher profiles, you’re more likely to connect to eager partners.

Ohio’s universities and their industry partners have a long history of working together to advance the latest technology and research, creating new products and breakthroughs across many disciplines, and OIEx is designed to facilitate easy collaboration. Learn more about past collaboration successes [from your institution] at [<https://www.ohioinnovationexchange.org/case-studies> Specific to the article you’re highlighting].

[Yuening: Email Three: Why it’s important to update your profile. Include instructions on how]

As you continue to explore Ohio Innovation Exchange, be sure to take a look at your profile to ensure it’s accurate and up to date. Your OIEx profile is a great way to share your credentials and interests, both to potential research partners, but also to industry connections throughout Ohio.

[Institution-specific profile examples? Recommendations/requirements that are department-based.]

If you need help making updates, please see the attached instructions.

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**Social Media** (linkedin, twitter, facebook)

Depending on how individual institutions handle social media marketing, there may be marketing and communications guidelines that supersede smaller-scale marketing efforts. As such, these are broad guidelines that can be used in conjunction with the above email templates as suggestions for posts. Instagram being a visual medium that does not facilitate easy linking to outside articles and pages should be used sparingly.

The drive on social media is to raise awareness for the existence of OIEx, since it will reach a wider audience than internal faculty, students, and staff. The goal is visibility and awareness, as opposed to the instructional goal of the template emails.

* Introductory: check out [your institution] on OIEx! Browse experts, equipment, services, and more!
* Institution-specific profile examples? Recommendations/requirements that are department-based.
* Learn more about past collaboration successes [from your institution] at [<https://www.ohioinnovationexchange.org/case-studies> Specific to the article you’re highlighting].
* Equipment specific to your institution to highlight as unusual and advocate for partnerships
* Students check out researcher profiles for mentors or internship opportunities.
* Collaboration network demonstration; reconnect with past colleagues and identify future research partnerships
* University-specific data visualizations from Tableau (top journals, top subjects, etc.)