

Web Council 2018

December 6, 2018 presentation slides

[Crisis communications at the UW](#)

Victor Balta, senior director of media relations, will give us an update on UW Alert and crisis communications at the University of Washington.

[Scroll-stopping videos on social media](#)

Jacob Kelly, UMAC's social media digital strategist and community manager, and Rebecca Gourley, editorial assistant in UW News, will share best practices for creating scroll-stopping videos for social media.

[UW Insider case study](#)

Caitlin Grady, UMAC's internal communications specialist, will share insights from the launch of UW Insider -- the UW's flagship weekly newsletter to all faculty and staff. Learn how the newsletter was developed, how they're using Marketo's advanced features and what's next for the publication.

["Word on the Street"](#)
