

## **Guidelines for Publicizing Campus Events**

These guidelines are designed to acquaint students, faculty and staff with the outlets available to publicize events to the campus community and the general public. This guide was developed by the Strategic Planning Communication Processes Implementation Team, established as part of the SHC strategic planning initiatives that began in 2011, to further strengthen internal communications on campus. The periodic review and updating of the information contained herein will be overseen by the Office of Communications and Institutional Marketing.

### **SHC Campus Update**

Campus Update is the main vehicle for announcing events and activities to the campus community. It is distributed via email to students, faculty and staff on Mondays and Thursdays. Campus Update is also available online at <http://community.shc.edu/>. Submitting your announcement or event to appear in Campus Update is easy. In the email version of Campus Update, click the links in right-hand column under "Submit an item to the Community." Or, visit <http://community.shc.edu/node/add>.

### **BadgerWeb**

*Announcements* – Approved members of the campus community may post announcements on the main page of BadgerWeb. For information about how to place an announcement, please contact the Helpdesk ([helpdesk@shc.edu](mailto:helpdesk@shc.edu) or 251-380-2276).

*Calendar* – Student organizations may add events to the calendar on the main page of BadgerWeb by registering their events with the Center for Student Involvement. Faculty and Staff may add events to the calendar on the main page of BadgerWeb by contacting their division secretary or their department's BadgerWeb Content Manager.

*Community News & Notes* – Faculty and staff may submit information for the News and Notes portlet of BadgerWeb. To add items to the Prayers Requested or Please Remember in Prayer portions, please contact Campus Ministry ([campusministry@shc.edu](mailto:campusministry@shc.edu) or 251-380-3495).

### **Dining Room Napkin Holder Signs**

Design your advertisement to fit the napkin holder signs (4"x6") in the Student Center Dining Room. Bring advertisements to the Center for Student Involvement for approval.

### **Mailroom**

Campus departments may place advertisements in student mailboxes. Departments or clubs/organizations do not need to provide the staff to stuff the mailboxes. However, we ask that timely notice is given to ensure stuffing can occur. Contact Dan Roberts ([droberts@shc.edu](mailto:droberts@shc.edu) or 251-340-9318) to arrange a mailbox stuffing.

### **Printed Advertisements for Posting**

Materials to be posted on bulletin boards should be no larger than 11"x17", should include the sponsoring organization, time, date, and location of the event, and contact number or e-mail for more information. Please bring copies of the advertisement to the Center for Student Involvement, located on the 2nd floor of the Student Center, for approval. Once approved materials may be posted on bulletin boards. Please contact Residence Life at **251-380-3026** for information about distributing flyers to Resident Assistants.

### **RA Weekly Update**

If you have information that you'd like Resident Advisors or residential students to know about, submit the details to Dan Roberts (**[droberts@shc.edu](mailto:droberts@shc.edu) or 251-340-9318**) by Tuesday afternoons. RAs send out a "weekly update" by each Thursday updating residents on floor events, campus events, and more. They try to customize their messages based on their community.

### **Social Media**

The Office of Communications and Institutional Marketing maintains the Official Spring Hill College Facebook page. Departments and student organizations are encouraged to update any social media accounts (Facebook, Twitter, etc.) associated with their department or organization.

### **Student Center Information Desk Electronic Sign**

Create a PowerPoint slide with the program information, including sponsoring organization, the time, date, and location of the event, and contact number or e-mail for more information. Email the slide as an attachment to [csi@shc.edu](mailto:csi@shc.edu).

### **The SpringHillian**

Contact representatives at [hillian@stumail.she.edu](mailto:hillian@stumail.she.edu) for more information.

### **News Media Coverage**

Departments that are seeking news media coverage or off-campus publicity for their event should contact Lindsay Hughes (**[lhughes@shc.edu](mailto:lhughes@shc.edu) or 251-380-2289**).