

Service Menu for Marketing and Communications

The Marketing and Communications staff is here to assist you in promoting your events, research, classes and more. Please see below for the selection of services available to you, provided enough lead-time and bandwidth is available to meet your request.

Services

Website calendar – Updates to the event calendar on the school website are a great way to promote your event, workshop or other items that have a specific date and time. Please provide 3 weeks notice to allow for ample exposure on the website.

Email promotion – Emails can be sent out to faculty and staff, as well as to students to promote items specifically targeted to our school. There is also the ability to send out certain items to a broader audience, such as our alumni list. Larger audience emails will require 3 weeks notice and special approval. For school-focused emails, 48-hours notice is appreciated.

RSVP – Do you have a special event or workshop that you are hosting and would like to collect “official” looking RSVPs? We can set up an RSVP portal and collection site for you. One week notice is requested. (Be sure to account for the amount of time needed for promotion and ample time for RSVP collection in your timeline!)

Social media – You can reach hundreds of our students, alumni and community members through our social media accounts. If you would like to get the word out, this is a great medium! 24-hours notice is appreciated.

Newsletter – Each Friday, with a few exceptions during the year, we send out the On the Map newsletter. This is sent out to current students, alumni, staff and faculty. Include your event, new class, research announcement, or media hits here! Please provide at least 48-hours notice.

Flyers – Flyers are a great way to catch someone’s eye on our floor, as well as an easy way to spread the word as an attachment to email. If you would like a flyer designed specifically for your event or other promotion, please provide 2 weeks notice. (Be sure to account for the amount of time needed for promotion in your timeline!)

Photos – Would you like photos to capture a special presentation or event? Please provide at least 2 weeks notice to ensure photographer availability.

Videography – While not a service offered within the school, there are services available through the ASU Marketing Hub to record and livestream your events and special lectures. We can help connect you to the appropriate people, but there will be a cost associated with their services. ASU Marketing Hub requests at least 4 weeks of notice to get it onto their schedule.

News article – Have something really interesting happening? It might be newsworthy! There are a few options available to you for this service:

- **SGSUP News:** An in-house written article that will be posted to the SGSUP website, promoted through social media, and the school newsletter. Sometimes, these articles are also picked up by ASU. Please provide at least 3 weeks notice to allow for proper research, drafting, interviews and editing.
- **ASU Now:** Did you know that ASU has their own news team? These seasoned reporters cover stories across the university and post to their website asunow.asu.edu. They tend to cover high impact stories, stories of broad appeal or those that showcase transdisciplinary work. In order to be covered by ASU Now, we have to pitch your story to the editors and hope it gets picked. In order to provide enough time to pitch the story, and allow for their reporting, please provide at least 4 weeks notice (but the more, the better!).
- **Mainstream media:** If you have something major happening, that has broad appeal and major impact, you may have something worth putting on the nightly news. ASU Media Relations works with all of the major news outlets to let them know about the big stories happening at ASU. If you feel you have something that may fit this, please provide at least 4 weeks notice (but the more the better!).

While our hope is to fulfill every submitted request, some requests may not be fulfilled due to competing deadlines or school priorities. Regardless of the minimum notifications listed above, please provide as much time as possible to better ensure your requests can be worked into the queue. Also, when making a request, please be prepared to provide as much information as possible to ensure a smooth submission process. Think about the who, what, when, where, and why (and the how, if needed) of your requests!

If you have any questions or requests, please email Megan Martin at megan.a.martin@asu.edu.