

CI's Top 5 Marketing Tools for Promoting University-related Events, Activities or Announcements

1. Website

- a. Calendar (*25Live*) – advertise events/activities on the University website and reserve campus facilities or services at: <http://ciapps.csuci.edu/Events?hpbt>
- b. Highlight Events/Activities – requests for events/activities to be highlighted on the University website home page can be made at: <https://csuci.wufoo.com/forms/event-listing-request-form/>
- c. Events/Activities can also be promoted by posting on program or department/area web pages.

2. **Wavelength** – the University e-newsletter is distributed bi-weekly during the fall and spring semesters to students, faculty and staff. University-related information may be publicized such as news, events (open to the campus and/or public), around campus information, or highlights of past campus events. *Wavelength* deadlines, publication dates, and submission criteria available at: <http://www.csuci.edu/wavelength/index.htm>

3. **Social Media** – University social media accounts for Facebook, Twitter, Instagram, etc., are managed by Communication & Marketing. Postings for these accounts may be requested by contacting Tom Emens at tom.emens@csuci.edu. Announcements can also be posted on program or department/area social media sites. Guidelines for establishing department social media accounts available at: <http://www.csuci.edu/news/socialmedia.htm>

4. News Media

- a. News releases for events/activities open to the campus community and public should be requested 2-3 weeks in advance of the event/activity by visiting: <https://csuci.wufoo.com/forms/event-news-release-request-form/>. News releases are distributed to over 100 media outlets as well as being posted on local event calendars.
- b. News releases for awards, announcements or other significant news may also be requested by visiting: <https://csuci.wufoo.com/forms/news-release-request-form/>. News releases are distributed to over 100 media outlets.
- c. Paid advertising for print, online, radio, and local chambers of commerce may be requested through [Communication & Marketing](#). All paid advertising must be budgeted by the sponsoring area/event.

5. Signage

- a. Electronic Message Boards – requests to post information on message boards within the Student Union may be submitted to: diana.ballesteros@csuci.edu
- b. Flyers/Posters – flyers and posters may be posted as outlined in the University's [Policy on Postings and Signage](#).
- c. 'A' Frames – signs affixed to 'A' frames may be posted as outlined in the University's [Policy on Postings and Signage](#).
- d. Banners – banners may be displayed on University grounds as outlined in the University's [Policy on Postings and Signage](#).