

# COMMUNICATIONS & MARKETING

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WE'RE HERE FOR YOU.



# PRESS RELEASES

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- What qualifies?
- 5-7 days of notice
- Email as much information as you can – photos, links, summaries
- Avoid acronyms, etc.
- AP Style
- Be prepared for follow-up questions and clarification

# MULTIMEDIA

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- Graphic design
- Photography
- Advertising
- Headshots
- Podcasting & Videocasting
- Print shop
  - Posters & More

# SOCIAL MEDIA

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Sul Ross State University  
Sul Ross State Univ. Rio Grande College  
Sul Ross Sports



@Sul\_Ross  
@Sul Ross-RGC  
@sul\_sports



sulrossstate  
sulrossrgc  
sulross.sports

YouTube SRSU PR

# SOCIAL MEDIA ACCOUNTS

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- Creating an account
  - Use general information
  - Use approved branding
  - We want to follow and share
  - Monitor!


# WE ARE A TEAM.

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- Unity
- Cohesive messaging
- We love the Bar-SR-Bar!
- [https://srinfo.sulross.edu/branding/wp-content/uploads/sites/18/2019/07/brand\\_style\\_guide.pdf](https://srinfo.sulross.edu/branding/wp-content/uploads/sites/18/2019/07/brand_style_guide.pdf)
- <https://srinfo.sulross.edu/branding/>

# WEBSITE

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**SR** | **SUL ROSS**  
WEB SERVICES

Do you need to request a change/correction be made to the main site?

Need to add a graphic, link, or information regarding an upcoming event?

Are you in need of a webpage/blog for class/project information that you can manage?

**A quick & easy guide to submitting a web request**

1. Access the web services site on SRInfo [here](#).
2. Once you have logged in, click the red button labelled "Web Request Form".
3. Select the type of request:
  - \* A web page edit or update,
  - \* A website or webpage I can edit myself,
  - \* Other
4. Add the description of your request, including the URL and any other important info/attachments.
5. Submit the form.

- Vince Parras, Webmaster  
[vincent.parras@sulross.edu](mailto:vincent.parras@sulross.edu) Phone: 8761
- Al Brautigam, Web Developer  
[abrautigam@sulross.edu](mailto:abrautigam@sulross.edu) Phone: 8766

➤ Here: <https://srinfo.sulross.edu/web-services/>

# EVENT SUPPORT

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- Publicity
  - Press Releases
  - Graphic Design
  - Social Media
  - Photos & Video



# EDITING & PROOFREADING

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- Extra set of eyes
- Writing for the press
- Writing in layman's terms
- Making sure our logos are used correctly

# EMAILING CAMPUS GROUPS

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All Faculty: [f-all@sulross.edu](mailto:f-all@sulross.edu)

RGC Faculty: [f-rgc@sulross.edu](mailto:f-rgc@sulross.edu)

Alpine Faculty: [f-alpine@sulross.edu](mailto:f-alpine@sulross.edu)

All Faculty and staff: [fs-all@sulross.edu](mailto:fs-all@sulross.edu)

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All Staff: [staff-all@sulross.edu](mailto:staff-all@sulross.edu)

RGC Staff: [staff-RGC@sulross.edu](mailto:staff-RGC@sulross.edu)

Alpine Staff: [staff-alpine@sulross.edu](mailto:staff-alpine@sulross.edu)

All Students: [stu-all@sulross.edu](mailto:stu-all@sulross.edu)

RGC Students: [stu-rgc@sulross.edu](mailto:stu-rgc@sulross.edu)

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Student Employees: [studentemployees@sulross.edu](mailto:studentemployees@sulross.edu)

Graduate Assistants: [graduateassistants@sulross.edu](mailto:graduateassistants@sulross.edu)



# CONTACT INFO

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- Joan Oesper, Print Shop & Brand Manager  
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