

COMMUNICATIONS & MARKETING

We're here for you.



PRESS RELEASES

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



MULTIMEDIA

- Graphic design
- Photography
- Advertising
- Headshots
- Lobocast
- Livestreaming
- Print shop
 - Templates for business cards & letterhead



SOCIAL MEDIA



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



sulrossstate
sulrossrgc
sulross.sports



sulrossstate
sulrossrgc



SOCIAL MEDIA ACCOUNTS

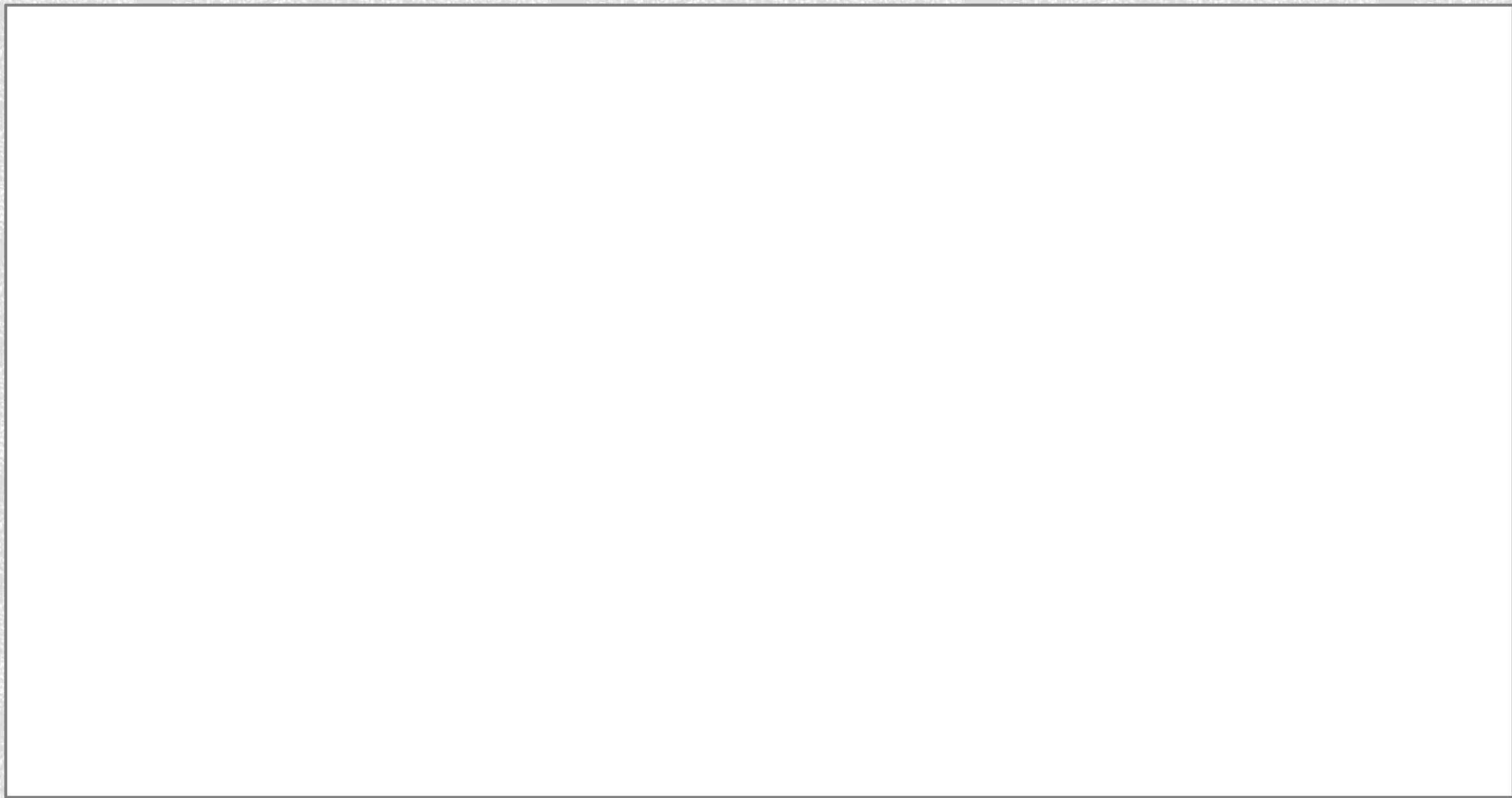
- Creating an account
 - Use general information
 - Use approved branding
 - We want to follow and share
 - Monitor!



WE ARE A TEAM.

- 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/>





WEBSITE



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.

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



EVENT SUPPORT

- **Publicity**
 - **Press Releases**
 - **Posters & Flyers**
 - **Social Media**
 - **Photos & Video**
 - **Livestreaming**



EDITING & PROOFREADING

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



EMAILING CAMPUS GROUPS

All Faculty: f-all@sulross.edu

RGC Faculty: f-rgc@sulross.edu

Alpine Faculty: f-alpine@sulross.edu

All Faculty and staff: fs-all@sulross.edu

RGC Faculty and Staff: fs-rgc@sulross.edu

Alpine Faculty and Staff: fs-alpine@sulross.edu

All Staff: staff-all@sulross.edu

RGC Staff: staff-rgc@sulross.edu

Alpine Staff: staff-alpine@sulross.edu

All Students: stu-all@sulross.edu

RGC Students: stu-rgc@sulross.edu

Alpine Students: stu-alpine@sulross.edu

Student Employees: studentemployees@sulross.edu

Graduate Assistants: graduateassistants@sulross.edu



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