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

1. Website
   a. Calendar (25Live) – advertise events/activities on the website and reserve campus facilities or services at: [http://ciapps.csuci.edu/Events?hpbt](http://ciapps.csuci.edu/Events?hpbt)
   b. Highlight Events/Activities – requests for events/activities to be highlighted on the website home page can be made at: [https://csuci.wufoo.com/forms/event-listing-request-form/](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 online 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, and highlights of past campus events. *Wavelength* deadlines, publication dates, and submission criteria available at: [http://www.csuci.edu/wavelength/index.htm](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](mailto: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](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/](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/](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. Student Union Electronic Message Boards – requests to post information on message boards within the Student Union may be submitted to: [diana.ballesteros@csuci.edu](mailto:diana.ballesteros@csuci.edu).
   b. Housing Electronic Message Boards – requests to post information on housing message boards may be submitted to: [michael.mccormack@csuci.edu](mailto:michael.mccormack@csuci.edu)
   c. Flyers/Posters – flyers and posters may be posted as outlined in the University’s [Policy on Postings and Signage](http://www.csuci.edu/policies/postings-and-signage).
   d. ‘A’ Frames – signs affixed to ‘A’ frames may be posted as outlined in the University’s [Policy on Postings and Signage](http://www.csuci.edu/policies/postings-and-signage).
   e. Banners – banners may be displayed on University grounds as outlined in the University’s [Policy on Postings and Signage](http://www.csuci.edu/policies/postings-and-signage).