



CSUCI'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>
- 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/>
- c. Events/Activities can also be promoted by posting on program or department/area web pages.

2. **News Center** – The online CSUCI News Center is a central hub for the University community to get information on campus news, announcements and events. The News Center is managed by Communication & Marketing and content is accepted on a continuing basis. A weekly message is distributed to students, faculty and staff. Information on submissions and FAQ's are available at: <https://www.csuci.edu/news/submissions.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 awards, announcements, other significant news, and events/activities open to the campus community and public should be requested 4-6 weeks in advance by visiting: <https://csuci.wufoo.com/forms/news-release-request-form/>. News releases are distributed to over 100 media outlets as well as being posted on local event calendars.
- b. 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.
- b. Housing Electronic Message Boards – requests to post information on housing message boards may be submitted to: student.housing@csuci.edu.
- c. Flyers/Posters – flyers and posters may be posted as outlined in the [Request for Postings](#).
- d. 'A' Frames – signs affixed to 'A' frames may be posted as outlined in the [University's Policy on Time, Place and Manner and the Use of University Buildings and Grounds](#).
- e. Banners – banners may be displayed on University grounds as outlined in the [University's Policy on Time, Place and Manner and the Use of University Buildings and Grounds](#).