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.