

MARKETING ON CAMPUS

This document contains information on how you can market your events and services on campus.

Content Tips

- Follow WSU brand (design and copy): weber.edu/brand
- Make sure all materials have the same brand and language

<p>EVENTS: Make sure your print and digital materials include:</p> <ul style="list-style-type: none">● What the event is (sometimes the title is not enough)● Location● Date/Time● Cost?● RSVP by a certain date or just show up?● Open to everyone or just students?● Link for more info	<p>SERVICES: Make sure your print and digital materials include:</p> <ul style="list-style-type: none">● What is offered● When it is offered● Who can use services● How students use the service (walk-in, appointment – how to make an appointment?)● Cost?● Location and contact info● Link for more info
--	--



Where to Advertise to Students on Campus

⇒ Free Digital Media

- **Your Website**

- File sizes vary
 - Contact Rachel Middleton if you need info on your specific website rachelmiddleton@weber.edu
- Interior banner graphics are usually 1250px wide and 300px tall (72 DPI, JPG)
- Home page banner graphics
 - Carousel (text box over a graphic): 1715px wide and 416px tall (72 DPI, JPG)
 - Edge to Edge: 1800px wide and 400px tall (72 DPI, JPG)

- **Your Social Media (only use .png files for transparency needs)**

These are the most common graphic sizes that we use, but not the only graphic sizes that can be used on these mediums.

- **Instagram:** 1080x1080px (72 DPI, JPG)
- **Facebook Graphic:** 1200px wide and 630px tall (72 DPI, JPG)
- **Facebook Event:**
 - Banner 1200px wide and 628px tall (72 DPI, JPG)
 - FB EVENTS: Add @WeberStateStudentAffairs and @WeberState as co-hosts
 - Add @wsudavis if your event is at Davis
- **Facebook Business Page Cover Banner:** 820px wide and 312px tall (72 DPI, JPG)
 - Template: [facebook.com/PagesSizesDimensions](https://www.facebook.com/PagesSizesDimensions)
- **Story (FB and IG):**
 - 1080px wide and 1920px tall (72 DPI, JPG)



- **Twitter:**
 - 1600px wide and 1900px tall (72 DPI, JPG)
- **WSU announcements** (has email component)
 - If no one in your department has access, send to Dani daniellemckean@weber.edu along with the following content:
 - *Title:*
 - *URL for more info:*
 - *Display Dates (up to 2 weeks):*
 - *Contact Name:*
 - *Contact Department:*
 - *Contact Email:*
 - *Contact Phone:*
 - *Target Audience: Students, Faculty, Staff, External*
 - *Message:*
- **Student Affairs Google Calendar**
 - Invite studentaffairs@weber.edu to your Google event
- **WSU master calendar**
 - <https://apps.weber.edu/calendars>
 - If no one in your department has access, send to Dani along with the following info:
 - *Title:*
 - *URL for more info:*
 - *Event Description:*
 - *Contact Name:*
 - *Department:*
 - *Contact Email:*
 - *Contact Phone:*
 - *Calendar(s):*
 - *Speakers, Conferences, Workshops and Meetings*
 - *Arts & Performances*
 - *Athletics*
 - *Social and Involvement*
 - *Health, Fitness and Outdoor Recreation*
 - *Access & Diversity*
 - *Alumni*
 - *Community & Service*
 - *Location:*



- *Date:*
 - *Start Time:*
 - *End Time:*
 - *Image (300px wide and 200 px tall, 72 DPI)*
- **Featured event on WSU website** (MarComm will pull from Master Calendar)
 - Criteria: weber.edu/marcomm/FeaturedEvents.html
- **Featured event on Student Affairs website** (Dani will pull from Master Calendar)
- **WSU social media**
 - Contact Jessica Kokesh jessicakokesh@weber.edu
- **Student Affairs social media**
 - Contact Dani McKean daniellemckean@weber.edu
- **Student Affairs weekly announcements to staff**
 - <http://goo.gl/forms/qicFqTfZQZ>
- **Union website** (if it happens in the Union)
 - Contact Rachel Middleton 7521 rachelmiddleton@weber.edu
- **Digital Signs**
 - 1920px wide and 1080px tall 72 DPI, JPG or PDF
 - Send to (depends on the screen location):
weber.edu/samarketing/digital-signs.html
- **WSU Today Media Events Calendar**
 - Contact Melissa Smith melissasmith9@weber.edu



⇒ Print

- **Posters**
 - Standard Size: 11in X 17in
 - See handout of bulletin board locations
- **Flyers**
 - Full page: 8.5in X 11in
 - Quarter page: 4.25in X 5.5in
 - Mailer to faculty and/or staff
 - Contact Mail Center: weber.edu/mailcenter
 - 765 flyers for green initiative send
- **Lawn signs**
 - 24in X 18in
- **Banner in Union Atrium**
 - Common Banner Size: 8ft wide and 3ft tall
 - Work with Conference Services to hang
- **A-Frames around Union**
 - Best Size for Print: 20in wide and 30in tall
 - Work with SIL to reserve A-frames

⇒ More Marketing Options

- **Computer Lab screen saver:** weber.edu/ComputerLabs/advertise.html
- **Contact K.C. Sanders** kcsanders@weber.edu
 - Signpost ads
 - Signpost kiosks
 - KWCR WSU radio station ads
 - WildcatONE WSU TV channel ads
 - Weber State Credit Union Sign
- **Swag (Campus Group Buy):** products.campusgroupbuy.com



- **Advertising in the Shepherd Union:** See packet handout
- **Housing:** contact Morgan Pales 7275 morganpales@weber.edu
- **Press Release:** Contact Allison Hess 7948 ahess@weber.edu

⇒ **Photo/Video Releases**

- **Photo/Video Release Forms:** weber.edu/brand/forms.html
- **Check out Crowd Release signs** for your event from Dani 8036 daniellemckean@weber.edu

Assessment

⇒ **Website**

- **Get Google Analytics Report for your website**
 - Contact Dani 8036 daniellemckean@weber.edu

⇒ **Social Media**

- **Facebook & Instagram:** Insights via admin login

⇒ **Event Attendance**

- GivePulse offers check-in capabilities. If you need help creating an account or creating an event within your account, contact Savanna Grotz 7475 savannagrotz@weber.edu.

⇒ **Send Survey**

- Contact Savanna Grotz 7475 savannagrotz@weber.edu

