

MARKETING ON CAMPUS



WEBER STATE UNIVERSITY
Student Access & Success

This document contains information on how you can market your events and services on campus. If you are not in the Student Access & Success division, your contacts/processes may be different but the tools are all the same. If you are working with Student Communications to market your event or service, Student Communications is doing all this for you – please don't duplicate efforts.

CONTENT TIPS

- Follow WSU brand (design and copy): weber.edu/brand
- Please only use your official WSU logo:
 - Find official WSU primary logos: weber.edu/brand/wsu_logos.html
 - SAS folks contact Dani daniellemckean@weber.edu if you need one
- Make sure all materials have the same brand and language

EVENTS:

Make sure your print and digital materials include:

- 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

SERVICES:

Make sure your print and digital materials include:

- 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

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WHERE TO ADVERTISE TO STUDENTS ON CAMPUS

Digital Media Communication Tools

⇒ Your Website

- File sizes vary
 - Contact Dani McKean (*or your web provider if not in SAS*) if you need info on your specific website daniellemckean@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

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

- **Feed Posts:**
 - **Instagram & Facebook:** 1080x1080px (72 DPI, JPG or PNG)
 - **X (Twitter):** 1600px wide and 900px tall (72 DPI, JPG or PNG)
 - **LinkedIn:** 1200px wide and 627px tall (72 DPI, JPG or PNG)
 - **Snapchat:** 1080px wide and 1920px tall (72 DPI, JPG or PNG)
- **Story (FB and IG):** 1080px wide and 1920px tall (72 DPI, JPG)
- **Facebook Event:**
 - Banner 1200px wide and 628px tall (72 DPI, JPG)
 - FB EVENTS: Add @WeberStateStudentLife and @WeberState as co-hosts
 - Add @wsudavis if your event is at Davis

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⇒ Other Social Media Accounts

Who else can you tag or work with to broaden engagement on your posts?

- WSU social media (@WeberState): Contact Jessica Kokesh jessicakokesh@weber.edu
- Student Life social media (@WeberStateStudentLife): Contact Dani McKean daniellemckean@weber.edu
- WSUSA social media (@WeberStudents): Contact Tara Peris (taraperis@weber.edu)

SAS Social Media Directory: weber.edu/student-access-success/social-media.html

WSU Social Media Directory: weber.edu/socialmedia/directory.html

⇒ WSU Announcements

The WSU announcements does **send out email to students** once a week and they can change that to everyday on their preferences if they like.

Access: If your SAS department plans on posting to the announcements frequently (like once a week), please have one person in your department who is in-charge of posting. That person will request access to the announcements in the portal and will have to go through training before they can post.

Post for me: If your SAS department does not plan on posting very often, just send your announcement requests 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:

(if you are not in the SAS division, check the website to see who your contact is for posting announcements: <https://portalapps.weber.edu/Announcements/AccessRequest.aspx>)

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⇒ Texting

WSU does have a texting system through the Ask Waldo services that we recommend you use instead of purchasing your own (unless you are using your messaging system for a specific subset of students such as mentors reaching out to mentees only).

Ask Waldo sends text messages directly to students. It should be reserved to relay time-sensitive information that enhances the support provided to current and prospective students. There is a yearly communication plan for SAS already in place.

Learn more and request to send a text: weber.edu/marketing-communications/campuswide-communication-guidelines.html

⇒ Campus Calendars

STUDENT ACCESS & SUCCESS GOOGLE CALENDAR

This calendar is to help SAS folks plan out events in advance to ensure our events are not duplicated or overlapping. Please get your event on this calendar right away during the planning of the event. You can go back later and add details or make changes as needed. This calendar is also pulled into various websites, so details are important when you have them.

To add your event to the calendar, invite studentlife@weber.edu to your Google event.

WSU MASTER CALENDAR

<https://apps.weber.edu/calendars>

Access: If your SAS department plans on posting to the master calendar frequently (like once a week), please have one person in your department who is in charge of posting. That person will request access to the calendar by emailing Dani daniellemckean@weber.edu. *(This access process is the same for all of campus since Student Communications maintains the master calendar.)*

Post for me: If your SAS department does not plan on posting very often, just send your announcement requests to Dani daniellemckean@weber.edu along with the following content:

- Title:
- URL for more info:
- Event Description:

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- 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/marketing-communications/wsu-homepage.html

Featured event on Student Access & Success website: Dani will pull from Master Calendar

WSU TODAY MEDIA EVENTS Calendar

Contact mediarelations@weber.edu to be added to the monthly email request.

STUDENT ACCESS & SUCCESS WEEKLY ANNOUNCEMENTS TO STAFF

<http://goo.gl/forms/qicFqTfZQZ>

⇒ Digital Signs

Most screens are landscape and match the sizes below. Reach out to individual screen owners for exact screen dimensions.

- Landscape: 1920px wide and 1080px tall 72 DPI, JPG
- Portrait: 1080px wide and 1306px tall 72 DPI, JPG

Send to (depends on the screen location): weber.edu/student-comm/digital-signs.html

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⇒ Computer Lab Screen Savers

- Landscape: 1990px wide and 1080px tall, 72 DPI, JPG
- Cost with this service

More Info: weber.edu/ComputerLabs/advertise.html

Print

On Campus Printing: weber.edu/financialservices/Wildcat_Printing_Center.html

Work with Student Communications (or your marketing entity) for other print options.

⇒ Posters

- Standard Size: 11in X 17in
- See the handout of bulletin board locations: weber.edu/wsuiimages/student-comm/training/BulletinBoards.pdf

⇒ 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
 - 520 flyers for green initiative send
 - No cost to send

⇒ Lawn signs

- Most Common size: 24in X 18in
- New Lawn Sign Rules: weber.edu/facilities/yardsigns.html
- Must reserve space in EMS
- No cost to put out lawn signs

⇒ Banner in Union Atrium

- Common Banner Size: 8ft wide and 3ft tall
- Work with Conference Services to hang weber.edu/conferenceservices
- 10 days limit
- No cost to hang if WSU entity

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⇒ A-Frames around Union

- Best Size for Print: 20in wide and 30in tall
- Student entities work with SIL to reserve A-frames
- Work with Conference Services to reserve space

⇒ Signpost Ads/Kiosks Around Campus

Contact Rob Steedley robertsteedley@weber.edu

More Marketing Options

- **Swag** (Campus Group Buy): products.campusgroupbuy.com
- **Housing**: contact Connie Frazier conniefrazier@weber.edu
- **News Release**: Project Request form at weber.edu/marketing-communications

Photo/Video

- **Photo/Video Release Forms**: weber.edu/marketing-communications/release-forms.html
- **Crowd Release signs for print**: <https://apps.weber.edu/wsuiimages/student-comm/docs/crowd-release.pdf>
- **CATS Photographer or Videographer**: Project Request form at weber.edu/ITDivision/CATS.html
- **MarComm Photographer or Videographer**: Project Request form at weber.edu/marketing-communications
- **Studio 76 Videography (Student Organization)**: studio76.mywebermedia.com
- **Videos can be uploaded to**: Kaltura in eWeber Portal or YouTube Channel where they can be captioned (and must be captioned) and embedded on websites. It is recommended that you work with MarComm to create a playlist within WSU's YouTube account.

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ASSESSMENT TOOLS

Websites

Get Google Analytics Report for your website: Request in Site Manager or Contact Dani daniellemckean@weber.edu (if in SAS)

Social Media

Facebook & Instagram: Free tool in Meta 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 Garin Savage garinsavage@weber.edu.

Send Survey

Contact Garin Savage garinsavage@weber.edu to create a survey within Qualtrics.