

# 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 SA Marketing to market your event or service, SA Marketing are doing all this for you – please don't duplicate efforts.

## CONTENT TIPS

- Follow WSU brand (design and copy): [weber.edu/brand](http://weber.edu/brand)
- Please only use your official WSU logo: [weber.edu/brand/wsu\\_logos.html](http://weber.edu/brand/wsu_logos.html)
  - SAS folks contact Dani [daniellemckean@weber.edu](mailto: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

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

## 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](mailto: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 (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.*

- **Feed Posts:**
  - **Instagram:** 1080x1080px (72 DPI, JPG)
  - **Facebook Feed Post:** 1200px wide and 630px tall (72 DPI, JPG)
  - **Twitter:** 1600px wide and 1900px tall (72 DPI, JPG)
  - **LinkedIn:** 1200px wide and 627px tall (72 DPI, JPG)
- **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

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

## ⇒ Other Social Media Accounts

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

- **WSU social media:** Contact Jessica Kokesh [jessicakokesh@weber.edu](mailto:jessicakokesh@weber.edu)
- **Student Access & Success social media:** Contact Dani McKean [daniellemckean@weber.edu](mailto:daniellemckean@weber.edu)

SAS Social Media Directory: [weber.edu/StudentAffairs/social-media.html](http://weber.edu/StudentAffairs/social-media.html)

WSU Social Media Directory: [weber.edu/socialmedia/directory.html](http://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](mailto: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>)*

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

## ⇒ 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.

Learn more and request to send a text: [weber.edu/marketing-communications/campuswide-communication-guidelines.html](https://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 [studentaffairs@weber.edu](mailto:studentaffairs@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](mailto:daniellemckean@weber.edu). (*This access process is the same for all of campus since SA Marketing maintains the master calendar.*)

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

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

your announcement requests to Dani [daniellemckean@weber.edu](mailto:daniellemckean@weber.edu) along with the following content:

- 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](http://weber.edu/marcomm/FeaturedEvents.html)

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

## **WSU TODAY MEDIA EVENTS Calendar**

Contact Bryan Magana [bryanmagana@weber.edu](mailto:bryanmagana@weber.edu) to be added to the monthly email request.

## **STUDENT ACCESS & SUCCESS WEEKLY ANNOUNCEMENTS TO STAFF**

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

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

## ⇒ 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/samarketing/digital-signs.html](http://weber.edu/samarketing/digital-signs.html)

## ⇒ Computer Lab Screen Savers

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

More Info: [weber.edu/ComputerLabs/advertise.html](http://weber.edu/ComputerLabs/advertise.html)

## Print

**On Campus Printing:** [weber.edu/financialservices/Wildcat\\_Printing\\_Center.html](http://weber.edu/financialservices/Wildcat_Printing_Center.html)

Work with SA Marketing (or your marketing entity) for other print options.

## ⇒ Posters

- Standard Size: 11in X 17in
- See handout of bulletin board locations:  
[weber.edu/wsuiimages/samarketing/training/BulletinBoards.pdf](http://weber.edu/wsuiimages/samarketing/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](http://weber.edu/mailcenter)
  - 765 flyers for green initiative send
  - No cost to send

## ⇒ Lawn signs

- Most Common size: 24in X 18in
- Lawn signs must go in dirt/rocks/mulch. Do not place signs in the grass, which

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

may block lawn mowers.

- PICK UP LAWN SIGNS when the event is done or signs are broken and need to be replaced.
- 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](http://weber.edu/conferenceservices)
- 10 days limit
- No cost to hang if WSU entity

## ⇒ 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](mailto:robertsteedley@weber.edu)

## More Marketing Options

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

## Photo/Video

- **Photo/Video Release Forms**: [weber.edu/brand/forms.html](http://weber.edu/brand/forms.html)
- **Check out Crowd Release signs** for your event from Dani [daniellemckean@weber.edu](mailto:daniellemckean@weber.edu)
- **CATS Photographer or Videographer**: Project Request form at [weber.edu/ITDivision/CATS.html](http://weber.edu/ITDivision/CATS.html)
- **MarComm Photographer or Videographer**: Project Request form at [weber.edu/marketing-communications](http://weber.edu/marketing-communications)
- **Studio 76 Videography (Student Organization)**: [studio76.mywebermedia.com](http://studio76.mywebermedia.com)

# MARKETING ON CAMPUS



WEBER STATE UNIVERSITY  
Student Access & Success

- **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.

## ASSESSMENT TOOLS

### Websites

**Get Google Analytics Report for your website:** Request in Site Manager or Contact Dani [daniellemckean@weber.edu](mailto: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](mailto:garinsavage@weber.edu).

### Send Survey

Contact Garin Savage [garinsavage@weber.edu](mailto:garinsavage@weber.edu) to create a survey within Qualtrics.