











HOW TO GET THE WORD OUT

a guide to using C&IS digital and print media for announcements, news, and more

		WHO	WHAT	HOW
SOCIAL MEDIA	 TWITTER	3600+ followers; students, alumni of all ages faculty and staff, Dean Nelson & fans of the college	140 characters or less; photos and graphics are acceptable	<i>To use C&IS social media, send the appropriate information to UACCIS@ua.edu at least two days in advance. Social media campaigns must be scheduled at least two weeks in advance. Space is limited and not guaranteed.</i>
	 FACEBOOK	1400+ followers; students, alumni of all ages, fans of the college	300 words or less; high quality photos, graphics and videos encouraged	
	 INSTAGRAM	2400+ followers; mostly students and young alumni	150-word description; high quality photo or graphic required	
EMAIL	 STUDENT NEWSLETTER PUBLISHED WEEKLY	current C&IS students (majors and minors)	Graphics* should be sized to 175px x 135px; saved as a png *template available on request	<i>To have your information featured in the student e-newsletter, e-mail UACCIS@ua.edu by Friday the week prior to your desired publish date. For alumni e-newsletter tips and recommendations, e-mail UACCIS@ua.edu by the first Friday of the month prior to your desired publish date. Space is limited and not guaranteed.</i>
	 ALUMNI NEWSLETTER PUBLISHED MONTHLY	14,000+ C&IS alumni; Some content devoted to Capstone Communication Society members	a variety of high quality photos are encouraged	
NEWS & OTHER	 DIGITAL SIGNAGE	all students, faculty and guests of C&IS	Graphics* should be horizontal, widescreen (16:9 proportion / 1152px x 648px); saved as a jpeg. *template available on request	<i>To have your information featured on the C&IS website or digital signage, send the appropriate information to UACCIS@ua.edu at least three days prior to the desired start date. Space is limited and not guaranteed.</i>
	 WEBSITE	prospective students, current students, alumni, faculty and staff, campus partners and community members	high resolution photos; headline, necessary details, web page link	
	 MEDIA RELATIONS	state, regional, and national media	Press releases and story pitches written by the college's communication specialist; must be of interest to an audience beyond UA	<i>Email UACCIS@ua.edu to begin the process. Please indicate you are seeking a possible press-related story.</i>
	 ONLINE CALENDAR	students, faculty, staff and limited external audiences	date, time, location, and a brief description of your event	<i>Submit your dept. or College-wide event to events.ua.edu. Please tag C&IS to be included on the College's calendar.</i>
	 INSIDE UA NEWS	internal UA audiences and select media outlets	features and highlights of C&IS accomplishments	<i>Email UACCIS@ua.edu to begin the process. Please indicate you are interested in being included in UA News.</i>