

WAYS TO COMMUNICATE WITH STUDENTS

FOR STUDENT AFFAIRS DEPARTMENTS

Media & Marketing is here to help you reach students on campus. We are available to assist with design and messaging to distribute using the outlets listed below.

If you need assistance creating graphics, posters, press releases or social media posts, just fill out the project request form at aub.ie/SAPROJECT and we can help from there.

SCREENS IN THE STUDENT CENTER

- 11 television screens are located inside the Student Center.
- For design specifications and to submit a request, visit aub.ie/reserve_advertise.

SCREENS IN THE RESIDENCE HALLS

- There are television screens located in all 32 residence halls.
- For design specifications and to submit a request, visit aub.ie/housingdigitalsignage.

BULLETIN BOARDS

- 150 bulletin boards are available in buildings across campus. If provided with posters, Student Affairs will hang them on these bulletin boards.
- For design specifications and to submit a request, visit aub.ie/reserve_advertise.

BANNERS ON THE CONCOURSE

- There are banner pole stations along the concourse, including at the Student Center, Haley Center and Foy Hall.
- For design specifications and to submit a request, visit aub.ie/reserve_advertise.

BANNERS AROUND CAMPUS

- The University Career Center provides 24 pole stations across campus.
- For design specifications and to submit a request, email mks@auburn.edu.

EMAIL TO STUDENTS

- **This Week at AU** is a weekly email sent every Monday to all students.
- To be included, submit a paragraph up to 100 words to SAMedia.Marketing@auburn.edu. This should include contact information and a photo or image.
- All submissions are due the Tuesday prior to the Monday you would like the story to run.

AUINVOLVE - AUBURN.EDU/AUINVOLVE

- This online platform reaches 9,000 students per month.
- Any Auburn department and program can create its own page with events and announcements or submit a story to the Latest News page. To learn more, email involve@auburn.edu.

SOCIAL MEDIA

- Student Affairs has Twitter, Facebook and Instagram accounts.
- Student Affairs social media accounts will repost or add your content to a story. To submit request, email SAMedia.Marketing@auburn.edu.

★ If a design is NOT created by the Student Affairs Media & Marketing department, please submit the design for approval by emailing it to SAMedia.Marketing@auburn.edu. Use the email subject "APPROVAL REQUEST."

MEDIA & MARKETING

334-844-1485 / SAMedia.Marketing@auburn.edu



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