

## Marketing Your Tampa Event/Announcement to **FACULTY, STAFF & USF COMMUNITY**

Do you have an event or program that you would like to market to the faculty and staff of the USF Tampa campus and/or to the surrounding Tampa Bay community? If you are an official USF student organization, department, or college, there are tools available. This helpful list outlines the various media you may utilize communicate with/market to USF employees and the Tampa Bay community.

### Reaching Faculty & Staff

- **Inside USF e-Newsletter** (free)
  - Bi-weekly faculty and staff e-newsletter e-mailed on Thursdays, managed by University Communications and Marketing
  - Submissions by **student organizations** should follow the guidelines provided at <http://www.usf.edu/ucm/marketing/editorial-plans.aspx#inside>.
  - Submissions from **colleges or departments** should be directed to your respective communications and marketing officer for submission on Tuesday before the desired issue.
  
- **University Calendar** (free)
  - The university's main online calendar for all on-campus events
  - Submissions should be made at least one (1) week before your event—the earlier the better!
  - Online submission at [http://webcal.forest.usf.edu/cal/main/showMain.rdo?utm\\_source=calendar-widget-headline&utm\\_medium=widget&utm\\_campaign=usfhomepage](http://webcal.forest.usf.edu/cal/main/showMain.rdo?utm_source=calendar-widget-headline&utm_medium=widget&utm_campaign=usfhomepage)
  
- **Listserves** (free)
  - Listservs provide a means to e-mail interest groups on campus.
  - E-mails should be made at least one (1) week before your event—the earlier the better!
  - More information about the available listservs can be found at <http://listserv.admin.usf.edu/listserv/wa.exe?INDEX>

- **Postcards** (cost of printing and mail handling)
  - The university's on-site post office can label and distribute your provided postcards/mailers for distribution to employees. More information can be found at <http://www.pplant.usf.edu/index.php/component/content/article/89>.
  - Timing is dependent on the project and the post office work flow. Please contact the post office to discuss your project and timeframe. It is recommended that you provide them with a sample of your artwork **before** you go to press to avoid any issues.

## Reaching the Tampa Bay Community & USF Stakeholders

- **USF Social Media** (free)
  - **University departments** are encouraged to utilize social media to promote events and announcements for all USF stakeholders.
    - **Main University Social Media Sites:** University Communications & Marketing may be willing to promote university news and sponsored events that are large scale and open to the public on the main university social media sites. Departments should contact their department's communications officer to coordinate such requests.
- **Community Calendars** (free)
  - Include events and programs of interest and open to the public on the TBO.com calendar; submit directly at <http://events.tbo.com/add.aspx>
  - Submissions should be made at least one (1) week before your event—the earlier the better!
- **Press Release** (free)
  - If you are hosting a significant event on campus that is open to the public to participate, you may want to consider writing a press release to distribute to the local media. Depending on the nature of the event, student organizations will want to send the release to the media a minimum of one (1) week before the event. You will need to create your e-mail list by visiting the targeted media's websites for the appropriate editorial contact.
  - Press release drafts for colleges or university departments should be forwarded to your communications and marketing officer to coordinate review and distribution with University Communications and Marketing. These releases must be approved and issued through University Communications and Marketing, unless UCM directs otherwise. Press releases should be submitted for release preferably two (2) weeks before the anticipated announcement/event.

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- **USF.edu News** (free)
  - UCM is regularly looking for story ideas to cover on the university's main website. If you have an idea or a significant event/program that may be considered of high interest to the campus community, contact your colleges or department's communications and marketing officer to explore the possibility.
  
- **USF Magazine** (free)
  - University Communications and Marketing publishes USF Magazine seasonally and is always looking for suggested editorial for upcoming issues. If you have an idea that may be considered of high interest to USF stakeholders, contact your colleges or department's communications and marketing officer to explore the possibility.

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**Have questions?** Contact Student Affairs Communications & Marketing for assistance at 813-974-5383.