



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

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

[Non-campus entities are restricted from commercial solicitation on campus except for participation in Bull Market (www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx) and Oracle paid advertising (www.usforacle.com/).]

Reaching Faculty & Staff

- **Faculty Success Website** (free)
 - Faculty website designed to be a one-stop shop for faculty information and resources. Content relevant to faculty (events, resources, etc.) can be submitted via email at facultysuccess@usf.edu.

- **Faculty Focus** (free)
 - A newsletter providing resources for USF faculty delivered straight to their inboxes. Faculty Focus is distributed 5 times a year, twice a semester and once over the summer.
 - Content relevant to faculty (events, resources, etc.) can be submitted via email at facultysuccess@usf.edu.

- **Inside USF e-Newsletter** (free)
 - Faculty and staff bi-weekly e-newsletter from the Office of the President and University Communications and Marketing (UCM) to keep faculty and staff informed about university news and initiatives.
 - Pulls in content from university news and media sites including but not limited to: **USF News**, **USF Magazine**, and **Inside USF: The Podcast**. If you would like to be considered for any of those, please follow the individual submission guidelines listed on the linked webpages.

- **Inside USF Podcast** (free)
 - Faculty and staff [podcast](#) created by UCM
 - [Submit podcast suggestions](#) for colleagues to interview or topics to explore in future episodes. Here are some general categories of interest:
 - Groundbreaking research
 - Unique programs/initiatives
 - Efforts that make a positive difference for others
 - University-wide initiatives
 - USF-community partnerships

- **MyUSF Text Announcements** (free)
 - MyUSF provides an opportunity to share text-only announcements with a specific internal audience, such as all students, all faculty, or all staff.
 - Departments should contact their department’s communications officer to coordinate requests with UCM. <https://www.usf.edu/ucm/marketing/editorial-plans.aspx#myusf-text>

- **MyUSF Announcement Widget/Graphic** (free)
 - MyUSF provides an opportunity to share a hyperlinked graphic with a specific internal audience, such as all students, all faculty, or all staff.
 - Departments should contact their department’s communications officer to coordinate requests with UCM. <https://www.usf.edu/ucm/marketing/editorial-plans.aspx#myusf-graphics>

- **University Calendar** (free)
 - Online calendar for all on-campus events that are open to everyone to attend. (http://webcal.forest.usf.edu/cal/main/showMain.rdo?utm_source=calendar-widget-headline&utm_medium=widget&utm_campaign=usfhomepage)
 - Submissions should be made at least one (1) week before your event—the earlier the better!
 - Submit directly with url above

- **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 <https://www.usf.edu/administrative-services/facilities/services/post-office/permit-mail.aspx> .
 - Timing is dependent on the project and the post office workflow. 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 existing social media platforms to promote events and announcements for students but must ensure full compliance with the university's policy on digital communications (<https://usf.app.box.com/v/usfpolicy0-206>).
 - **USF Social Media Sites:** UCM supports promoting university sponsored events that are large scale and open to the public on the main university social media sites for all campuses. Departments should contact their department's communications officer to coordinate requests with UCM.

- **Community Calendar** (free)
 - Include events and programs of interest and open to the public on the Tampa Bay Times calendar; submit directly at <https://www.tampabay.com/life-culture/entertainment/calendar/#/>
 - Submissions should be made at least one (1) week before your event—the earlier the better!

- **Press Release** (free)
 - **Student organizations** hosting a significant event on campus that is open to the public to participate may want to consider writing a press release to distribute to the local media. Student organizations will want to send the release to the media a minimum of one (1) week before the event and will need to create their 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 potential distribution with UCM. All releases must be approved and issued through UCM, unless UCM directs otherwise. Press releases should be submitted for consideration preferably two (2) weeks before the anticipated announcement/event.

- **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 USF community, contact your college/department communications and marketing officer to explore the possibility. <https://www.usf.edu/ucm/marketing/editorial-plans.aspx#news>

- **USF Magazine** (free)
 - UCM publishes USF Magazine seasonally and is always looking for suggested editorial for upcoming issues. If you have a story idea that may be considered of high interest to

USF stakeholders, contact your college/department communications and marketing officer to explore the possibility. <https://www.usf.edu/ucm/marketing/editorial-plans.aspx#magazine>

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

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