

Student Organization Communication Tips and Guidelines

Page 1-2: Campus TVs

Page 2: Newsletters/Ongoing Communications

Page 3: Emails

Page 3: Event/Activity Approvals

Page 4: University Social Media Accounts

Page 5: Bulletin Boards

Page 5: Reference/Resources, including media/photo release policy

CAMPUS TVS

Creating Your TV Slide:

The University Communications team manages all content on the campus TVs. If your student organization would like to have something promoted on the campus TV monitors (i.e., upcoming meeting, event or community service activity), please follow these guidelines and include required information on your slide prior to submitting:

- **PowerPoint slide works best for format** (in editable, horizontal format using entire space; *copying and pasting vertical poster images do not translate well*).
- **Canva is a free application that allows you to create images that will fit the TVs.** Please ensure you use **Presentation (16:9) size** if using Canva. *Note: If submitted as a Canva image, Communications may request edits prior to posting, which may delay how quickly the slide can be posted to the TVs. Canva images can only be edited by the creator. If you send the link granting permission to edit, this will expedite approval.*
- Include name and/or logo of student organization (do not include USAHS logo unless it's a University-wide sponsored event).
- **Add a few, SHORT details on who, what, when, where, why and how**
 - **Who is hosting?** (which student organization, for example)
 - **Who is audience/who can attend?** (faculty, staff, students, community, alumni)
 - **Who is benefiting?** (i.e., fundraiser, charity, organization)
 - **What is the message?** (i.e., event, activity, fundraiser, meeting reminder)
 - **When is the event/activity?** – always include date or dates
 - **Style rule:** Include as *time, day of week, date and then place*, in that order (i.e., *6 p.m. Monday, June 6 in Room 100*)
 - **Style rule:** Include time zone/s without the standard or daylight and use lowercase letters and periods to a.m. and p.m. (*correct: 4 p.m. ET; incorrect: 4PM EST*)
 - **Style rule:** Include numbers only for dates and omit st, th, rd and nd (*correct: June 6; incorrect: June 6th*)
 - **Where is it being held?** (Ring Central link*, room number, location)
 - **Why should people participate or take notice?**
 - **How = any instructions** (i.e., how to donate, deadlines, call to action; include QR code for website/form links, when possible)
- Include contact name and information if people have questions and/or where they can find more information
- *For website, Zoom or Ring Central links, include a QR code for the site/meeting link that people can quickly snap/take picture of as they walk past the TVs. To create a QR code, reference this useful resource: <https://www.the-qrcode-generator.com/>.

- If your content includes multiple slides, limit it to no more than two slides in the series.
- Ensure images are inclusive and include a variety of people. Seek to portray people respectfully and disrupt stereotypes (i.e. gender, race, age, body type, skin tone, disabilities).

Submitting Your TV Slide:

1. When submitting to Communications for posting, please **copy the student organization's faculty liaison/sponsor**.
2. **IMPORTANT:** Include the signed/approved event form from your Campus Director. (See Event/Activity Approvals section at the end of this document.)
3. **Advise if USAHS alumni can also attend/participate** in activity, meeting or event (if yes, we'll cross promote on our alumni communication channels).
4. **Send to communications@usa.edu with instruction on:**
 - **posting start date and end date** (*maximum posting is two weeks*)
 - **which campus** or campuses to post the slide

Please only send once and allow a minimum of two business days for review and posting. Communications will confirm when posted to the campus TVs.

NEWSLETTERS/ONGOING COMMUNICATIONS

The student organization faculty liaison should review and approve all newsletters. In addition, the University Communications team is available to review any ongoing newsletters a student organization sends to its members. The organization is responsible for creating the content.

Please allow a minimum of two business days for review by sending to communications@usa.edu. When sending, please copy the student organization faculty liaison.

Tips for Your Newsletter:

- Format can be whatever works best for your organization; if you're looking for a free newsletter template option, smore.com may work (example: <https://www.smore.com/vkuab-cotad-chapter-usahs-san-marcos>)
- Include **website addresses/URLs for links**, even if including QR codes, and make them clickable
- Link to any organization social media sites or websites; include social media icons if possible
- Include brief description of student organization and logo, as well as contact info
- Ensure University of St. Augustine for Health Sciences is spelled out on first reference; can use USAHS or the University on subsequent mentions
- When including event or meeting details, include time, date and place, in that order
- **Ensure all events/activities** have been approved by the Campus Director and event form completed prior to promoting**

Please blind copy (BCC) communications@usa.edu when you send to your members, as we love to know what's happening so we can cross-promote on other communication channels.

EMAILS

The student organization should follow direction from their faculty liaison in reviewing and approving all emails prior to sending to student or faculty email distribution lists.

- When sending an email using one or more of the University's Dynamic Distribution Email lists (those that reach large **groups of students, faculty and/or staff campus-wide, program-wide, University-wide**), please work with University Communications to review **prior** to sending.
- University-wide emails to all students, all faculty and/or all staff must **also be scheduled ahead of time** with University Communications. The Director of University Communications will work with the student organization to add University-wide emails to the Communications calendar, dependent on other scheduled email communications, as well as to review the email prior to the student sending it and confirm which email distribution lists to use.
- Be sure your message is clear, concise and free of spelling and grammatical errors.
- Emails promoting events, activities, etc. should only be sent once in a two-week period, and no more than two emails or reminders should be sent per event/activity.
- Email content should be specific to the University of St. Augustine for Health Sciences or USAHS student organization.

Submitting Your Email:

1. When submitting your email draft to Communications for review/scheduling, please **copy the student organization's faculty liaison/sponsor**.
2. **IMPORTANT:** Include the **signed/approved event form** from your Campus Director. (See Event/Activity Approvals section at the end of this document.)
3. Send to **communications@usa.edu** with instruction on:
 - Requested email send date/s
 - Audience/planned email distribution lists/who will receive

Please only send once and allow a minimum of two business days for review. Communications will confirm distribution/date for you to send and any recommended edits.

****Event/Activity Approvals**

Prior approval is needed for all on-campus events as well as University- or USAHS student organization-sponsored off-campus events or volunteer/community activities. Approval can be obtained by completing an **Events Request Form** (access on **MyUSA>Student Services>e-Forms**) and submitting to your Campus Director.

Off-site events that are not sponsored by the University or USAHS student organization should first be approved by the Faculty Advisor to that organization or the associated Program Director prior to advertising or promoting.

UNIVERSITY SOCIAL MEDIA ACCOUNTS

The Marketing team is available to promote your association events/announcements on the main USAHS social media platforms (TikTok, Instagram, Facebook and LinkedIn) as appropriate.

Please fill in the request form that can be found at usa.edu/brand-assets. Use the Contact Marketing button to open the form. Please allow a minimum of two business days for confirmation.

Tips for Getting Your Posts Re-shared on the University Social Media Pages:

- Tag the University page, @uofstaug or University of St. Augustine for Health Sciences
- Use the hashtag #usahs
- Make sure the content is appropriate and engaging
- Include information about your campus, program and term
- **Photos/videos of students, hands-on experience and community service or Instagram Reels and other short-form video content perform best**
- Get permission from all students in your content and return the authorization form sent from marketing_requests@usa.edu in a timely manner. (Marketing will send this form after receiving the initial social media request.)

STUDENT ORGANIZATION SITE SOCIAL MEDIA TIPS

Many of the USAHS student organizations have their own social media pages/handles. Please follow these guidelines when creating content or posting to these sites:

- **Use USAHS' identity, such as name, color, and emblems, only as permitted by University [brand and trademark policies](#).**
- ***When in doubt, do not post.*** Members of the USAHS community are personally responsible for their words and actions. As online spokespeople, exercise sound judgment and common sense, and if there is any doubt, **DO NOT POST**. It's perfectly acceptable to talk about your experiences and have a dialog with the community, but it's not okay to disclose anything that contains confidential, proprietary, personal or private information about USAHS, its employees, students, affiliates, partners, vendors or suppliers.
- **Remember that you are representing USAHS.** All of your posts, comments and actions have the ability to affect the reputation of the University and/or other individuals affiliated with USAHS.
- **Does It Pass the Publicity Test?** If the content of your message would not be acceptable for face-to-face conversation, over the telephone or in another medium, it will not be acceptable for a USAHS student organization site. Ask yourself, "Would I want to see this published in the newspaper or posted on a billboard tomorrow or 10 years from now?"
- **Maintain Transparency.** Be thoughtful about your posting's content and potential audiences. Be honest about your identity. As a member of the University's community, ensure your profile and related content are consistent with how you wish to present yourself.
- **Be thoughtful and discerning.** Write for your audience but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored appropriately for the channel and the audience.

BULLETIN BOARDS:

Posters, fliers, signs and other printed announcements may only be displayed on University announcement bulletin boards provided for that purpose. Posters/materials created by student organizations shall first be approved in advance by the organization's/club's faculty advisory and Campus Director.

Flyers or posters should not be posted on walls, whiteboards or outside of classrooms without written permission from the Campus Director. All posters and flyers must be properly discarded within two days after the event has occurred.

REFERENCE/RESOURCES

- communications@usa.edu: email to use to send content, campus TV slides, ask questions or schedule communications going to students, faculty, staff and/or alumni.
- **Brand Assets page:** <https://www.usa.edu/brand-assets/>
 - Maintained by the Marketing department, this page includes brand guidelines, logos, colors and more, as well as the marketing request form link.
 - Student organizations must **use the marketing request form** when requesting **logo assistance** or **review for apparel/other merchandise**.
 - This page also includes the **University's student media release form** (for students) and individual and group media release agreements to download (for visitors/non-USAHS employees).
 - All subjects (single person or group) whose image, video or voice will be used for marketing or promotional purposes—including print communications, video, web or social media—should complete and sign a personal release. This includes patients, alumni, guest speakers and visitors.
 - Students must complete the digital form once for their full student journey at USAHS.
 - **When submitting content/photos to University Communications, please include the signed media/photo releases for non-USAHS employees or students, along with the names of all students pictured. (We will check to see if they have signed the one-time digital media release form.)**



We want to see the amazing memories you're making!

Be sure to capture the best moments from your epic events and activities, and send us your photos! Don't forget to have everyone sign the online media release form so we can share the fun and showcase your accomplishments!

The University Communications team is ready to help you promote your upcoming activities and events and to celebrate your achievements. Contact us at communications@usa.edu.

