ALL THE NEWS THAT'S FIT TO PRINT

THREE KEYS TO GETTING YOUR DEPARTMENT'S CONTENT PROMOTED IN THE FLAME (AND BEYOND)
STEP 1: BE ON THE LOOKOUT FOR CONTENT
STORY IDEAS ARE EVERYWHERE

- Awards or special recognition
- Research projects
- Special event notices
- Student achievement
- Alumni news
- Important deadlines
YOU ARE A STUDENT RECRUITER

- If something promotes your department, it has the potential to attract students.
- This kind of content belongs on your website as news.
- Adding things to your website as news gets your content into the Flame.
BUT ISN'T THE FLAME FOR FACULTY & STAFF?

- It is, but ...
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- It is, but ...

- The website is the first impression our prospects get of the University. Adding news to your website contributes to the idea that our campus is alive and sets us apart from our competition.
STEP 2:
ADD YOUR STORIES TO T4 (AND APPROVE THEM)
IT STARTS WITH YOU

- We want to promote what you're doing, but you have to make the first move.
- Everything about the Flame process starts in T4.
POSTING YOUR NEWS

- Don't forget: You have to add a new section to your "Department News" folder before you add content.

- After you've done that, use the "News Story" content type and fill in the name, story description and story text fields.

- Check the "Include in Flame" box if you want your story included.

- Don't forget to approve your story.
YOU MEAN WHEN I POST CONTENT
I HAVE TO APPROVE IT?
IF YOU WANT TO BE REALLY SAFE...

- Call Elaine (5813) or Ann (5810).
- Your news matters, and we want to make sure it gets the promotion it deserves.
STEP 3: DON'T MISS FLAME DEADLINES
WHEN ARE THESE DEADLINES?

- Your content must be approved by noon the day before the Flame is sent
- Noon on Friday for the Monday Flame
- Noon on Wednesday for the Thursday Flame
MAKE IT EASY ON YOURSELF

- It may sound simple but ... plan ahead!
- When you know you have an event coming up or a request with a deadline approaching, be proactive. Post things as soon as you know about them.
- The more time you have to promote, the better response you'll get.
AWESOME MUSIC
METAPHOR
WHAT DO THESE SONGS HAVE IN COMMON?

- Tim McGraw
- Love Story
- Mine
- We Are Never Getting Back Together
- Shake it Off
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YOUR STORIES ARE YOUR LEAD SINGLES

- What you promote about your department through news, whether it be sharing through the Flame, social media or simply your website, gets people interested in the total package.

- Prospective students, current students, faculty and staff are more likely to buy into what you're selling if you're putting things out there that get them hooked.