

# Marketing Resources

## On-Campus Promos for Campus Events and College Services

The Marketing Department creates panels that appear on the TVs located in several public areas on campus. Simply send an email with all information (date, time, place, sponsor, description, etc) to [manningk@sandhills.edu](mailto:manningk@sandhills.edu).

Scott Robinson handles the panels on MySCC. Send all the pertinent information to [robinsons@sandhills.edu](mailto:robinsons@sandhills.edu).

Micky Konold posts events on the calendar you see on the home page of the website. Send your information to [konoldm@sandhills.edu](mailto:konoldm@sandhills.edu).

Brandi Phillips sends out an email every Monday morning to all curriculum students. To announce your event through that means, fill out the information needed under "Forms" on this page: <https://sandhills.campuslabs.com/engage/>

## Social Media Promos

Please send requests two weeks in advance of when you desire promotion to begin so it can be scheduled for production, and we have time for proofing and changes. Send information to [pfeisterk@sandhills.edu](mailto:pfeisterk@sandhills.edu).

## Press Releases

Press releases are posted to our website in the Newsroom ([sandhills.edu/flightpath/](http://sandhills.edu/flightpath/)) and the three most recent appear on the home page. We link to them when we make social media posts. They are sent to The Pilot (some are sent to Raeford News-Journal, must be Raeford related).

Send information to [manningk@sandhills.edu](mailto:manningk@sandhills.edu)

## Flyers/Brochures/Print Items

Please allow the Marketing Department to help you with print items. We want to make sure we stay on brand with all our print items. Send information to [manningk@sandhills.edu](mailto:manningk@sandhills.edu).

Because tape is difficult to remove and it can pull off the window tinting, we have been asked to never tape flyers to glass windows and doors (that is why the TV system was developed). Please relay this information to students if you ask them to post flyers.

We have many bulletin boards across campus. If you notice items that are out of date, please remove them. Sometimes we see club meeting flyers, lab schedules, or art gallery exhibits from months, semesters, and even years past. Help us clear these out as you

see outdated items because people rarely go back to remove items once the event has been held.

### **Photo Requests**

We try to attend and photograph special events on campus (whether we can or not depends on our current workload and the timing of event). We share photos on social media and often put them into a folder and share with those sponsoring the event. Send your request for photo coverage or for specific photos to [pfeisterk@sandhills.edu](mailto:pfeisterk@sandhills.edu).

### **Videos**

The Marketing Department creates the videos seen on the home page of the website. These are also used for our facebook header. We create the video advertisements used for our digital ads and for YouTube ads.

The department creates or contracts out program videos.

Chris Waldrop of the AV Department also produces videos (these are not used for Marketing but are usually for classroom/in-house use). He stores them on a separate YouTube channel which is not made public (due to the ADA closed captioning need).

We cannot put on our YouTube channel any video that is not properly closed captioned due to ADA restrictions. YouTube will automatically close-caption videos, but oftentimes there are many mistakes. Do not share with the public any videos that have not had the closed captioning edited.

### **FlightPath**

Topics for the featured articles in flightPath are decided by our VPs. If you have ideas or requests, please pass them along to your supervisor who can relay them to the team.

### **Marketing Advisory Committee**

The Marketing Department is advised by the VP Administrative team. There is also an Advisory Committee made up of faculty and staff who review past campaigns, brainstorm, and advise for future campaigns.

### **Website**

The website is developed and managed by ITS and a governance committee. The marketing department requests pages needed for its digital promotions links and has a representative on one of the committees. We also create the home page videos.