



Tier 2B Marketing Package

INTERNAL AUDIENCE

MATERIALS PROVIDED

- Digital Graphic

**Departments may use graphic(s) created by Communications to do their own marketing/promotion*

COMMUNICATIONS EVENT PROMO

- Campus Life FB Post
- This Week (Email/Chapel Slides)
- Social Media Coverage



TIMELINE

| | |
|---------------|---------------------------|
| 5 Weeks Prior | Event Details Due |
| 3 Weeks Prior | Graphic Prepared & Posted |
| EVENT | SM Coverage |

IMPORTANT NOTICE

1. Promotion and materials for *all* events is up to the discretion of the Communications office.
2. If departments do not follow the appropriate marketing timeline there is *no* guarantee of materials/promotion being provided.