Student Organization
Marketing & Communications Guide

A how-to guide on communicating events and announcements for your student organization

Dear Student Organization Leaders,

Thank you for taking the time to raise awareness of your student organization. We look forward to supporting your efforts and learning more about what your student organization has to offer to students, faculty, professional staff, alumni, industry, donors, partners, etc.

In order to support your efforts, the Drexel Engineering Marketing and Communications team has developed a manual to help you promote your events and announcements at the College level.

Please take some time to review the information in this guide and if you have any questions, please feel free to contact Drexel Engineering's Director of Marketing and Communications, Elizabeth Brachelli or Marketing Coordinator, Kate Gamble.

Best wishes in starting the academic year and we look forward to working with you on the promotion of your student organization.

-Drexel Engineering's Marketing and Communications Team

Raising Awareness of Your Student Organization

Step 1: OCA Services

- **Ways to Promote Your Organization via the Drexel University Office of Campus Activities (OCA)** We recommend first viewing the OCA site. They provide step by step, ways to promote your organization through print advertising, physical space, and electronic distribution of events and announcements. OCA also offers a place for students to raise awareness of their group via Collegiate Link. We recommend taking note of this early on since OCA recognizes student organizations early June and it ends early November. In addition, OCA offers student organizations tips on planning a future event.

Step 2: Drexel Engineering Web and Social Media Outlets

- **Drexel Engineering Website** The College offers student organizations a full-page on the main site for both undergraduate and graduate students to provide information on their organization as well as way to contact the group and view their site. We ask that each organization keeps their sites and information up to date with 2-3 solid sentences on what your student organization is about and also include an updated URL and contact information in case visitors to the College site have questions. To send keep your site up to date on the College site, please send all edits to Kate Gamble or Elizabeth Brachelli. The Drexel team will gladly update this for you.

- **Creating a Website for Your Organization** All organizations are encouraged to have a website and to keep updated information housed on the site. If the group needs to create a site, we recommend reaching out to the student organization, TechServ, to can create and host a website for free or creating it through Google. More

information on TechServ's services can be found here. Drexel's team does **not** build websites for organizations.

- **Events and Announcements Email** The College Communications team sends the Events and Announcements email out every Monday to Drexel Engineering faculty, professional staff and students. You can promote your event through this email by submitting the form here. All submissions must be received by Wednesday to be included in the coming Monday's email. Individual email blasts are **not** sent to the undergraduate and graduate list servs.

- **Drexel Engineering Events Calendar** The College Events Calendar is a listing of all upcoming events. To submit your event to the calendar, please fill out the Website Event Submission Form. You will need to click the link and use your Drexel credentials to log in.

- **University Calendar** The Drexel University Calendar is also available for you to showcase your organization's events. To submit your event to this calendar, please fill out the submission form.

- **Photos** All organizations are encouraged to take engaging photos of all the exciting things you do. Photos are a great way to showcase what your organization is about, the work you do and any events you have. You can share your photos with the Drexel Engineering Marketing and Communications team. The team will review all photos, then post them to the College Flickr page, and archive them to the Engineering photo server for future use.

- **Social Media** All organizations are encouraged to host their own social media pages (Facebook, Twitter, etc.). Please note that it is best to use usernames and passwords that can be easily left behind for future leaders of the organization. It is recommended for your pages to have a generic username (ex: drexelenergyclub) along with a password that can be used by all members. To effectively engage your audience it is recommended that you review the university's Social Media Best Practices. The College will work to promote as many events and announcements as possible via their social media outlets. However; the College **will not** post every event and announcement via their channels.

Step 3: Branding and Promotional Items

- **Branding Guidelines** When promoting your organization please adhere to the Drexel University Graphic Identity Program. It is important to stay consistent with University brand while showcasing your own organization.

- **Promotional Items** If your organization needs to order t-shirts, lanyards, cups, pens, or any type of promotional item please refer to the Drexel University Vendors List. University Procurement continuously negotiates agreements with suppliers and vendors to offer discounted prices on goods and services to all Drexel University and Drexel University College of Medicine departments and offices. The College is **not** responsible for providing student organizations with these items. However, requests can be sent to the College for consideration. Organizations are encouraged to fundraise for their group's needs.

If you have further questions on promoting your student organization, please contact Elizabeth Brachelli or Kate Gamble.