DEI Programming Marketing Resources

Diversity, Equity, and Inclusion programming can have different formats such as events, trainings, celebrations, series, and workshops. A major part of DEI programming is promoting the work and celebrating the impact. UCCS has several resources to help in the promotion and celebration of your area's DEI programs. Below is a brief overview of resources for how to promote your event at UCCS and creative tools to share your programs impact across campus.

Promoting DEI Programs

Posting DEI Programs to UCCS Campus Calendar:

Add your DEI program to the UCCS Campus Calendar on Mountain Lion Connect. Mountain Lion Connect is an online platform used by UCCS to showcase events, departments, student clubs, and student organizations. The UCCS campus calendar is housed in Mountain Lion Connect (MLC). All DEI programs should be on the UCCS campus calendar. When building your program select diversity, equity, and inclusion as a theme for the program, this will allow the DEI program to be routed to the *DEI Campus Program Calendar* on the Division of DEI website. This will ensure that every DEI program will be promoted on both the UCCS campus calendar and the DEI program calendar.

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MLC Event Posting Instructions

(If you need help setting up a mountain lion connect account email jguilez@uccs.edu)

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Promoting & Marketing DEI Programs Across Campus:

Once a DEI program is on the UCCS campus calendar there are several ways to promote the program.

UCCS Social Media has three primary accounts on Facebook, Instagram, and Twitter. These accounts provide a way to connect with UCCS students, faculty, staff, and community members. UCCS Social Media Accounts:

Facebook (@UniversityOfColoradoColoradoSprings) is primarily used for sharing large scale events, UCCS news, and UCCS highlights. The audience for the UCCS facebook account is primarily community members, faculty & staff

Instagram (@UCCS) is primarily used to highlight student focused events, UCCS news, UCCS highlights, and student engagement content such as student takeovers. The audience for the UCCS Instagram is primarily students, prospective students, and community members.

Twitter (@UCCS) is primarily used to share general UCCS news and UCCS highlights. The audience for the UCCS twitter is faculty, staff, and community members.

- All requests to promote programs should first be posted on the UCCS campus calendar on Mountain Lion Connect.

- o Instagram account does a weekly event round up of a selection of events that are on the UCCS campus calendar to share on the Instagram stories
- The UCCS social media accounts will share department and area accounts posts
  - o If a department or area would like to have content from their social media shared to the main UCCS social media account, the department/area can tag the UCCS account or send the main UCCS page a direct message on the social media platform.
- All social media content should have a visual component. The department of marketing and communication provides social media training to help in social media content creation. Email jguilez@uccs.edu to schedule a training.
- If a department/area plans to request social media marketing that department/area should have a social media account as well.
- When creating social media content keep accessibility in mind. The social media training provided by the department of marketing and communication covers accessibility in social media content creation.
- All UCCS social media guidelines can be found on the _UCCS website._

Social Media Posting Request

Communique is the online newsletter for UCCS. Summaries are distributed by email on Friday to faculty and staff lists, and on Wednesday to student lists. Communique is produced by University Communications.

1. The Communique publishes a weekly upcoming event post, email jpress@uccs.edu to have the DEI program added to that weekly post.
2. Write an article about the DEI program, this process is helpful for large scale programs.
3. The Communique team is limited, if possible, submit a draft of the article to help move along the process.
4. Submit articles and story ideas that are:
   - Noteworthy accomplishments about yourself, a student or a colleague
   - Major or unique department news
   - Other: if you're not sure, go ahead and submit it or email them to ask.
   - G_eneral publishing guidelines (PDF)_

General Communique Story Request

The SCRIBE is the official student school newspaper for the University of Colorado Colorado Springs campus. The publication is written and edited by UCCS students. This is an online publication. To submit a story request email scribe@uccs.edu

The Campus Email Lists are special mailing lists that allow the campus to communicate with our campus community. The use of 3 different lists (students, staff, & faculty) gives the sender the ability to choose what audience they would like to address.

UCCS DEI Education and Outreach
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<u>*Faculty and Staff Email List*</u>

(For access to the student mailing list email <u>mcox4@uccs.edu</u>)

The Division of DEI email list and quarterly newsletter is another way to share DEI programs across campus. Any DEI program that is on the UCCS campus calendar can be shared, email the details of the program to *<u>dei@uccs.edu</u>*

Post Event Reporting:

After a DEI program is completed on campus an important element of the post program process is post program reporting. The work of DEI is impactful and creates positive change for the UCCS and larger community. It is important that the DEI programs being delivered at UCCS are highlighted and celebrated. There are several ways to share the impact of a DEI program.

Communique is a great resource to share the DEI program.

- For large scale events the department or group can work with the Communique team to write up a feature on the event. Complete a *<u>story request</u>* or email jpress@uccs.edu
- For all other DEI programs, the Communique team recommends submitting a *<u>story request</u>* for a photo feature. The Communique has seen high reader engagement in photo features over articles.

The Division of DEI wants to highlight and celebrate the work being done at UCCS. If DEI programs are shared to Communique, they will also be highlighted on the Division of *<u>DEI Events & News webpage.</u>* If an area or department would like to share more details on DEI programs, email <u>dei@uccs.edu</u>