

MARKETING SUPPORT — QUICK HITS



IF YOU WANT TO...

- **Add an event to the website calendar:** Are you interested in adding a campus or public event to the [guilford.edu](http://www.guilford.edu/calendar) calendar (www.guilford.edu/calendar)? Go to the *Faculty and Staff* page (www.guilford.edu/faculty-and-staff), find the Employee Resources list, and click on Submit a Calendar Event. This link also appears at the top of the Buzz.
- **Share a student/alum/class story idea:** Do you have a story idea about a current student or young alum who has graduated in the last five to eight years? Is your class doing an interesting project, or welcoming a visitor, or heading into the community? Are you mentoring a student, or do you know about an amazing mentorship that deserves recognition? Reach out directly to Abby Langston, as she makes the writing and photography assignments. *It's good to give the Marketing Office at least a week's lead time for getting to an event or into a class to be sure they have someone available for photography.*
- **Star in a Meet the Professor video:** Marketing wants to create more faculty videos! For the videos they've published so far, visit the *Guilford Stories and Videos* page (www.guilford.edu/life/stories-and-videos). This content is popular with alums on social media, as well as with prospective high-school students.
- **Submit Faculty or Department news:** Do you have faculty or department news to share? A link to the *Submit Faculty or Staff News* form lives on the *Faculty and Staff* page (www.guilford.edu/faculty-and-staff) under Employee Resources. A link to the form also appears at the top of the Buzz. Everything that is submitted is **a)** published on the website; **b)** posted on Twitter; and **c)** included in *Inside Guilford*. You'll also get a response email with a link to the published article. The schedule and deadlines for *Inside Guilford* are at the bottom of the submission form, and deadline reminders often appear in the *Buzz*.
- **Make a website update:** Do you need to update the faculty listing on your department page? Is a link broken on one of your major pages? Do you have a change to some of the content? A link to the *Submit a Website Help Ticket* form lives on the *Faculty and Staff* page (www.guilford.edu/faculty-and-staff) under Core Services. *It's better to use this form than to email Abby directly, as the form is delivered to several members of the Marketing team so that your request can be handled quickly by whoever is available.*
- **Profile Updates:** Is your name, title, or contact information listed incorrectly in the [guilford.edu](http://www.guilford.edu) directory? *Don't email Marketing – email HR.* The online directory is directly linked to Banner, so changes made there should appear overnight on the website. If your photo is missing from the website – email Marketing! We'll make an appointment for you and have your portrait added to the website asap.

