

MARKETING SUPPORT — QUICK HITS



IF YOU WANT TO...

Updated 8.17.20

- **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. ***It's good to give the Marketing Office at least a week's lead time for getting to an event or into a class.***
- **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. ***This 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.

