

MARKETING AND COMMUNICATIONS TEAM

What We Do



Digital Promotions & Campaigns Workflow

Social media requests include event **promotions and news announcements**. **At least 8 weeks prior**, Departments will provide a completed template of their upcoming activities that need promotion on social media to the MCD. Requests must be submitted through the online portal at help.xula.edu > Marketing & Communications and include all information (Graphics, Hashtags, Captions, etc). If approved, the post will be scheduled in the university-wide social media calendar including the links to the post and any supporting content.

Point of Contacts: Mark Veals, Jr. • mveals@xula.edu



Video or Photo Event Coverage

Common requests for video and photo opportunities include events or visually attention-grabbing images of Xavierites doing interesting activities. Requests for **photography/videography coverage** must be submitted through the online portal at help.xula.edu > Marketing & Communications at least **14 business days prior to the event**. All details including who, when, where, intended purpose of the photo/video coverage, and what essential needs must all be provided. The turnaround for the website team to provide photo files via email or shared drive is **5-7 business days after the event**. **The university requires us to review and approve all contracts with vendors for video, radio, and multimedia productions. If the project is approved, the unit must supply a rough edit to us to approve at the end of the production process.**

Point of Contacts: Mark Veals, Jr. • mveals@xula.edu



Website Posting and Management

Common Website changes include imagery, updates to existing webpages, new webpage design requests.

Website update requests must be submitted through the online portal at help.xula.edu > Marketing & Communications.

For optimal posting capacity information is required 8-10 business days prior to the requested posting date. The turnaround for the website team to update the information provided is 8-10 business days from the time content is received.

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Promotion, Publicity, News Release & Publications

To submit an idea/information for an article to be posted on www.xula.edu website, please submit all info at least **2 weeks prior to when you're expecting to see it posted**. For Press Releases (approved at the discretion of the MCD) please submit information **4 weeks before you expect the announcement to be sent out**. The eBulletin deadline for inclusion is **every Wednesday at 12 noon** (to be included the following Monday). For inclusion in The Xavier Update, please send all submissions by the **2nd to last week** of the publication quarter. **Please note that faculty and staff not identified or appointed as official spokespeople by the university and MCD are NOT authorized to speak to the media or on social media as official representatives of the university.**

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Graphic Design Requests

If you have a Xavier event that is open to the public and will be disseminated externally on public mediums such as the website or on social media, graphic design of a promotional flyer or banner and other such collaterals to promote that event may be requested from the MCD.

File folders for each office, department and division that include the department's transparent logo file, a branded PowerPoint presentation template and a generic flyer is accessible via SharePoint. Each department also has access to pre-branded graphic design templates through Canva. Contact your department head for access and login information.

Requests for university branded graphic design must be submitted through the online portal at help.xula.edu > Marketing & Communications at least 2 - 3 weeks prior to your department's event. Allow 8-10 business days for your request to be completed.

Point of Contact: Kaye Rolland • kirollan@xula.edu | Taylor Plummer • tplummer@xula.edu

The Marketing and Communications Department is the official steward of the institutional brand, manages digital presence and advertising and expands recognition via an integrated approach. Reporting to Vice President/Chief of Staff Patrice A. Bell and Assistant Vice President/Director of Marketing and Communications Ashley Irvin-Hawkins, it is charged with leading all marketing and communications efforts for the entire institution.