Getting Publicity via A&S Digital Media



**Who Does What**

| **Social media, news, events, digital signage:**Franklin Kennamer, Web Editorial Specialist | **Photo scheduling, website changes:** Lisa Yessick, Director of Digital Content |
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**What We Do**

| **Platform** | **Target Audience** | **Post Frequency** |
| --- | --- | --- |
| Facebook | Everyone (students, faculty/staff, donors, etc.) | Once/day |
| Twitter | Faculty/staff, donors | Thrice/day |
| Instagram | Students | Irregularly |
| Digital signage | Every sighted person on campus | N/A |
| A&S events calendar | Everyone | N/A |
| as.ua.edu | Faculty, staff, students, alumni, donors, the general public  | N/A |

**What We Write/Design/Post About**

* Upcoming events
* Recent news
* Upcoming deadlines
* College & university initiatives

**Important Links**

* Photo scheduling: etechphotos.appointy.com
* Digital signage: etech.as.ua.edu/index/digital-signage
* Borrow equipment: etech.as.ua.edu/hardware-software/equipment

**How to Work With Us**

Here’s what to do and when to do it if you are …