# Office of Communications

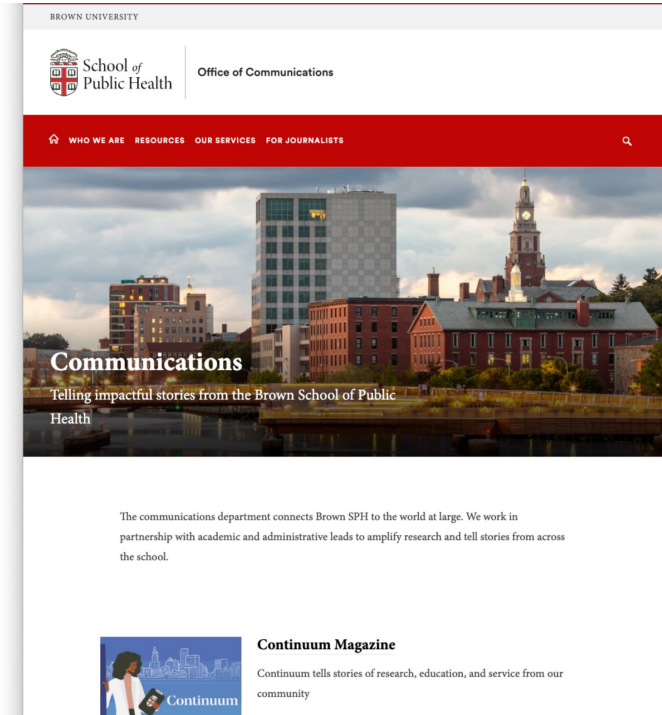Resources and Announcements

# The SPH Share Line



Visit **sites.brown.edu/sph/share** to submit a story to our comms team:

- Publications
- Collaborations
- Cross-campus events
- Exceptional students
- Professional accomplishments

Anything worth mentioning!

# Visit our website



Visit **communications.sph.brown.edu** for:

- Logos
- Email signature
- Professional headshots
- PowerPoint templates
- Access to stock imagery
- Access to Brown and SPH photo library
- Social media directory

…and more!

# October Communications Tutorials

## Op-ed writing

Andrew Iliff | October 25, 2022 | 4 PM - 5 PM

**STAFF FOCUS**

## Migrating your Unit Website to Drupal Cloud and An Introduction to Drupal Cloud

Colin Murphy and Ken Zirkel | November 17 | 2pm - 3pm

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# Overview

- Events 101
- Your toolbox
- The Public Health Pulse!
- Discussion

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# Events 101 - Establish a Goal

Work smart, not hard to promote your events!

## Goal for your Event

- What is the purpose of this event?

    community-building?

    present research?

    communicate strategy?
- Drive audience

- Determine your venue

## Communication Plan

- How to reach your audience?

    Community-building event for everyone?

    Staff and/or faculty?

    Open to the public?
- Tailor your communications strategies!

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# Promoting Events@SPH

## Poll

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# Your Toolbox

## Events@Brown

Online calendar system for promoting events across campus

## Today@Brown

Primary and daily communications vehicle

## Featured Events

Weekly listing of University events of interest to the general public.

Distributed to all news media in local market

## Social Media

Your best friend for promoting to an external audience

## Public Health Pulse

Weekly listing of School events

## 121 Digital Screens

Ken is king!

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**Events@Brown**: https://www.brown.edu/events-info/help

**Creating an Event**

| | |
|---|---|
| **Glossary of Terms** | **Sharing Calendars** |
| **Managing the Calendar** | **Creating Online Events** |
| **Tags & Locations** | **Sharing & Switching Calendars** |

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**Today@Brown**: https://today.brown.edu/mmail?rm=step2



**Submit an Item**

| Guidelines | Audience |
|---|---|
| **Interest Category** | **Announcement or Event** |

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# Featured Events: https://www.brown.edu/news/featured-events

**Submit an event**
featured_events@brown.edu

**Published Monday Afternoon**

**Friday Noon Deadline**

**Be sure to subscribe**

**University Discretion**

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# Social Media: Promote your events on social

**Twitter**
**Tag @Brown_SPH**

**Facebook**

**Instagram - Don't Forget Friday!**

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# The Public Health Pulse - Launching 10/31/22

## Step 1

Create your event on Events@Brown SPH calendar before 11am on Friday

## Step 2

The Pulse will be sent out every Monday morning at 8:30am

## Step 3

Notify megan_lackie@brown.edu about adding your event to the *Feature* or *Future* section.

## Step 4

Use the Monday email to plan your upcoming week

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# Discussion!