Office of Communications

Resources and Announcements
The SPH Share Line

Share your story.

Send us your story ideas
We invite all members of the Brown University School of Public Health community to share their story ideas. Let us know about an upcoming publication, award, or presentation.

Do you know of a student with an amazing story to tell? A collaboration making an impact in Rhode Island? A colleague honored for her achievement? An SPH alum taking on a public health challenge?

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

FACULTY FOCUS

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
Overview

- Events 101
- Your toolbox
- The Public Health Pulse!
- Discussion
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!
Promoting Events@SPH

Poll
# Your Toolbox

<table>
<thead>
<tr>
<th>Events@Brown</th>
<th>Today@Brown</th>
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<tbody>
<tr>
<td>Online calendar system for promoting events across campus</td>
<td>Primary and daily communications vehicle</td>
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<table>
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<tr>
<th>Featured Events</th>
<th>Social Media</th>
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<tbody>
<tr>
<td>Weekly listing of University events of interest to the general public. Distributed to all news media in local market</td>
<td>Your best friend for promoting to an external audience</td>
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<table>
<thead>
<tr>
<th>Public Health Pulse</th>
<th>121 Digital Screens</th>
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<tbody>
<tr>
<td>Weekly listing of School events</td>
<td>Ken is king!</td>
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Events@Brown: https://www.brown.edu/events-info/help

Creating an Event

Glossary of Terms
Managing the Calendar
Tags & Locations

Sharing Calendars
Creating Online Events
Sharing & Switching Calendars
Today@Brown: https://today.brown.edu/mmail?rm=step2

Guidelines

Interest Category

Submit an Item

Audience

Announcement or Event
Featured Events: https://www.brown.edu/news/featured-events

Submit an event
featured_events@brown.edu

Published Monday Afternoon
Be sure to subscribe

Friday Noon Deadline
University Discretion
Social Media: Promote your events on social

Twitter
Tag @Brown_SPH

Facebook

Instagram - Don’t Forget Friday!
## The Public Health Pulse - Launching 10/31/22

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
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<tbody>
<tr>
<td>Create your event on Events@Brown SPH calendar before 11am on Friday</td>
<td>The Pulse will be sent out every Monday morning at 8:30am</td>
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<tr>
<th>Step 3</th>
<th>Step 4</th>
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<tr>
<td>Notify <a href="mailto:megan_lackie@brown.edu">megan_lackie@brown.edu</a> about adding your event to the <em>Feature</em> or <em>Future</em> section.</td>
<td>Use the Monday email to plan your upcoming week</td>
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Discussion!