2021

Communications Guide

Style, Content, and Process Guidance

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Overview

Our goal is to create a cohesive and professional social media presence, which attracts students to our programs and events, promotes faculty opportunities and collaboration, and encourages partners and funders to engage with our university. In order to achieve these goals, we must consider how visual design choices impact the power of our message.

Most importantly, we must consider what our message is and how to communicate it clearly using text, images, and carefully coordinated social media campaigns.

Elements of Social Media Design

Content: What is the backbone of your post? Text, photographs, graphics, or video?

Platform: What platform is your content best suited for? Facebook, Instagram, Twitter, or LinkedIn?

Visual Style: What color palette, fonts, and imagery best represent your message?

Engagement: Which hashtags will connect your post to the relevant community? Are there partner institutions that you can tag to help share the post? Can you ask questions or create a poll to boost viewer engagement?

Content

When trying to plan a social media post, consider what content is available to you. Do you have photographs from your events and programs that you would like to share, or text of quotes and stories from program participants? Maybe you just need to share information, such as event dates and times, or registration deadlines.

The best thing to do is plan ahead. If you know that you would like to post about an annual event, make sure to take or collect photos of the event itself. Ask students to jot down a few sentences about their experiences and submit them with a headshot at the close of a program you will be highlighting. Gather the information and graphic elements needed to design an event announcement post well in advance of the event. This will help you to build up a library of content and be prepared for any post.

If you are unsure what type of content you should be working to post, take a step back and consider **what goals you are trying to achieve through your social media presence**. Are you trying to increase enrollment in a course? Or maybe attract applicants to an event or program. You might also consider using social media to increase awareness about the successes of UConn's various programs, or even to educate viewers about important topics that are important to your office.

Which Platform to Pick?

Twitter
Brief updates, sharing links, Live tweeting, polls

Generally a strong platform for connecting with faculty and international partners.

Instagram
Photos, quotes, Instagram Live, stories, polls

Generally a strong platform for connecting with students (current and past).

Facebook
Videos, event pages
Facebook Live & stories

Generally a strong platform for building a sense of community (moreso on a group than a page).

LinkedIn
Longer text posts, job opportunities, link sharing

Generally should be used for professional opportunities, networking, career-related content.

YouTube
Videos, YouTube Premiere
YouTube Live

Generally should be used for only high-quality or long-form videos.

Many of your posts will include content that can be used between various platforms. You don't need to start from scratch with each one. Photos from Instagram could be shared in Facebook posts. Facebook posts may also work for LinkedIn and vice versa.

A visual platform best suited for photographs/videos

Users create, curate, and share unique images on this platform, which is why the visual elements of your content are key for better engagement.
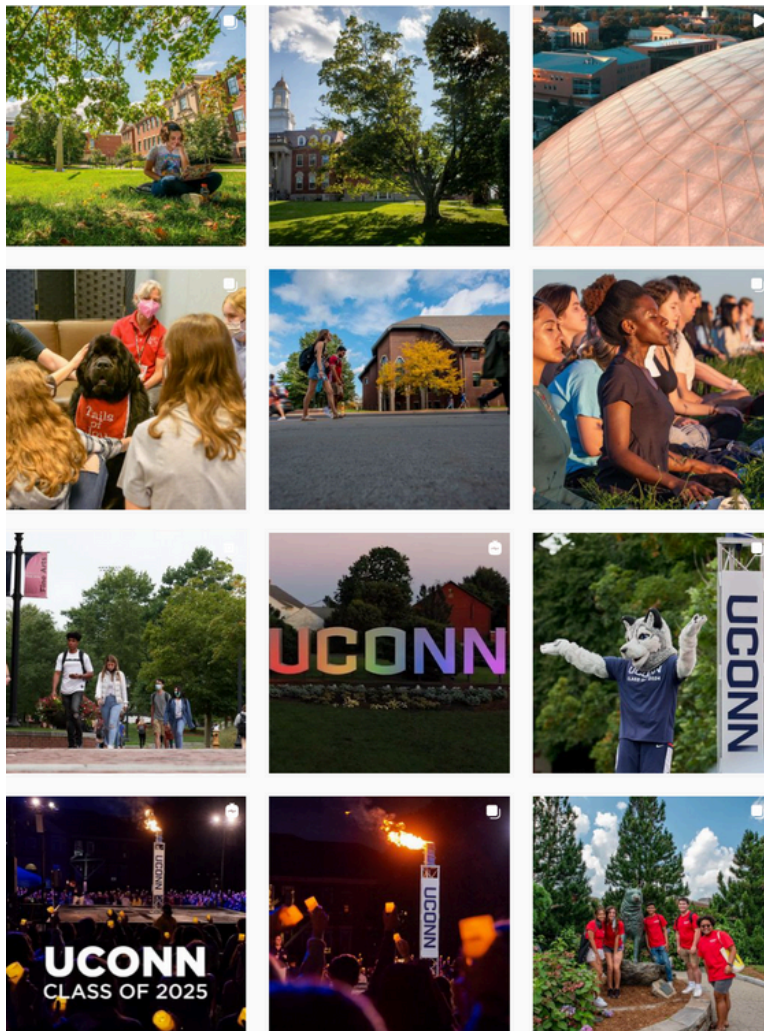
**VISUALLY APPEALING PHOTOGRAPHS
THAT AREN'T HEAVILY TEXT BASED**

Content that is closely connected to the student body

Not only is Instagram best suited for visually aesthetic photographs, but it's also ideal for graphics that are geared towards the student body

TEXTUAL GRAPHICS THAT ENGAGE WITH THE STUDENT BODY

Textual content geared towards faculty/professionals/students

Twitter is an inter-connected platform that is designed to help content creators engage directly with content consumers and vice versa. Mutual engagement is key, so be sure to tag any relevant organizations both inside and outside of UConn so they can circulate your content as well.
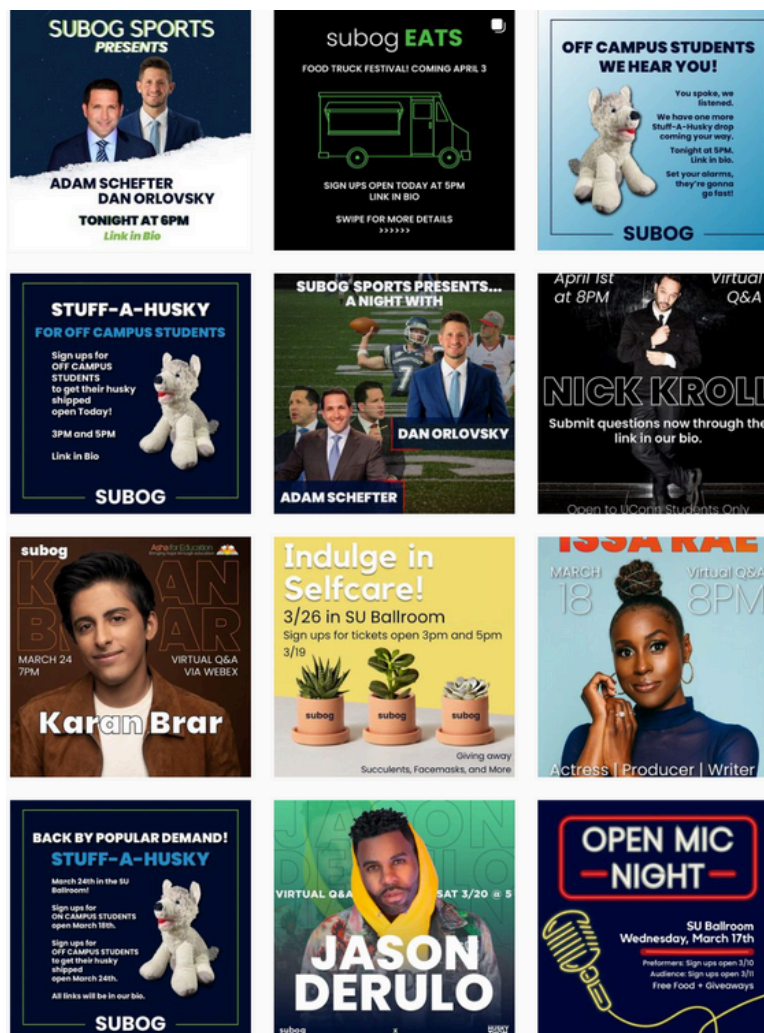
UConn Global @UConnGlobal · Sep 9

Join us for a virtual discussion w/ @UConnHistory's @ProfMSinha + Dr. Sandra Rebok on 9/22 at 12pm on Alexander von Humboldt's Legacy in the 21st Century, in partnership w/ @GermanyinBoston! Register now global.uconn.edu/?p=6476 #colonialism #imperialism #slavery #vonhumboldt

The University of Connecticut Office of Global Affairs and the Consulate General of the Federal Republic of Germany Boston present

Dr. Sandra Rebok, Visiting Scholar at the University of California San Diego
Prof. Manisha Sinha, James L. and Shirley A. Draper Chair in American History at the University of Connecticut

**CONFRONTING HISTORY:
THE LEGACY OF ALEXANDER VON HUMBOLDT'S ENCOUNTER WITH THE AMERICAS IN THE TWENTY FIRST CENTURY**

A Discussion on Colonialism, Imperialism, Slavery, and Their Afterlives

September 22th, 2021 | 12:00PM | Virtual Zoom Event
Learn more and register at:
global.uconn.edu/confronting-history-event/

UCONN GLOBAL   Consulate General of the Federal Republic of Germany Boston

🗨 1   🔁 6   ♡ 7   ⬆   ili

UConn Global @UConnGlobal · Sep 9
@UConnHRI @UCHI_UConn @UConnNeag @UConn_LCL @UConnCLAS

🗨   🔁   ♡ 1   ⬆   ili

AN ACADEMIC-BASED EVENT THAT INCLUDES RELEVANT TAGS/HASHTAGS

Textual content that also includes external links or graphics

On Twitter, less is more. Engagement is 17% higher for tweets that are less than 100 characters. In addition, roughly 93% of all tweets on the platform are text based, and 65% of those tweets contain a link.

A combination of both visual and textual content for a wider audience group

Facebook can be considered an all-encompassing platform that utilizes both visual and textual content. This platform is great for creating photo albums for events, sharing news articles, etc.

UConn Journalism
16h · 🌐

Congratulations to Prof. Maureen Croteau on being honored with a Champion of Open Government award from the Connecticut Council on Freedom of Information.

CCFOI advocates for government transparency and accountability and fights to preserve Connecticut's Freedom of Information Act—safeguarding the public's right to know. CCFOI President Mike Savino, a UConn Journalism alum, presented Prof. Croteau with the award at the group's annual luncheon at the Elizabeth Park Pond House in Hartford.

Other award recipients included Attorney William S. Fish, Jr. and Katie Townsend, legal director of The Reporters Committee for Freedom of the Press.

👍❤️ 43   5 Comments

A COLLECTION OF PHOTOS FROM AN EVENT WITH ACCOMPANYING TEXT

Using Facebook as a way to redirect traffic to other websites/links

Facebook's platform makes it easy for users to click through links and visit other articles/platforms without taking too many additional steps.

UN Environment Programme ✓
September 13 at 5:30 AM · 🌐

Humanity's #FoodSystems often emphasize quantity over quality, giving rise to a host of health and environmental concerns.

Here are 9️⃣ things you should know about the global food system ahead of this month's summit 👇

UNEP.ORG
9 ways food systems are failing humanity
Since the Green Revolution of the 1950s, agricultural innovations, like synthetic fertilizers, c...

👍😢 114   12 Shares

Maintaining professional ties and reporting academic content

LinkedIn is a predominantly professional platform and its content directly reflects that. Audience members tend to engage the most with job opportunity postings, research news, and faculty accomplishments.

UConn's Neag School of Education
544 followers
4mo · 🌐

+ Follow   · · ·

We are thrilled to announce that **University of Connecticut** Provost **Carl Lejuez** has named Jason Irizarry **UConn's Neag School of Education** first-ever Latino dean! **https://lnkd.in/gzpxy-7 #LatinxLeaders #education**

Jason Irizarry Named Dean of the Neag School of Education - UConn Today
today.uconn.edu · 3 min read

👍🟢❤️ 133 · 15 comments

A CONGRATULATORY POST HIGHLIGHTING AN ACCOMPLISHMENT BY A FACULTY MEMBER

DESIGNING GRAPHICS

Every visual element should be well thought out and intentional. Colors, fonts, and images can help to tell a story and enhance your message.

Fonts

UConn uses Gotham and Arial fonts throughout their communications, and we encourage you to do so as well.

Gotham and **Arial** are both minimalistic, easy to read fonts.

Some fonts can be more difficult to read, especially on small screens.

If you want to use additional fonts - maybe to indicate that the post is part of a series, or to draw attention to certain words or phrases - **make sure not to use too many different fonts in one post**. Limit the maximum number of fonts to **three**, and make sure that the fonts aren't competing with one another for attention. Using a combination of one or two minimalistic fonts with one more expressive "accent" font such as a script or serif font can help add character without making your graphic too busy. We recommend selecting from the four accent fonts listed here:

GRADUATE
Wellfleet
Playlist Script
Libre Baskerville

Elements that are working:

- Title is large in size, and the font was stylistically chosen to show emphasis, all while still being legible.
- Important details that correspond with one another are similarly sized and grouped together.
- Minimal text is present on the graphic; all of the important information is presented concisely.

Elements that aren't working:

- There is too much information included in this graphic. Instead, separate information into separate graphics, link to more information, or include it in the description.
- Although corresponding details are grouped together, there are too many different clusters of text which make it difficult to comprehend the graphic as a whole.
- The title font does not differ from the body font, which blurs the lines between what is the title and what isn't.
- Certain pieces of text are too small to read.
- There are more than 3 different fonts being used on one graphic, and each font is overly intricate.

Color Palette

The use of different colors is pivotal to creating a cohesive visual identity, drawing attention to your content, and indicating tone. Color palettes will help unify posts that come from your office, or posts that are part of a series.

The official UConn color palette, shown below, can also be utilized for posts that are more applicable to the university as a whole.

| NAVY BLUE	WHITE	GREY
PANTONE 289 COATED C100 M76 Y12 K70	**OPAQUE WHITE** C0 M0 Y0 K0	**PANTONE 430 COATED** C33 M18 Y13 K40
PANTONE 289 UNCOATED C97 M63 Y13 K41	**R255 G255 B255** #FFFFFF	**PANTONE 430 UNCOATED** C47 M31 Y29 K4
R0 G14 B47 #000E2F		**R124 G135 B142** #7C878E

Color Picker and Accessibility Tools

There are tools available to help you select complementary or contrasting colors, as well as to make sure that your text is readable for those with color blindness.

You can access these tools at: https://color.adobe.com/

The image below shows Adobe Color's accessibility tool, with a color combination that has a high enough contrast to meet accessibility standards.
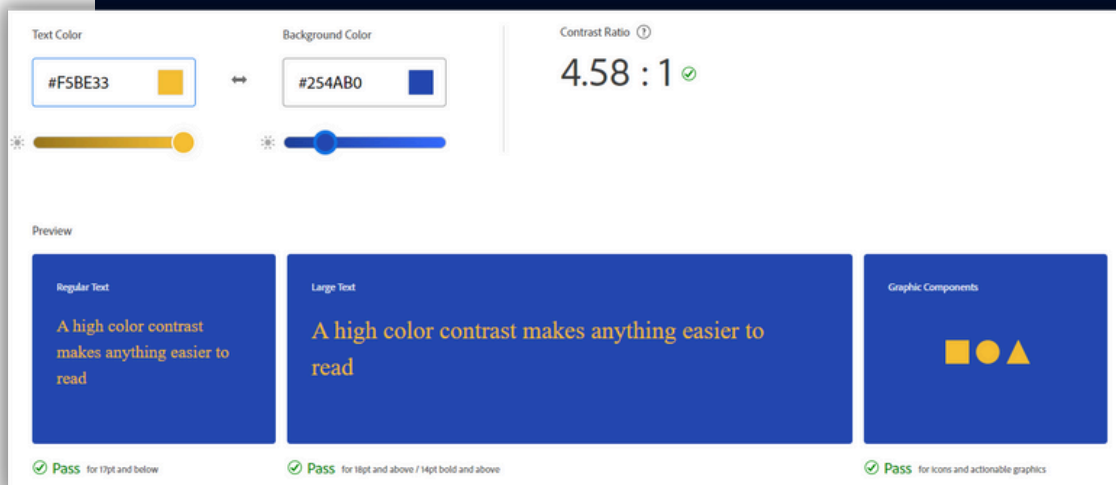
Those these colors are similar to the above example, the contrast is lower and so this color combination does not meet accessibility standards.
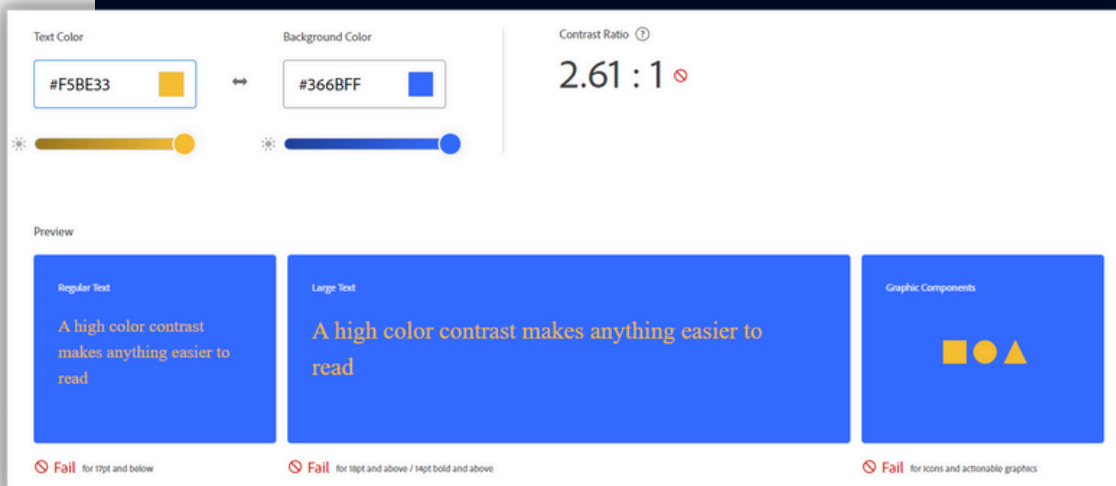
Additional accessibility guidance can be found on
UConn ITS's Website.

A COHESIVE VISUAL IDENTITY

This UConn organization's colors are red and gold, so they utilize these colors in different ways for their content.

CORRESPONDING COLOR PALETTES

Different color palettes are used for symbolism.

(UConn blue/grey/white used for a UConn post)

(Blue/green used for an Earth Day post)

(Red/white/blue used for a Memorial Day post)

EXAMPLES OF POOR COLOR CHOICES

Be mindful of how text may be difficult to read

against certain background colors

DESIGN CHECKLIST

- ## Formatting

Text blocks should be aligned uniformly, unless you're intentionally putting emphasis on a certain piece of text. Text should not be hidden by images, or too close to the edge of the graphic

- ## Colors/Fonts

Fonts should be legible, and the color of your text should be easy to read against the background.

- ## Text Amount

Be mindful if your graphic appears too wordy for audience members to follow along with. Utilize the description or caption of your post for heavier information, and keep the graphic more simplistic with the essential information.

- ## Dimensions of graphic

Certain platforms support certain dimensions and sizings of graphics, so be sure that your graphic fits. If not, important text may be cut off during the posting process.

Print materials vs. Social media graphics

We strongly encourage departments to keep both printed and social media graphics uniform when creating content. However, there are certain elements that need to be adjusted amongst the two kinds of graphics:

Links to a website or sign-up

Social Media Graphic: Do not include the link on the graphic itself, as viewers will not be able to click it. Instead, opt for putting it in your caption if your platform allows it, or include it in your bio. Do not include QR codes, as these cannot be accessed via social media platforms.

Printed graphic: Include a QR code on the graphic so that students can easily scan to access your link. You can also use UConn's URL shortener to create short links that students can easily type or write down.

Sizes and dimensions

Social Media Graphic: Adjust your size depending on the max dimensions of your given platform. (Instagram: 1080x1080 px) (Facebook: 940x788 px) (Twitter: 1600x900 px) (LinkedIn: 1200x1200 px) (Story: 1080x1920 px)

Printed graphic: Adjust your size depending on your desired printing dimensions (11x17 in) (24x36 in)

Call to action text

Social Media Graphic: "Click the link in our bio" "Swipe to learn more" "Comment below"

Printed graphic: "Visit our website" "Take a picture of this flyer" "Follow us on social media"

UCONN
GLOBAL

Online Business Class

Mark your calendar
Saturday, 14th July
Start from 2PM-4PM

Come learn about strategies for resume building, and updating your LinkedIn

Open to the public
Zoom link in bio

Juliana Silva
Business Analyst

WHAT <u>TO</u> DO FOR A GRAPHIC!

Key elements

Understanding what is working here

- Overall color scheme is easy to read with contrast
- Logo is visible but not too overbearing
- Title has legible font and color
- Included a date and time
- Has a short, but to the point description of what the event is going to be about
- Wrote the "location" (virtual in this case)
- Included where to find the virtual link as well
- Included a relevant photo to the event being hosted
- Wrote the guest speaker's name, as well as their credentials
- All text is formatted and aligned uniformly
- Text isn't being obscured or cut off by graphics
- Size of text is proportional

Online Business Class

Saturday 14th July

Sign up today!

Juliana Silva

WHAT <u>NOT</u> TO DO FOR A GRAPHIC!

Key elements

Understanding what isn't working here

- Logo is missing
- Title has a font and color that is difficult to read
- Date is included, but time is not
- Location is missing
- Details on the event itself are missing
- Details on how or where to sign up are missing
- Photo is relevant, but the description doesn't provide enough information to explain the photograph being used
- Credentials are missing
- Text is not aligned properly with one another (some are aligned center spaced, whereas some are aligned left spaced), and awkward in sizing
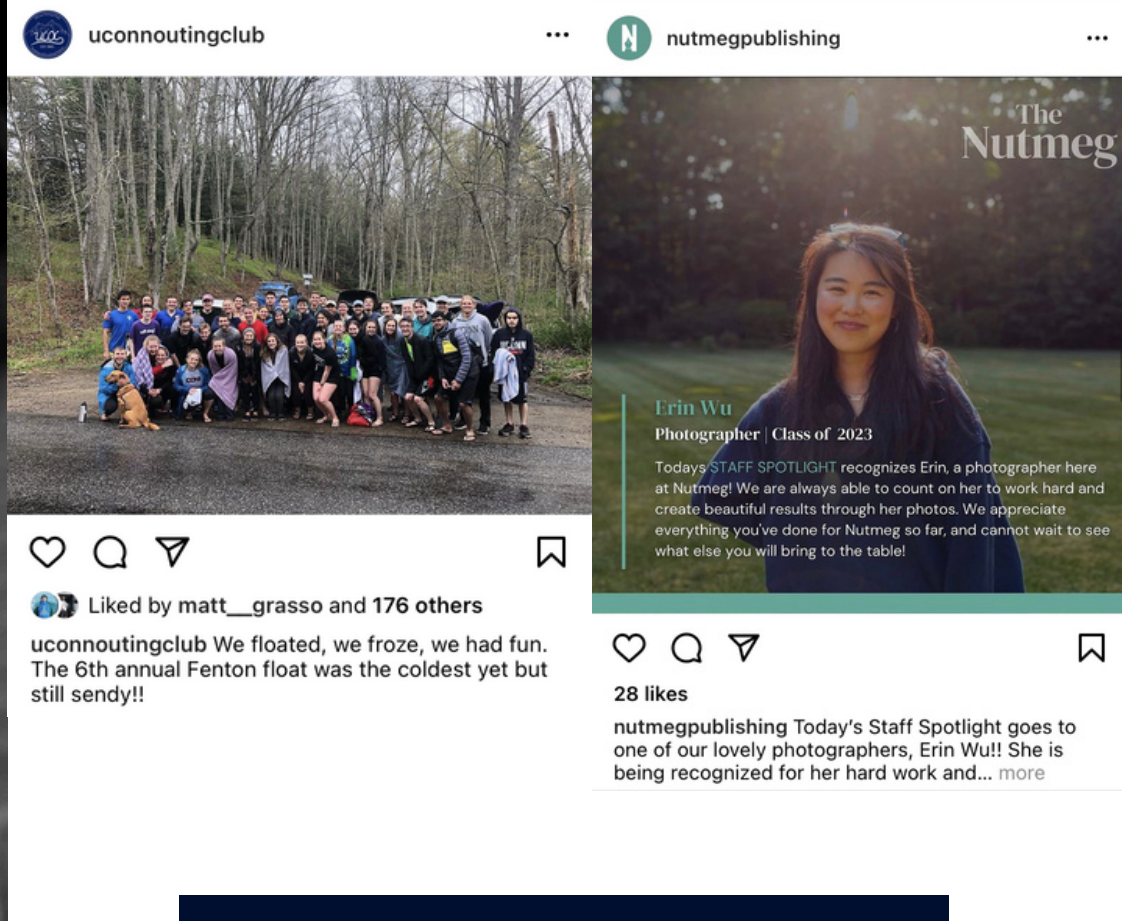- Text is too close to the edges of the page

A picture is worth 1,000 words

Across all platforms, images help draw attention to your post and tend to increase engagement.

Whether captured on a DSLR camera or iPhone,

Photography is one of the strongest mediums for attracting an audience, more so than text-based graphics. But you need to be proactive if you want to post photographs. Talk to your team about taking snapshots at events, collecting student photograph submissions, or scheduling more professional shoots with Global Affairs Office or UConn Communications coverage.

uconnoutingclub

♡ ○ ◁   ⊓

Liked by matt__grasso and **176 others**

uconnoutingclub We floated, we froze, we had fun. The 6th annual Fenton float was the coldest yet but still sendy!!

nutmegpublishing

The Nutmeg

Erin Wu
Photographer | Class of 2023

Todays STAFF SPOTLIGHT recognizes Erin, a photographer here at Nutmeg! We are always able to count on her to work hard and create beautiful results through her photos. We appreciate everything you've done for Nutmeg so far, and cannot wait to see what else you will bring to the table!

♡ ○ ◁   ⊓

28 likes

nutmegpublishing Today's Staff Spotlight goes to one of our lovely photographers, Erin Wu!! She is being recognized for her hard work and... more

IPHONE PHOTOS AND PROFESSIONAL PHOTOS CAN BOTH BE SUCESSFUL

Help viewers connect

The two posts below were made by the same account, yet one received more engagement than the other. The photographs in the posts were both taken with a cell phone camera, but one shows the subjects faces while the other does not. Viewers can connect with a post more if they can see who they're connecting with! You wouldn't want to engage with someone if they kept their back turned to you, would you?

1,120 likes

uconnstudentactivities It's a beautiful day out there to get involved! ☀️ Stop by the Involvement Fair on Fairfield Way until 7pm tonight!

168 likes

uconnstudentactivities We hope everyone who joined us for "Lawn" Games, yesterday had a great time! It was much warmer in SU304 than outside!

PAY ATTENTION TO YOUR SUBJECTS, DON'T BE AFRAID TO ASK THEM TO POSE

24

Do Nots

- Make sure there is not anything that goes against university policy in the photos. No drinking, smoking, or lewd behavior should be shown, even in the background.

- Do not take photos of people who express discomfort in being photographed. Always ask permission to photograph someone or post the photos if possible. Often in group photos permission is implied, but we always take down photos if we are asked to. We also collect "media release forms" when possible. Reach out to us if you think this form may be applicable to one of your events.

- Do not photograph or post photos of minors without express parental consent.

- Do not post other people's photographs without their consent and ALWAYS give credit where applicable. Tagging the original creator is a great way to give credit and increase engagement for both parties! This goes for photos captured by students, professionals, or organizations inside and outside of the university.
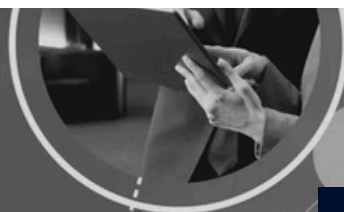
THESE POINTS ARE NOT OPTIONAL, AND POSTS WILL NOT BE APPROVED IF THEY GO AGAINST THESE GUIDLINES

ENGAGEMENT

Connect with your audience

Use hashtags, tag relevant accounts, insert questions or polls to expand the network of people you reach and get them thinking about your content.

Hashtags

Hashtags simplify the process. Searching a hashtag pulls results for each post using that hashtag. Using them helps you reach your target audience, and makes it easier for others to find your information. Unique hashtags can also help departments stand out from others. Just be sure to check the content under a hashtag before using it and make sure it aligns with the content you are also posting.

Tagging

Sharing is caring. Because. social media is so heavily integrated into mutual connections, it's important to make sure you tag those who are relevant to the content you are creating. By using tags, you are able to share your content across not only your audience, but also the audiences of your tagged organizations as well. This is a great way to promote the circulation of your content.

Questions and Polls

Interact with your audience. Nowadays, content consumers are also content creators, and a great way to get your audience involved and engaged is to have them interact directly. Questions, polls, sliders, or any other social media features that allow direct communication from your consumers will allow them to feel more connected to the content you are putting out there.

Initiate conversation with your audience

Asking questions and having your audience answer is a great way to make them feel connected.

Respond to questions and comments

Mutual engagement is key to make sure your audience keeps coming back for more.

Do AMA's (Ask Me Anything)

When you set your audience up for asking questions, it allows them a specific space to engage with you.

Promote user-generated content

Let content consumers become content creators by posting responses, answers to questions, etc.

Promote other people's content

Reposting and sharing content from other organizations who you are either partnered with, or share similar values with help strengthen your own message to your audience.

Create series/campaigns geared towards your audience

Pay close attention to what exactly your audience wants to get out of your content, and create series/campaigns that revolve around those ideas.
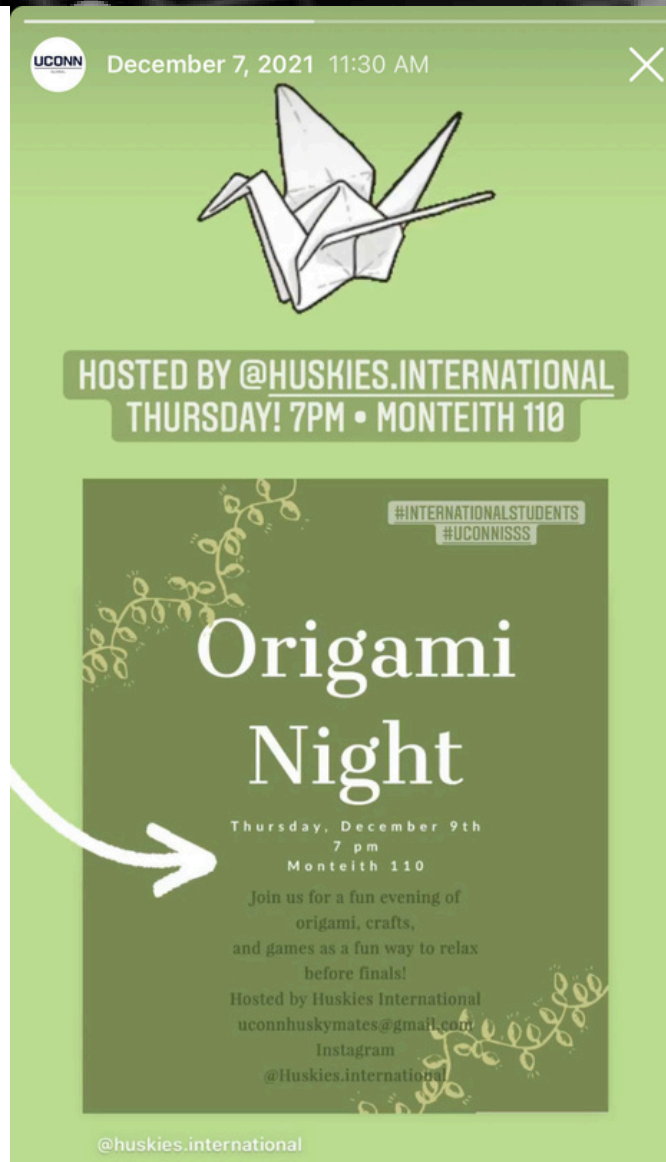
Seek out their original posts

If your office would like to help promote events from other UConn departments, or even events or content outside of UConn, always stick to reposting their original posts, rather than creating your own. This way, the graphics will remain consistent for the event.

Make sure to include their tags

Not only will other departments be aware that you are helping them promote, but this will also provide our audience a direct handle to contact if they have questions or comments regarding the event.

Avoid sharing content that doesn't align with your office's mission and strategic objectives

We want to make sure that the content we are pushing out to our audience is consistent. Advertising too many events that stray from our office's overall message may come off as confusing to audience members.

December 7, 2021 11:30 AM

HOSTED BY @HUSKIES.INTERNATIONAL
THURSDAY! 7PM • MONTEITH 110

#INTERNATIONALSTUDENTS
#UCONNISSS

Origami Night

Thursday, December 9th
7 pm
Monteith 110

Join us for a fun evening of
origami, crafts,
and games as a fun way to relax
before finals!
Hosted by Huskies International
uconnhuskymates@gmail.com
Instagram
@Huskies.international

@huskies.international

EXAMPLE OF AN APPROVED REPOST

This event hosted by Huskies International aligns with UConn Global's mission, because they are targeting the same audience as our International Student & Scholar Services Office. We made sure to include reposting Huskies International's original post, included their tag, and necessary information.

Consistency is key

Consistency in both style and tone is important when constructing communications. It allows readers to focus on the content without distraction due to variation. The UConn Global Communications Brand & Style compliments University Brand Standards, and should not be viewed independently.

Office of Global Affairs

Refer to as:

- UConn Global Affairs;
- Global Affairs (when UConn is obvious)
- UConn's Office of Global Affairs

Do not refer to as:

- OGA
- International Affairs
- Global Programs
- global affairs; or
- Any other abbreviation or deviation.

Always include UConn, when communicating about Global Affairs externally. When referring to units within Global Affairs, make this clear:

- Experiential Global Learning, in the Office of Global Affairs
- Experiential Global Learning in UConn's Office of Global Affairs
- Zahra Ali, Director of Global Partnerships & Outreach in UConn's Office of Global Affairs, stated that….

Do not assume people know your unit's acronym. Always spell out the full unit name first, with the acronym in parentheses, then you may use the acronym on subsequent references.

- Experiential Global Learning (EGL)
- Global Training & Development Institute (GTDI)
- Human Rights Institute (HRI)
- International Student & Scholar Services (ISSS)
- UConn American English Language Institute (UCAELI)

Wordmarks

All global affairs administrative units should use the UConn Global wordmark. Only Institutes and designated programs below may have a custom wordmark:

- Human Rights Institute
- Dodd Human Rights Impact Programs
- Global Training & Development Institute
- UConn American English Language Institute

Never refer to the University of Connecticut as UCONN in text—rather use UConn. All capital letters are reserved for the wordmark only.

Use of the UConn Seal is reserved for official documents. Use of the oak leaf is purely decorative.

When co-sponsoring an event, use the UConn Global wordmark, unless multiple UConn units are cosponsoring, then the main UConn wordmark should be used with all co-sponsoring units listed. Marketing materials should not include multiple UConn wordmarks. See incorrect uses on the UConn Brand Standards page: https://brand.uconn.edu/guidelines-usage/incorrect-uses

Wordmark Placement

When placing a file on a background other than white, use a PNG file to avoid having a white box around the word mark/logo. The PNG file allows for a transparent background that will easily integrate with your graphic.

Do not combine wordmarks or logos. Do not add names, other fonts, or graphics. Never add names or graphic elements to the UConn wordmark. Complementary artwork must be approved by University Communications and cannot be used in conjunction with the logo but used separately from it.

Legibility

Wordmarks/logos should be easy to read up against their respective backgrounds. Avoid placing them on busy backgrounds, as this can make it difficult to read. Opt for using a shadow or lift effect to make them stand out from the background. UConn wordmarks are custom image files, do not try to recreate them. Only use approved artwork and lock aspect ratio before scaling.

Resizing

The size of the wordmark/logo should be large enough to see, but not overbearing. When placing multiple wordmarks/logos from different organizations, make sure they are all uniform in size and proportion. Do not stretch or distort the dimensions -- size up or down with the same ratios as the original.

Formatting

All staff should use the following format. Font should be Arial 10 or Calibri 11. Color must be either the UConn blue and grey combination below, all black or all UConn blue. Please make sure hyperlinks work. Do not use wordmarks, as it can be problematic with too many attachments in a chain.

Name
Title, Unit

UNIVERSITY OF CONNECTICUT
Office of Global Affairs
Address, UBox
City, State Zip
United States of America
Phone: +1 860-486-xxxx | Mobile: +1 xxx-xxx-xxxx
Email: husky@uconn.edu
http://website.uconn.edu

Note: Mobile number is optional. Address can be removed from short form signature line.

2021

Social Media Submission Procedures

SUBMISSION FORM

Click here to access form

This is the best way to make sure your content gets posted, and that all of the right information is included. Submissions are automatically added to our social media caledar.

EVENT CHECKLIST

- ### Title of the event

A subtitle including a short description of the event would pair great with the main title.

- ### Date/Time/Location

If the event is virtual, be sure to have something in the graphic or description to indicate where people can find the virtual link ("Click the link in our bio", "visit our website", etc).

- ### Logos / Branding

If the event is in collaboration with several departments/organizations, be sure to include everyone's logo somewhere on the graphic.

- ### Guest Speakers (if applicable)

Names of guest speakers or important figures that are involved in your event should be present on the flyer. Be sure to state their name and credentials/position.

- ### Photographs (if applicable)

Relevant, high-quality photographs are an easy way to make your graphic more visually appealing.

Using the form should ensure that all the necessary information is submitted, but remember to include:

• Submission Contact

Submit your email so we can contact you if there are any questions/updates regarding your submission

• Post Date

The earlier you can submit a request, the easier it is for us to reorganize our social calendar. It is unlikely that we will be able to review and post something submitted less than 48 hours in advance of the post date.

• Graphics/Materials Request

If you do not have existing graphics/materials and wish to have GPO create them, we ask that you give us at least 2 weeks of time to create them.

• Specific Platform Requested

You can request Facebook, Twitter, Instagram, YouTube, and LinkedIn for platforms to share your content. Be mindful that each platform has different standard dimensions for their graphics, so be sure that your graphics correlate accordingly. Captions also need to be adjusted between platforms.

Using the form should ensure that all the necessary information is submitted, but remember to include:

- ## Caption

Typically, posts receive the most engagement when kept around these character limits: Facebook ~60 characters, Twitter ~85 characters, Instagram ~145 characters, LinkedIn ~100 characters.

- ## Pertinent Links

Links for registration, more information, websites, WebEx calls, etc are all pertinent links that we can include either in our LinkTree or in your caption, depending on the platform.

- ## Tagged Accounts

It's important to include additional accounts you'd like to be tagged if they're either direct collaborators on your content, or organizations who would be willing to reshare your content -- the more tags, the better your content will circulate across platforms. Be mindful of spelling handle names correctly, and taking note if organization handle names differ across platforms.

Using the form should ensure that all the necessary information is submitted, but remember to include:

• Canva Link

If you're submitting a pre-made graphic, it's important to include an editable Canva link with your submission so our team can make any further edits if necessary.
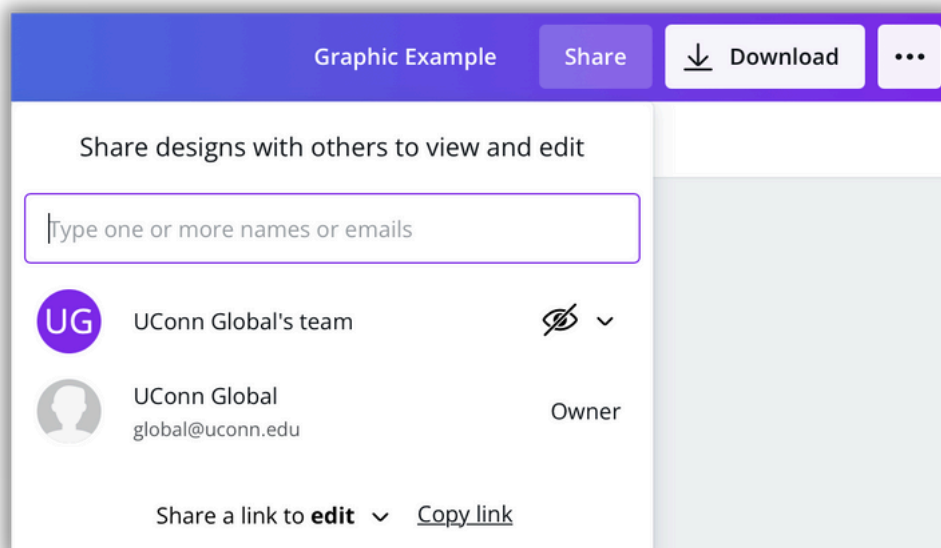
In the upper right hand corner of your Canva design, click "Share"

Be sure that the text says **"Share a link to edit"** before clicking "Copy link" or else we will be unable to access or edit your graphic.

Lead Time / Schedule

We usually post submissions between Monday - Friday, 8AM-4PM. We cannot guarantee that submissions will be posted if they are requested to be posted outside of these hours.

Typically, we ask that requests are submitted at least two weeks prior to the posting date. This ensures enough time for possible editing and/or communication between our team and your submission contact for additional details.

We understand that at times, submissions may have to be sent in last minute. If this is the case, do not hesitate to reach out to us via email or Teams to ensure we received the proper information to expedite your posting process.

If for any reason a post has not gone up on your requested date, it may be because our calendar is overbooked for that specific date. If your content is not time-sensitive, we may end up posting your content earlier/later than when you requested, in order to balance out the posting schedule between all departments.