“Greatness doesn’t start with a market opportunity, it starts with a problem that needs solving. The opportunity comes from marketing the solution.”

Communication with students is a critical activity to promote student care, connection, and success. For more than a year now the Office of the Vice Chancellor for Student Affairs has reviewed and collaborated with many individuals across campus to improve communication with students. The below job aid highlights a number of new tools that the Division now offers to more effectively communicate with students. Questions? Suggestions? Please email michael.metzger@umb.edu.

Division of Student Affairs Instagram
The Division’s Instagram is @UMBeaconLife. The account’s audience is current and prospective students who are looking to be aware of the involvement opportunities and resources that the Division offers on campus. Generally, the account’s goal is to represent and promote the experiences of students, from large events to daily life. Photos to be posted on the grid should be student-focused and preferably promote some type of interaction with followers. Instagram stories are used to promote events from other departments and organizations and take polls. Inter-departmental sharing and promotion is encouraged. If you have a post you’d like to have shared on the UMBeaconLife account, please DM the account with the post or tag us in it. If you are interested in having an event or photo posted directly to the account, please send content to Michael.metzger@umb.edu.

Instagram Advertising
Recently, the Division has begun promoting Instagram posts and stories to direct users to our page and/or our website. The audience reach is customizable, based on location, age, etc. The price for promotion depends on the post’s duration and desired reach. If you are interested in promoting a post on the UMBeaconLife Instagram, please send content and copy to michael.metzger@umb.edu.

UMBelInvolved Digest: What’s Up on Campus Weekly Email
All student-related events that are posted to UMBelInvolved (umb.edu/beinvolved) are sent out to all students in a weekly email digest called UMBelInvolved Digest: What’s Up on Campus. This email is marketed to incoming students so that they are socialized to expect the updates about events for the week coming via this Thursday email. If your organization is currently not on UMBelInvolved, contact Chuck Henriques (charles.henriques@umb.edu) in Student Activities. UMBelInvolved is our student engagement portal and has a master calendar of campus life student events.

Follow these instructions to post to UMBelInvolved:
1. Visit umb.edu/beinvolved. Use your UMass Boston email (without @umb.edu) and password to log in
2. At the top right of the page, click on the 9 squares
3. Click manage
4. Pick which organization you’d like to create the event for
5. On the page’s left side, there is a drop-down menu. Click events
6. On this page, click the blue “create event”
7. When you are ready to create an event, title your event very specifically (e.g., Political Science Presents: A Talk by John Smith)
8. Pick a theme, write a description, and list the start and end dates and times
9. In the event details, there are privacy settings called “Show To” and “Who can RSVP.” IMPORTANT: As of now, the UMBelInvolved Digest will still pick up any event listed on UMBelInvolved, regardless of their “show to” settings.
a. Under “Show To,” there are 4 options.
i. You can make this event public to anyone in the world, but this is not recommended as anyone, including people outside of UMass Boston will be able to see the details of your event.
ii. You can make this event public to the UMass Boston community, which means that anyone who is logged in to UMBeInvolved on their UMass Boston account will be able to see the details of this event.
iii. You can make this event only visible to the members of your group, so anyone who is logged in to UMBeInvolved on their UMass Boston account and who is a member of the group posting the event can see the details of the event.
iv. You can make this event visible to people who were specifically invited, which means that people who are logged in to UMBeInvolved on their UMass Boston account who were specifically invited to view this event can see the details.
b. Under “Who can RSVP,” there are 3 options. You can choose for anyone, only invitees, or no one to RSVP.

Short Videos
Video is a growing phenomenon. It can stand alone or be shared in email and social media. The Division of Student Affairs has purchased basic video equipment to make such videos. Examples of videos can be found on the Division’s YouTube page: https://bit.ly/2vp3tkF. Equipment can be loaned to you if your knowledgeable about video making or fuller production services can be arranged. To discuss your video needs please contact michael.metzger@umb.edu. Please note, the demand for video is high, so submit your request well in advance of when you desire the completed project. Please note, video production is reserved for Student Affairs departments.

The UMass Boston Snapchat
The Division is now coordinating the content production for the UMass Boston Snapchat account. The account is intended to be the student-focused social media channel for the institution. Its goal is to centralize some storytelling for student related life, events, programs, games, and success efforts. The main audience is current students, with a secondary audience of prospect students. We actively recommend that all Student Affairs departments not create Snapchat accounts of their own. Instead, they should contribute content to the UMass Boston account. We welcome campus partner student focused content as well. Send content to michael.metzger@umb.edu. Another popular way to use the Snapchat is to take over the account for the day. This is good for reaching current students in real time. The posts stay up for 24 hours, so even after the event students will still be able to see the story.

To take over the account:
1. Email michael.metzger@umb.edu to request a takeover of the official university Snapchat. You should include information about the takeover event, who you are, and what you’d like to post.
2. Once you are approved, you will need to attend a short training and fill out a Takeover Agreement. This agreement also includes a story map on which you’ll map out what you’ll be posting.
Division of Student Affairs Facebook & Twitter
The content for the Division’s Facebook ([UMass Boston Division of Student Affairs](https://www.facebook.com/UMassBostonDivisionofStudentAffairs)) is geared more toward parents and families of current and prospective students. This content should have language that anyone can understand. It is helpful to include a picture with each post, but it is not necessary. Twitter does not need a picture for every post, but the language should be the same. All content should also be directly related to the Division. We are happy to post or schedule posts for you. Please send content to michael.metzger@umb.edu.

Home Page Block
For signature experiences, Student Affairs may request the use of a home page block. To request use of a block, please email michael.metzger@umb.edu. Blocks can be used by Student Affairs for a maximum of one week. Send Mike a photo, text for the block (no more than 20 words), and the page that the block will link to (which should be ready to go as well). Blocks are not always available.

News Story
Staff may request to write a news story for the UMass Boston News page ([umb.edu/life_on_campus/student_news](https://www.umb.edu/life_on_campus/student_news)) that features stories for students. Stories typically feature department or student successes, or upcoming events, programs, or new services. To request a story, please email michael.metzger@umb.edu. Stories may be written by Communications, the Vice Chancellor’s Office, or the requesting department, depending on the nature of the story.

Blast Emails
The Division’s email distribution application enables dynamic templates that can include images, video, social media integration, and buttons for links. We can also now assess readership and clicks. These emails are reserved for official announcements from the Vice Chancellor’s office, applications for programs, service announcements, emergency related issues/information, and information about resources. Advertisements about blast emails to these topics is because the Division seeks to reduce excessive blast emails, as too many mass emails reduce the likelihood that any blast email will get the attention it deserves. One-time, campus-wide special events, may be exempt from the no blast email events rule. Only one email per day will be sent out.

Email requests can be submitted through [https://www.umb.edu/life_on_campus/student_affairs/broadcast_email](https://www.umb.edu/life_on_campus/student_affairs/broadcast_email). Any email blast request must be submitted by the head of a department and is subject to the approval of the Office of the Vice Chancellor for Student Affairs. Requesters may also ask for an open rate report and the email addresses of those that clicked on a call to action link within the email. At this time, non-Student Affairs areas with existing relationships with the Student Affairs Information Systems and Technology office will have no changes in arrangements that currently exist. Other non-Student Affairs areas wishing to use this tool may contact Peter Bonitatibus for more details. Requests will be reviewed on a case-by-case basis, based on alignment with the Division’s mission of serving the care, connection, and success needs of students.
Print Material Seen by External Audiences
If you need to create a print piece that has the potential to be viewed by an external audience (e.g., people who are not UMass Boston students, faculty, or staff) the item must be produced by Creative Services. This includes bus posters for shuttle buses. Student group or student produced event advertising is exempt from this. You can request Creative Services' designs by completing a request form at https://forms.umb.edu/creative-services/form/request. Creative Services ensure that publications are designed to a high level and are on-brand. Also, there is no charge for their design services!

Posting Flyers/Posters around Campus
See Student Activities for details about posting flyers/posters around campus. Be sure to include the following language on any poster: Please email [insert email] with any questions. For disability related accommodations, including dietary accommodations, please file a request form at www.ada.umb.edu.

Horizontal posters (17x11) for the shuttle busses can be brought to Transportation Services, located on the 2nd floor of Quinn, right before UHS.

Advertising on the UMass Boston TVs
All requests can be sent to UMBTV@umb.edu. Posters should be 1024 x 768 (horizontal) in the format JPEG, PDF, PowerPoint, Publisher or Photoshop file. They can also create a poster for you, in which case they'll need: name of event, time, date, location, contact info, and picture (which is optional). More information can be found at https://www.umb.edu/it/getting_services/video_production_center/umb_tv

Advertising in the Mass Media
Our Independent Student Newspaper is always open to taking ads that for departments on campus. If you have an advertisement for an event, service, or resource that you’d like to promote, you can work with them to have it published in the weekly paper. They accept ads as long as you won’t make money off of what is being promoted. Reach out to massmedia.umb@gmail.com for specifications or to send your ads.

Requesting a Photographer for Events
You can request a free photographer for your events. Please make your requests as early as possible, but at least seven days in advance. Visit www.umb.edu/news_events_media/communications/communications_photo_request to fill out the request.

Division of Student Affairs Flickr
Please email all photos from events to Mike Metzger (michael.metzger@umb.edu). The Division of Student Affairs would like to post albums of events as a way to archive what is happening within the division. Visit www.flickr.com/photos/156015673@N02/albums to see what has already been posted.

Department Websites
Each Student Affairs Department may host a website on umb.edu. Each area is responsible for content management on its site, overall website architecture within the division is overseen by Mike Metzger. Department personnel may request editor access or to discuss web needs/a potential website refresh by reaching out to Mike.

UMass Boston Brand
The UMass Boston brand was developed to help the university community tell the story of the University of Massachusetts Boston in a clear and consistent manner. Visit www.umb.edu/creative_services/brand_manual to download the brand manual, which includes details on the university's offices styling, colors, and fonts, as well as brand assets including visual identifiers, PowerPoint, and report templates.