COMMUNICATIONS GUIDE

Student Organizations
The College of General Studies is able to provide CGS students with a variety of resources through the Marketing Communications team to help increase awareness of CGS events, offerings, and talent.
STUDENT NEWS

CGS WEBSITE

The CGS news section appears in the sidebar of the CGS website, and features recent CGS events and happenings. This includes student awards, events, research, and features. To suggest a student feature, please email alisahar@bu.edu.

SOCIAL MEDIA

CGS is always looking for students willing to share their internships, jobs, accomplishments, performances, and BU life via social media. If you are interested in doing a student takeover on the CGS Snapchat or would like to suggest a student or event for a social media feature, please email alisahar@bu.edu.

Example: A student pitched this story to CGS after her team’s Capstone topic made national news
The following social media channels are managed out of the Marketing Communications office. The following grid outlines the CGS channels. If you have ideas for posts—event promotion, student features, and event coverage—please email alisahar@bu.edu.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Username</th>
<th>Main Population/Audience</th>
<th>Secondary Audiences</th>
<th>Post Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>@BUCGS</td>
<td>Current students, other BU departments and schools, recent alumni</td>
<td>Faculty, staff, parents of students, all alumni</td>
<td>Events, announcements, and news</td>
</tr>
<tr>
<td>TWITTER</td>
<td>@BUCGS</td>
<td>Current students, other BU departments and schools, alumni</td>
<td>Faculty, staff, and outside parties</td>
<td>Events, opportunities, general announcements, and news</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>@BUCGS</td>
<td>Current students and recent alumni</td>
<td>Faculty, staff, prospective students, and outside parties</td>
<td>Events, campus photos, student profiles</td>
</tr>
<tr>
<td>SNAPCHAT</td>
<td>BU_CGS</td>
<td>Current students</td>
<td>Prospective students</td>
<td>Events, student takeovers</td>
</tr>
</tbody>
</table>
EXAMPLES

Snapchat takeovers from students doing a media internship and traveling abroad

Instagram feature about an event organized by CGS Student Government Association
EVENT PROMOTION

FLYERS
CGS has several options for hanging flyers: the team suites, and the bulletin boards outside the administrative offices on the ground level (second floor). **Flyers should not be taped to any walls or doors.** If you would like your flyer distributed, please drop up to 13 copies off at Student Services, Room 211.

FACEBOOK GROUPS
CGS freshmen and sophomores have their own Facebook groups and the groups can be an effective way to let students know about an event. If you would like a list of groups, please contact alisahar@bu.edu.

POSTERS AND EASELS
If you wish to display a poster in the lobby, go to Student Services, room 211 to request an easel. Your party is responsible for returning the easel by 9am the day after the event.

CGS CALENDAR
Depending on the nature of the event, information can be added to the CGS calendar, which appears on www.bu.edu/CGS and www.bu.edu/CGSNow. Email the event details to alisahar@bu.edu (event title, description, location, date/time, contact, cost, RSVP requirements, and who may attend- public, BU community, etc.)
The digital lobby screen is a primary communication vehicle to reach students. Information related to current students—be it important dates, upcoming events, club or activity information, and faculty/student profiles—is displayed here. If you have an event or meeting that you would like to promote, it is advised to send it several weeks in advance to allow for adequate promotion time, but content can be submitted at any time.

To request your content to be added to the rotation, please email alisahar@bu.edu with the following information:

• Title of your event and short description
• Date and time of your event
• Location
• Dates when you would like the information to appear on the digital signage
• Flyers or images, if applicable. Flyers should be horizontally oriented, sized 16:9 (or 1920x1080 pixels) and have minimal text. If a flyer is not optimized for digital signage, Marketing and Communications may use one of our digital signage templates instead (see below).