

Event promotion and recap assets guide

These are NOT guidelines for your organization's own channels- manage those however you please, but feel free to use these tips. These are guidelines for what to make if you want Gatton Marketing and Communications to share through our channels.

Promotion

Channel	Format	Size	Copy
Instagram	Graphic-stories only	1080x1920 px	Any graphic you make should have your logo and the Gatton logo. At minimum, put the title of the event, the date and time, and location. Try to keep copy at a minimum on the graphic itself- any other details can be put in the caption or in the copy on the website.
Instagram	Post- photos only	1080x1080 px	
Facebook	Graphic	1200x630 px	
LinkedIn	Graphic	1200x627 px	
Twitter	Graphic	1024x512 px	
Website Event Item	Graphic	1200x630 px	
All social media platforms (Instagram post only)	Copy	Provide a caption for all the platforms and a description for the website (keep in mind our different audiences). We will put hashtags so don't worry about that. Also keep in mind that the graphic will have a lot of information, so try not to be repetitive. You can provide this in word doc format or just in an email, as long as we can copy and paste it.	
Website Event Item	Copy		

Good Graphics



Uses Gatton branding and icons, gives good information, utilizes photo well

- *****note: never include a QR code on a social media graphic, only on printed materials

Bad Graphics



Way too busy, no branding, too much copy, the photos look bad on top of the icons



Uses Gatton branding, brings in photo of wildcat, not too busy and only gives necessary information



Mismatch fonts, the photo is fine as a background, but you'd want to overlay a color or fade or something. Too much copy, not a good use of space.

Why no graphics on Instagram feed?

<p>Instagram feeds with only/mostly graphics</p>		
<p>Instagram feeds with only photos</p>		
<p>Our Instagram feed</p>		

Recap

Channel	Format	Size
All social platforms	Landscape- photos	Only worry about this if there was not a photographer there. The photos need to be high quality, capturing people's faces and not just the backs of their heads.
IG Reels and TikTok	Portrait- videos or live photos	If you want to do a video recap, make sure the photos and videos are portrait orientation rather than landscape.
Website News Item	This would be press release style. You'll want to recap the event, paying special attention to the benefit it had for students. You won't need this for every event (like career fair prep) but for larger ones (Like the career fair). You'll want to pair this with some sort of photo, preferably one from the event, NOT a graphic (600x338 px). It never hurts to get a quote from an attendee or someone from the Graham office to include in this. A word doc is preferred for this. You can also include the author of the piece- if it's a student you can include their major and year of graduation.	

Good Event Photos



Shows the backs of heads, but more emphasis put on the full crowd, landscape orientation

Bad Event Photos



Looks like they tried to sneak the photo, can barely see faces, can't really tell what's going on



Shows people in the moment, not posed, genuine faces, feels like you're there, landscape orientation



Can't really see faces, people are on their phones, portrait orientation, taken from an awkward distance

Demographics

Instagram	Current students, prospective students, alumni
Facebook	Parents, alumni
LinkedIn	Faculty, students, alumni, donors
Twitter	Faculty, business partners

Our team

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