

Marketing and Media

A quick-start guide to sharing your department's story and impact

Hello from your friendly, central communications office

The **Office of Public Affairs & Communications (OPAC)** shares the exciting and important stories of UC Santa Barbara. In collaboration with audiences and stakeholders both internal and external OPAC provides strategic communications to support the campus at large.

- Katie Falcone, Content Marketing Manager
- Alex Parraga, Chief Marketing Officer
- Kiki Reyes, Media Relations Manager

Things we do as marketing & communications professionals in OPAC

- Brand management
- Editorial strategy & execution
 - The Current
 - UC Santa Barbara Magazine
- Media relations
- Social media strategy & publishing
- Email strategy & deployment
- Website design
- Website development
- Print design
- Photography
- Videography
- Analytics
- Internal employee communications



Pictured: UC Santa Barbara Magazine

When to contact OPAC

- You received a media inquiry or interview request
 - Contact kiki.reyes@ucsb.edu
- You received a third-party request to film on campus
 - Contact kiki.reyes@ucsb.edu
- You have a question about branding guidelines
 - Contact alex.parraga@ucsb.edu or matt.perko@ucsb.edu
- You want in on the university's Canva enterprise account
 - Contact jane.mctaggart@ucsb.edu
- You're looking for social media consultation
 - Contact katiefalcone@ucsb.edu

Additional resources available online

Resource	For more information
University brand guidelines	Visit brand.ucsb.edu
Social media guidelines and best practices	Visit brand.ucsb.edu/social-media
UCSB Web Theme framework for campus websites	Visit webtheme.brand.ucsb.edu
Campus photography library	Visit ucsb.webdamdb.com (UCSB NetID)
Video b-roll library	Visit brand.ucsb.edu/video

Enough about us, let's talk about you.

**How can you improve your department's
communications and impact?**

***What are some common marcomms challenges
you face in your day-to-day?***

GO.

First things first: gain alignment on the answers to the following questions

- Who is your target audience?
- What behaviors or perceptions are you trying to influence?
- What key messages will move them toward those desired behaviors or perceptions?
- How do they seek/obtain information?

Understand the media landscape



Paid

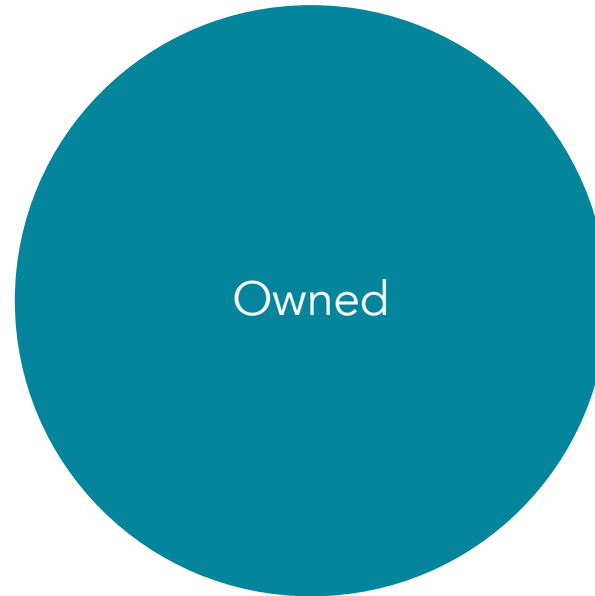
Traditional advertising

- TV
- Print
- Radio
- Outdoor
- Direct mail

Digital advertising

- Search
- Social ads
- Display ads

Public relations



Owned

Website

- Blog
- Email/newsletters
- Social media
- Mobile app
- Environmental media
- Brochures



Earned

Press coverage

- Brand mentions, word-of-mouth
- Reviews, comments
- Retweets, shares
- SEO

“Get your house in order”



Paid

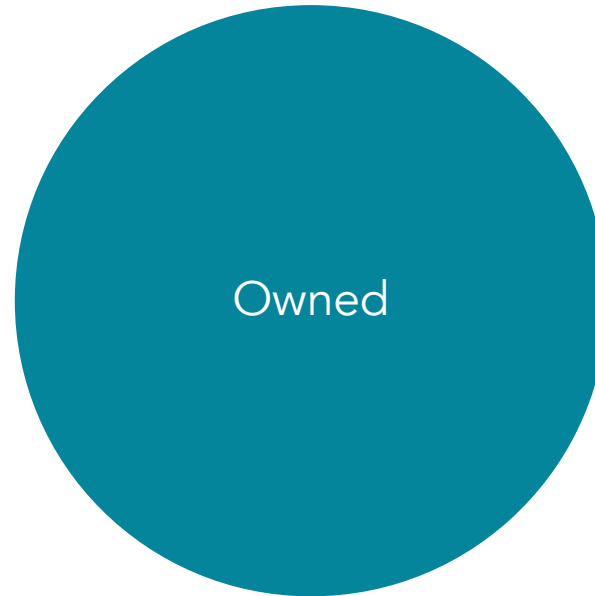
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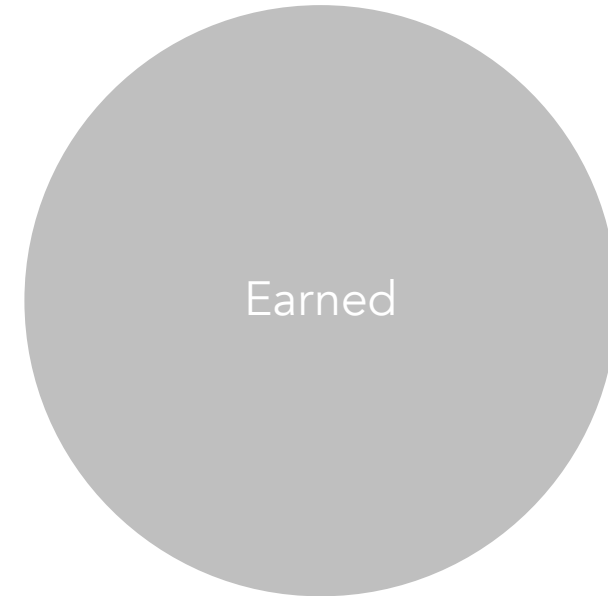
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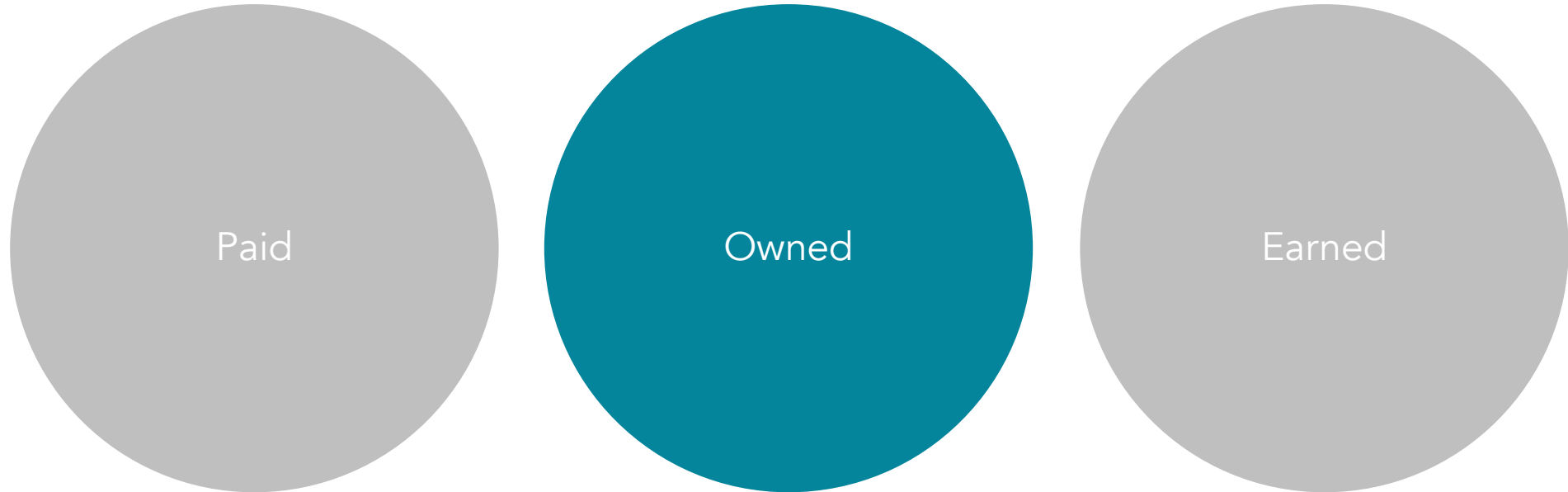


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Why prioritize owned channels?



They're *the* primary information source
You have full control
Low to no cost
High volume of visits/interactions
Relationship-building opportunities

Make your website shine

- ❑ Implement navigation that's intuitive and easy to use
- ❑ Communicate what your organization *does* and how students can *benefit*
 - ❑ Share your key messages
- ❑ Ensure that the content is accurate, up-to-date, and reflective of present day.
 - ❑ Does it appear to be from this decade?
- ❑ Aim to inspire a feeling on your homepage
- ❑ Utilize photography to tell a story
- ❑ Ensure that the site is responsive across devices
- ❑ Identify the most sought after information and make it easy to find
 - ❑ How many clicks does it take?
- ❑ Follow the university's brand standards
- ❑ Make sure your content is [accessible](#)

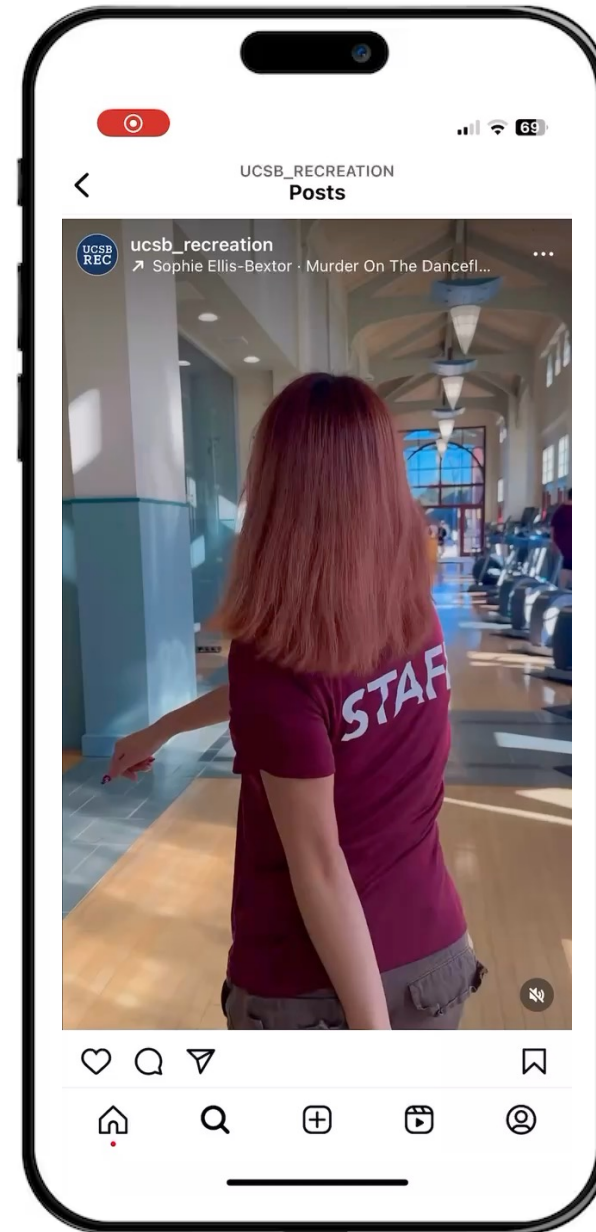
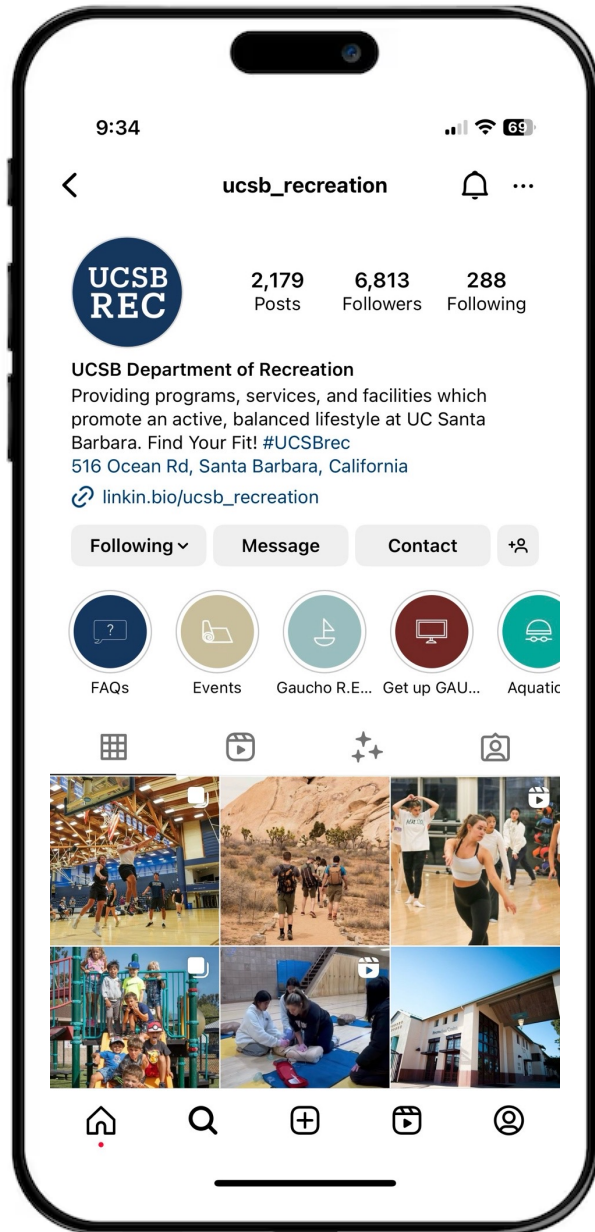
Cheat code: [UCSB Web Theme](#)



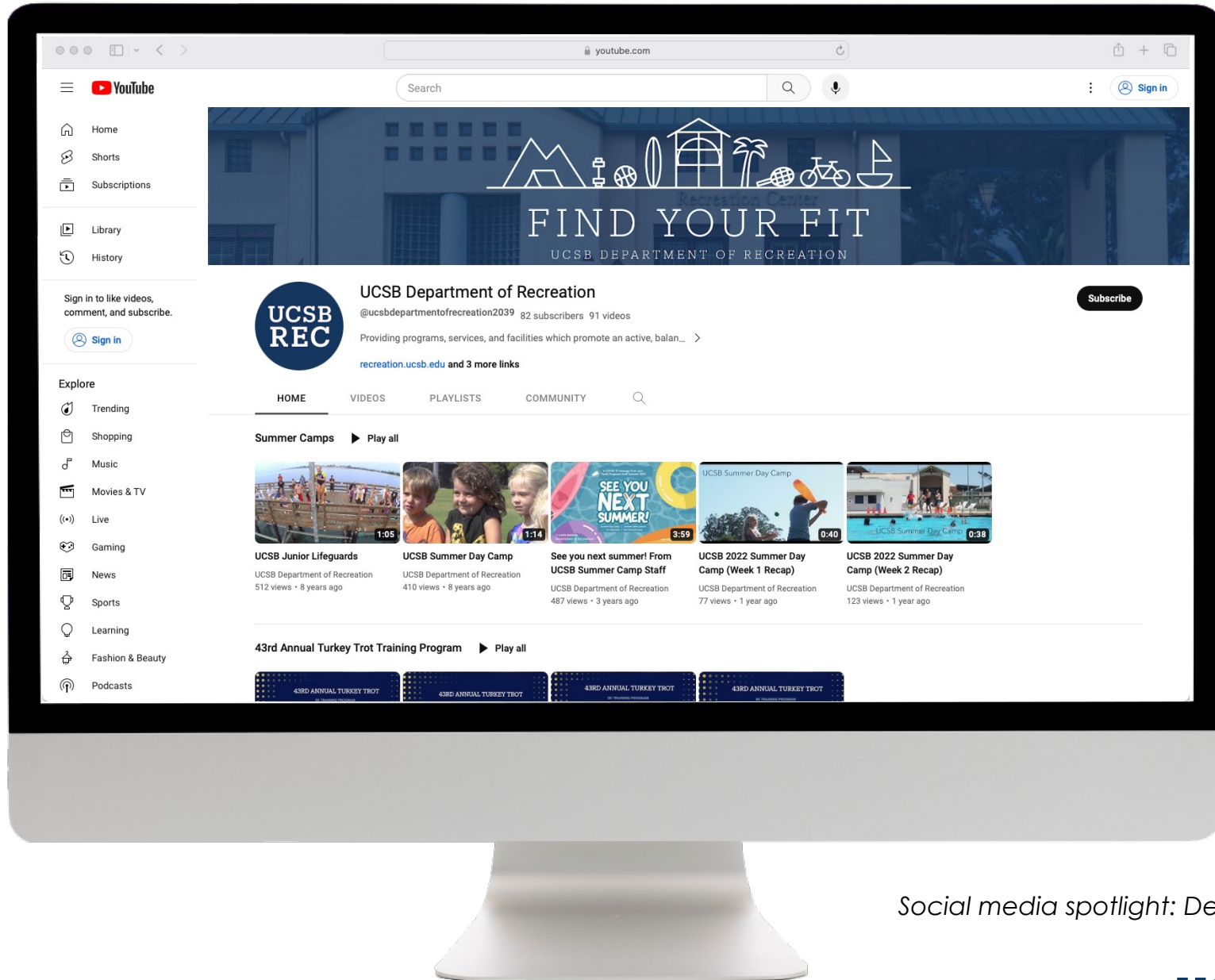
Website spotlight: wellbeing.ucsb.edu

Build your online community

- ❑ Choose social media platforms that best fit your objectives and resources
- ❑ Use a handle/username that's ownable and recognizable
- ❑ Use a page/display name that's descriptive and meaningful
- ❑ Choose an engaging, differentiating profile photo that's easy to identify in-feed
- ❑ Describe your organization and explain the type of content followers can expect from that profile
 - Platform-specific content is encouraged
- ❑ Stay active
- ❑ Build a content plan
- ❑ Be conversational; find your personality and voice
- ❑ Experiment
- ❑ Follow best practices for [accessibility](#)
- ❑ Register your account(s) with the UC Santa Barbara's official [social media directory](#)



Social media spotlight: Dept of Recreation on Instagram



Social media spotlight: Dept of Recreation on YouTube

Win the inbox

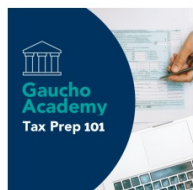
- ❑ Segment your audience to the extent possible
- ❑ Consider the entire inbox experience
 - ❑ Are you sending at an optimal time?
 - ❑ Who is the email coming 'from'? What's the sender's email address?
 - ❑ Is there an engaging subject line?
 - ❑ Make sure your email content can be easily viewed/consumed on mobile devices
 - ❑ Test all of the above factors
 - ❑ Coordinate with your department/division to avoid redundancy and tune-out
- ❑ Utilize branded templates
- ❑ Don't try to achieve too much with one email
 - ❑ Try to maintain a singular objective and call-to-action
- ❑ Make sure that call-to-action is clear and prominent
 - ❑ Test color, copy, placement, shape

January Alumni Events



Learn, Explore, Network & More

Our January events are coming up soon. Be sure to register and join us on Zoom for these engaging and informative events. We hope to see you there!



Gaucho Academy | Tax Time
Jan. 24, 2024 | 6 PM (PST)
Virtual

Our panel of alumni experts will provide a general overview of recent developments, tax responsibilities, filing requirements, and available incentives as you prepare for tax season.

[Count me in](#)



UC Alumni Career Network | AI's Impact on Jobs
Jan. 31, 2024 | 12 PM (PST)
Virtual

Save the date! Join our UC Alumni panel to explore the effects of AI on the job market and gain valuable insights on enhancing your AI literacy for professional advancement.

[Register here](#)

[View all events](#)

All Gaucho Reunion
April 18 - 21, 2024

Enter-to-win a reunion getaway package!



The Summer Inn: Your Place on Campus

Hello Gauchos,

We are excited to announce that booking for the Summer Inn Santa Barbara is now open for the 2024 season. The Summer Inn is the perfect place to stay with an ideal location on the UCSB campus. We look forward to welcoming you back for your summer travels. The Summer Inn is open June 21 - Aug 15, 2024. Room rates start at \$160 per night!

[Book Now Summer 2024](#)

Campus and Isla Vista are buzzing with life

UCSB is a great place to experience all that the UCSB Campus and Isla Vista have to offer. Whether it's walks along our stunning beaches, late night pizza at Woodstocks, a trip to the UCSB Bookstore and so much more, the UCSB Campus is welcoming visitors this summer and we would love to have you join us!



Plan a Reunion and save!



The Summer Inn is a wonderful venue to host gatherings, celebrations and reunions. The Inn has ample accommodations for weddings, bar mitzvahs and community meetings. Host a spa getaway or wine tasting in the Santa Barbara area, or set up a golf or sailing trip with friends. Groups can book the entire complex or a preferred floor for events. UC Santa Barbara Alumni receive a discount on larger group reservations.

Email spotlight: Alumni Affairs

Take a look around

- Identify opportunities to evoke the university brand and your department's personality in expected and unexpected touchpoints
 - Building signs and directional signage
 - Walls (paint, art, photos)
 - Email signatures
 - Presentations (Keynote, PPT, Google Slides) templates
- Consider refreshing your most commonly used print materials
 - Stationary
 - Envelopes
 - Business cards
 - Posters





Be consistent



Questions?