

How to PROMOTE

*A guide to promoting your events,
programs, resources and more*

FSU | DSA

Updated July 2026





This guide serves to enhance your marketing and communication planning by helping to identify the best channels to promote events, programs, resources, achievements and more.

SOCIAL MEDIA

Social media is a great tool to communicate with your audience, as most students are active on socials. It is also a great place to collaborate with other departments at FSU to get your message across to their audiences.



66% of college students use Instagram.

GENERAL POSTS

When choosing what platform to post on, as well as when developing the tone of your caption, consider your audience (i.e. students, parents, alumni). Images and graphics used should be well thought out (could this be considered offensive, does the graphic provide enough contrast to be clearly visible). Any text displayed should be clear and legible. Keep yourself up-to-date with the most recent sizing guidelines provided by each platform to avoid display issues.

Be sure to request to collaborate with other departments and organizations in and out of DSA. Don't forget to tag them, too! When selecting who to tag and collaborate with, think about who has an audience that would benefit from your content as well. Make connections with other departments and organizations you may collaborate with regularly.

JOB OPENINGS OR NEW HIRE WELCOME POSTS ON LINKEDIN

To post about an open position within your department or welcome a new staff member:

1. Utilize the **Open Position Template** and/or the **New Employee Welcome Template**.
2. Submit a **LinkedIn Post Request** so the DSA social media team can publish on the Division of Student Affairs LinkedIn account.

FACEBOOK / LINKEDIN EVENTS

Ideal for events that are open to a large group of students, faculty/staff, or the community. Facebook and LinkedIn event posts are viewable to the public and allow for RSVPs, which is helpful to track interest. Individuals who RSVP on Facebook will have the option to add the event to their calendar and will receive a reminder the day of the event. LinkedIn event reminders are shared seven days before the event, and another reminder is sent three days before the event.

Account admins can invite key stakeholders to the event so they may share the post with their audiences. Another way to drive registration is to cross promote by sharing the event information on other social media platforms.

For more guidance, view these step-by-step instructions on creating a **Facebook event** and creating a **LinkedIn event**.

EVENT COVER IMAGE SPECS

LinkedIn: 1600 x 900 px

Facebook: 1920 x 1005 px

PAID ADVERTISEMENTS

META

Options are available directly through Meta Business Suite, which walks you through the process. Typically, this is the most convenient and inexpensive option, but there are limitations on precise targeting.

INSTAGRAM

For Instagram only, you can click on “Boost Post” on a specific post to access paid advertising.

EXTERNAL VENDORS

Going through an external vendor may be more expensive but it opens more options for exposure and targeting specific audiences.

Please reach out to DSA MarComm for vendor recommendations.

HELLO FSU!

Hello FSU! is a campaign designed to inform students of the events, activities, programs, services and resources available to them at FSU. The campaign is implemented across numerous platforms, including social media, email journeys, digital display screens across campus and websites.



SPOTLIGHT FSU

Features programs, services, events and people around campus.

SUCCESS TIPS

Identifies resources and tips for succeeding in and out of the classroom.

HOW TO FSU

Provides instructions, guides or other help to navigate campus processes.

ICYMI *(In Case You Missed It)*

Serves as an extra reminder for upcoming events, deadlines or other important actions.

ALWAYS ON

Students can find plenty of things to do every day of the week.

READY FOR

Tips on how to prep for a variety of FSU experiences.



For brand consistency, utilize Hello FSU templates and assets.

HELLO FSU! TEMPLATES AVAILABLE:

[Spotlight FSU](#) | [Success Tip](#) | [How to FSU](#) | [ICYMI](#)

WEEKLY TOP 5

This is a curated collection of each week's top events, programs, activities and deadlines promoted each Monday throughout the academic year on social media, hello.fsu.edu and select digital displays across campus.

Submit your event/program/deadline information via the [USES calendar request form](#).

ALWAYS ON

To qualify for Always On, the event, program or service must occur on the same day, at the same time, in the same location for the duration of the semester.

Always On is posted in the first few weeks at the start of each semester on the FSU Student Affairs Instagram, online at hello.fsu.edu/always and across campus on various digital screens. Once added to Instagram, they cannot be edited until the following semester.

Submit your recurring events and programs via the [Always on Request form](#).

For questions regarding Always On, contact:

Jessie Colegrove
DSA Marketing and Communications Account Manager
jcolegrove@fsu.edu

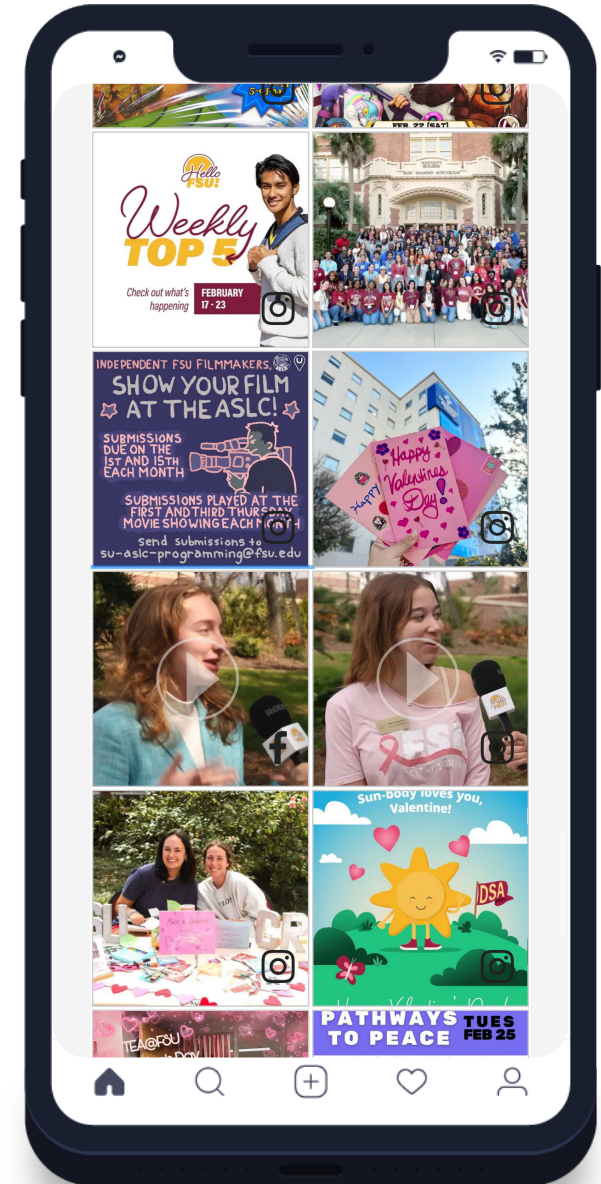
HELLO.FSU.EDU

To get your post to appear on the hello.fsu.edu hashtag aggregator, use:

#hellofsu

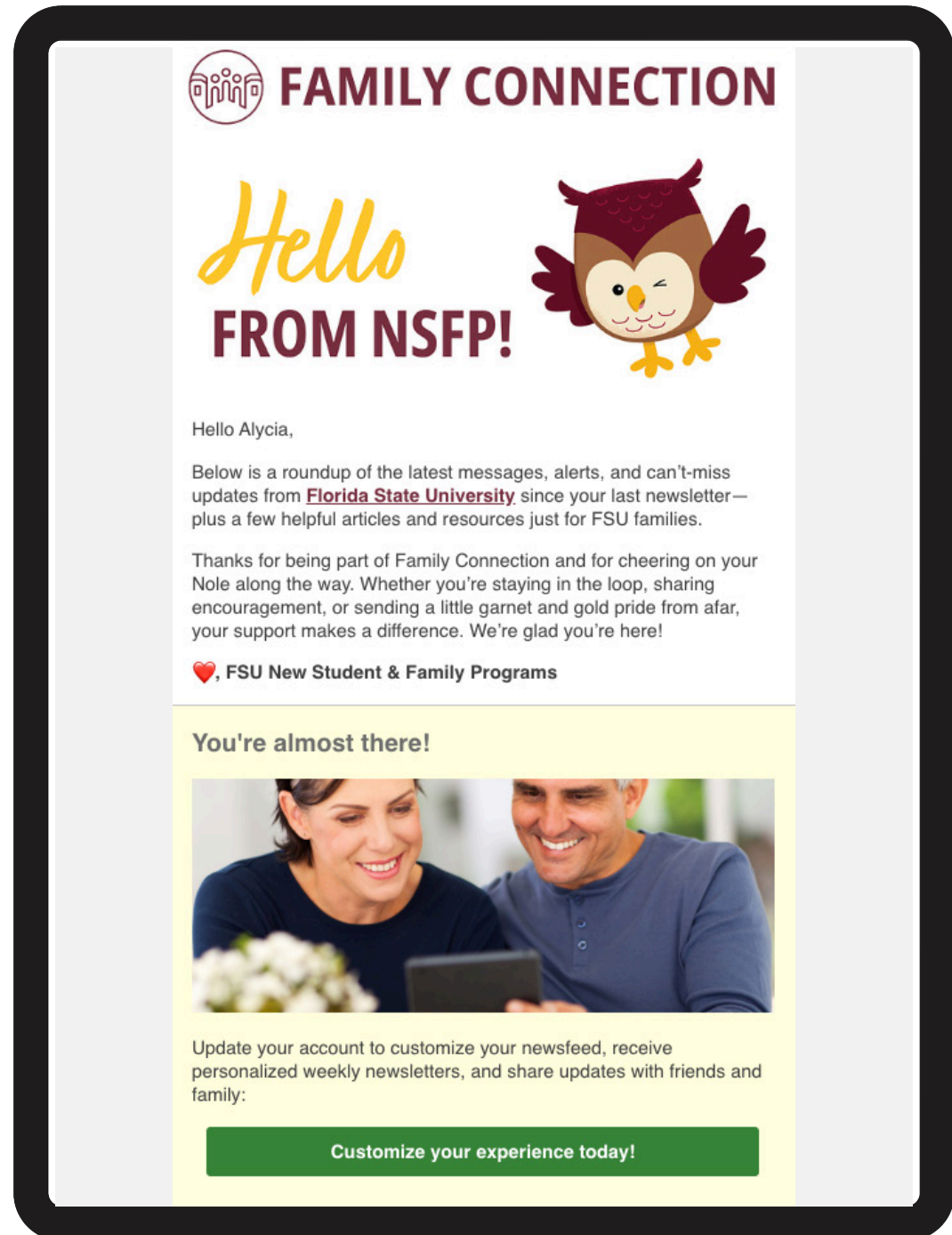
To get your FSU calendar event to appear on the hello.fsu.edu website, add the tag:

HelloFSU



FSU NEWSLETTERS AND PUBLICATIONS

*Reach out to departments across campus to add your marketing materials to their newsletters and publications when relevant. For a more comprehensive list, see the **Newsletters and Print spreadsheet**.*



FAMILY CONNECTION NEWSLETTER (CAMPUS ESP)

Inform and educate 80k+ parents and families by posting content on behalf of your department/office through the **FSU Family Connection**, an online portal and newsletter powered by CampusESP..

To gain access for posting:

1. Make an account for Family Connection.
2. Once the account is completed contact Abby Cloud Langdon to receive admin access for posting.

If you have any questions, contact:

Abby Cloud Langdon
NSFP Program Manager
acloud@fsu.edu

ANNOUNCEMENTS FOR STUDENTS AND FACULTY/STAFF

An email to all students, as well as an email to all faculty and staff is sent every Thursday afternoon with the announcements submitted. A submission can run for up to three consecutive weeks.

To gain access to post an announcement, **submit a ticket through ITS**. Once access is approved, follow these steps to post an announcement:

1. Log into announcements.fsu.edu/cas.
2. Select "submit an announcement."
3. Include a 1200 x 400 px photo.



Note, announcements must be submitted by 5 p.m. Tuesdays to be included in the week's announcements.

RSO CONNECT NEWSLETTER

The RSO Connect newsletter, distributed by the Department of Student Engagement, is used to promote upcoming events, membership applications, and more to executive board members and primary contacts of RSOs weekly.

Log into **FSU HQ** to access the submission form.

ADDITIONAL FSU RESOURCES

FSU CALENDAR EVENT

Inform and educate students, faculty, staff and the community by posting content on behalf of your department/office through the FSU Event Calendar.

To gain access to post an event, **submit a ticket through ITS**. Once access is approved, follow these steps to post an event:

1. Visit **calendar.fsu.edu** and log in.
2. Select “administration” and then “add event.”
3. Include a 956 x 620 px photo.

Tags, keywords, departments and other information that you select when creating the event will impact if your event is displayed on various calendar feeds used throughout FSU’s websites. Calendar feeds can also be used on Appspace digital displays.

TAGS USED WITHIN DSA:

Homecoming: appears on homecoming.fsu.edu/events and alumni.fsu.edu/homecoming

WelcomeFSU: appears on welcome.fsu.edu/events

To get your FSU calendar event to appear on the hello.fsu.edu website, add the tag “HelloFSU”

When the “Division of Student Affairs” department is selected, the events appear on studentaffairs.fsu.edu.

FACULTY AND STAFF RECOGNITION

Accolades for full-time faculty and staff as well as Graduate Assistants are included in the DSA newsletter and on the **Student Affairs Accolades webpage**.

Submissions for accolades awarded to full-time faculty and staff from outside of FSU will be submitted to the university’s **Faculty and Staff Briefs** and to the **FSU Office of Faculty Development and Advancement for social media promotion**.

To submit honors, awards, bylines, presentations, grants, service and other notable achievements:

1. Visit **DSA Staff Accolade Submission form**.
2. Include a high quality portrait style photo that includes your full torso and arms.

If you have any questions, contact:

Suzan Kurdak
Assistant Director, Strategic Communication
skurdak@fsu.edu

PRESS RELEASES, MEDIA ADVISORIES AND NEWS ARTICLES

University Communications determines what content gets published on the **FSU News website** and if a press release should be sent to external media outlets.

TIP - Take pictures to help tell the story.

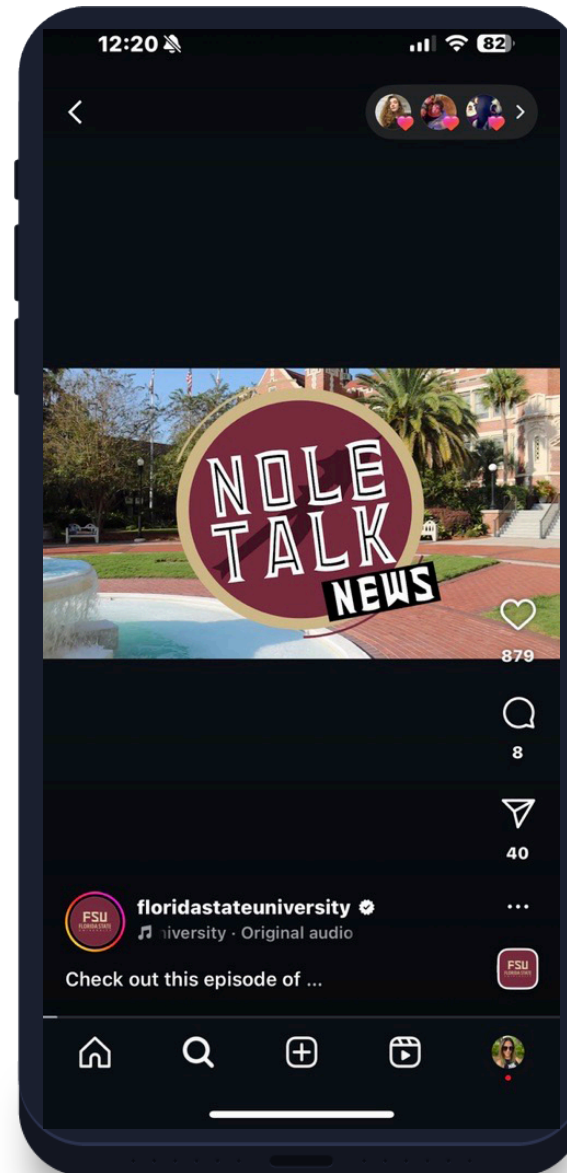
High resolution images work best. Try to snap candid photos as well as group shots. Draft captions to let readers know what they are looking at and be prepared to identify the persons photographed.

If an event is open to the public or you wish to invite media to attend, University Communications may send out a media advisory to local outlets to see if they have interest in covering the event.

Note - sending out a media advisory does not guarantee media will attend.

For help writing an article, press release or media advisory or if you need help liaising with University Communications on your behalf:

1. Submit a **DSA Marketing request**.
2. Include a 1800 x 1200 px image to be attached with the release.
3. As well as a 1200 x 640 px image for social media.



NOLE TALK NEWS

Nole Talk News is a social media series posted on the main FSU social media accounts that features various departments, events and initiatives.

To submit an idea for consideration, contact:

Bayard Stern
University Communications
Social Media Manager
bstern@fsu.edu

DIGITAL SCREENS



ON CAMPUS

Share your content to digital screens across campus.

DIGITAL SIGNAGE

STUDENT UNION

3840 x 2160 px

To request to share your slide on the union's screens, fill out this [form](#) at least 48 hours in advance, if possible.

UNIVERSITY LIBRARIES

Strozier: 1920 x 1080 px

Dirac: 1080 x 1920 px

To request to share your slide on the libraries' screens, contact:

Laura Pellini

Senior Marketing and Design Specialist

lpellini@fsu.edu

LEACH

1920 x 1080 px

To request to share your slide on the Leach screens, contact:

Kari DiDonato

*Assistant Director, Marketing,
Membership & Events*

kari.didonato@fsu.edu

STUDENT LIFE CINEMA SCREEN VIDEO ADVERTISEMENT

ASLC DISPLAY

3840 x 2160 px

The ASLC displays paid video advertisements before movie showings. Find more details and procedures on the [Request Form](#).

TLH AIRPORT

DIGITAL SIGNAGE

Image: 3840 x 2160 px

Video: 1920 x 1080 px

FSU now holds digital signage at the Airport for sharing slides related to FSU activities, events and personnel. These graphics should be specifically for those traveling through the airport to view (families, guests of the university, speakers at FSU events, etc.)

There are two 4K horizontal screens available. One provides audio for video and the other does not.

These digital screens are coordinated through Appspace. Visit the FSU Brand website to view additional requirements and guidelines for promoting your content on these screens, as well as to submit a request for your screen to be displayed.

brand.fsu.edu/airport

PRINT DISPLAY RACK

The FSU Welcome Center at the airport includes a new literature rack. If you are interested in providing print display materials showing the wide range of offerings and impact FSU has, fill out this form:

brand.fsu.edu/form/print-material-submission-form

WEBSITE UPDATES

Website requests can often become more complicated as needs are discovered. The DSA web team is here to answer your questions and offer support and training sessions when needed.

Your department may have staff capable of making website updates and changes. Before contacting the DSA Marketing Web Team, check the scope of the work your staff can do. If more complicated layout or structural changes are needed, please request help from the DSA Web Team no later than 2 weeks before publishing time.

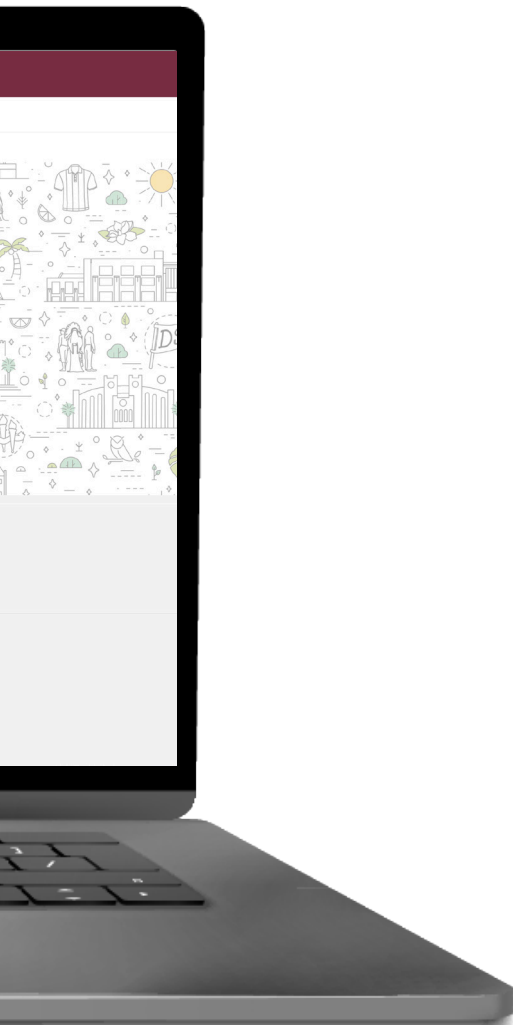
To learn more about the web development process for major web redesigns visit:

dsasandbox.fsu.acsitefactory.com/web-development-process

If you're not sure of the scope of your project, would like to start off with a brainstorm before making a formal request, or have questions about your needs, timeline, workflow or changes, please reach out to:

Emma Massaglia
Web Development Strategist
emassaglia@fsu.edu





BUS STOP AND PARKING GARAGE ADS

*Advertise on bus
stops around
campus.*

VENDOR:
Captiveyes

UNIVERSITY HEALTH SERVICES

*Caring
for You*

Right here on campus

*Feeling under the weather
or need a wellness check?*

***We've got you
covered!***

**FSU | UNIVERSITY
HEALTH SERVICES**

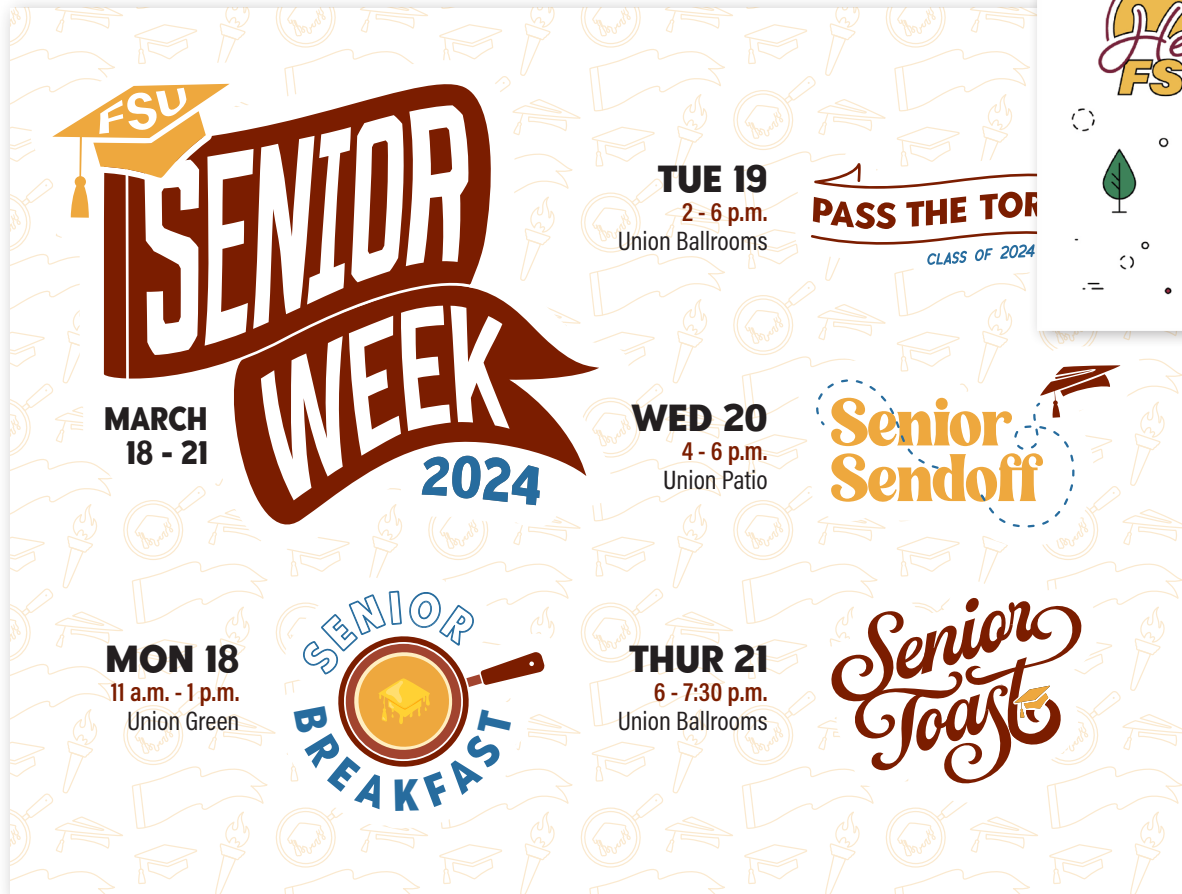
 FSUHealthServices  @fsu_health  (850) 644 - 4567

*Scan here for
a complete list
of resources!*



PRINT MATERIALS

For more exposure, you may consider printing promotional materials such as posters, flyers, magnets, stickers, large format signs, palm cards, swag, targeted direct mail, business cards, etc.



These are great to have on hand to pass out when tabling at events.





RECOMMENDED VENDORS

FSU VENDORS

FSU Print

(handles most print jobs):

fsuprint@store6133.onmicrosoft.com

UPS Wide Format

(for large format printing like yard signs, sandwich boards, etc.):

upswideformat@gmail.com

EXTERNAL VENDORS

Target Print and Mail

(print jobs)

hello@targetprintmail.com

(promo orders)

promo@targetprintmail.com

Graphic Press

eric@gp-print.com

StickerApp.com

(provides back-printing in addition to a variety of sticker materials)

HOUSING REGULATIONS FOR POSTERS:

You will need to bring 198 printed posters at least 10 business days in advance to the University Housing office on the ground floor of the ASLC.



*Note - When putting up yard signs, sandwich boards, and other advertising around campus, abide by the **FSU policies** and reference the **free-standing sign map**.*

COMMUNITY RESOURCES

WVFS TALLAHASSEE/V89 UNDERWRITING

Radio station that reaches the students of FSU, TSC, and FAMU, as well as the resident population of Tallahassee and surrounding areas.

Underwriting is non-commercial advertising. It is an on-air mention that typically lasts around 30-40 seconds. Find more information about underwriting with V89 and/or contact them at the [WVFS Tallahassee website](#).

WFSU NEWS STORIES

WFSU Public Media is a public broadcasting station for the North Florida and South Georgia area. It is a member station of National Public Radio (NPR) and the Public Broadcasting Service (PBS). Stories run three times a day Monday through Friday during the fall and spring semesters, and they run three times a day on Monday, Wednesday and Friday during the summer.

For FSU Headline story ideas, reach out to:

Layne Herdt

*University Communications Senior Media Specialist
for Digital Communications*

lherdt@fsu.edu

COMMUNITY CALENDARS

Submit your events to relevant [community calendars](#) if they are open to audiences beyond the FSU population.

TALLAHASSEE STATE COLLEGE (TSC) STUDENTS

For events and programs open to TSC students, share details with:

Jenny Helm,
Director of Transfer Services

Jenny.helm@tsc.edu

Nan O'Kelley
TSC Transfer Programs and Experiences Coordinator

Nan.OKelley@tsc.fl.edu

FLORIDA A&M UNIVERSITY (FAMU) STUDENTS

For events open to FAMU students, share details with:

Bomani Spell
FAMU Dean of Students

bomani.spell@famU.edu





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STUDENT AFFAIRS