Consider Your Audience

- Are you marketing to reach a targeted audience to motivate them to take a specific action? Or are you focused on public relations to more generally raise the reputation of your department?
- Segment your audience. Then select, tailor, and nuance a story for that segment.
- Internal communication of successes is important too (e.g., help your internal stakeholders be able to speak to your department’s priorities and accomplishments).

Formats and Media

- Maintain a pristine website with strong visual communication and links to everything the department does.
- Consider an infographic. See this introduction to dedicated software or access PowerPoint templates.
- When using video, see video guidelines for tips on length, right to use, and training opportunities.
- Consider whether an electronic or print alumni newsletter would be a better way to reach your audience.
- Use #thestateway to share department news, and share department news on your personal network.
- Host a disciplinary conference – it can educate others about your department, facilities, and GSU.

Narrative

- A well-chosen and well-crafted story arc is key. Tie everything else to this one story (e.g., student success).
- Practice incorporating seven key elements into your stories to make them more effective.
- Incorporate personal stories to make your department narrative more impactful.

Internal Resources

- College-level PR and University PR staff. Please see the PR staff list available online.
- Numerous university-level PR online resources are available at https://commkit.gsu.edu/.
- See the presentation from the original Lunch and Share session prepared by Andrea Jones Thornton.
- Contact Robert Judson regarding creating programming for GSU TV.
- You and your faculty can benefit from a media training session offered by University PR. The session will include practice interviews.
- GSU admissions recruiters can assist you with communicating with prospective students.

External Resources and Audiences

- Specialized accrediting body (e.g., opportunity to nominate department for an award).
- The program manager of your funding agency.
- Delegates of federal entities are an important audience and can help you reach other audiences.