• Electronic newsletter is emailed to all current students every Monday during the academic year.

• Submissions must be an event sponsored by or related to UND and must pertain to a large portion of the student body. Off-campus events will be considered on a case-by-case basis.

• The maximum time a post can run in SLW is 2-4 weeks.

• Submissions will be accepted no later than the Monday before SLW is sent out.

• Submit events, deadlines and opportunities to Alyssa Moum at alyssa.k.moum@UND.edu by providing:
  - Title
  - 2-3 sentence text blurb
  - Date
  - Time
  - Location
  - Registration
  - Link to website or events calendar
  - RGB graphic sized 300 x 170 px

• Anything date related (event or deadline) must first be submitted to the UND events calendar before being submitted to SLW.

• SLW submissions may be added automatically to Student Life social media as deemed appropriate by UND Marketing.

FALL 2019 STUDY ABROAD FAIR
September 4, 2019

Class of 2023 Photo
See your class photo now in high resolution on the University of North Dakota’s Facebook page! Feel free to save it, share it, and tag yourself and your classmates.

UPCOMING EVENTS

Exercise Pass Promotion
Did somebody say FREE T-SHIRT? Purchase a yearlong Group Exercise pass for $65 and receive a free T-shirt! Classes begin Sept. 3. Stop by the front desk at the Wellness Center to get yours today! Promo valid Aug. 23 through Sept. 8.

Ice Cream Vouchers
Stop by a UND Student Events voucher distribution location to pick up a voucher for a FREE Thai Ice Cream from Tea & Crepe Cafe. The voucher is valid Sept. 3-6 during normal business hours. A valid student ID is required to pick up your voucher.

Fall Study Abroad Fair
Interested in studying, interning or student teaching abroad? The Fall 2019 Study Abroad Fair is from 11 a.m. to 2 p.m. Sept. 4 in the Hyslop Sports Center (second floor gym). All majors have options to study abroad. Come check it out!
• Content and graphics can be submitted to UND Social Media Manager, Hayley Kuntz at hayley.kuntz@UND.edu.

• Include all relevant information and UND Marketing will craft and schedule posts as availability allows.
TEXTING

- Texts are sent out to all students who opt in to the texting program. Students are NOT automatically subscribed.
  - Texts will be sent from 81411.

- Texts can be sent to audiences segmented by undergrad classes (graduating year), graduate students and family/parents.

- Texts are restricted to how many can be sent out per week. Summer texts are even more limited.

- Submit your texts to Alyssa Moum at alyssa.k.moum@UND.edu.

- The texting schedule fills up fast! The earlier you submit a text the more likely it will fit in the schedule on your preferred date/time.

- Requests will be accommodated as availability allows. Texts are up to the discretion of UND Marketing and are scheduled based on availability.

- Provide the text copy.

- Character limit is 160 characters, including the bitly link.

- Use bitly.com to shorten links, you do not need to include the https:// portion of the shortened URL in your character count.
DIGITAL SIGNAGE

- Promote your event with digital signs that are displayed in high traffic areas around campus.

- Guidelines and more details on how to submit your file(s) can be found at campus.UND.edu/brand/digital-signage.

- Design should display minimal text. Each digital sign displays for only 10 seconds.

- Files should be RGB. Either JPG (preferred) or PDF are accepted.

- Sizes accepted:
  - 1920 x 1080 px (horizontal/landscape)
  - 1080 x 1920 px (vertical/portrait)
POSTERS

Departmental Mailbox Stuffers:

- 225 copies to Campus Postal, Stop 7053.
- If ordering from UND Duplicating, put in the comments “Deliver to Campus Postal as mailbox stuffers”.
- If sending via Intercampus Mail, put in a folder with a note that says “For mailbox stuffers”.

Housing:

- Residence halls need 75 copies.
- Apartments need 39 copies.
- All flyers have to be approved by Renee Hauschulz in the UND Housing office.
- Email elaine.hauschulz@UND.edu for approval.
- Once approved, drop off or intercampus mail to the UND Housing office.

SPRING 2020
STUDY ABROAD FAIR
January 15, 2020 | 11 a.m. – 2 p.m. | Hyslop 2nd Floor

UND.edu/StudyAbroad

8.5 x 11 in
EVENTS CALENDAR

- Submit events and deadlines to the UND events calendar at calendar.UND.edu.

- Files should be RGB and JPG.

- Calendar graphic should be sized 940 x 557 px.

- It is required for your event to first be submitted to the UND events calendar before it can be marketed through other channels.

#UNDPROUD

- Use hashtag #UNDproud for exposure on the UND homepage.

- Visit UND.edu/social-media to see #UNDproud posts.