



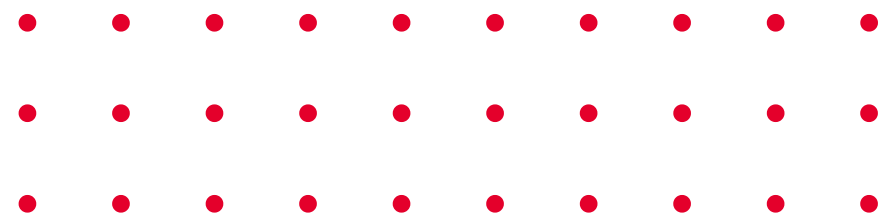
COMMUNICATIONS & MARKETING

We're here for you



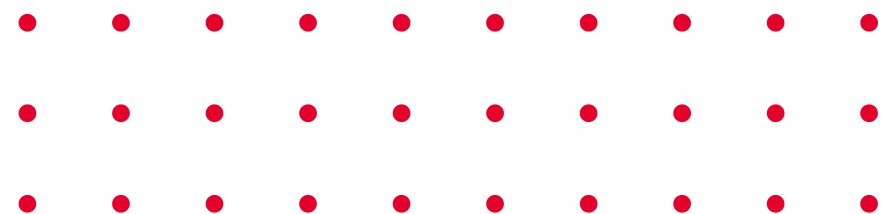
MULTIMEDIA

- Graphic design
- Photography
- Advertising
- Headshots
- Lobocast
- Livestreaming
- Print shop
 - Templates for business cards & letterhead



PRESS RELEASES

- Everything qualifies
- 5-7 days of notice
- Email as much information as you can – photos, links, summaries
- Avoid acronyms and academic jargon
- AP Style
- Be prepared for follow-up questions and clarification

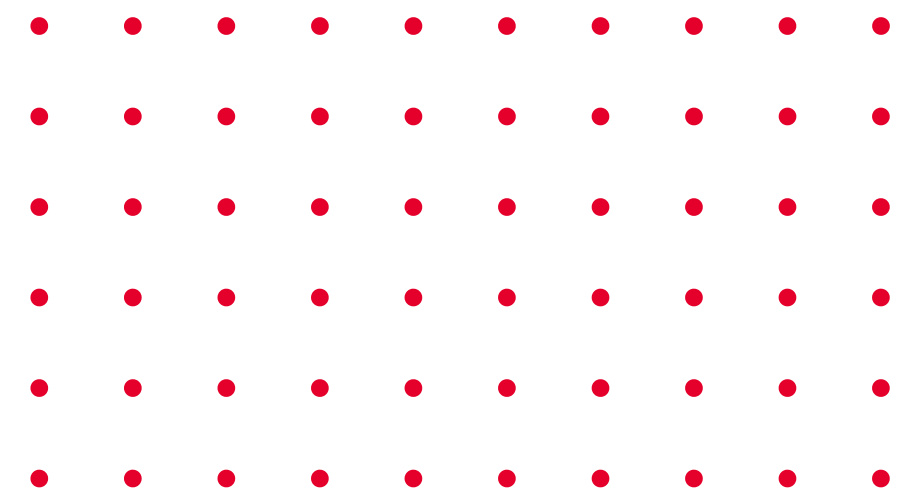
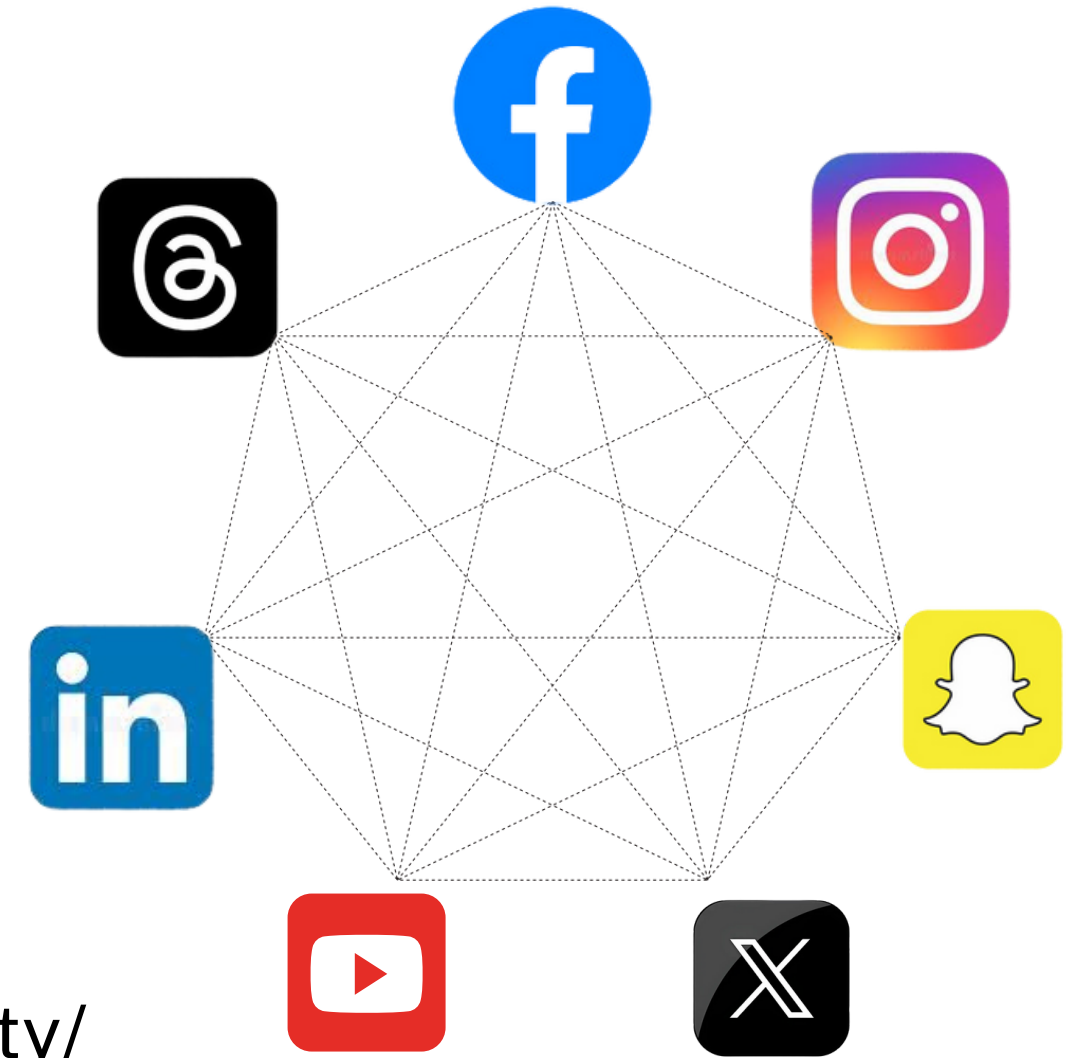


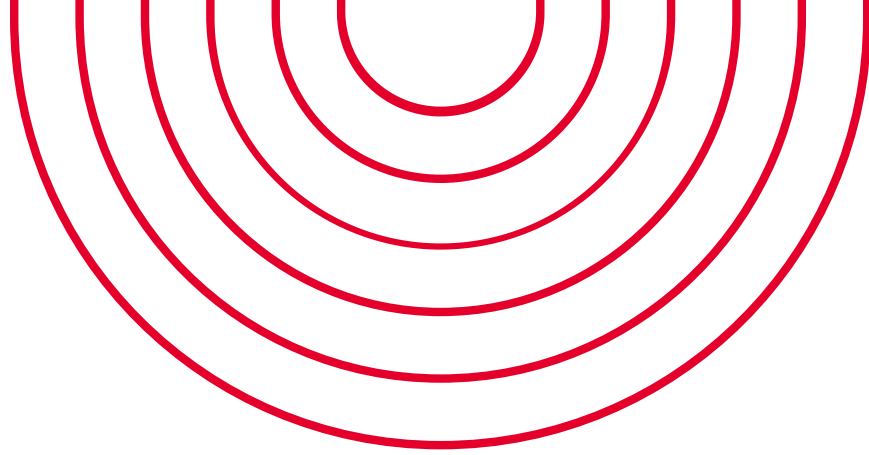
SOCIAL MEDIA ACCOUNTS

Please follow and like all SRSU and SRSU International pages.



Facebook: <https://www.facebook.com/SulRossState/>
Instagram: <https://www.instagram.com/sulrossstate/>
Threads: <https://www.threads.net/@sulrossstate>
LinkedIn: <https://www.linkedin.com/school/sul-ross-state-university/>
X: https://x.com/Sul_Ross
Snapchat: <https://snapchat.com/t/mqmNGFpS>
YouTube: <https://www.youtube.com/@SRSUPR>
Flickr: <https://www.flickr.com/people/sulrossstate/>





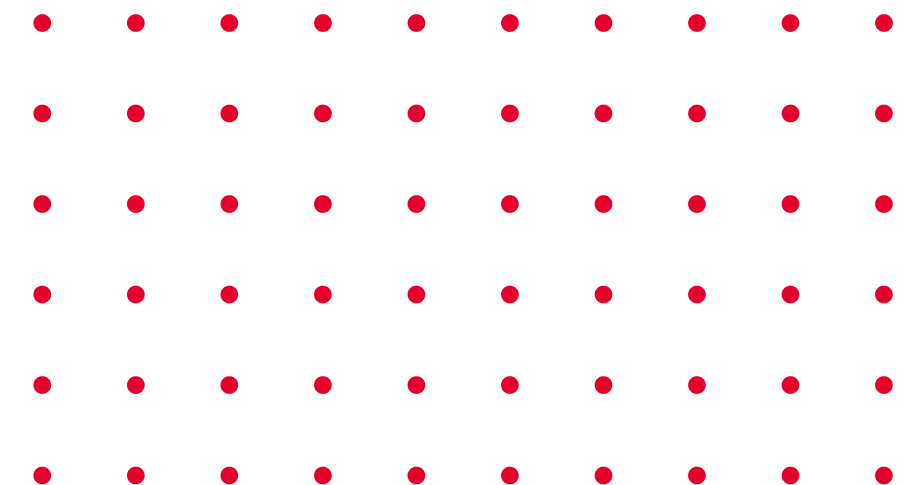
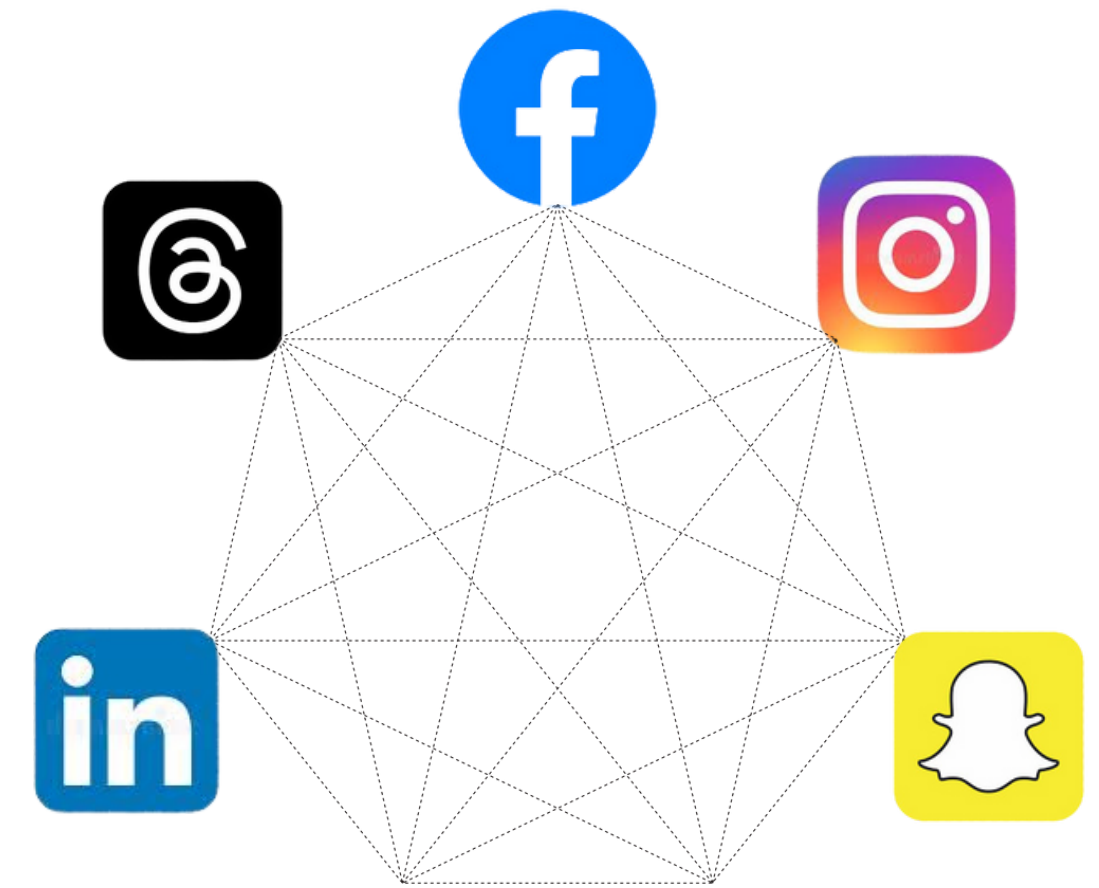
Facebook: <https://www.facebook.com/SulRossIntl>

Instagram: <https://www.instagram.com/sulrossintl/>

Threads: <https://www.threads.net/@sulrossintl>

LinkedIn: <https://www.linkedin.com/company/sul-ross-state-university-intl>

Snapchat: <https://snapchat.com/t/leffIIY4>

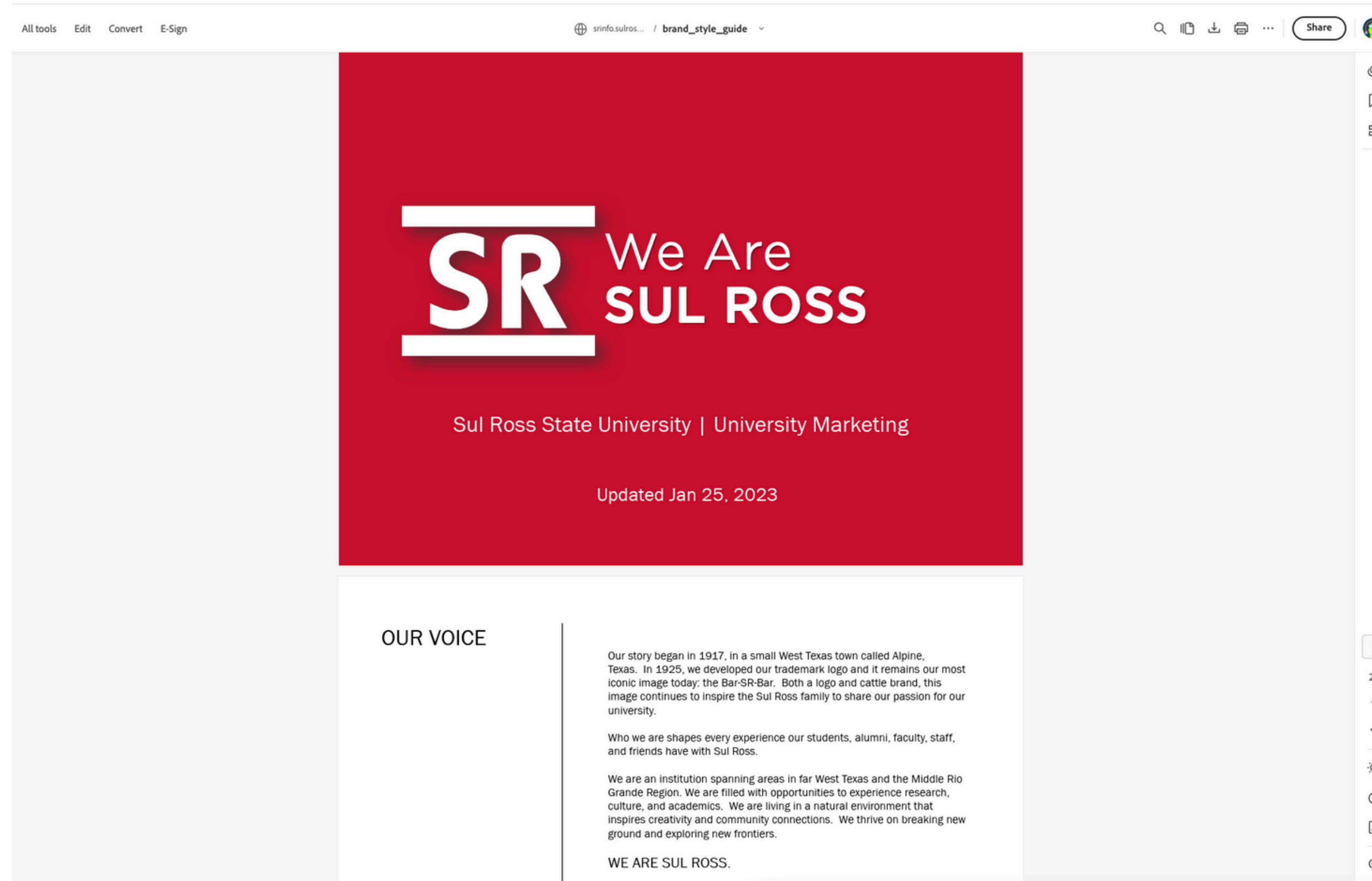
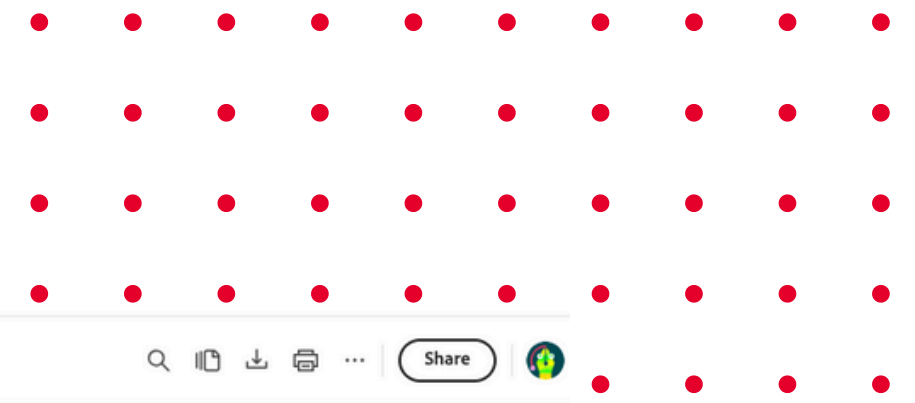


SRSU BRAND LOGOS

Making sure our logos are used correctly



Brand Style Guide

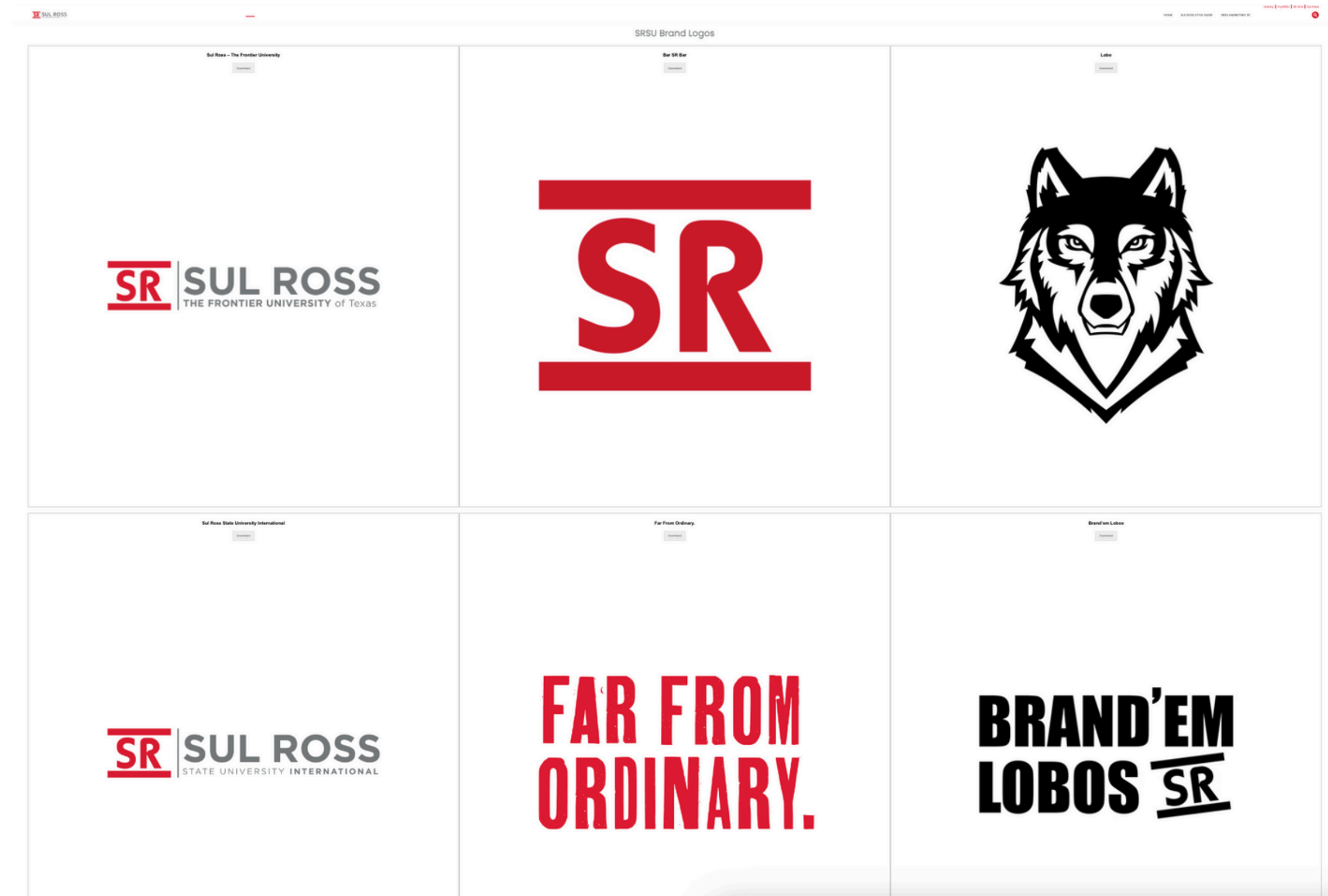
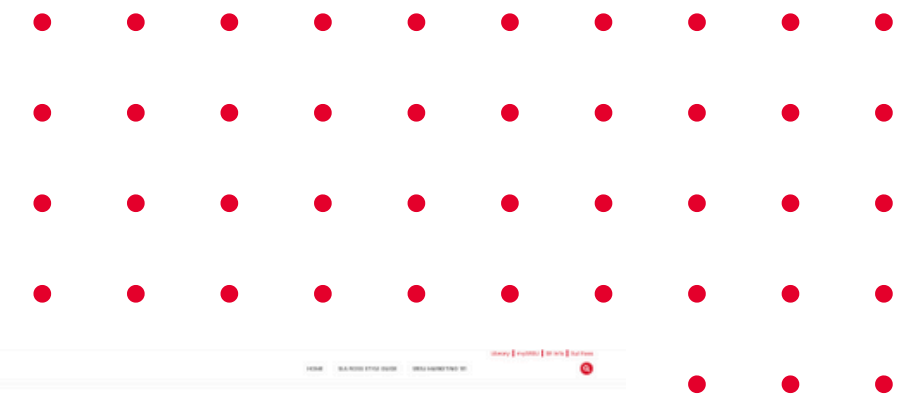


chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://srinfo.sulross.edu/branding/wp-content/uploads/sites/18/brand_style_guide.pdf



Branding

<https://srinfo.sulross.edu/branding/>



WEBSITE





Website



Do you need to request a change/correction be made to the main site?

Need to add a graphic, link, or information regarding an upcoming event?

Are you in need of a webpage/blog for class/project information that you can manage?

A quick & easy guide to submitting a web request

1. Access the web services site on SRInfo here.
2. Once you have logged in, click the red button labelled "Web Request Form".
3. Select the type of request:
 - * A web page edit or update,
 - * A website or webpage I can edit myself,
 - * Other
4. Add the description of your request, including the URL and any other important info/attachments.
5. Submit the form.

- Vince Parras, Webmaster
vincent.parras@sulross.edu
Phone: 8761
- Al Brautigam, Web Developer
abrautigam@sulross.edu
Phone: 8766

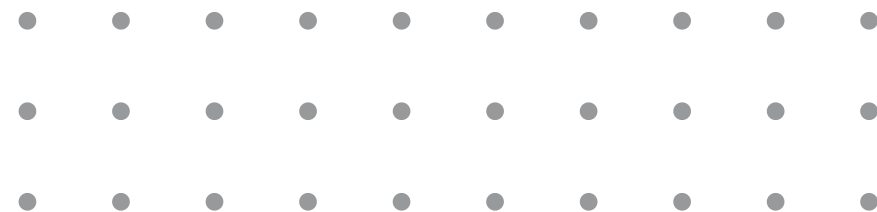
Here: <https://srinfo.sulross.edu/web-services/>

EVENT SUPPORT



EVENT SUPPORT

- Publicity
 - Press Releases
 - Posters & Flyers
 - Social Media
 - Photos & Video
 - Livestreaming



**WE ARE A
TEAM!**

Contact Info

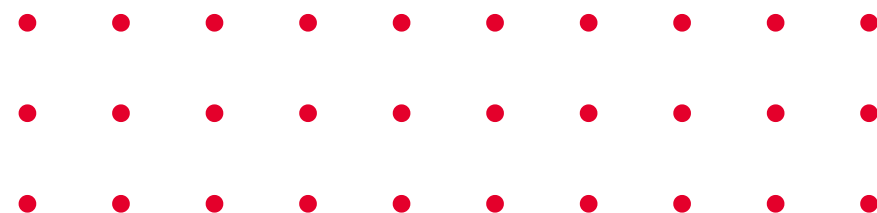
- Betse Esparza, Director of University Communications
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- Bobby Greeson, Media Specialist
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- Nico Westerlink, Social Media Coordinator
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- Joan Oesper, Print Shop & Brand Manager
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- Isis Cardenas, Publicist – Eagle Pass
isis.cardenas@sulross.edu Phone: 830.279.3040





THANK YOU

