



## **MVS Digital Communication Guide**

### Instagram, Facebook, LinkedIn

#### Main Page Posts

- MVS Sponsored Events (Speaker Series, BAC events)
- ESBI/IGER Events
- Faculty Accomplishments & Awards
- MVS Student Engagement (e.g., MVS Mondays/Faculty Fridays, trivia posts, giveaways)
- MVS Student Accomplishments, Awards, or Recognition
- MVS Leadership Transitions
- General Semester Messages (Start of term, Finals)

### Instagram (24 Hour Story Posts)

- Reposts for the Business Club/AMA/Finance Club Event (must be open to all students)
- Student Resources updates (tutoring, library hours, advisor hours)
- Large University Events (Club Fair, Major Fair, Grad Fest)
- Day of MVS Event Reminders
- Highlights/Thank you's for MVS Events

### MVS Email (Constant Contact)

- MVS Monday Briefing
- MVS Newsletter
- MVS School-sponsored events
- ESBI/IGER-sponsored events
- Survey distribution for MVS School constituents (e.g., staff, students, faculty).
- Communication re: class scheduling additions/cancellations/changes