Policies for Carnegie Mellon
School of Architecture

Event Promotions
& Announcements

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Introduction

Policies for School of Architecture Event Promotions & Announcements

The Carnegie Mellon School of Architecture (SoA) receives over 250 requests each year for event promotions and announcements. The SoA developed the policies in this document to streamline the process of sharing this information. By adhering to the standards outlined below, you can help us more effectively coordinate the activities of the SoA and promote all of the great work happening at the school.

Before you begin, please note the SoA's submissions policies below.

Submissions Policies

You must submit your request via the submissions form. The SoA cannot accept submissions made by email or phone.

Even if you are still finalizing the details for your event or announcement, please submit as much information as you can as far in advance as you can. The rate of submissions to the SoA varies, therefore the sooner you submit your information the sooner the SoA staff can begin making necessary plans and scheduling content.

SoA staff reviews all submissions and reserves the right to reject any that fail to meet our submission criteria, or that we deem inappropriate for sharing with the SoA community. We also reserve the right to edit submissions for length, spelling, language, clarity, and format.

If you have issues submitting your information, need help planning an event or announcement, or have any questions, email the SoA.
Event Promotions

Before you begin, please note the following event promotions deadlines.

Event Promotions Deadlines

*Plan ahead at least two (2) weeks*

If you want the SoA to promote your event, you must submit the information a minimum of two (2) weeks in advance.

It may take up to two (2) business days from the time you submit your event for it to be added to the SoA's calendars.

Any event submitted less than three (3) business days in advance will not be posted to the SoA's calendars or promoted.
Submitting an Event Promotion Request

Use the submissions form to submit an event you want the SoA to promote.

How to Submit an Event

1. Open the submissions form. First you must enter your name and email address.
2. Indicate if this is a new submission or an update to a previous submission (change in time, location, etc.) by clicking the appropriate button. If you are updating a previous submission, you must describe what's changing in the comments section at the end of the form.
3. Enter a title for your event, such as General Body Meeting, Networking Event, etc.
4. Enter the date, time, and location of your event.
5. Select where you would like the SoA to promote your event: SoA calendars, bi-weekly newsletter(s), website news page, and/or social media. The SoA reserves the right to promote your event only on the channels we deem appropriate.
6. Upload files of any images we should use when promoting your event.
7. Include links to any RSVP forms, websites, and/or social media accounts we should use when promoting your event.
8. Submit the form.

Next Steps

- SoA staff will review your event submission and reach out to you if there are any scheduling conflicts or other issues.
Announcements

Before you begin, please note the following announcements deadlines.

Announcements Deadlines

*Plan ahead at least one (1) to two (2) weeks*

If your announcement is time sensitive, please notify us by submitting as much information as you can via the submission form a **minimum of two (2) weeks in advance** of when you would like us to post the announcement.

For all other announcements, allow at least **one (1) week** from the date you submit your announcement until it is posted by the SoA.

Even if you don't yet know the exact details of your announcement, for instance if you've been nominated for an award but won't know if you've won until the day of the ceremony, please **notify us as far in advance** as you can via the submission form. This way we can begin preparing the announcement and be ready to post it in a timely manner.
Submitting an Announcement

Use the submissions form to submit an announcement you want the SoA to share.

How to Submit an Announcement

1. Open the submissions form. First you must enter your name and email address.

2. Indicate if this is a new submission or an update to a previous submission (change in details, etc.) by clicking the appropriate button. If you are updating a previous submission, you must describe what's changing in the comments section at the end of the form.

3. Enter a title for your announcement.

4. Enter a description of your announcement. Include as much detail as you can, such as the names of people involved, relevant organizations, links to more information, etc.

5. Select where you would like the SoA to share your announcement: SoA bi-weekly newsletter(s), website news page, and/or social media. The SoA reserves the right to share your announcement only on the channels we deem appropriate.

6. Upload files of any images we should use when sharing your announcement.

7. Include links to any websites and/or social media accounts we should use when sharing your announcement.

8. Submit the form.

Next Steps

- SoA staff will review your announcement submission and reach out to you with any questions.
Communications

When you submit your event or announcement, you can select where you would like the SoA to share the information. Your options include the SoA's bi-weekly newsletters and social media channels.

Bi-Weekly Newsletters

*Submit final details at least two (2) days in advance*

The SoA's Bi-Weekly Newsletter is sent to students, faculty, staff, and friends of the SoA at 12:00pm on the first and third Fridays of the month during the fall and spring semesters. You must submit your information by Wednesday at 12:00pm to include your event or announcement in that week’s newsletter.

**NOTE:** Event promotions and announcements deadlines outlined in the previous sections of this document still apply.

Social Media

The SoA shares events and announcements on our social media accounts on Facebook, Twitter, and Instagram. You can connect with us at @cmusoa on each of these platforms.

When submitting your event or announcement, include links to your social media accounts so that we can include them in our communications.

**NOTE:** The SoA reserves the right to share your event or announcement only on the channels we deem appropriate.