

## Procedure for Promoting Events and News Items

In any given week, the Marketing and Communications Team can be involved with up to 20 events and media and marketing relation activities, meaning that planning is a priority to ensure adequate resources are allocated. The team manages a diary of events and news items to avoid clashes and ensure that each item that has the potential to interest international, national, local or internal audiences is given the support necessary to do so.

For a news item/ event to generate significant coverage, the following steps are taken by the marketing and communications team.

In advance:

- Evaluate the relevant communications channels (website/ media relations activities/ social media/ internal communications) and agree in what assets / channels to be used.  
**Depending on the news item, its reach, it may warrant a video. Please note for video production, a minimum of 4 weeks' notice is required. However, if there is an existing video, a minimum of 3 weeks is required to edit for the required channels.**
- As relevant the team will then generate materials from draft material submitted by the news item's owner which could include the following:
  - A press release/ media statement
  - Video and/ or image content
  - Slides for campus screens
  - **Website updates or creation of a webpage. Please note that not all events/exhibitions/media activity will warrant a web page and/or microsite (see Website policy on the marketing and communications site.)**
  - **Social media material (Facebook/ Twitter/ Linked In/ Instagram/ Snapchat). The appropriate platform will be used depending on the audience, content and assets.**
  - Print advert
- Talk to the media relations team about suitable spokespeople for the media and prepare as required (a press release cannot be issued without a subject matter expert to speak about it)
- Provide advance notice and pitch to international/ national or local contacts (News desks are busy and the team will pitch to multiple journalists to generate as much interest as possible)
- Prepare website and social media content for simultaneous issue. **The appropriate platform will be used depending on the audience, content and assets.**

## Typical Workflow

**At least 4 weeks to go** - Template submitted to Marketing and Communications Team no later than four weeks before the event/ publication. For research article publication, the template should be submitted when the journal accepts the article.

**Video to be produced is minimum of 4 weeks.**

**3 weeks to go** - Within a week, the team will revert with a proposal for publication, including a list of required materials (draft press release, images, video (**editing of existing video**) etc) and schedule activity to ensure it does not clash with other planned activities.

**2 weeks to go** - The news item owner will submit a draft press release and imagery to the Marketing and Communications Office. The team will work to develop a press release/ video and social content. Paid advertising spend, media brief to be completed within 2 weeks.

**1 week to go** – The team will pitch to news contacts so it is in news desk diaries. The news item owner will need to indicate availability for media during this week. Provide assets for paid advertising.

### On the day (as relevant)

- Issue press release to media contacts
- Post press release and video/ image to [www.universityofgalway.ie](http://www.universityofgalway.ie) (internal and/ or external)
- Publish video/ image content to social media channels
- Publish to campus screen
- Manage media requests – news item owner to conduct interviews

## Template

### Post Event

Media Monitoring

**What is the event/ news item you are looking to communicate?**

**When is it?** News items will only be considered if they are at least 4 weeks from now. For journal articles, please give an indicative timeframe for publication.

**What audiences will be interested?** (Internal/ specific research community/ general public/particular media who you are aware cover these issues)

**Why will audiences be interested in this?**

**Do you have a budget for paid advertising?**