TULANE UNIVERSITY
Law School

WORKING WITH TULANE LAW MARKETING & COMMUNICATIONS

WE'RE HERE TO HELP

The communications & marketing team manages:

- Social media
- News stories
- Digital flyers for building's screens
- Website content
- Email marketing
- Graphic design
- Photography & videography
- Media relations

HOW WE CAN SUPPORT YOU

We can help with:

- Promote events and initiatives
- Highlight faculty scholarship and professional achievements
- Spotlight students and/or staff you work with
- Photography for large, school-wide events
- Scheduling opportunities with the Dean
- Media outreach and connecting faculty experts to external news outlets
- Website updates (bio pages, etc.)
- Logo approval and branding guidance through Tulane Central Marketing

WE NEED YOUR IDEAS

Our team cannot be everywhere at all times, so we rely on faculty and staff to help identify stories. If you have an idea, please share it. The earlier we know about it, the more effectively we can support it. You can submit information via **our form**.

IMPORTANT DEADLINES

To ensure adequate planning and promotion, please submit requests through our communications **request form** by the following deadlines:

REQUEST TYPE	MINIMUM NOTICE
TV Screens	2 Weeks
Social Media	2 Weeks
Photography	2 Weeks
Media Pitching	3 Weeks
Website Updates	1 Week
Major Event Promotion	4 Weeks

REQUIRED NOTIFICATIONS

You must notify our team if:

- You are bringing media to campus immediately upon their request
- You are hiring a videographer, photographer, or production team for an event. Notice should happen one month prior, to allow for university approval.

Tulane requires that these activities be coordinated with the University's central marketing and communications teams. For commercial videography, the process is longer and requires proof of insurance and other materials. Video teams will be asked to leave an event/campus if they have not received prior authorization.

EDITORIAL GUIDELINES

We value collaboration and welcome ideas from faculty and staff. However, the Communications & Marketing team retains editorial discretion over all content. This includes decisions regarding:

- Story angles and messaging
- Content priorities
- Timing and placement
- Photography content and placement
- Whether a piece of content is ultimately produced

SOCIAL MEDIA

Tulane Law is active across all major social media platforms, where we share stories that highlight our students, faculty, alumni, academic programs and the broader Tulane Law community. We welcome ideas for social media content of all kinds, whether it's promoting an upcoming event, highlighting unique classroom experiences, celebrating faculty achievements or sharing behind-the-scenes moments.

NEWS STORIES

Our team regularly writes and publishes news stories that help tell the deeper stories of the work happening across Tulane Law. We also share these stories with the University marketing team for inclusion in Tulane Today for added exposure. If there is a story that reflects the impact of our community, we want to hear about it. The more context and background you can provide, the better we can tell the story.

TV SCREEN SPECIFICATIONS

- *MUST* be 1920x1080 for the building screens (horizontal)
- *MUST* be high resolution and .png or .jpeg format exclusively
- If Tulane logo is included, must be from the **provided lockups**.
- For readability, please design with breathing room margins of at least one inch

WEBSITE SERVICES

Our team manages updates to website content and we limit administrative website access to only our marketing team. If you notice outdated information or have new content that should be added, please submit requests as early as possible so we can review and implement changes efficiently.

For web projects with a wider scope, please reach out to us to meet so we can discuss project goals pertaining to content and web layout.

EMAIL MARKETING

Our team works closely with Advancement to manage email communications sent to alumni that highlight the latest at Tulane Law. If you have an event, initiative or story that would be valuable for our alumni audience, please submit it through our request form. While space and timing may vary, we will review submissions and determine if there is an opportunity to feature it in an upcoming newsletter.

GRAPHIC DESIGN SERVICES

We are here to provide any services you need pertaining to graphic design. This includes, though not limited to:

- Conference branding and programming
- Digital flyers for building's monitors
- Logos
- Social media graphics
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PHOTOGRAPHY & VIDEOGRAPHY

Our team provides photography and videography support for things like events, classroom experiences, headshots and updating visual materials with fresh photos. If you need photo or video support, please **submit your request** in advance so we can identify team availability.

MEDIA RELATIONS

Faculty expertise plays an important role in positioning Tulane Law at the forefront of local, national and international conversations. We encourage faculty to engage with media opportunities and ask that you let our team know when you speak with reporters so we can track and amplify coverage. We can also help coordinate publicity for events, research, publications and other opportunities to elevate your work.

Our goal is to tell the strongest stories possible while supporting the strategic priorities of Tulane Law School and Tulane University.

Contact us at **lawcommunications@tulane.edu** with any questions.