



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 YOUR ORGANIZATIONS

We can help with:

- Publicizing events
- Marketing strategy and promotion plans
- Telling stories about significant student or organizational achievements
- Photography for large, school-wide events
- Scheduling opportunities with the Dean
- Media outreach and pitching stories to external news outlets
- 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 student organizations 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 student organizations. Student input is an important part of our storytelling process. 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, and are happy to collaborate with individuals and organizations to create content. If you'd like to be a social media content creator for Tulane Law, you can apply [here](#).

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 and the Tulanian for added exposure. Ideas for stories can be submitted via [our form](#).

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

If your organization's web pages need updates, please submit that request through [our form](#). Please include all information, photos and/or links our team will need to complete the request efficiently.

PHOTOGRAPHY & VIDEOGRAPHY

Our team can provide photo and video support for student organizations and events if given ample lead time. If you need photo or video support, please submit your request in advance so we can identify team availability.

EMAIL MARKETING

Our team works closely with Advancement to manage email communications sent to alumni that highlight the latest at Tulane Law. The newsletters go out the first Tuesday of each month during the academic year. If you have an event or initiative that would be valuable for our alumni audience, please submit it through our request form. Timing and space may vary, and deadlines to submit information is 2 weeks prior to publication.

GRAPHIC DESIGN SERVICES

Though we do not offer direct design support to student organizations, we are happy to provide resources and suggestions. We have a [box folder](#) which includes branding assets, logos and templates free to use, and encourage student organizations to utilize Tulane's branding.

MEDIA RELATIONS

We can help student organizations gain publicity for events and initiatives by connecting you with media opportunities, from reporter coverage to local radio and TV interviews. If your organization is approached by the media, please let our team know so we can track coverage and provide support.

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.