Welcome to UVM.
I wish someone knew how talented this student is.

Why doesn’t the general public understand this?

If only someone knew about this research.
Hi, we’re University Communications.
What do we do?
Flagship Social Media Accounts
Media Placements

The New York Times  npr  The Boston Globe
CBS NEWS  USA TODAY  THE HUFFINGTON POST
The guardian  AP  The Washington Post
PBS NEWSHOUR  Mashable
What do we do?

● UVM.edu
● *Vermont Quarterly* magazine
● Flagship social channels
● Media and public relations
● Own creative style guide and marketing resources
● Collaborate with campus communicators
What are our goals?
1. Improve the academic reputation of the university
2. Help meet campaign goals
3. Recruit qualified, diverse students
What makes a story?
When the World Changes.

- Conflict and collisions
- New Knowledge
- Problems solved
- Surprises
- People in motion
- Ideas that explode with life

- Reporters all ask: What’s New? And So What?
Your Instagram Posts May Hold Clues to Your Mental Health

By NIRAJ CHOKSHI  AUG. 10, 2017

The photos you share online speak volumes. They can serve as a form of self-expression or a record of travel. They can reflect your style and your quirks. But they might convey even more than you realize: The photos you share may hold clues to your mental health, new research suggests.
Let’s keep in touch.
Our office wants to hear from you when:

- A paper’s been accepted for publication in a top journal
- You have research that is of public interest and is relevant and easily understood by a general audience
- When media contacts you
- You become aware of a standout student
- You have an interesting photo or video from the field
Questions?
Andrea.Estey@uvm.edu
Joshua.Brown@uvm.edu
WELCOME TO UVM
UNIVERSITY COMMUNICATIONS

WHAT OUR OFFICE DOES

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<td>Facebook /universityofvermont</td>
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<td>Twitter @uvmvermont</td>
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<td>Instagram @universityofvermont</td>
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IMPROVE THE ACADEMIC REPUTATION OF THE UNIVERSITY

HELP MEET CAMPAIGN GOALS

RECRUIT QUALIFIED, DIVERSE STUDENTS

RECENT SUCCESSES

The New York Times
"Your Instagram Posts May Hold Clues to Your Mental Health"
Story featuring UVM faculty research

The Washington Post
"Medical school without the 'sage on a stage'"
Story on UVM's Larner College of Medicine, first U.S. med school to eliminate lectures

KEEP IN TOUCH
ADD UVM TO YOUR SOCIAL MEDIA BIOS AND FOLLOW OUR ACCOUNTS

WE WANT TO HEAR FROM YOU WHEN

• When media contacts you
• You become aware of a standout student
• You have an interesting photo or video from the field

• A paper’s been accepted for publication in a top journal
• You have research that is of public interest and is relevant and easily understood by a general audience

WORK WITH CAMPUS COMMUNICATORS
Connect with your school or college communicator early on, and don’t be shy about providing updates

Agriculture and Life Science
Kate Finley-Woodruff
Arts & Sciences
Kevin Coburn
Business
John Turner
Education and Social Services
Doug Gilman

Engineering and Mathematical Sciences
Jenn Karson
Rubenstein
Shari Halik
Nursing and Health Science
Sara White