Telling UVM’s story.

Amanda Waite
DIRECTOR OF CREATIVE COMMUNICATIONS SERVICES
OUR PLATFORMS
What we manage and create:

• UVM.EDU

• Flagship social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube)

• Vermont Quarterly magazine

• Admissions communications materials and presentations

• Creative style guide (governing colors, fonts, messaging, logos and more.)
Media Placements

The New York Times  
CBS News  
USA Today  
The Boston Globe  
The Guardian  
AP  
PBS NewsHour  
The Huffington Post  
The Washington Post  
Mashable
Photography & videography
OUR GOALS
1. Improve the academic reputation of the university
2. Recruit talented, diverse students
3. Increase support for UVM
For our messages to be absorbed, they must first be read.
Relevancy matters.
We’re stronger together.
DAY IN THE LIFE OF UVM

OCTOBER 10, 2019
Ambassadors wanted.

• Follow our social media accounts
• Help amplify our messages
• Tag your photos #instauvm
• Help tell UVM’s story to friends & family
Thank you.
helane_harward Is this not the most beautiful campus with the most beautiful views ever?!?! 🌿❤️
5w 10 likes Reply

universityofvermont @helane_harward We'd like to think so 😊
5w 3 likes Reply

anitakvitk Gorgeous!
5w 1 like Reply

cimonepereira ❤❤❤❤❤❤
5w 1 like Reply

d.grenfell29 Sooner than later all is falling into place
5w 1 like Reply

cathylewoodhudson Best campus anywhere!!!!
5w 1 like Reply
	
tessrn09 First college tour for my daughter. That set the bar. No other college has compared. 💚
5w 2 likes Reply

kylie.jenkins_ Dream school 😍😍
5w 1 like Reply

mommaturk2 So beautiful
5w 1 like Reply

charlie_3_1 Damn UVM you fine af
5w Reply

cynniet This view never gets old. Love it!
5w 1 like Reply

amy_rodj Love this view!
5w 1 like Reply

duffield16 Son graduated ten yrs ago and I miss not being here every year. Loved it so much he got married at Intervale last year.
5w 1 like Reply

addicscodius just applied! can't wait to see if i can see this first hand
5w 1 like Reply