

**Welcome
to UVM.**

**Meet University
Communications
August 20, 2018**



The University of Vermont



Amanda Waite

Director

Creative Communications

Andrea Estey

Digital Content Strategist



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?

UVM.edu and *Vermont Quarterly*



MORE NEWS

UVM Receives \$1.25 Million DOT Award to Help Form Transportation Infrastructure Durability Center

Faculty Feature: Angeline Chiu

Why Nanowires Lose Their Superpowers

[MORE NEWS FROM UVM TODAY >>](#)

CAMPUS SPOTLIGHT



Vermont Day Open House at UVM Morgan Horse Farm

Saturday, August 4, see the stallions, mares and foals on display.

[SEE EVENT DETAILS >>](#)

EVENTS

Vermont Day Open House
Saturday, Aug 4, 10:00 am

(OLLI AT UVM PRESENTS) The US Role in the World: Can a Divided Country Still Lead? With Senator George Mitchell
Thursday, Aug 9, 9:00 am

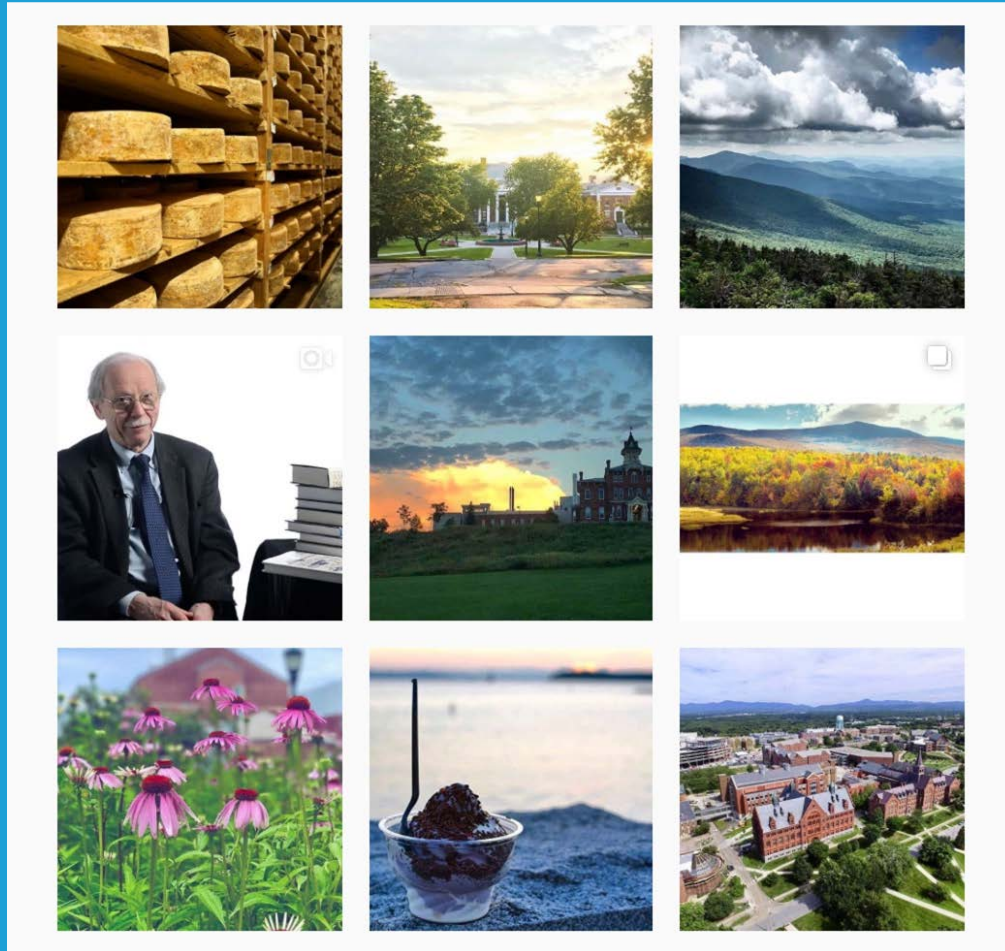
Men's Soccer vs. Holy Cross
Sunday, Aug 12, 12:00 pm

[VIEW MORE EVENTS >>](#)





Flagship Social Media Accounts



#4

Media Placements

The New York Times



The Boston Globe



THE
HUFFINGTON
POST

theguardian



The Washington Post



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?



Improve the
academic
reputation of the
university



Help meet
campaign goals



Recruit talented,
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?

The New York Times

Your Instagram Posts May Hold Clues to Your Mental Health

By NIRAJ CHOKSHI AUG. 10, 2017



Instagram users with a history of depression tend to post darker, bluer and grayer photos on the social network. Alexander Koerner/European Pressphoto Agency

RELATED COVERAGE



PERSONAL HEALTH
When Anxiety or Depression Masks a
Medical Problem JUNE 26, 2017



PHYS ED
How Exercise Might Keep Depression at
Bay NOV. 16, 2016



Depression Is Poorly Diagnosed and Often
Goes Untreated SEPT. 1, 2016

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 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 or lab

Questions?

Andrea.Estey@uvm.edu

Amanda.Waite@uvm.edu