

COMMUNICATION CHANNEL GUIDE



Sydney Uni
SPORT & FITNESS

All submissions to marketing@sport.usyd.edu.au

MONTHLY MEMBER E-NEWSLETTER

When to submit:

- No later than the 15th of each month

What to submit:

- A clear blurb on any relevant upcoming event, hyperlink if necessary for the call-to-action, an image option to accompany your message

Example:

- <https://mailchi.mp/1b38bb9d4d59/welcome-to-2019>

WEEKLY CLUB E-NEWS

When to submit:

- Every Monday by midday

What to submit:

- Notable Club results, events or accomplishments, accompanied by an image

Example:

- <https://mailchi.mp/815204f63967/susf-e-news-issue-43-2018>

TRIENNIAL ROAR

When to submit:

- Semester 1 Edition submissions/pitches due early December
- Semester 2 Edition submissions/pitches due early June
- Summer Edition submissions/pitches due early September

What to submit:

- Clear story pitch accompanied by a high res image

Example:

- https://www.susf.com.au/files/16143_SYDNUNSP_ROAR_41_2.pdf

WEBSITE NEWS ARTICLE

When to submit:

- Any time

What to submit:

- Notable Club stories or results accompanied by an image

Example:

- <https://www.susf.com.au/article/four-from-five-succ>

24/7 SOCIAL MEDIA PLATFORMS

- Instagram: @sydunisport
- Facebook: @sydunisport
- Twitter: @SydUniSportFit
- LinkedIn: Sydney Uni Sport & Fitness

We encourage you to tag us on social so we can stay across all of your events and results