

GUIDE

How to work with Marketing to promote your school

FOR EXTERNAL PLATFORMS



-Michelle Obama

and up. Our challenges ignite our determination, and our We are all sparks that together make a flame, lighting the way for each other as we go



WE ARE ALTIERUS

With courage, each of us has the power to persevere and succeed.

ABOUT ALTIERUS

We you!

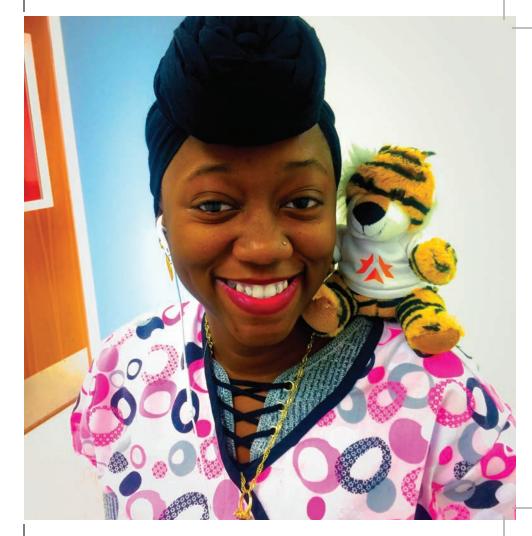
There's so much excitement happening on campus, and we're thrilled that you're here to help us capture it. This book will give you the tools to create quality, shareable content that will help others experience the Altierus you know and love.

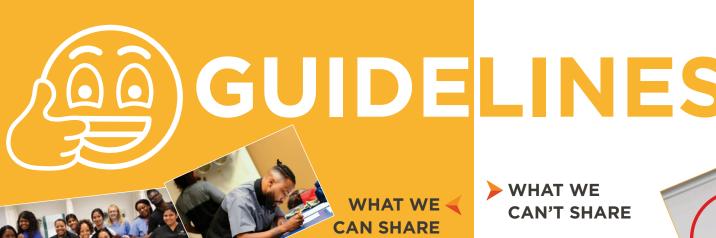


Connect—Helps expand our community network of friends, family, employers, and partners.

Share—Allows students to show school pride and what they're learning at school with others.

Grow—Builds awareness of our programs, student experience, and what makes Altierus special.





Smiling faces

Individuals and groups

Students and faculty

Lab activities

School events

School branding

Photos taken with permission.

Direct nor implied endorsements such as thumbs up or "number 1" finger*

Unclear activity

Bored subjects

Busy or cluttered backgrounds

*Based on our school's accreditation guidelines.

SOCIAL MEDIA GUIDELINES

tips

Take better videos and pics with these simple tips and tricks.



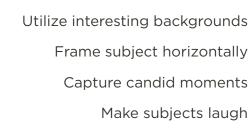
Get permission

Use good lighting

Clean the camera lens

Declutter surrounding area

Set your focus—mental and actual



Things to avoid: flash, zoom, & impatience!





MEDIA TIPS



Focus on your subject

Lighting, lighting, lighting

Play with timelapse and slo-mo features

Shoot horizontal—and vertical (great for IG)

Avoid distracting background noises

Keep your camera steady

Enjoy yourself

Feel free to use these suggestions or tricks of your own!



3 WAYS TO SUBMIT PHOTOS AND VIDEOS*

Text to (612) 274-9499

Email to socialmedia@altierus.edu

Share with your campus's Social Captain

*Please include a brief 1-2 sentence description of what's happening in photos and/or videos.

OTHER WAYS TO GET NOTICED

Tag @Altierus in your school posts, including #Altierus on Facebook, Instagram, or Twitter.

NOTE: Photos of minors require a release form—which can be obtained from your campus Director of First Impressions.

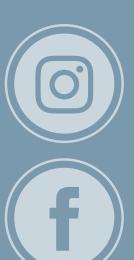




****** ENCOURAGE REVIEWS

Know a student who's enjoying their time at Altierus? Ask them to visit Google or Yelp to leave a review.







follow @altierus





