

How does MarCom support student-run events?

The marketing & communications team at Isenberg mainly supports dean's-level initiatives, school brand and reputation, alumni relations, and the marketing of our graduate programs. We can assist with student club initiatives; however, our resources are limited in what we can provide. **We always recommend that you reach out to other successful student initiatives to gain insight into how they make their events and clubs successful.**

As soon as your event has been approved by the Dean's Suite and/or the Undergraduate Programs office, please contact us through our [general request form](#) to set up a meeting to discuss all of your marketing needs.

Email Policy

We **do not** send emails on behalf of student clubs/organizations.

If you have worked with the undergraduate office, you can ask them to put your event in their email newsletter.

You may send email through your personal accounts; however, you **cannot** use Isenberg or UMass branding unless you have worked with us on creating a specific branded logo for your club/organization.

Social Media Policy

We **do not** post on any Isenberg School platform on behalf of student clubs.

We can add your event to our general listings of upcoming events.

You may create your own social channels, but you cannot use Isenberg or UMass branding unless you have approval from our department.

You may request an Instagram takeover during your event; however, you will be responsible for producing the story and must follow the guidelines that we will provide.

Website Policy

We can create an event page that will be listed on the school calendar and/or alumni calendar when necessary. [Request Form](#)

We can provide registration pages and collect fees if needed. [Request Form](#)

Other Marketing Items:

- We can aid in creation/updates of event materials (postcard, program, prospectus, signage, etc.); such requests need to be discussed upfront with a 4- to 6-week production timeline.
- We can assist in planning and ordering merchandise/takeaways: [All orders need to be placed through our approved vendor, NEPM and be approved by UMass licensing.](#)
- If your event will take place in the Learning Commons, we can aid in the use of the large video wall.
- A student photographer can provide coverage at no charge, depending on availability.
- We might publish a news piece about your event, at the discretion of our content manager.