STUDENT COMMUNICATION GUIDELINES

The Office of Outreach & Engagement relies on students, faculty, staff, and community partners to keep us connected with projects going on across the state. Your emails, photos, and updates help us to promote and publicize your work. Throughout the duration of your project, submit photos, press, or other media for the office to use.

EMAIL YOUR PHOTOS
At any point throughout the semester, send photos of your project to the Office of Outreach & Engagement at outreach-engagement@uiowa.edu. Make sure to provide a photo caption and credit. Photos could be of a site visit, working in the classroom, etc. By submitting a photo or other media, you are giving permission for the office to use the media on social media and websites, in print and digital publications, and other uses as deemed appropriate.

SOCIAL MEDIA
Students are encouraged to use Facebook, Twitter, and Instagram to promote their projects within their social media networks. Any posts, tweets, or photos should include the appropriate hashtag so the office can follow your posts. In addition, tag appropriate accounts: the Office of Outreach & Engagement, the University of Iowa, community partners, etc. This will allow everyone to share, follow, and promote your project!

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PRESS RELEASES
Press releases are a tool to notify media about an upcoming event or activity. Depending on your project, you may have to compile a press release and send it out to the appropriate media. A complete press release will include detailed information about the event being advertised (i.e., location, time, activities, travel info, and information about who can attend) and provide concise background on your project and the Office of Outreach & Engagement. Please send a final version of your press release to the Office of Outreach & Engagement for reference. If you have questions or comments regarding press releases, connect with the Office of Outreach & Engagement staff member managing your project.

PRESS INQUIRIES
Your project could gather attention from the press, whether it is university-affiliated press or from the project community. Keep the following in mind when speaking to the press:

- Keep statements to the facts and scope of the project.
- While working in the community, you are representing the University of Iowa and the project community.
- If you are uncomfortable answering any questions, ask the reporter to contact your professor, community partner, or the Office of Outreach & Engagement.