

**Marketing Council Meeting**  
**October 21, 2015**  
**2 p.m. DSU 2085**

**Agenda**

New items:

- CHHS Media Relations Presentation, Stacey Forsythe, Ed.D., Assistant to the Dean, College of Health and Human Services
- See Something, Say Something. Environmental Health & Safety
- New Social Media Council: Friday, October 30 @ 2:00 p.m., DSU 3007
- Social Media Campaigns:
  - Homecoming 2015- #TopsUnderTheBigTop, #WKUSPIRIT
  - Commencement 2015- #WKUGrad

Updates and Reminders:

- Web Content Training Sessions- <http://www.wku.edu/webservices/register.php>
- Website Redesign
- Sharing news via social media and website:  
[http://www.wku.edu/mediarelations/pr\\_guide.php](http://www.wku.edu/mediarelations/pr_guide.php)
- Requesting Digital Signage- <https://td.wku.edu/tdclient>
  - Click Services > Audiovisual and Conferencing Services > Digital Signage > Submit Digital Signage material to the “WKU Content Feed”
- Marketing Plan Templates
- Web Services Assistance- [webservices@wku.edu](mailto:webservices@wku.edu)
- Marketing Assistance- [wkumarketing@wku.edu](mailto:wkumarketing@wku.edu)  
Send announcements to [marketing.council@lists.wku.edu](mailto:marketing.council@lists.wku.edu).

Other items?

Next meeting (tentative): January 20, 2016