

**Marketing Council Meeting
October 24, 2012
2 p.m. Faculty House**

Agenda

New items:

- New Promotional Item Vendor, Ad-Venture Promotions -
http://www.wku.edu/marketingandcommunications/promo_products_vendors.php
- Request press releases, photography and media coverage at least two weeks in advance
- Request to add campus events to news feed: special.events@wku.edu
- SACS re-accreditation
- When to use specialization, concentration and track
- Social Media Directory
- Shortened URLs
- *You've Got a Page, Now What? Getting the Most Out of Your Social Media* -
Presentation by Corie Martin

Send announcements to marketing.council@lists.wku.edu.

Other items?

Next meeting date (tentative): January 16