

VDS Communications Checklist + Process for Event Promotions

For VDS Student Organizations

To maximize opportunities for promotion and event attendance, please send all information to Haley Bower by (no later than) two weeks before the event.

Checklist:

Remember to include the following:

1. **On the Graphic:** date, location, begin and end times
2. **Event Description:** Please include all of the above, including how to register (if applicable)
3. **Image Description** - A description of the image/graphic (Ex: "image includes a purple box with green flowers")
4. Are all words spelled correctly?
5. Graphic sizes needed:
 - 1080 x 1080 - For the VDS Digest
 - 1080 x 1929 - Wayfinder (digital screens)

Process

1. Send **graphic, event description, and image description** to the Assistant Director of Communications (Haley Bower) for review. haley.c.bower@vanderbilt.edu
2. Once approved by Haley Bower, send an e-mail with the graphic (embedded if possible), event description and image description to the following E-mail listservs:
 - All masters-level students at the divinity school:
divinity_students@list.vanderbilt.edu
 - All doctor of ministry students at the divinity school:
divinity_dmin@vanderbilt.edu
 - Faculty and staff at the divinity school: div_facultystaff@list.vanderbilt.edu
3. **For the Digest:**
If you want us to include this in the VDS Digest, please let Haley Bower: haley.c.bower@vanderbilt.edu know ** If you'd like the invitation to run in the VDS Digest, information **received by Friday will run in the digest the following Tuesday**

If there are questions, or help needed with this process, please contact the Assistant Director of Communications, Haley Bower: haley.c.bower@vanderbilt.edu