UNIVERSITY COMMUNICATIONS & MARKETING
FLOWCHART

Which central communications channel is right for your message?

START

Is this message time-sensitive AND critical to the campus safety and operations?

YES →

Are you currently an approved ScotMail user for at least one of these lists:

- Undergrad Students
- Graduate Students
- Undergrads & Grads (all students)
- Faculty
- Staff
- Faculty & Staff (all employees)

YES →

Follow submission instructions previously shared with your team and await approval.

- **Email Malinn Loeung for support**

NO ↓

Is this an event?

NO →

Is this "useful-to-know" content helpful to the ENTIRE campus?

Examples of approved messages: Announcements & ScotMemos

NO ↓

Is this message intended for a targeted audience rather than campus-wide?

NO ↓

Will this content meaningfully advance UCR's national/global reputation?

NO ↓

Is this content of interest to the internal campus AND does it provide meaningful updates about resources, people, and developments?

NO ↓

Instead of central communications channels, please consider sharing on your division/department's platforms.

YES →

insideucr.ucr.edu

- **Email Imran Ghori w/ Announcements**, which are official messages from campus leadership about campus operations. (These are usually online versions of Scotmails.)

OR

- Submit ScotMemos, which are non-essential messages for a niche or limited audience, to insideucr.ucr.edu/scotmemos.

AND/OR

R'Web/R'Space

- Submit request via Workfront
- **Email Malinn Loeung for support**

YES →

Contact the newsletter producer to be considered for their publication.

"Newsletter" - Audience (Producer)

- **"GradSuccess Weekly"** - grads & postdocs (Sarah Ceja)
- **"Coming Up at UCR"** - faculty, staff, grads & postdocs (Imran Ghori)
- **"Inside UCR"** - faculty, staff, grads & postdocs (Imran Ghori)
- **"UCR Life"** - employees, students, donors & friends (Jessica Weber)
- **"Alumni"** - former degreed students (Lisa Tyson)
- **"Highlander Family Network"** - parents & guardians (Chelsea Usher)
- **Various Schools/Colleges -** students (Various*)
- **Various Student Resource Centers** - students (Tony Jimenez)

***Email Malinn Loeung to identify contact**

YES ↓

insideucr.ucr.edu

- **Pitch articles to Imran Ghori**

YES ↓

events.ucr.edu

- This is the best way to increase attendance and awareness, since campus communicators browse the UCR Events Calendar for content to share.
- We typically do not write articles to promote events, but may consider a recap if highlights/photos are provided.
- **Email Imran Ghori for support**

YES ↓

news.ucr.edu

- **Pitch articles to John Warren**

AND/OR

UCR Magazine

- **Pitch content to Jessica Weber**

AND/OR

Video + Photography

- **Pitch video ideas to Omar Gonzalez**
- **Request photo coverage from Stan Lim**

AND/OR

Social

- Tag @ucriversideofficial to be considered for reposts
- **Pitch social collabs to Gina Muscato**

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