

Communicating Your SU News and Events



Salisbury University offers a number of options for sharing your news and events on and off campus:

SU Today

New for the fall 2023 semester, SU Today is a news and events blog promoted daily via campus email. To submit an item for SU Today, please contact the designated administrator in your office, college, school or division. Coming soon: SU Today Policies and Procedures.

Campus Pinpointe Email

Have an event or announcement that encompasses the entire campus? Request a campus-wide Pinpointe email, designed by a member of SU's Digital Strategy team, via the [Marketing and Communications Support Center](#). Read our guidelines [here](#)

Marquee Signage

Have a public event or news to share with the community? Broadcast your message on the Salisbury University's digital/electronic marquee sign on Route 13 near Maggs Physical Activities Center. Request a marquee message, designed by a member of SU's Digital Strategy team, via the [Marketing and Communications Support Center](#). Read our policies [here](#).

Digital Signage

Want to share your message on the digital screens across campus? Request a TV slide, designed by a member of SU Publications, via the [Publications Support Center](#). Read our guidelines [here](#).

Printed Materials/Publications

SU Publications is your one-stop shop for all your printed (and lots of digital) needs. For an overview of what we can do for you, check out our [handy guide](#). Working with SU's Publications Office and Copy Center is as easy as filling in the blanks of our online [Publications Support Center](#) form. Submit your request and our talented teams of designers and printing professionals will be in touch with proofing and pricing to help you make your publication needs a reality.

Website Updates

Keep your website up to date! Simply submit a request via the [Marketing and Communications Support Center](#) and a member of SU's Digital Strategy Team will assist you.

Public Relations

Have a public event or news that may be interesting to an off-campus audience? Share it with the Public Relations Office for consideration of a press release! Releases are sent to local media, posted on the SU website, picked up by SU social media accounts and published in SU News. For best results, information is requested four weeks ahead of all scheduled events. Events listed in Panorama automatically receive press releases. Send requests to publicrelations@salisbury.edu.

SU Social Media & Imagery

Have an idea for a post on SU's official Facebook, Twitter, LinkedIn or Instagram accounts? Or an idea for a spotlight? Would your event or activity provide visual images or footage that positively showcases the campus, students, faculty and staff? Share it with SU's Marketing team via the [Marketing and Communications Support Center](#)! (Note: Most news and events press releases posted on the SU website, including events listed in Panorama, automatically receive social media posts.)

Panorama

Panorama SU's biannual cultural and educational events magazine is sent to members of the SU and greater communities at the beginning of each semester. Deadline for event inclusion is typically toward the middle of the previous semester. Past issues are available [online](#).

Student Events

Registered Student Organizations may submit events for consideration for student calendars and emails. For more information visit the [Center for Student Involvement and Leadership webpage](#).

Please note: In an effort to reduce the volume of email messages received by members of the SU community, most SU email accounts will be restricted from sending messages campus-wide beginning with the fall 2023 semester.

Thank you for doing your part to help us share the SU story!