

Telling a Cal Lutheran Story

University Marketing

Alisa Harrison, Associate Director of Brand and Content Strategy
Sherri Matsumoto, Associate Creative Director

July 11, 2022

We all have

Agenda

How to get your story on university channels

Where to find support to build your own storytelling channels

University Channels

Opportunities with the biggest reach



University Relations
University Marketing
University Advancement

It's our job to build an audience for Cal Lutheran's stories and brand.

How do you tap into that?

What do we do?

University Relations

Press Releases
Twitter (@CalLutheranNews)
CLU Magazine
Op-eds
Pitches to the media
Calendar of Events
The Weekly
Happenings
Arts at Cal Lutheran
Fact Sheet/Quick Facts

Marketing

CalLutheran.edu
Advertising
Enrollment marketing
(e.g., emails, major
pages, brochures,
Cal Lu Magazine)
Social media (Instagram,
Twitter, TikTok, LinkedIn,
Facebook)
Feature stories

Advancement

Alumni outreach
Newsletters (Alumni &
Families)
Fundraising campaigns
Donor-relations
materials (brochures,
websites)
Social media (@clualumni)

Which is right for my story?

Identify your audience

External audiences, e.g., general public, government, news media

Internal audiences, e.g., campus community

Alumni, families, or existing donors

Prospective students

Why will the audience be interested?

Compelling

New or different

Unique

Tied to current events or trends

Broadly appealing

Great art

Entertainment value

Share your story...

Your Own Channels

Create an audience and craft your own channels

What can you do?

Department, Office, or Program

- Contact mailing list
- Social media
- Newsletters (digital or print)
- On campus promotions, e.g., class visits and bulletin boards
- Website
- Email template

Individuals

- Personal social media
- Publication
- Public speaking
- Op-eds
- Blog

How can we help you?

University Relations

Marketing

Branding

Creative services
(graphic design, video,
signage, web design)

Translation

Email templates

Websites

Social media accounts

Share your success...
stories@CalLutheran.edu

Thank you!