

# PR TOOLKIT

A GUIDE TO MAKING GRAPHICS, BUILDING YOUR  
FEED, AND MARKETING YOUR EVENTS

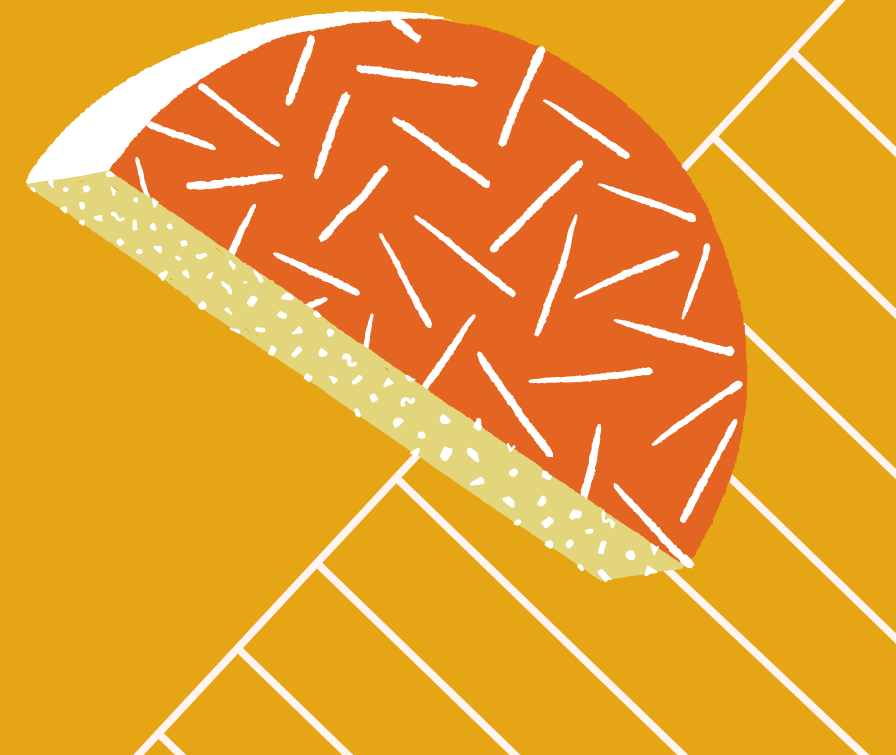




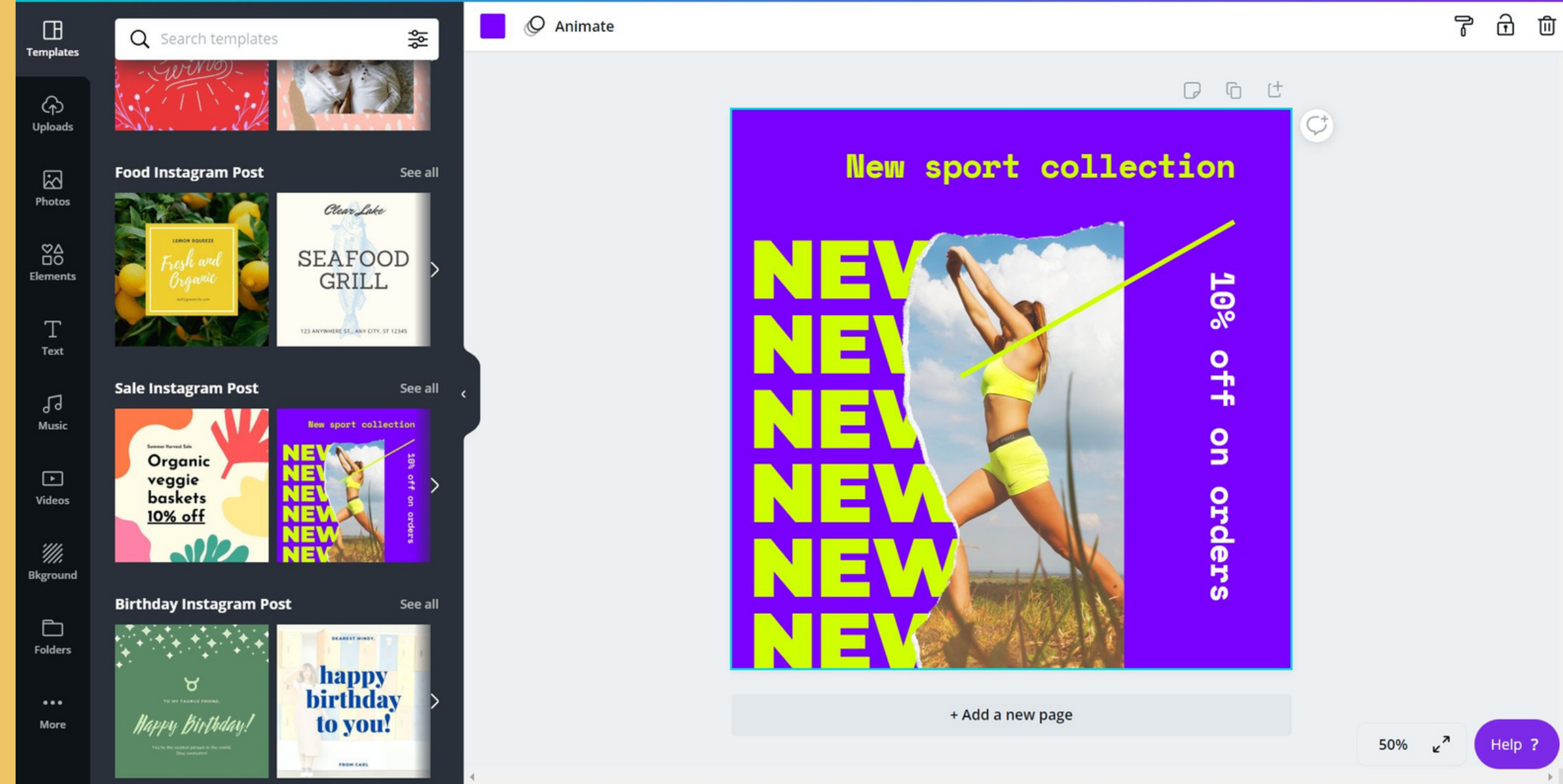
# CANVA

A user friendly website to find templates for social media posts, flyers, presentations, Zoom backgrounds and more.

Use a shared account with your EBoard to collaborate on your projects!



Each template allows you to edit, add, delete, and manipulate the elements to make each design your own! Alter the template to fit your organization's feeds. The Uploads tab also allows you to add your own photos and edit them within the design.

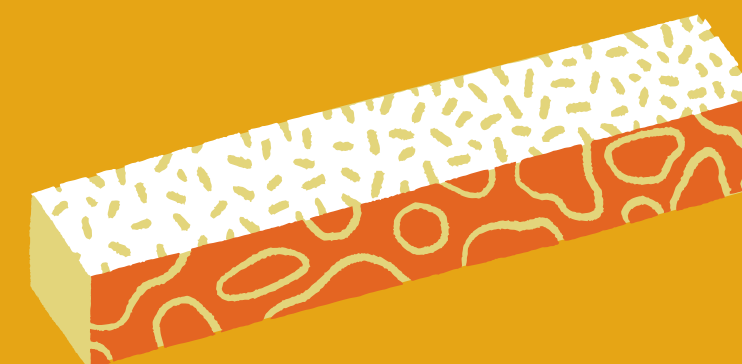


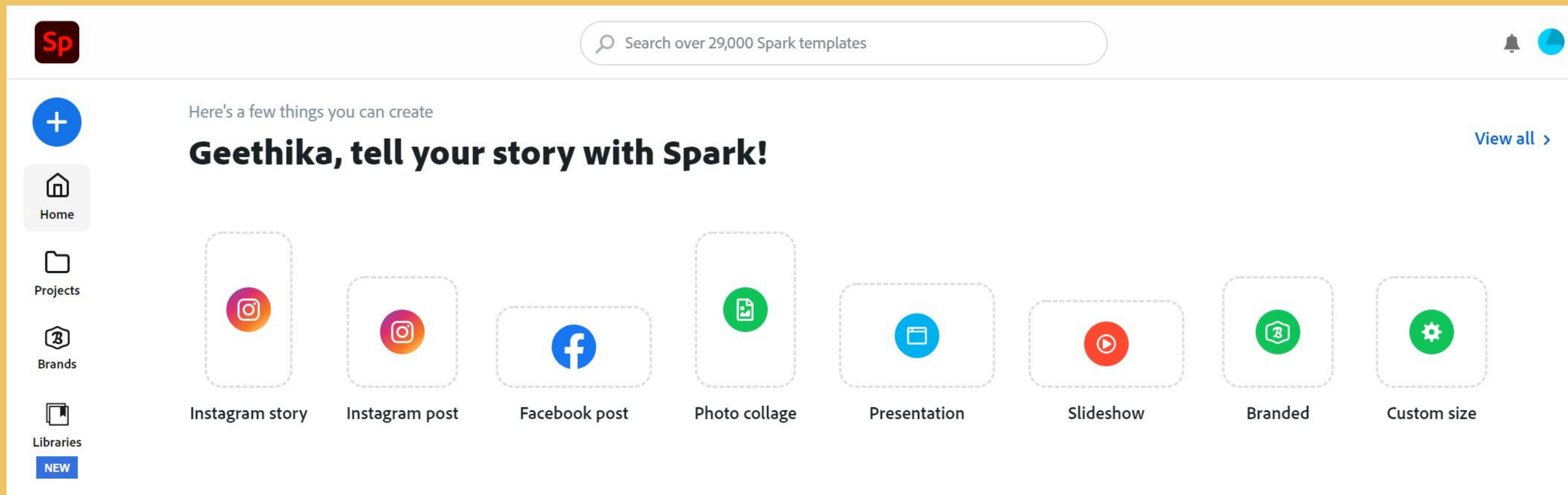
Although there are some capabilities only available to Canva Pro subscribers, it is not required to make clean and unique designs. The free elements might require that you credit the owner or Canva to use them, so be sure to check.



# ADOBE SPARK

Free and available to all UM students through their CaneID and password. This website is similar to Canva in that it gives you access to multiple templates and editable elements.





After logging in to Adobe Spark, the home page allows you to search for templates, or start with a blank page depending on what you are working on. This home page also has a tab to view all your projects and keep them organized.



Sp Post

Projects > pink yellow dark jev

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Download

Share

Add your brands

Brandify

LOGO

Ag

Variations

Spark Comedy Club presents

OPEN MIC NIGHT

Every Thursday 7pm - Closing 12:2 Post Lane

Join us for a hilarious night of live music and comedy every Thursday at our venue. Tickets available at the door. We'll be serving up some wine.

Treat Yo Self

TO A SWEET WEEKEND. ON US!

DISCOVER OUR NEW PINK DONUTS & LOGAN FRAPPE UP FOR THE DESSERT PASSIONIST

Spark Farmers

+

Add

Templates

Design

Colors

Layout

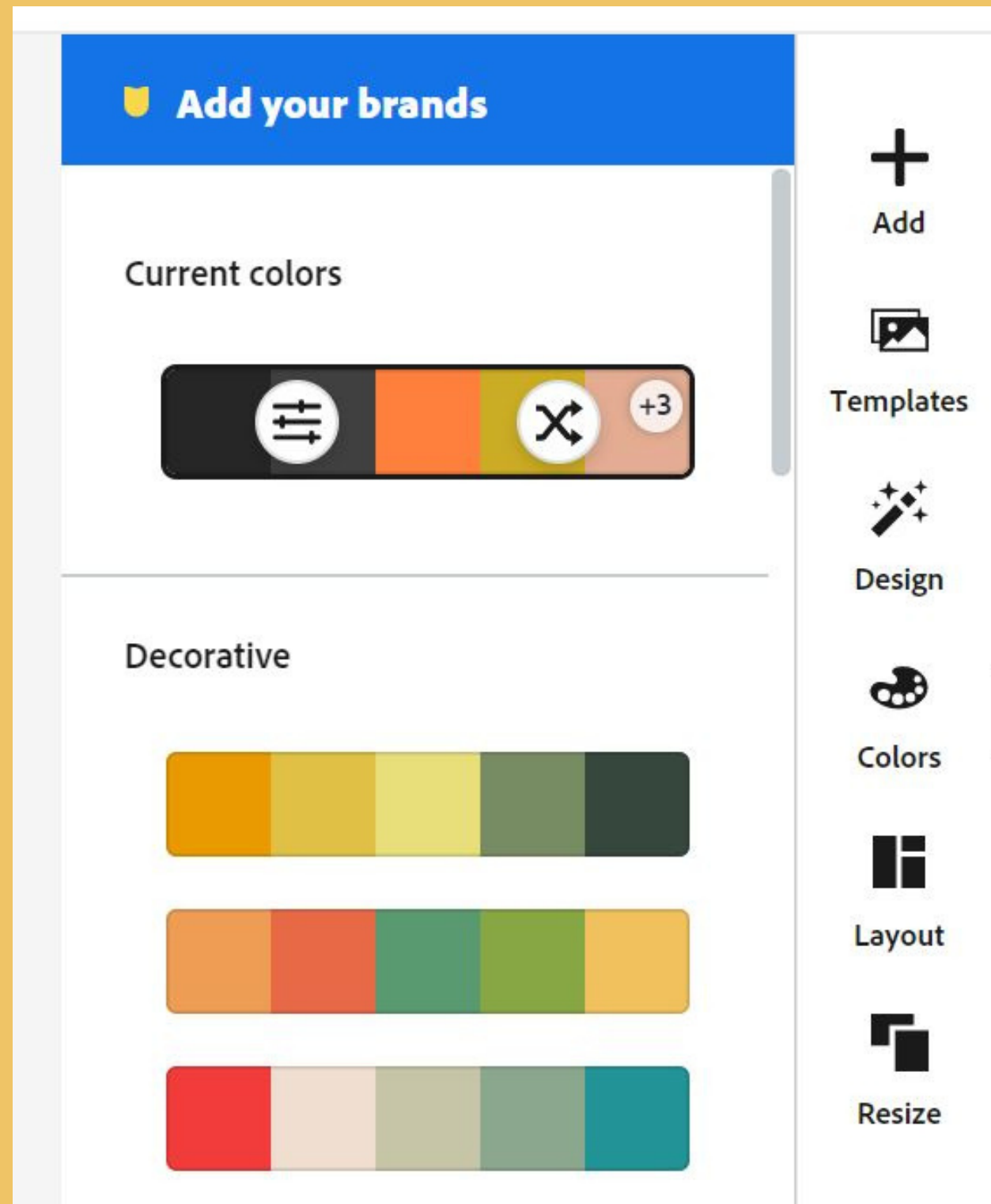
Resize

Minimal style that lasts a lifetime

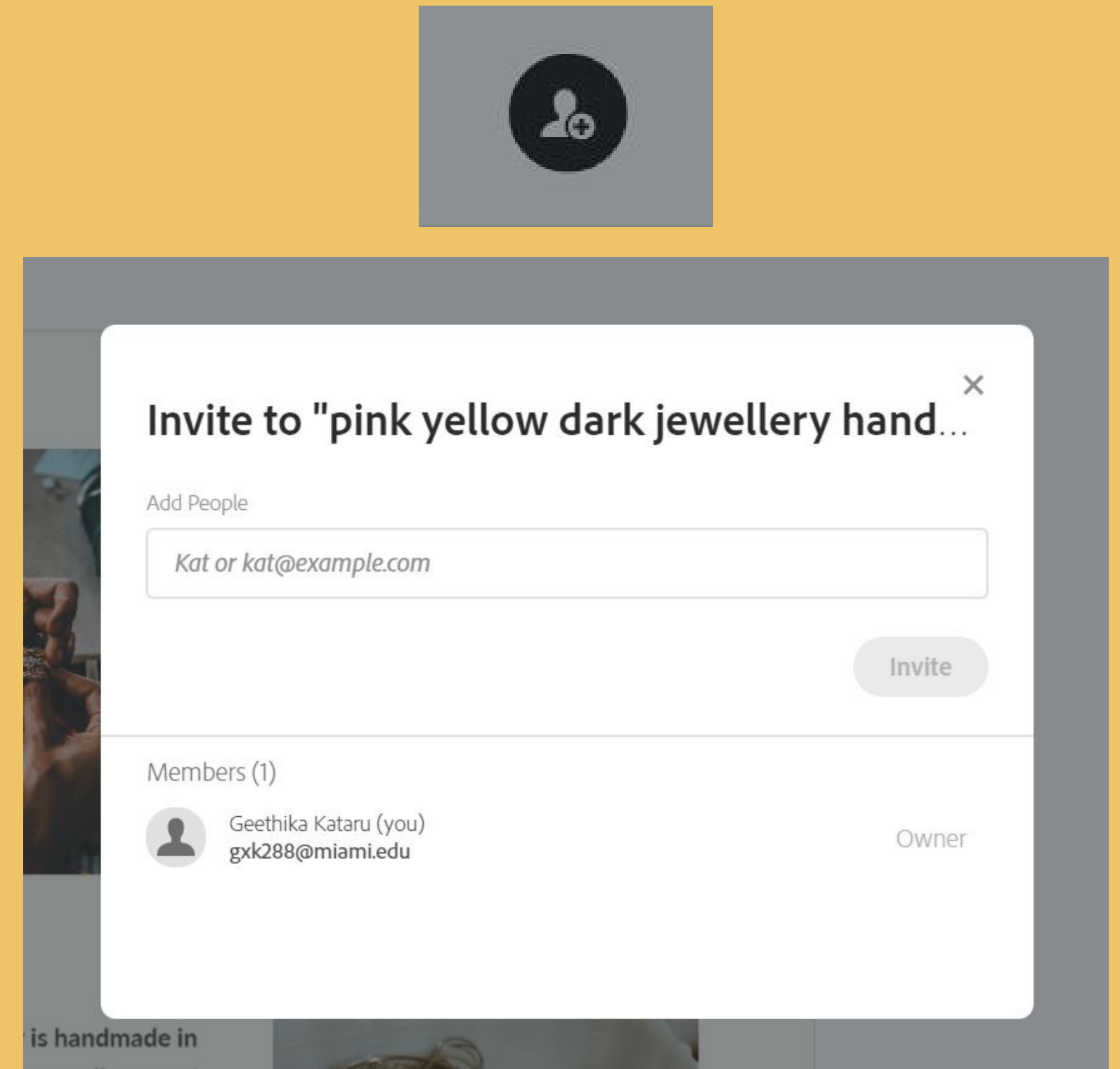
All of our jewellery is handmade in San Francisco by a small team of dedicated talented designers. We ethically source all of our materials and try to be as sustainable as possible in our process.

Unravel Jewellery

After selecting a template, Spark allows you to adjust the layout and gives you variations on the template to give your designs a unique feel.



The colors tab also suggests color schemes and allows you to add logos and other branding features.



The the Invite option allows you to collaborate on projects with other people. Invite them using their Miami email!



# ADOBE LIGHTROOM

Free and available to all UM students through their CaneID and password. The app and website allow you to edit/adjust photos to make them social media ready.



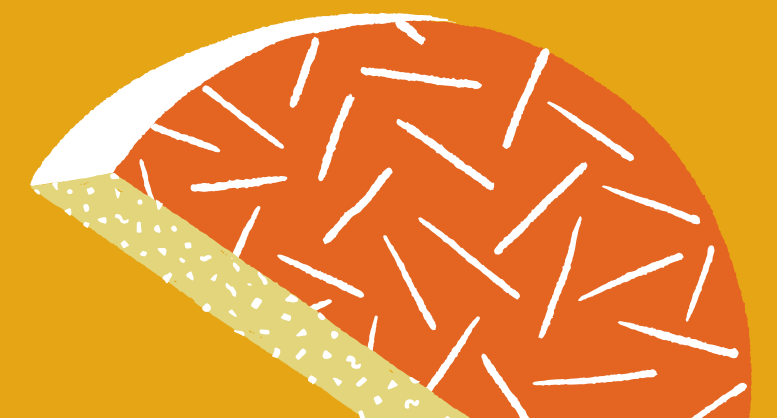




# DEVELOPING A MARKETING PLAN

The following slides contain a sample timeline of how to plan out your communications for an upcoming event. The timeline can be shortened for smaller general body meetings or even extended for larger events.

The timeline is adapted from Student Affairs' Communications and Marketing Toolkit. The full Toolkit can be found [here](#).



## **8 WEEKS** **BEFORE EVENT**

- Identify available funds for promotional items or printed advertisements
- Design marketing materials (especially if using a third party vendor)
- Contact vendors to receive quotes
- Update websites or web pages

## **7 WEEKS** **BEFORE EVENT**

- Work with your advisor to submit vendor quotes in Workday to request Purchase Order(s)
- Contact Student Affairs Marketing and Communications regarding event coverage/news story

## **6 WEEKS** **BEFORE EVENT**

- Send final art files to vendors
- Design social media posts and materials for campus digital signage
- Create schedule for posting onto social media

## **5 WEEKS** **BEFORE EVENT**

- Submit materials to campus departments or other organizations to help you get the word out
- Submit materials to the relevant campus newsletters: Ibis News, Butler Connection, UNITY Newsletter, Pride Press, Hurricane Family Connection, Student Org Leader Listserv, News@TheU, etc.

## **3-1 WEEKS BEFORE EVENT**

- Begin executing social media plan
- Place or distribute promotional items and printed advertisements
- Make any needed adjustments as you get closer to the event

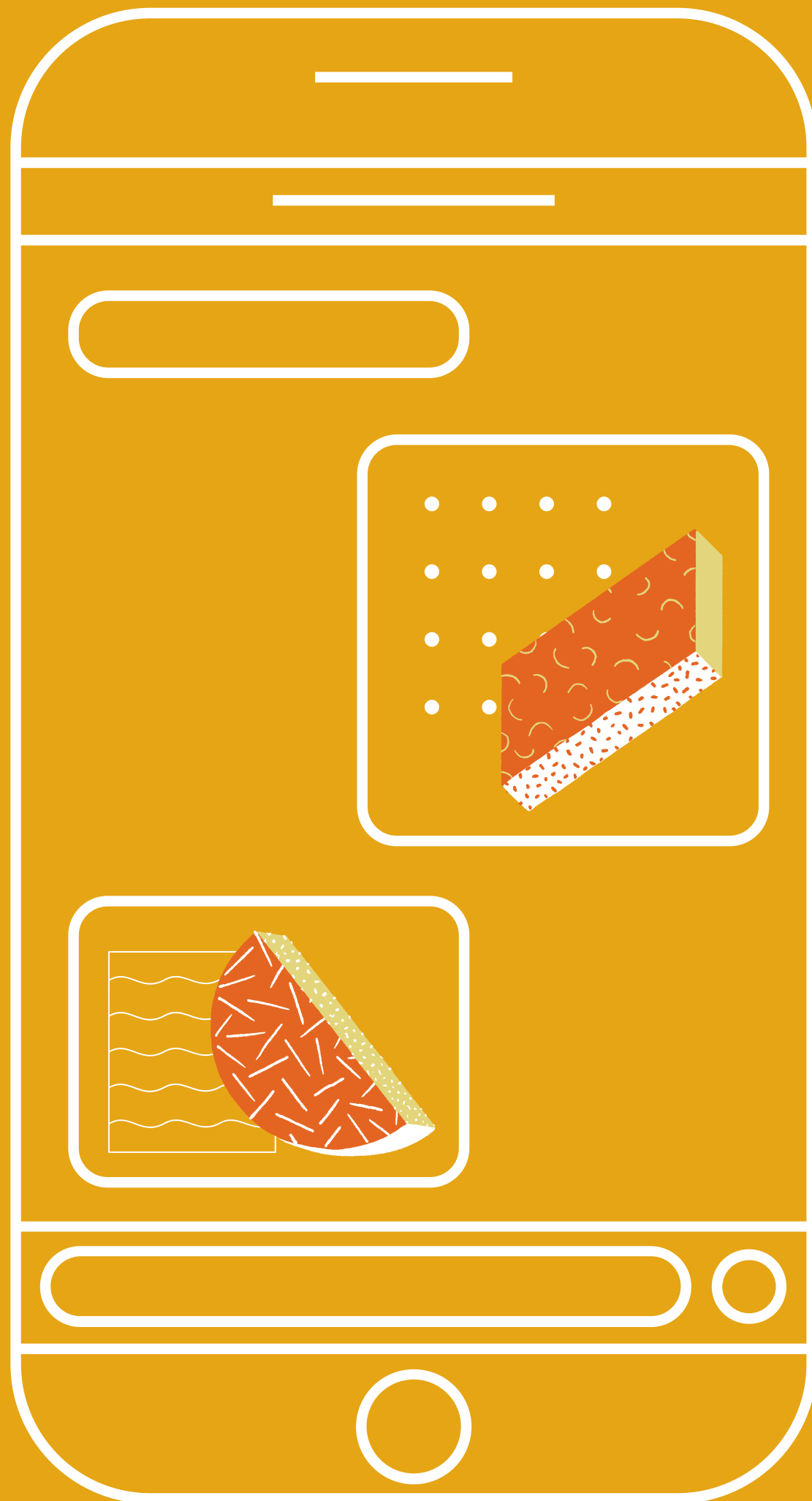
## **THE EVENT**

- Take pictures, if you can! Or screenshots if on Zoom!
- Post these pictures or Screenshots and thank your participants

## **AFTER THE EVENT**

- Evaluate your participation and engagement
- Make notes for the future!

**CHECK THE FULL MARKETING TOOLKIT FOR A FULL LIST OF  
NEWSLETTERS AND DIGITAL SCREENS (AND WHERE/HOW TO  
SUBMIT TO THEM!)**



# RESOURCES FOR BUILDING YOUR FEED

Having a consistent and appealing social media feed will make your posts recognizable to your audience and encourage engagement with your posts. The following websites will help you build the look of your organization!

## ADOBE STOCK

Login in with your CaneID to find hundreds of stock images and elements to include in your designs. Adobe also has multiple fonts that you can explore and use in your graphics.

## BEHANCE

Another Adobe website that you can use with your CaneID! It is a wonderful place to find inspiration and spark your creativity.

## COOLOERS.CO

This website allows to explore colors schemes, or build your own. This is a simple way to make your feed aesthetically pleasing and consistent.

# GENERAL TIPS AND TRICKS

## LOOK FOR INSPIRATION ALL AROUND YOU

Stalk the socials of other organizations, and pay attention to the graphics and posts that pop up on your feed! This will help you train your eye for design so you can then apply it to your own projects

## USE YOUR RESOURCES

Adobe has a large range of recourse and elements that are available to you through your Miami credentials! Don't be afraid to look up tutorials and play around with their programs and websites.

## LESS IS MORE

Your designs don't need to be fancy to capture your audience's attention! The vast majority of the time, keeping the graphics simple allows you to relay information more effectively. This also includes accessibility! Make your text a contrasting color and use simple fonts to ensure readability.





# GENERAL TIPS AND TRICKS

## CHECK OUT SASO'S MARKETING TOOLKIT

This toolkit has many more resources that you can utilize to improve your design and advertise your organization's events. It includes UM's color palette, design tips, the appropriate dimensions for various graphics, and much more!

Find the Marketing Toolkit at this [link](#).

## CHECK OUT COSO'S OTHER TIPSHEETS FOR MORE INFORMATION!

IF YOU HAVE ANY QUESTIONS OR CONCERNS, EMAIL  
[\*\*COSOCHAIR@MIAMI.EDU\*\*](mailto:COSOCHAIR@MIAMI.EDU)

