



GPTC PROGRAMS SOCIAL MEDIA PUBLICITY REQUEST FORM

The purpose of this form is to notify the GPTC Marketing & Communications staff of upcoming on-campus instructional or program activities that are captivating and suitable for use on the college's social media accounts (Facebook, Instagram and Twitter) and to request/schedule **on-campus** coverage by the Marketing staff.

Examples of engaging social media content highlighting GPTC's academic programs show students:

- learning a new, hands-on skill
- working on a new piece of equipment or with new technology
- collaborating on a group project
- actively participating in a GPTC club or charitable project or event
- receiving awards or scholarships
- celebrating accomplishments or nationally-designated weeks (Ex. Nurses Week)
- SMILING AND HAVING FUN!

While guest or faculty lectures are important, photos of speakers or of students sitting in desks/chairs listening to lectures are not the types of content that engage our social media account followers.

Off-campus program activities: Please contact the GPTC Marketing staff in advance if you would like to submit photos of the following **off-campus** program activities, which are also suitable for social media. The Marketing staff will provide tips and best practices for quality social media photography of students:

- touring a local business or industry
- engaging with employers in their job fields
- volunteering at community outreach events
- (graduates) on the job

Directions for requesting on-campus coverage for social media:

Complete all applicable sections of the fillable PDF form and submit by email to Jana Wiggins at wigginsj@gptc.edu and/or Justin Clay at clayj@gptc.edu.

*****IMPORTANT: Submissions received at least 3 full business days prior to the requested date and time of coverage will receive priority consideration.*****



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Faculty Member's Name: _____

Job title: _____

Academic Program: _____

Campus: _____ **Classroom/Lab Bldg and Room #** _____

Office phone #: _____ **Alternate (cell) #:** _____

Email address: _____

PROGRAM ACTIVITY

WHEN: Day, date and time/time range _____

WHERE: Location, with details as needed.

WHO: Course/class or specific students to be featured

WHAT: Brief description of the instructional activity or event

WORKFORCE IMPACT: If applicable, how does this instructional activity or event impact the student in the future, upon graduation from the program and in the workplace?

RESOURCES: Websites and/or contact information where the reader and/or GPTC Marketing can get more details, if necessary.

ADDITIONAL INFORMATION:
