

Marketing Assistant **MANUAL**

How to be the best Marketing Assistant you can be!




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Here you could describe the topic of the section



There may be a lot of content in this presentation but don't worry each of these systems will be given to you one by one as you learn and grow. You can always lean in on Pamela as she helps you learn.

Pepper Ferguson
Former Marketing Assistant



01. Marketing Assistant

What are the duties of the marketing assistant? What is the SSWC Market?



Job Description

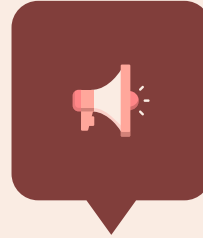
Official Description



Assist in sharing announcements, upcoming events, general programs and services to the campus public utilizing social media channels, email list-serves and printed marketing materials.



Assist in maintaining the RCSC Facebook page/Twitter Feed and Google groups.



Distribute marketing materials to bulletin boards and display cases, campus publications and the online announcement board and event calendar, as well as to departments for inclusion in newsletters and list-serve dissemination.



Oversee the coordination and implementation of several events per term, including event planning and preparation as well as attendance and oversight of events.

Responsibilities

Virtual Assistant Focused



Social Media

Maintaining Instagram, Facebook, Discord & Pinterest.



Newsletter

Weekly newsletter distributed via Emma.



Website/Syndicate

Maintain the SSWC website & add events in Syndicate



Connect

Add events & members to CONNECT.



Google Group

Send out Google Group emails for time sensitive reminders.



Virtual Events

Attend and facilitate virtual events.

Responsibilities

In The Office



In-Person Events

Set up and attend in-person events including tabling events



Postering

Help create posters and follow poster bible



Answer Questions

While in the office help answer questions and requests by students



Ambassador

Help educate faculty, staff & students about the SSWC services



Relationship Building

Build relationships with other resource centers. Share their resources and ask for them to share ours.



Team Work

Join team events and get to know co-workers and help them with their work projects.

Services for Students with Children

Our services include Resource Center for Students with Children, Little Vikings & Baby Vikings, and Jim Sells Child Care Subsidy

About our services

Resource Center for
Students with Children

Advocacy, Family Events,
Pregnancy Support

Lactation Spaces, Family
Friendly Spaces

Little & Baby Vikings

Full Day & Flexible
Childcare

For Students, Staff &
Faculty

Jim Sells Child Care
Subsidy

Subsidy covering 10-75%
of childcare costs

Demographics of Students with Children

Who is a Student with Children? Why do we not say Student Parents? Parenting can mean many things!



- **Parents/Step-Parents**
Single, married, or step parents. Their children can be babies to adults.
- **Legal Guardians**
Foster parent or family friend who takes on care of a child.
- **Grandparents**
Grandparents who take on guardianship or who do childcare for their family.
- **Siblings**
A sister or brother who cares for their younger siblings.

Balancing Content

You need to balance promotion, information and entertainment.

33%

Promotional

Events and Services

33%

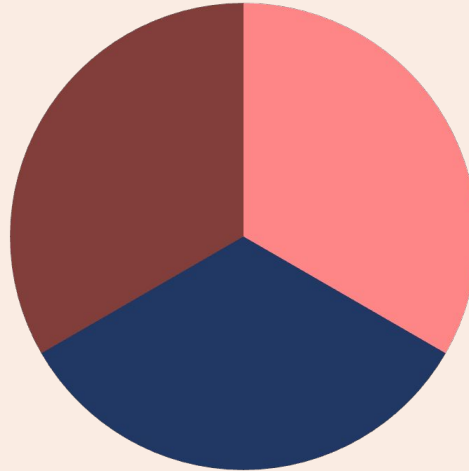
Educational

Info for parenting or college like tips, etc

33%

Entertaining

Quotes and Memes



You want to make sure the content you are sharing is adding value to the audience. A good balance is for every promotional post you have about 2 other posts (educational or entertaining) that add value. This makes your audience feel like you are not just promoting - because the SSWC is all services you do not have to worry about this balance quite as much. What you are focusing on is that there is added value for them to follow on social media and get the newsletter.

02.

The Tools

Tools you will need for the newsletter and social media.



Branding & Event Tools

These tools will help you with scheduling, linking, and more.

01

Style guide helps you keep consistent with PSU branding

[Style Guide](#)

02

The branding message that PSU stands behind

[Branding Messaging](#)

03

Logos, fonts, & more to help you match PSU's branding

[Tools & Templates](#)

04

Great guide to help you learn everything about events

[Promotion Tips](#)

05

Connect with the other PSU social media accounts

[Social Media Guide](#)

Where to Find Content

Resources for finding articles, events and content to share.

Articles	Events	Holidays	Graphics
<u>List of Websites</u>	<u>PDXPARENT Calendar</u>	<u>PSU Calendar</u>	<u>Pexels</u>
<u>Vanguard</u>	<u>Facebook Events</u>	<u>Holiday Insights</u>	<u>Pixabay</u>
	<u>Living on the Cheap</u>		<u>PSU Flickr Account</u>
	<u>Connect</u>		

Publicity Outlets: Internal

Places you can send our promotions to.

MyEmma Newsletter

Weekly, every Friday,
and as needed

RCSC Google Group

Send events out 1 week
before, 2/3 days before,
and the day of

Social Media

Use Meta to schedule
posts and use Stories to
promote

01

02

03

04

05

06

Posters

Have graphic designer
create posters and use
postering map

Syndicate & Connect

Post events on the
website via Syndicate &
Connect

Discord

Post on Discord. Use
@everyone sparingly

Publicity Outlets: External

Places you can send our promotions to.

Virtual Vikings

deadline is noon Monday to go out the following Sunday:
virtualv@pdx.edu

Currently

deadline is noon Tuesday to go out the following Monday:
Currently@pdx.edu

Smith Scoop

[Complete the form](#) by 5:00 p.m. on the Thursday (four days) prior to publication

01

04

02

05

03

Student Affairs News

Email Alex Miller
atm7@pdx.edu

#ViksVariety

Use this hashtag on event posts for shares from the official PSU Account

Include a two or three-sentence blurb, link to Connect or RCSC event page on the website and artwork if we have it.

Google Drive

These are your most important Google Drive Links



Access all the marketing graphics & documents.* Add documents here that will be shared with the marketing team.

[Marketing Folder](#)



These are evergreen items that are always needing promotions. Review at the beginning of the term.

[On-going Events](#)



Every term you will create a new document with the template to have all your copy and info in one place

[Term Events Template](#)

[*How to make shortcuts to shared documents & folders so you can access them from your folders faster](#)

03.

Social Media

Learn more about our social media strategy.



Social Media Tools

These tools will help you with scheduling, linking, and more.

01

Schedule all your social media posts for IG & FB

[Meta](#)

02

IG doesn't allow linking use Link Tree & say Link in Bio

[Link Tree](#)

03

Shorter links are easier for people to type by hand

[Bit.ly](#)

04

Create graphics with the premade templates

[Canva](#)

05

QR codes help make people get to a link faster

[QR Code Dynamic](#)

Social Media Calendar

	A	B	C	D	E	F	G	H
1			Day	Special Day	Themes	NOTES	Instagram	Facebook Page (SSW)
2	<input type="checkbox"/>	10/1/2021	Fri		What's Happening Next Week		Save this post to help you remember the great events that are happening this next week! #portlandstate #pdxevents	
3	<input type="checkbox"/>							
4	<input type="checkbox"/>	10/2/2021	Sat		Motivational Quote			
5	<input type="checkbox"/>							
6	<input type="checkbox"/>	10/3/2021	Sun		Sunday Funnies			
7	<input type="checkbox"/>							
8	<input type="checkbox"/>	10/4/2021	Mon		Services Spotlight			
9	<input type="checkbox"/>							
10	<input type="checkbox"/>	10/5/2021	Tue		Tips Tuesday - Did you know			
11	<input type="checkbox"/>							

Planning Social Media

This spreadsheet is pre-formatted to help you plan social media ahead of time. You can plan one week ahead or one month ahead.

Create a new sheet for each month. Change the dates, change the themes, and then plan!

Instagram Process



1

Stories

This is the best way to remind about events as it is shown asap to followers.



2

Feed

Post consistently it is recommended to do 1-2 posts/day but at least try to get 3-5 posts/week.



3

Posts

Post types most viewed start with reels, videos, multiple picture posts, then picture posts. Links need to be added to Linktree

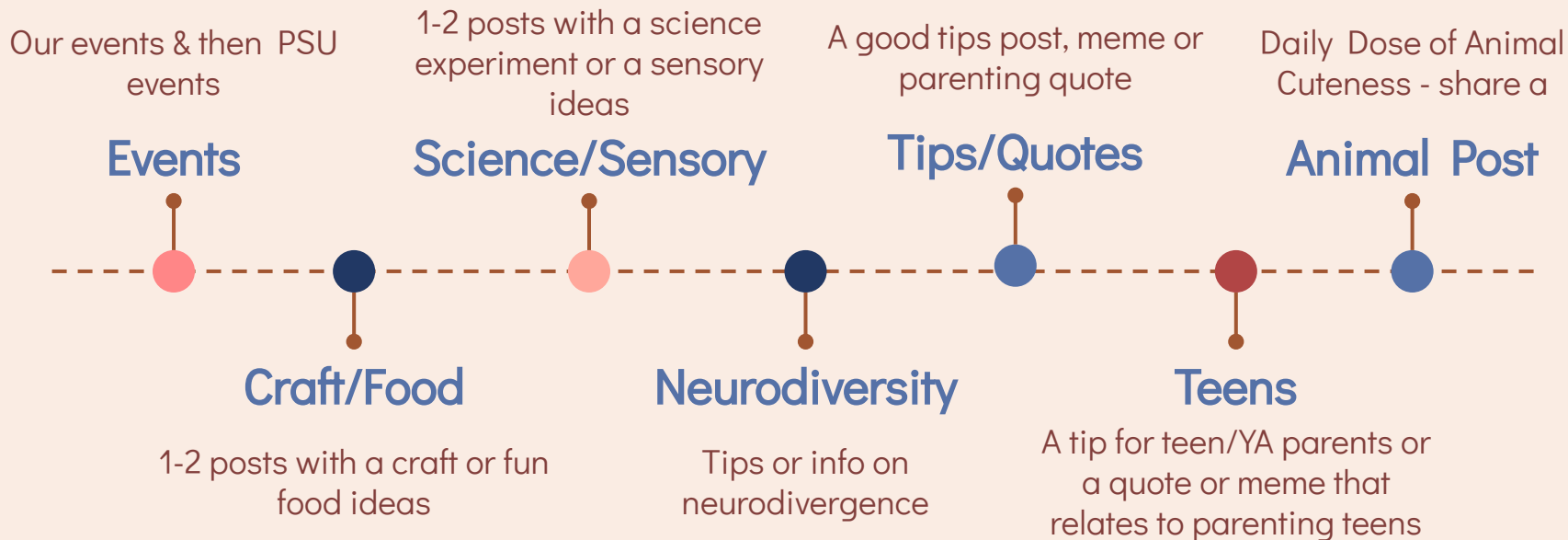


4

Social Media Calendar

Try to schedule out at least one week at a time. You can use the calendar to plan the month.

Instagram Stories



Ways to Save Content for Instagram



Send to Self

I use my own account to send fun ideas I find <3 when I use it

Save Feature

Take time to save content, you can categorize it too

Use Hearts

Use hearts to remember what you have used

Facebook Process



1

Stories

Instagram stories feed to Facebook



2

Feed

Post about 3-5 posts/week. Focus on events coming up and urgent news and news articles to share



3

Posts

Post you can use Meta to schedule posts on Facebook and Instagram but Facebook allows clickable links



4

Social Media Calendar

Try to schedule out at least one week at a time. You can use the calendar to plan the month.

04.

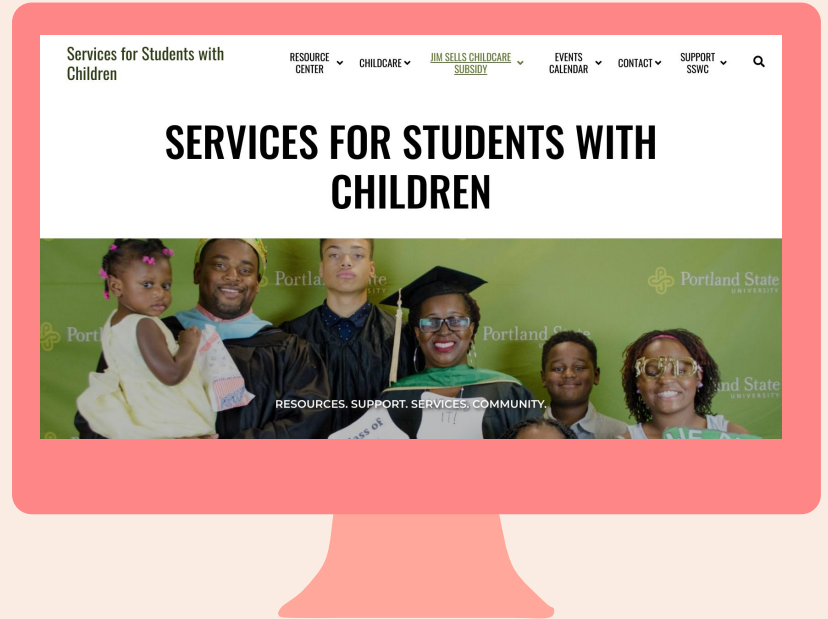
Other Outlets

Syndicate, Connect,
MyEmma, Discord, & Google
Group



Syndicate

Syndicate is the web tool that PSU uses for their website. Syndicate edits the website, post news items and change staff profiles. You will have training on how to use this tool. This is also where you will add events to the website calendar.



PSU Connect



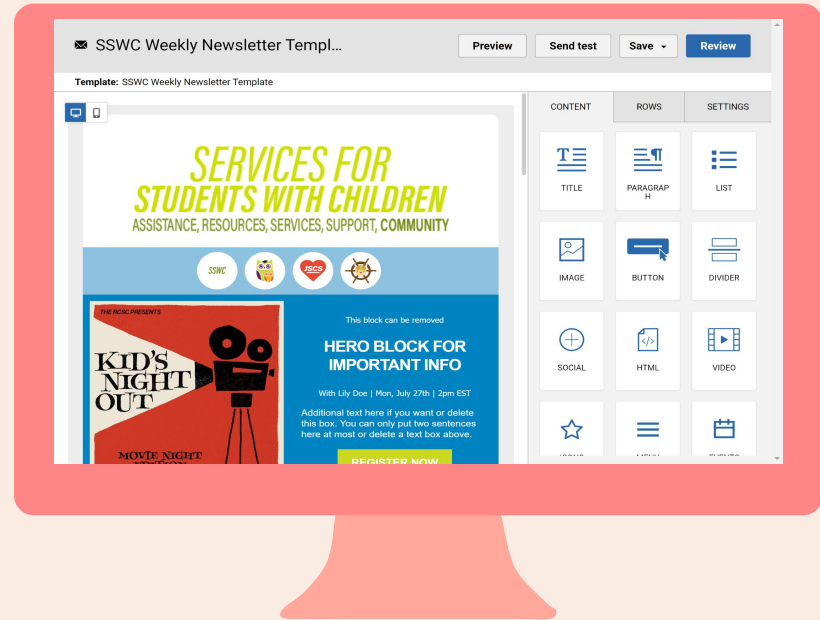
PSU Connect is an event tool that students can use to find events at PSU. This is also where the PSU finds events to promote on myPSU and newsletters. Your personal account will need to be given permissions to add events.

MyEmma

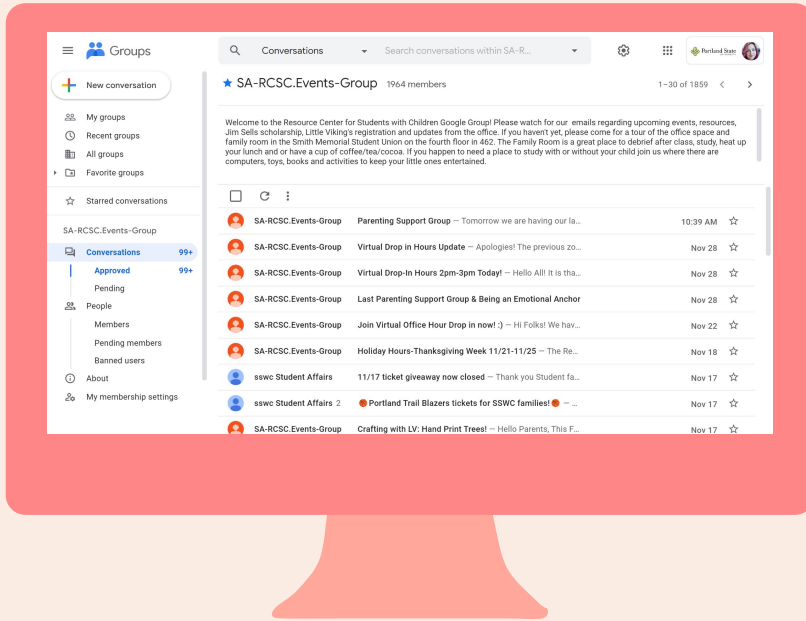
MyEmma is a newsletter web app that the SSWC uses for weekly newsletters, Winter Wonder fundraising, and special outreach emails. You will create a rough draft of the newsletter for Pamela to review and send. Pamela has a Google Doc with the content the newsletter needs highlighted and news you can use. Also use the Google Events Calendar to add events

[login](#)

[content](#)



Google Group Emails



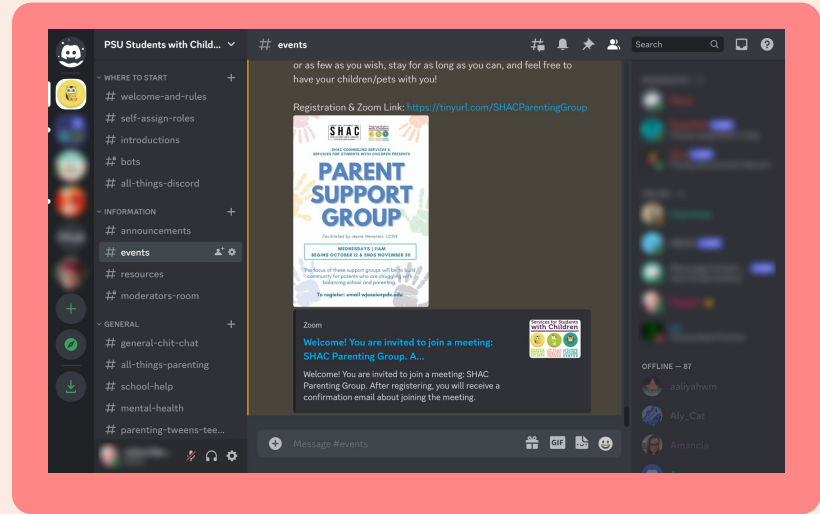
This is one of the most important information outlets, but also has multiple posters.

- Try not to send out a new email right after someone else has.
- You can write a draft and leave it open to post later. But you have to leave the tab open.
- You cannot schedule emails
- You can search for a previous email for the content to share or use the Events Google Doc.
- Images cannot be copy pasted in this app.

Discord

Discord is where a handful of friends can spend time together. A place that makes it easy to talk every day and hang out more often. Services for Students with Children is happy to host this space for parents and caregivers to connect with other students with children to connect and build friendships. You will help answer questions, post events and interact with members.

[learn more](#)



Thanks!

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