

Weekly Email Submission Requests

The Student Union sponsors a weekly campus wide email that includes all the activities taking place on campus during the next week. This email is designed to reduce clutter inside email inboxes as well as reach a broader audience across campus.

Below are guidelines for submitting and formatting your Weekly Email requests.

Submission Guidelines

- All requests must be submitted via email to advertise@longwood.edu by 5 pm each Tuesday.

Content Guidelines

- Only University affiliated events and opportunities may be included in the Weekly Email.
- Private and personal solicitations or postings are not permitted for the Weekly Email.
 - Only exception are Volunteer Opportunities coordinated through our Office of Citizen Leadership and Social Justice Education.

Duration Guidelines (by Section)

- Durations are meant to ensure the Weekly Email is fresh for viewers.
- *EVENTS*
 - The Weekly email will only show events occurring in the next two weeks from the date of the email going out.
 - Submission may be sent in advance of the two-week window but will only appear once the window includes the events date.
 - If you event is cancelled, please notify advertise@longwood.edu as soon as possible.
- *SERVICE & VOLUNTEER OPPORTUNITIES*
 - For one-time opportunities:
 - Opportunities will be listed until the event occurs or volunteer capacity has been reached.
 - If capacity is reached, please notify advertise@longwood.edu
 - Ongoing opportunities
 - Ongoing opportunities are listed at the end of the Weekly Email.
 - They will only appear every other week to ensure materials are remained fresh
- *DINING, HOUSING, AND TRANSPORTATION UPDATES*
 - Updates listed will be provided by LUPD, Residential & Commuter Life, Dining Services, and the Director of Local and Community Relations.
 - Deadlines are based on material.
 - This is the only section permitted to be highlighted on a more regular basis.

- UPCOMING EVENTS WITH REGISTRATIONS
 - This category was created to allow for events needing advance registration to be listed beyond the two-week window.
 - Events will be moved to the Event section when event is within two-week window.
- CONTEST, RAFFLE, AND SURVEY OPPORTUNITIES
 - Contents and Surveys may stay on the listing until the end of the posting occurs
 - If the contest/survey is closed early, please notify advertise@longwood.edu as soon as possible.
- CLUB & ORGANIZATION UPDATES & MEETINGS
 - Submissions will be removed after the deadline occurs or at end of each semester if no deadline listed.
- INTRAMURALS & FITNESS PROGRAMS
 - Submissions will be removed after the deadline occurs, or after four (4) weeks in a row if no deadline is listed.
- FINANCIAL AID, FUNDING, & SCHOLARSHIPS
 - Submissions will be removed after the deadline occurs, or after four (4) weeks in a row if no deadline is listed.
- ANNOUNCEMENTS & EXHIBITIONS
 - Submissions will be removed after the deadline occurs, or after four (4) weeks in a row if no deadline is listed.
- APPLICATIONS AND EMPLOYMENT
 - Submissions will be removed after the deadline occurs, or after four (4) weeks in a row if no deadline is listed.
- ACADEMIC COURSE & PROGRAM OPPORTUNITIES
 - Submissions will be removed after the deadline occurs, or after weeks (6) weeks in a row if no deadline is listed.

Formatting Guidelines

- Each request must include
 - Title of Event or Headline of post
 - Date and Time of Event
 - For programs/applications, include opening date and closing/du date
 - Location of Event
 - For programs/applications, include link
 - Description of Event or Program
 - Description must be less than 100 words and should not include Date, Time, or Location of event
 - If over 100, must include a link to a website with more information
 - Name of Organization/Department hosting the event or program
 - Student Club or Organization must be recognized and in good standing.

- Departments must list their Longwood University official name.
- Contact name and information for Sponsor of event.
 - Name of individual(s) overseeing event
 - Email AND/OR phone number of person.
- Formatting Example
 - Headline or Title of Event
 - Date of event at Time of Event at/in Location of Event
 - Description of Event
 - Name of Organization/Department Hosting, Contact Person,
 - Contact Person Phone and/or email
- Example of Submission
 - Welcome Back BINGO
 - August 27, 2016 at 8:00 pm in the Blackwell Ballroom
 - Lancer Production is hosting once again the ever-popular
 - Welcome Back BINGO. Come on out and win some great prizes.
 - Lancer Productions, Thomas Jefferson,
 - Thomas.jefferson@live.longwood.edu

Images

- Images may be included for other marketing outlets such as social media.
- No images will be included in Weekly Email due to size and uniformity requirements.

Additional Notes

- Ensure that all information is correct and checked to ensure proper grammar and spelling.
- All emails will be stripped of formatting to ensure unity in messages being sent out.
- Missing information or incorrect formatting may result in the request not being included in the weekly message.
- All Weekly Email requests cannot always be honored.