

Wright State University has thrived for more than 50 years under the philosophy that our region and communities deserve the best higher education experience possible at an incredible value. We provide the opportunities to help cultivate lifelong learners and critical thinkers.

10 Things You Can Do Right Here. Right Now.

1. Talk to people about your positive experiences here.
2. Wear your Wright State apparel...everywhere!
3. Celebrate **#GreenAndGoldFriday** within your department and classes. Wear your Wright State colors proudly every Friday and share photos online with the related hashtag.
4. Attend campus events to talk to visitors and share your Wright State story.
5. Promote your Wright State events, stories, and photos on your personal social media.
6. Invite people to Wright State events. Through art, athletics, symposiums, lectures, or admissions open houses, we want the public to see how much greatness is happening here.
7. Share Wright State newsroom stories (wright.edu/news) and social media posts.
8. Tell others about the success of your current and former students.
9. Check your college or department's social media accounts. Are you following them? Are they active, listed in the online directory (wright.edu/social), and branded with the W profile picture? Help feed your current social media admin content, or contact marketing for additional assistance.
10. Use Wright State hashtags online so we can engage with or share your content: **#WrightState**; **#RoadRaiders**, wearing Wright State apparel away from campus; **#braggingWrights**, points of pride; **#WrightStateRightSchool**, supporting admissions; **#WrightStateRightNow**, supporting our Right Here. Right Now. Wright State. marketing campaign.

Your Stories, Photos, and Videos Are Powerful

Promote Your Students and Alumni

People like to read about those who they can relate to. We're not always seeking the stories about the valedictorian who has climbed 30 mountains, had 10 internships, and can speak 12 languages (though that would certainly be impressive!). We want to hear about those everyday sparks, the moments and projects that bring the average student up to the next level. Students with interesting real-life experiences that pair unexpectedly with unusual or conflicting majors. Alumni who have found a new way of doing something ordinary or extraordinary.

Email news@wright.edu

Know something cool or interesting happening at Wright State? Send an email and let us know. We might feature your suggestion in a story or video.

Visually Compelling

Is there a project or activity that can generate interesting photos or videos? These are the best ways to capture an audience's attention and make them want to read more.

Toot Your Own Horn

Have a great story? Unique research project? Win a major award? We can't tell everyone if we don't know about it. Shed that modesty and let us know so we can help promote your work and accomplishments.

Elevate Your Colleagues

Sometimes a person is simply too shy or uncertain if their work is newsworthy. That uncertainty can cause them to not get the recognition they deserve. If you have a colleague who is deserving of the spotlight, let us know!

Partnering with Admissions, Marketing, and Communications

Undergraduate Admissions: jennifer.mccamis@wright.edu

- Inform admissions of upcoming K–12 or community college opportunities you've initiated, accepted, or declined, whether on or off campus. These may include classroom visits, career days, or visits to your department on campus. Enrollment Management may be able to help.
- Request admissions materials to share at your next events, including academic information pieces, lead cards for prospective students to fill out, and invitations for upcoming events.
- Volunteer to help with their events. Prospective students and their families really love to hear directly from their future faculty. These brief connections make a huge impression.
- Email contact information of students interested in attending Wright State, whether they are in high school, considering transferring here, or thinking about finally going back to college.
- Review wright.edu/visit to see if there are additional events that should be added or existing upcoming events you can help promote through your department's communications.

Office of Marketing: mark.anderson@wright.edu

- Visit wright.edu/brand to find downloadable PowerPoint and poster templates. Need a customized PowerPoint or poster template to help spread your Wright State story? Email amanda.earnest-reitmann@wright.edu to request one for free.
- Contact annette.mccoy@wright.edu to request free in-stock Wright State swag to distribute at high school visits or other recruitment-oriented events.
- Use the Web Support link, found at the bottom of every Wright State web page, to send corrections to or questions about your own program's website or other Wright State pages.
- Add your Wright State events to the university calendar at wright.edu/calendar.
- Share your unique marketing opportunities and ideas! Marketing also welcomes your feedback on existing campaigns.
- Request access to Sprout Social for your department to schedule and monitor content on your Wright State social media accounts.

Office of Communications: seth.bauguess@wright.edu

- Reach out to Communications if you have expertise in a trending news topic and would be willing to speak to the media.
- Respond quickly if/when you are contacted about a media opportunity; the media representatives are typically on very tight deadlines, often as short as hours or a day or two.
- Request media training or talking points if you are nervous or would like a more polished and sophisticated presence during interviews.
- Send story ideas, whether they are just a tip or a full, comprehensive account.



Quick Links

- wright.edu/admissions
- wright.edu/scholarships
- wright.edu/tuition
- wright.edu/visit



Admissions Fast Facts

- 13,000 students
- 111,000 alumni
- 13:1 student to faculty ratio