HHS Communications – Our Work

OWN/LEAD	AMPLIFY/ELEVATE	EMPOWER/GUIDE
*We **OWN** by managing School-wide channels and outlets, developing HHS strategy, building infrastructure, identifying opportunities, creating HHS content, coordinating with University Communications and aligning with UNCG strategy.*	*We **AMPLIFY** via reposting, repurposing content, spreading the word, and liaising with various entities on and off campus.*	*We **EMPOWER** by creating and sharing resources, consulting, teaching, and facilitating workshops and learning opportunities.*
- HHS communications and marketing strategy (aligning with UNCG strategy) - HHS content strategy - HHS "brand" strategy - HHS social media platforms - HHS e-marketing (faculty/staff e-newsletter, alumni e-newsletter, e-blasts from the dean) - PR for HHS (public relations crisis response, PR positioning) - Opportunistic external communications - Internal/informational communications for HHS - Marketing and advertising collateral for HHS - HHS school-wide recruitment initiatives - HHS community relations (partnerships) - HHS website maintenance, new site development, and school-wide troubleshooting - Web assistance when departments have few resources or need help - HHS video/image library - Photos/headshots of faculty & staff	- UNCG UG and graduate recruitment strategies - Department advertising and marketing strategy - Department communications execution (advertising, newsletters, social media) - UNCG brand strategy - UNCG messaging - UNCG crisis communications - HHS alumni marketing - UNCG alumni marketing - UNCG development communications - University-wide UNCG events	- Program/course-specific communications - Department-specific events (fairs, speakers, panels) - Department-specific internal communications (hiring announcements, recognition) - Department content strategy (web, social media, video) - Department UG and graduate recruitment strategies - Department website infrastructure and strategy (WP administration, theme and template creation, SEO) - Web environment to facilitate daily and semesterly content updates to department sites, such as news posts/homepage sliders /people database - Training to assist departments in creating usable, attractive, accessible, maintainable, and consistent websites