

OFFICE OF STUDENT INVOLVEMENT
COMMUNICATIONS & MARKETING

GRADUATE ASSISTANT TRAINING GUIDE



RESPONSIBILITIES & TO-DO'S

Student Leader/ Organization Website Features	1
Monthly Social Analytics	2
Monthly Marketing Request Totals	3
Social Media Post Scheduling & Engagement	4
Weekly Instagram Stories	5
Pulling Work Orders From AU Involve	6
Asana & Assigning Work Orders	7
Tracking Finished Designs	8
WordPress Uploads Monthly & Annual Reports Completed Designs by Semester	9
Miscellaneous	10

STUDENT LEADER/ORG FEATURES

At the start of each semester, reach out to staff in the office for recommendations of student leaders who have gone above & beyond in their position.

Once you have received names & contact information, email students and ask them for the following information & a headshot to be featured on the website:

- Preferred name
- Hometown
- Position within student org
- Favorite involvement memory
- Why get involved?

Each month, rotate out the featured student & featured student organization on the website homepage, via WordPress (write-ups on the various SAP orgs have already been created, and can be found on the server under Comm & Marketing > Website > Homepage Features).

An excel spreadsheet of students who have previously been featured, for planning purposes, can also be found on the server.

MONTHLY SOCIAL ANALYTICS

On the first of every month, track social media analytics for Instagram, Facebook & Twitter.



An Excel spreadsheet with listed months & specific analytic measures can be found on the server:

Comm & Marketing > Analytics & Tracking > Social Tracking & Analytics

MONTHLY MARKETING REQUEST TOTALS

On the first of every month, count and total the number of marketing requests that our designers have received here in the office.



The easiest way to do this is to:

- Log into AU Involve
- Open "manage" tab
- Choose "Office of Student Involvement"
- Go to "forms"
- Click on "marketing project request submissions"
- Filter by status "approved"

Here you can see the dates of when marketing requests were approved. The most recent requests will be listed on the last pages, in reverse chronological order.

SOCIAL MEDIA POST SCHEDULING & ENGAGEMENT

Using Hootsuite, schedule social media posts based on events to be hosted by SAP orgs each month.

You can post on a wide variety of topics. Visiting the "events" tab on AUIInvolve is helpful in researching upcoming events on campus. Also pay attention to events and programs brought up at staff meetings that may not be listed on AUIInvolve.

Posts can be teaser posts, call to action, informational, etc.

Utilizing the graphics our designers create is a great way to showcase their work as well as add a visual aid to a post.

Don't forget to retweet or interact with other relevant Auburn tweets!
Ex: community news, game highlights, guest speakers, upcoming events in or outside Student Affairs, Tiger Dining news, Plainsman articles, Auburn Athletics



WEEKLY INSTAGRAM STORIES

A new initiative that has begun during the Spring '18 semester is to create an Instagram story highlighting upcoming events for the week, in a "click-through" format.

Below is a template we have used in the past, but feel free to get creative and design your own!

THIS WEEK
IN
STUDENT INVOLVEMENT

O-Day
2/28


Aubie's Birthday
2/28

BSU Jazz & Poetry Night
2/28

UPC Festival Favorites
DIY Workshop
3/1

ISO Iranian-Themed Social Hour
3/2

The Big Event
3/3


For more information, visit [AU Involve](#)

PULLING WORK ORDERS FROM AU INVOLVE

Student orgs submit marketing requests via a form on AUInvolve. These forms have to be downloaded and assigned to designers on Asana.



The easiest way to do this is to:

- Visit <https://auburn.campuslabs.com/engage>
- Log in using your Auburn username and password
- Go to the "manage" tab
- Under "my memberships," select "Office of Student Involvement"
- Toggle down to "forms"
- Next to "marketing project request," you will see a number of unapproved submissions in bold
- Open a request work order, review for any missing information/dates/etc.
- Click "print" > "save as pdf" > and save to desktop. Work orders should be saved in the following format for each SAP:

- | | |
|--|--|
| ● Involvement Ambassadors: IA_date | ● University Program Council: UPC_date |
| ● Welcome Week: WW_date | ● International Student Organization: ISO_date |
| ● Student Government Association: SGA_date | ● Beat Bama Food Drive: BBFD_date |
| ● Dance Marathon: AUDM_date | ● The Big Event: TBE_date |
| ● Alternative Spring Breaks: ASB_date | ● IMPACT: IMPACT_date |

Example: IA_032818

If attachments are included in the work order, save these to the desktop as well, using the same format as above.

Example: IA_032818att, IA_032818att1, IA_032818att2

ASANA & ASSIGNING WORK ORDERS

Assign marketing requests to designers based on their hours, projects currently in process, amount of materials requested and deadline turnaround time.

- **4 Templates**

All submitted requests fit into one of four templates listed on the left side of your screen in your dashboard:

OSI PRINTED MATERIALS TEM...



(Materials that need to be sent to the professional printer)

OSI IN-HOUSE MATERIALS TE...



Materials that SAP's can print in-house

OSI DIGITAL MATERIALS TEMP...



Materials that need no printing (social media graphics, etc.)

OSI APPAREL TEMPLATE



T-shirts, tanks, sweatshirts, etc.

- Choose template based on materials requested
- Copy & name your project (ex: SGA Creed Week Promo Materials)
- Check designated "assignee" box, and "create new project"
- Project will appear at the bottom of your dashboard. Drag up and set highlight color based on designer
- Pull work order and attachments from desktop to "review work order and deadlines" section
- Enter client & advisor names and email addresses
- Enter specifics of work order (materials requested and sizes) under "create initial proof and email to client" tab
- Assign open tasks to designer by clicking on open bubble next to each
- Assign dates (keep in mind, if materials need to be professionally printed, extra time will need to be built in for production & delivery)
- Start backwards: "deliver material" should be date SAP has requested on work order

TRACKING FINISHED DESIGNS

Throughout the semester, keep track of completed work orders and designs for each of the SAP's.

Save finished designs & toward the end of the semester, begin compiling them into an InDesign Document to share with the rest of the staff.



- A template can be found on the server under Student Involvement Marketing > Analytics & Tracking > SAP Finished Products. This is where you will also save your finished designs.
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- When complete, download as a PDF (a copy of the Fall 2017 and Spring 2018 finished work orders has been included at the end of this guide for your reference). Save to the server and upload to the Student Involvement website.

WORDPRESS UPLOADS

Monthly/annual reports and SAP finished designs are uploaded to the Student Involvement website regularly to maintain a basis for reference and assessment.

Monthly/Annual Reports

- Visit <https://wp.auburn.edu/involve/>
- Log in using your Auburn username and password
- Go to "pages"
- Find "monthly reports" and "annual reports" pages, click edit
- For monthly reports, type the month you are adding in text box, upload the media file, copy the media file url and hyperlink
- For annual reports, type the year you are adding in the text box, upload the media file, copy the media file url and hyperlink

Semesterly Finished Designs PDF

- Visit <https://wp.auburn.edu/involve/>
- Log in using your Auburn username and password
- Go to "pages"
- Find "SAP Projects" page, click edit
- Type the semester you are adding in the text box, upload the media file, and hyperlink

MISCELLANEOUS

- Passwords:
-
- Twitter:
[Redacted]
- Instagram:
[Redacted]
- Facebook:
- Request page access

- A student affairs element to this position that would be great to implement is a baseline and end-of-the semester check-in with the graphic designers. Examples of questions that could be asked include:
 - Are there any specific gaps in your portfolio that you feel need filling in? Are there any particular projects you'd like to work on this semester?
 - What are some skills you're hoping to gain from this position?
 - Are there any particular ways I could support you in terms of professionalism/becoming a better designer/etc?
 - Rate your skills in the following as of right now: (InDesign, Illustrator, AU Server, Asana, responding to emails in a timely manner, etc.)

- **Accessing the Server**



- Command + k on the keyboard, then log in using Auburn username and password

- **Clocking In/Out**



- Log in using Auburn username and password
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- Click "record timestamp" when you get into the office, and again when you leave

