

CSULB JPR

CONTENT CALENDAR OCTOBER 2019

MONDAY, OCTOBER 28

Content Bucket: Inclusive Excellence

Post #1: Pictures of Journalism Department

Channel(s): Twitter, Instagram, Facebook

- **Copy:** It's spooky week! #CSULBJPR is ready for Halloween! 🎃👻
- **Image Ideas:** pictures of the department decorated for Halloween
- **Tags:** #Halloween, #CSULBJPR

Post #2: Diversity in Student Body— LGBTQ+

Channel(s): Twitter, Facebook

- **Copy:** It's almost the end of #OUTober 🏳️🌈 [emoji of rainbow flag], the LGBTQ + history month! More than [#] students have attended the OUTober events. CSULB is dedicated to creating a safe space for all students, faculty, staff and allies.
- **Image Ideas:** pictures of students at the events, image of rainbow flag
- **Tags:** @csulb, @CSULBASI, @CSULB_OMA, #GoBeach, #OUTober

Post #3: JPR Club Activities—PRSSA

Channel(s): Twitter, Instagram (stories)

- **Copy:** @PRSSALB recently had a career tour to Fender on October 25, 2019. 🎸
Read about what the PRSSA-LB members learned here! [if there is any review post on the blog. <http://www.prssalb.com/blog>] There are over 300 student chapters and over 10,000 individual active members of PRSSA across the country. Do you want to know more about PRSSA-LB? Check out the website [<http://www.prssalb.com/>] 🖱️
- **Image Ideas:** logo of PRSSA Long Beach, pictures from the tour
- **Tags:** @PRSSALB, @Fender, #GoBeach

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CONTENT CALENDAR OCTOBER 2019

TUESDAY, OCTOBER 29

Content Bucket: Intellectual Achievement

Post #1: AP Style Tip

Channel(s): **Twitter, Instagram (stories)**

- **Copy:** According to AP Style, it's jack-o'-lantern. 🎃 Don't forget the apostrophe! You are welcome
- **Image Ideas:** image of jack-o'-lanterns with "AP Style Tip" layered, gif of jack-o'-lanterns.
- **Tags:** @APstylebook, #APstyle

Post #2: International Opportunities— Outbound Students

Channel(s): **Twitter, Facebook**

- **Copy:** Have you thought about studying abroad? Not sure where to start? CSULB offers flexible and affordable opportunities for studying abroad through programs at universities throughout the world 🌐 Yes, units earned abroad count toward your degree at CSULB. Read about outbound students' experience [<https://csulbgoingglobal.wordpress.com/>]! Also, you can learn about JPR students' study-abroad experiences here! [<http://www.cla.csulb.edu/departments/journalism/academics/study-abroad/>]
- **Image Ideas:** pictures of outbound students, images/gifs of an airplane.
- **Tags:** @csulb, @CSULBAbroad, #GoBeach, #StudyAbroad

Post #3: Faculty Spotlight

Channel(s): **Twitter, Instagram, Facebook, LinkedIn**

- **Copy:** Today's faculty spotlight is professor Jennifer Newton! 👑 She is a seasoned public relations professional specializing in digital media and integrated marketing communications. Newton teaches public relations classes and serves as a department academic adviser. She is also the business, advertising and public relations adviser for the Daily 49er and DIG MAG. Her advice to JPR students is "[quotes from Newton]." Have you taken her classes yet? Comment below/ reply to let us know! 🙋
- **Image Ideas:** headshot of professor Newton, pictures of her in classroom
- **Tags:** @mrs_newton, @daily49er, @DIGMAG, #csulbjpr, #GoBeach, #FacultySpotlight

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CONTENT CALENDAR OCTOBER 2019

WEDNESDAY, OCTOBER 30

Content Bucket: Inclusive Excellence

Post #1: JPR Club Activities— NAHJ

Channel(s): Twitter, Facebook

- **Copy:** Did you know the meetings of CSULB National Association of Hispanic Journalists (NAHJ) are open to all students regardless of race or ethnicity? CSULB-NAHJ arranges for tours of media companies in the regions, brings professionals to campus, facilitates ways for students to enhance their skills and supports students attending conferences and workshops. Do you want to know more about NAHJ? Check out the website [<https://nahj.org/>] 🖱️
- **Image Ideas:** pictures of CSULB-NAHJ members, pictures of its leaders
- **Tags:** @csulbnahj, @officialnahj, #CSULBNAHJ, #GoBeach

Post #2: Safe: Campus Police

Channel(s): Twitter, Instagram (stories)

- **Copy:** Are you following the official account of the CSULB Police Department on [Twitter/Instagram]? Although it is not monitored 24/7, it informs us about the safety on campus and keeps us updated in a timely manner. Also, don't forget about K9 Avery! 🐾🐾
- **Image Ideas:** pictures of police officers, pictures of K9 Avery
- **Tags:** @CSULBPolice (Twitter), @csulb_police (IG), @k9_avery, @csulb, #GoBeach

Post #3: Pictures of Campus Landmarks— The Walter Pyramid

Channel(s): Twitter, Instagram, LinkedIn

- **Copy:** The home of Long Beach State basketball and volleyball for over 20 years, the Walter Pyramid has become a nationally recognized icon for the university and the city of Long Beach 🏀🏐 The Walter Pyramid is believed to be the largest space-frame structure in North America. The 2019-20 basketball season is coming! Check out the event calendar [<https://ev6.venue.net/cgi-bin/ncommerce3/SEGetEventList?linkID=twcsulb&groupCode=&timeDateFrom=2019-11-1-00.00.00&timeDateTo=2019-11-30-24.00.00&grandParent=>].
- **Image Ideas:** pictures of the Walter Pyramid (inside and outside), picture of a basketball game
- **Tags:** @csulb, @LBSUathletics, #GoBeach, #thePyramid

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CONTENT CALENDAR OCTOBER 2019

THURSDAY, OCTOBER 31

Content Bucket: Public Good

Post #1: Events in the Community that Would be of Interests or benefit JPR students— the Queen Mary's Dark Harbor

Channel(s): Twitter, Instagram (stories)

- **Copy:** Have you got enough horror for this Halloween already? 🧛 Are you too busy with your assignment to get haunted tonight? The Queen Mary's Dark Harbor goes on until November 2! Get your ticket here [\[https://www.queenmary.com/calendar-of-events/dark-harbor/dh-calendar/\]](https://www.queenmary.com/calendar-of-events/dark-harbor/dh-calendar/).
- **Image Ideas:** pictures of the Queen Mary, gifs of ghost (not so scary ones)
- **Tags:** @TheQueenMary, #Halloween, #LongBeach

Post #2: Events in the Community that Would be of Interests or benefit JPR students— Dia de los Muertos: Community Workshop & Performance

Channel(s): Twitter, Instagram (stories)

- **Copy:** Are you looking for a free local event for tomorrow? Here is a suggestion. Museum of Latin American Art (MOLAA) holds an event, Dia de los Muertos: Community Workshop & Performance, to celebrate the Day of the Dead 🕸️🌸 For more information, visit here [\[https://molaa.org/events/dia-de-los-muertos-community-workshop-2019/\]](https://molaa.org/events/dia-de-los-muertos-community-workshop-2019/). MOLAA is the only museum in the United States dedicated to modern and contemporary Latin American and Latino art.
- **Image Ideas:** images or gifs of painted skulls, map of MOLAA.
- **Tags:** @molaa, #DayoftheDead, #DiaDeLosMuertos, #LongBeach

Post #3: Old Pictures of Campus— 50th Anniversary Celebration

Channel(s): Twitter, Instagram, Facebook

- **Copy:** It's #throwbackthursday! These pictures were taken 20 years ago at various events for the 50th Anniversary Celebration of CSULB 🎉🥳 Academic departments, student groups, staff organizations, emeritus faculty and staff and community partners were invited to plan events, receptions and activities which had a theme related to the celebration.
- **Image Ideas:** pictures of the 50th Anniversary Celebration
- **Tags:** @csulb, #GoBeach, #throwbackthursday

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CONTENT CALENDAR NOVEMBER 2019

FRIDAY, NOVEMBER 1

Content Bucket: Intellectual Achievement

Post #1: Alumni Spotlight

Channel(s): Twitter, Instagram, Facebook, LinkedIn

- **Copy:** Today's alumni spotlight is Logan Cross! 🌻 She graduated from CSULB with a bachelor's degree in Journalism and a minor in Dance in 2019. While in school, she was a creative director of PRSSA-LB. She also served as a social media assistant and communications assistant for ASI. Currently, she works at Lithium Magazine as a writer and an associate editor. She writes articles on topics involving young people for an audience of young people. Her advice to JPR students is "[quotes from Cross]."
- **Image Ideas:** headshot of Cross, picture of her as a student
- **Tags:** @loganwcross, @PRSSALB, @CSULBASI, #GoBeach #AlumniSpotlight

Post #2: Guest Speaker— Erin O'Brien

Channel(s): Twitter, Instagram (stories), LinkedIn

- **Copy:** PRSSA-LB presents a guest speaker, Erin O'Brien, director of public relations and strategic partnerships for Fabletics on November 5! 🚶♀️ She has been working for TechStyle Fashion Group for 5 years. She is experienced in developing and implementing campaigns that lead to brand awareness and direct ROI for brands in fashion and lifestyle spaces. Stop on by [room]! For more information, check out the website of PRSSA-LB [<http://www.prssalb.com/>] 🖱️
- **Image Ideas:** headshot of O'Brien with "Guest Speaker— Erin O'Brien" and information layered over images, pictures of her at work
- **Tags:** latest @ of hers, @PRSSALB, #GoBeach, #csulbjpr

Post #3: Open Internship Posting

Channel(s): Twitter, Facebook

- **Copy:** Are you looking for some internship for credit for Spring 2020? Segerstrom Center for the Arts Spring 2020 Internship Application is open! 🦊 It offers internships in five different departments: development, education, guest services, marketing and theater operations. Completed application must be received by December 13. Check this out! [<https://www.scfta.org/interns>] 🖱️
- **Image Ideas:** pictures of Segerstrom Center (inside and outside) with "Intern Wanted" layered over images
- **Tags:** @SegerstromArts, #internship, #GoBeach, #csulbjpr