Communications Resources

College of Agricultural Sciences and Agricultural Experiment Station
How to contact our Group

Press Releases

Social Media

Ag-Comm@Colostate.edu

Media Resources

Web Support
WHAT DOES CONTENT LOOK LIKE?

Content Formats
- Blog format (SOURCE)
- Social Posts (Twitter/FB/Instagram)
- Photography
- Video
- Printed Marketing Materials
  - One-pagers
  - Brochures
  - Booklets, etc.

Content Packages
- Any combination of formats to tell a multi-media story

Content Placement
- Owned Social Media Channels
- Earned media outlets (PR)
- The SOURCE (CAS)
- The SOURCE (University-wide)
- The Conversation (global news source)
- Rocky Mountain PBS' Conversation Starters

2019 GOAL
Invest heavily in in-house video production to create short pieces that promote CAS research, people, culture, Agribiome + Agritech leadership