



# Communications Resources

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**College of Agricultural Sciences and  
Agricultural Experiment Station**



**COLLEGE OF  
AGRICULTURAL SCIENCES**  
COLORADO STATE UNIVERSITY

## How to contact our Group

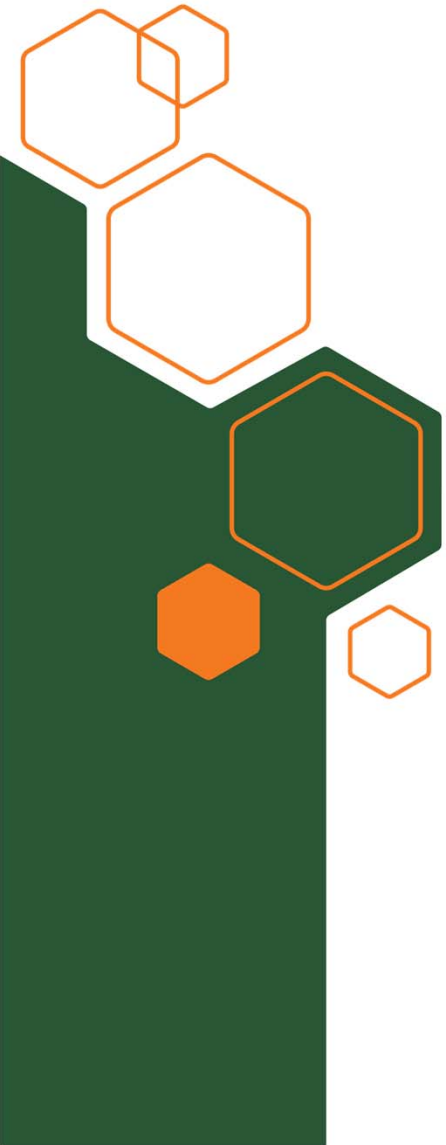
Press  
Releases

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 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*

## Content Packages

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

### 2019 GOAL

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



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