



TOPPEL CAREER CENTER

# TOPPEL CAREER CENTER MARKETING CONTENT SUBMISSIONS GUIDE

Thank you for your interest in submitting content to be featured in our Toppel Insider newsletter, and/or across our social media platforms. This document should assist you in crafting your requests so that our Communication Team is able to process your request in a timely manner. **Please note that all requests are subject to approval and must be received at least 2 weeks in advance in order to be included.**

If you have any questions or concerns, please email our Marketing Specialist, Garrett Foster at [garrett.foster@miami.edu](mailto:garrett.foster@miami.edu).

## **Toppel Insider Newsletter**

Our e-newsletter is distributed every Monday to all University of Miami undergraduate students.

Content featured in the Toppel Insider MUST be career-related. If your organization is career-related, or if you will be hosting an event that is related to professional development, networking, learning about industries/careers, or otherwise related to career, we will consider adding this into a future issue of the newsletter if there is enough space available.

To submit a request for your content to be included in the Toppel Insider, please submit 1-2 paragraphs to our Marketing Specialist, Garrett Foster at [garrett.foster@miami.edu](mailto:garrett.foster@miami.edu) detailing the relevant information.

This should include:

- A detailed description of the event/organization, date/time, location, registration link, and anything else that students might need to know.
- Marketing materials in .jpg or .png format. Please submit your designs in BOTH of these sizes: 820x312 pixels and 1080x1080 pixels. We recommend using Canva to develop these materials.

## **Toppel Social Media**

Our social media channels include Instagram, Facebook, and Twitter. You can follow us at HireACane on any of these channels. Our followers consist primarily of UM students, alumni, faculty, staff, parents, employers, and staff from other universities.

Content featured on our social media channels is primarily career-related, but it does not have to be exclusively related to career like our newsletter. However, it should be relevant to our followers.

You can submit a request for your content to be included on any one of our social media platforms in one of these two ways:

- Send your post to our Marketing Specialist, Garrett Foster at [garrett.foster@miami.edu](mailto:garrett.foster@miami.edu). Your post should already be in the form you intend it to appear in each respective platform (e.g., dimensions, images, caption length).
- If you have already posted it on social media, you can tag us in your posts and/or send them to us via Direct Message in social media, and we can repost on our social media.