ME DEPARTMENT COMMUNICATIONS

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MyME – Marketing & Communications
(https://www.me.washington.edu/myme/marcom)

What do I do?

- **Web content & editorial** – Department web features and announcements, MEssenger newsletter (2x/year, 9000 print copies, 7500 email copies)
- **Social media**
- **Department messaging, branding and communications strategy**
- **Photo and video support**
- **Events and other outreach support** – as needed

Center/Lab/Program support

- **Amplify** content from ME-affiliated groups
- Provide ME-branded content that ME groups can **leverage** for their own audiences
- **Consult and provide feedback** on center/lab/program communications projects

What can you do?

- Keep me up to date on major milestones
- Maintain your faculty profile
- Take pictures and short video clips of experiments, fabrication, etc.
- Use social media (if you want to)