MES Communications Assistant Duties & Tips

All social media: use hashtag #EvergreenMES

**Facebook**

- Need to be added as an administrator by Gail, then use personal FB login

- Try to post daily, at least 4 times a week

- Material: you can share things you find interesting, share every new blog post, remind people about Twitter & LinkedIn pages, simple updates about weather or end of quarter encouragement, stuff about applying for the program or info sessions, etc.

- “Like” other organizations when necessary

- Share MES events on pages of other organizations

- Message or email main Evergreen Facebook page (Meryl Lipman) if you’d like them to share an event (i.e. Rachel Carson Forum)

- Make photo albums as appropriate

**Twitter**

Login: EvergreenMES Password: MES2014

- Post on Twitter whenever you post on FB

- Try to do it as often as possible, this is a place where we can improve a lot

- Retweet others & have more conversations

**LinkedIn**

- Like FB, need to be added as administrator to group by Gail

- Group name: Evergreen Master of Environmental Studies Network

- Members need to be approved, check with Gail if not sure

- Only for faculty, staff, students, & alumni

- Post occasionally, there is room for improvement here as well

- Posts can focus on recruitment of new students, and job opportunities and tips for current students & alumni

**Instagram**

- Login & Password: EvergreenMES

- I shared this password with other student who use Instagram so they can post as well

**MESsages blog – blogs.evergreen.edu/messages**

- Login at blogs.evergreen.edu with your staff email

- Guest blogs from students, faculty & alumni

- Aim to have one post per week at the least

- Gail often provides ideas, but pay attention to what other students are up to, conferences & events, internships, field trips, etc

- Try to have posts about events up within a week or two after the event, and make sure to remind the blogger to take pictures beforehand

- Ask blogger to make up a title or create one yourself

- Start blog with name, then title, in italics with a period at the end

Ex: *By Jana Fischback, MES alumnae.*

* Add in at least 2 pictures, caption them appropriately and center them.
* Tag using appropriate tags on right side of screen
* Once it’s finished, save & email Gail. She will approve & publish.

**MES Weekly blog – blogs.evergeen/edu/mesweekly**

* Log in by first logging into your staff email, then click on your name in the upper right of the screen, then open [mes@evergreen.edu](mailto:mes@evergreen.edu)
* Post any job you think is relevant to MES students & alumni. Focus on jobs in the PNW but national & some global jobs are ok too.
* Format:

Job: Title of position, organization (City, State)

* Also post relevant conferences, events, webinars, volunteer opportunities, summer jobs, and internships
* Tag appropriately
* Few options to link info:
  + Hyperlink page to text “Read More”
  + Attach a PDF and title it “Read More” (change Word doc to PDF if necessary)
  + Insert page break (it will automatically put “continue reading”) then copy & paste information in actual blog post – I only do this if there is no Word doc or PDF (or it’s too big of a file) or there is no webpage to link to.
* Send an email once weekly to remind everyone of the updated blog, with a few posts highlighted in your email:

This week's MES Job, Internship, Fellowship, and Event Highlights!

“Hello all!

Don’t forget to visit the MES Weekly Blog ([http://blogs.evergreen.edu/mesweekly/](https://webmail.evergreen.edu/owa/redir.aspx?C=fL5q7h3FiEe55w7LfFOHpvGhkqtoP9EIwP8yxBZEjZwDjgxpfB4zjwKQP9rxUmJchrOMdJCuOzQ.&URL=http%3a%2f%2fblogs.evergreen.edu%2fmesweekly%2f)) for the latest and greatest in jobs, internships, conferences, trainings, volunteer opportunities, and scholarships!  Also don’t forget to use the MES website as a resource; MES staff continuously update documents such as the Conferences document on the MES Student Resources page ([http://www.evergreen.edu/mes/resources.htm](https://webmail.evergreen.edu/owa/redir.aspx?C=fL5q7h3FiEe55w7LfFOHpvGhkqtoP9EIwP8yxBZEjZwDjgxpfB4zjwKQP9rxUmJchrOMdJCuOzQ.&URL=http%3a%2f%2fwww.evergreen.edu%2fmes%2fresources.htm)) and Outside Scholarships and Fellowships document under Non-MES Funding on the Financial Aid page ([http://www.evergreen.edu/mes/financial.htm](https://webmail.evergreen.edu/owa/redir.aspx?C=fL5q7h3FiEe55w7LfFOHpvGhkqtoP9EIwP8yxBZEjZwDjgxpfB4zjwKQP9rxUmJchrOMdJCuOzQ.&URL=http%3a%2f%2fwww.evergreen.edu%2fmes%2ffinancial.htm)).

Here are some of the highlights from the blog, but check it out for yourself for a full list!”

**Quarterly Update**

* Use InDesign template to create a one page, front & back update for Gail to use for recruitment purposes
* Front page is letter from director
* Back page is best blog post from the quarter plus a short write-up about an event with a photo

**Other tasks:**

* Help spread the word about events by posting on local community calendars and emailing media (Thurston Talk, The Olympian, Tacoma Tribune, Olympia Power & Light, Cooper Point Journal, KOAS, etc)
* At the end of each quarter, ask Gail what field trips are happening next quarter and coordinate with an Evergreen photographer (Shauna Bittle or student) to take pictures if necessary. Approve with faculty beforehand. If a photographer doesn’t go, connect with a student to make sure you get pictures.
* Take photos at small events such as Admitted Students Day & Back to School Potluck.
* Attend MESA meetings occasionally to help them with whatever communications needs they might have.
* Email a reminder of MES communications twice quarterly (week 3 & 7)