

# Internal Centralized Communication Modes at Carlow University



## “University Communications” or Mass Emails from the President, Provost, or VP of Student Affairs \*

- + Delivered to faculty, staff, students, and Carlow Campus Laboratory School in boxes via Outlook
- + Criteria set forth in Internal Communications User Guide



## Social Media Platforms \*

- + Carlow’s primary accounts: Facebook, Twitter, LinkedIn, Instagram, YouTube
- + 80+ Carlow-affiliated accounts (MarComm monitored)

### ► Additional Information:

Marketing and Communications webpage on University website [carlow.edu/marketing](http://carlow.edu/marketing)

Internal Communications User Guide:

Located on Marketing and Communications webpage of University website

Located under “Employee” > “University Marketing and Communications” area of Isadora Intranet



## Isadora Intranet

- + Access via “Intranet” link at top right of University website at [www.carlow.edu](http://www.carlow.edu)
- + Can also access via <https://portal-prod.ec.carlow.edu/>
- + Contains quick links, announcements, calendar events, and important employee and student information
- + Criteria set forth in Internal Communications User Guide



## TV Graphic Screens

- + 16 located throughout campus
- + University messaging delivered via this mode



## Carlow University Website \*

- + Publicly facing website
- + [www.carlow.edu](http://www.carlow.edu)



## Flyers/Posters Throughout Campus

- + Frequently utilized for student-related messaging



## Omnilert

- + Emergency alert notification
- + Faculty, staff, students, and Campus Laboratory School receive via email and/or cell phone text—after completing a form at onboarding

*\* Also has external reach*