

EDITORIAL GUIDE



May 2024

How to Use the Editorial Guide

The monthly editorial guide outlines SUNY System Administration's communications and marketing priorities for each month to help align systemwide messaging.

It should serve as a reference for your own planning purposes. We would encourage some campus alignment on priority messaging, but this is not meant to override or replace your campus priorities.

In this kit:

THEME & KEY MESSAGES

SOCIAL MEDIA GUIDE

ANNOUNCEMENTS AND EVENTS

SUNY PRESS & COMMS RESOURCES

Theme & Key Messages

The theme of the month is...

SUSTAINABILITY

**SUNY is about climate optimism through action.
The problem is real, and we can fix it together.**

Why?

First, it's imperative that we do our part to create a sustainable future on a liveable planet for generations to come.

Second, climate change remains a top social concern among teenagers and young adults. Not only do they want to see institutions taking real steps to address it, they may be looking for ways to make a difference themselves.

SUNY can align with the values of prospective students while also offering career pathways that match their values.

Core narrative:

The State University of New York is building a sustainable future for New York State and the nation.

From next-gen batteries to offshore wind and weather prediction, SUNY is a national leader in climate solutions, clean energy R&D, and preparing the green workforce of today and tomorrow.

SUNY campuses across the state are conducting critical climate and clean energy research, launching new programs for careers in the green economy, and investing in sustainable infrastructure.

WAMC Underwriting

For 26 weeks starting April 1, we are underwriting WAMC's Academic Minute with the following message:

The State University of New York — Working to drive research, scholarship, and innovation to help promote healthier lives, a cleaner planet, and a more just world at 64 colleges and universities across New York State. suny.edu/research

This is a collaborative effort among SUNY System Administration, SUNY's Office of Research, Innovation and Economic Development, and the Research Foundation.

PITCHING TO THE ACADEMIC MINUTE

We encourage campuses to pitch to the Academic Minute during the underwriting period.

Submission Guidelines

For any questions or assistance, please reach out to Peter Taubkin at peter.taubkin@rfsuny.org



Social Media Guide

Here's what we'll be talking about in May

THEME	POST TOPICS	TAGS
Sustainability	Student, faculty, and alumni sustainability stories	#SustainableSUNY
	ESF student social takeover	
	SUNY green infrastructure stories	
AANHPI Heritage Month	Kick off graphic May 1	#AANHPIHeritageMonth
	AANHPI Panel promos & follow-up	
Mental Health Awareness Month	Kick off graphic May 3	#ReachOutSUNY
	Highlighting MH resources across SUNY found at suny.edu/mental-health	

THEME	POST TOPICS	TAGS
Military Appreciation Month	Military-aligned student features	
	Benefits for military-aligned students (suny.edu/military)	
Commencement Season	Amplifying campus commencement posts	#SUNYgrads
Chancellor Campus Visits	Visit highlights on @SUNYChancellor	
HOLIDAYS		
Memorial Day	Graphic/post recognizing Memorial Day	
State of the University	Day-of livestream promo Day-of-video launch Follow-up media packages	

Send us what's happening!

If you have campus events related to one of the topics above, please feel free to send photos/videos and info to steve.kline@suny.edu for SUNY social content. We'll also regularly amplify and engage with campus posts on key topics each month.

Announcements and Events

Key System-level announcements and events this month for awareness and planning purposes.

Dates subject to change.

DATE	EVENT/ANNOUNCEMENT
May 1	National Signing Day event in Yonkers
May 1	Asian American and Pacific Islander Panel release
May TBD	Jack Kent Cooke finalists announcement
May 6	SUNY/Office of Mental Health Scholarship Program winners
May 6	SUNY and Brooklyn Public Library Announce the Launch of a New Summer Internship Program
May TBD	PRODiG Announcement
May 22	2024 State of the University Address

SUNY Press & Communications Resources



[Download the 2023 SUNY Brand Guide for logos, guidelines, and more](#)

The Four Pillars of SUNY Growth and Success

STUDENT SUCCESS

RESEARCH & SCHOLARSHIP

DIVERSITY, EQUITY, & INCLUSION

ECONOMIC DEVELOPMENT & UPWARD MOBILITY

Group Media Buying Contract

To help SUNY campuses and NYS agencies launch marketing campaigns more quickly, the NYS Office of General Services manages a group media buying contract with five approved vendors.

[How to use the group contract](#)

SUNY Press & Communications Resources

ACCESS ALL CAMPUS MEDIA KITS

If you're feeling nostalgic, or can't pull up that old email, you can now find all of our campus media kits in one place. The folder includes these monthly editorial guides, campaign kits, and other media kits.

New!

ALL MEDIA KITS

SYSTEMWIDE COMMS & MARKETING CONTACTS

One place to find contact info for your colleagues at campuses all across the system.

GO

SUNY BASICS VIDEOS

Did you know we have a series of SUNY Basics videos that explain the most frequently searched questions about SUNY? Feel free to use these videos in your own communications if useful. If you'd like original video files, you can reach out to kyle.adams@suny.edu

WHAT IS SUNY?

HOW TO APPLY

FINANCIAL AID

PRIOR EXPERIENCE MIGHT INCLUDE:
PRIOR LEARNING ASSESSMENT

SUNY Press & Communications

Contacts

Lane Filler

Chief Communications Officer

lane.filler@suny.edu

Holly Liapis

Assistant Vice Chancellor of Communications & Press Secretary

holly.liapis@suny.edu

Contact for press releases, announcements, statements, and crisis comms

Kyle Adams

Assistant Vice Chancellor for Marketing & Creative Strategy

kyle.adams@suny.edu

Contact for marketing, social media, web, multimedia, and awareness campaigns

Jess Lucia

Executive Creative Director

jess.lucia@suny.edu

Can contact directly for brand assets and design questions

Steve Kline

Social Media Manager

steve.kline@suny.edu

Can contact directly for social media matters

Taras Kufel

Web Manager

taras.kufel@suny.edu

Can contact directly for website matters

Jamie Frankenfield

Marketing & SEO Manager

jamie.frankenfield@suny.edu

Not sure who to reach out to? Holly and Kyle are always a good start!

Thank You!

