



Choose a Channel:

Navigating UCR's Communication Tools

Presented by: UCR Communication & Marketing

Marketing & Communications Conference | 2026

Presenters



David Edgerton

Director of National Reputation & Marketing
Brand & Creative
University Communications & Marketing



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Digital Content Manager
Digital Marketing & Analytics
University Communications & Marketing

UCR Communications & Marketing



brand.ucr.edu/channels

News & Content

news.ucr.edu

Digital Marketing & Analytics

ucr.edu + [@ucriversideofficial](https://www.instagram.com/ucriversideofficial)

Video & Photography

youtube.com/@ucriverside

Brand & Creative

brand.ucr.edu

Executive Communications

chancellor.ucr.edu



Physical Channels

On Campus + In Real Life



HUB Posters

HUB Display Case

1. Reserve a spot
2. Get approval
3. Drop-off prints

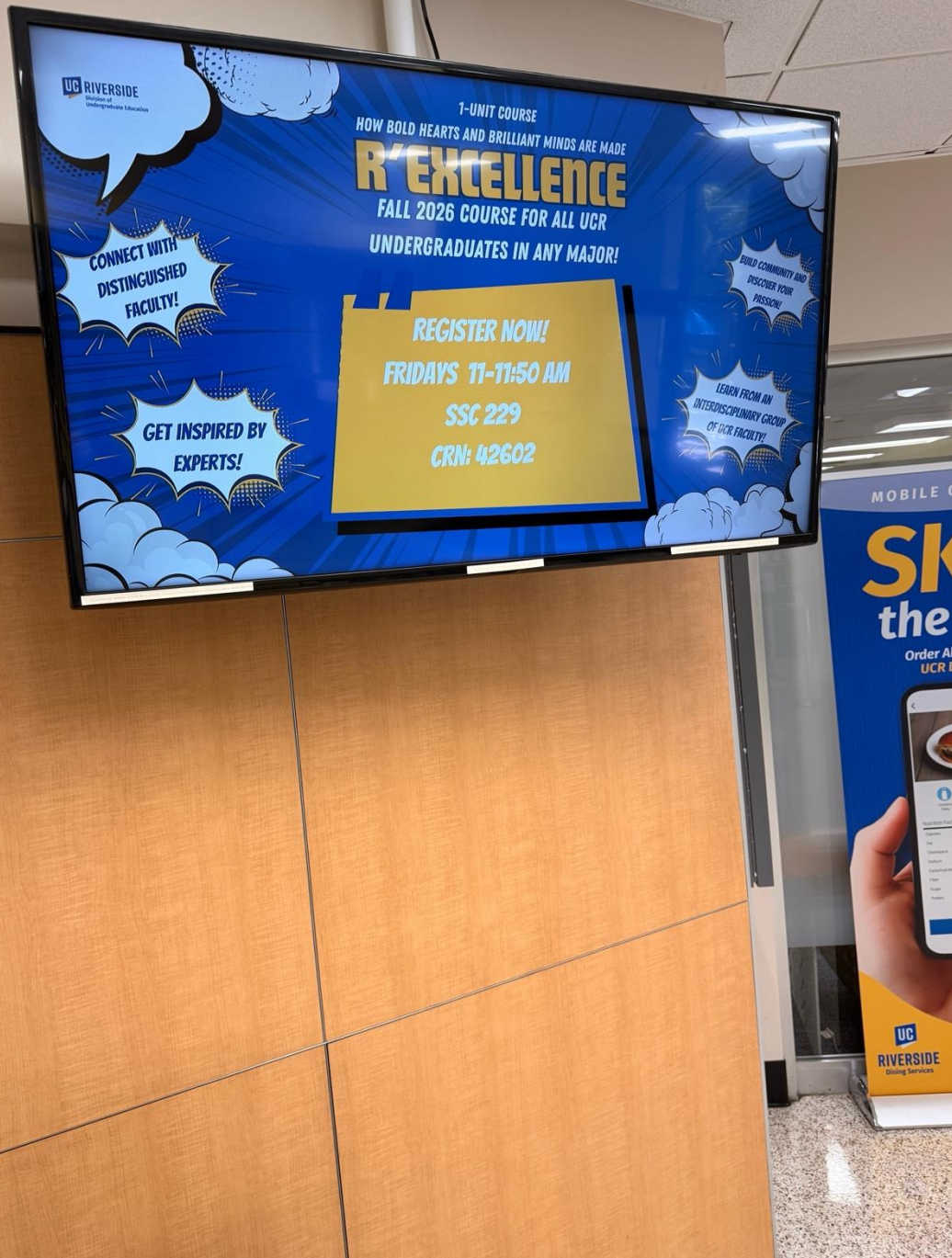
Visit Campus Business Services for printing options



Flyers & Cards

- Display Case/Bulletin Boards
- Employees can utilize J-List Dropoff through Mail Services
- Handouts
 - Orientation
 - Highlander Day
 - R'Day

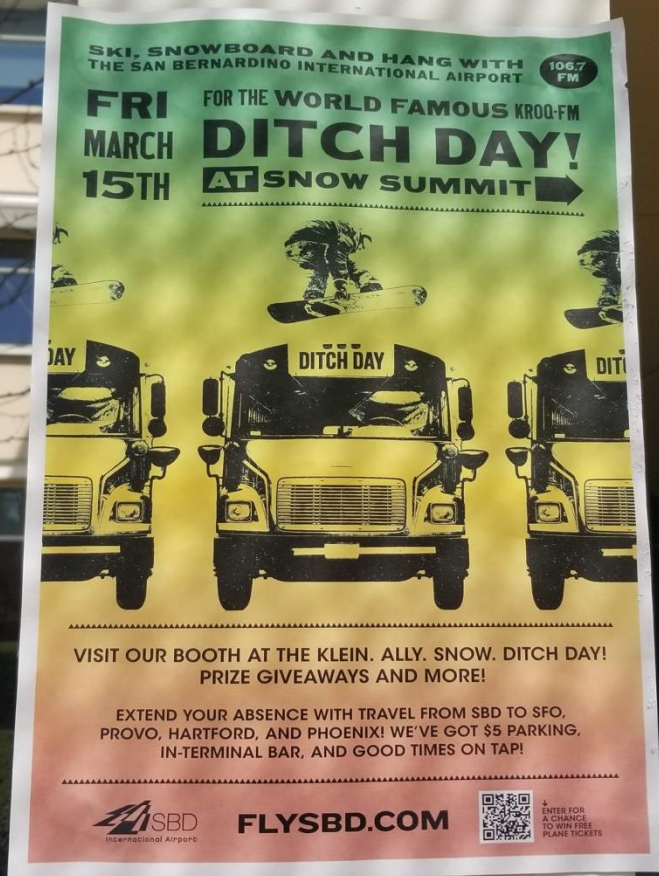
- b. All student and student organization posters and flyers must be reviewed for compliance with the *Student Affairs Posting and Distribution Policy* and approved and stamped "MEETS UC RIVERSIDE POSTING POLICY" by the office of Student Life. Postings are typically approved for 14 days. Only events that have been properly scheduled and approved will be stamped for posting.



Digital Screens

Various Locations:

- Auxiliary Services (Dining, Residential Halls, and the Campus Business Services)
- Highlander One Stop Shop (HOSS)
- Highlander Union Building (HUB)
- Hinderaker Hall/Ivan's
- Libraries
- Student Recreation Center



Please Don't

- Tape posters or flyers to buildings, pillars, or doors
- Use yard signs
- "Borrow" imagery from the internet — use original or UCR sources
- Alter or create new logos — no cutouts or mix-matching



Questions for David?



Digital Channels

Off Campus + Online

UC RIVERSIDE Events Calendar

Search

LOG IN SIGN UP

Featured Events



FACULTY & STAFF Picnic

UCR Faculty & Staff Picnic

Wednesday, September 9, 2026 11:30am to 1:00pm PDT

HUB (Highlander Union Building), Patio

REGISTER I'M INTERESTED

Events

SELECT DATE FILTER

Upcoming Welcome Week 2026 Academic Year 2026-2027

Filter results

Hide recurring events

SORT BY Date

WHEN September 9, 2026 - October 8, 2026

EXPERIENCE All Experiences

EVENT TYPES All Event Types

TOPIC All Topics

AUDIENCE All Audiences

ATHLETICS All Athletics

SUBSCRIBE TO DISPLAYED RESULTS

CANCEL APPLY FILTERS

In-Person Personal Training

Wed, Sep 9, 2026

Student Recreation Center (SRC), SRC South

\$0 - \$275

UC Yoga Teacher Training Pre-Sale Pay in Full

Wed, Sep 9, 2026

Student Recreation Center (SRC), MPR A/E, Conference Room, Training Room

\$2,000.00 - \$2,500.00

Monthly Op at the Life!

Wed, Sep 9, 2026

Multidisciplinary (MRB), Life Sciences

Adventure

Passport Walk-In Wednesdays

Wed, Sep 9, 2026 10am to 2pm

Mail Services

How to Study Abroad Virtual Info. Session

How to Study Abroad | Virtual Information...

Wed, Sep 9, 2026 11am to 12pm

Virtual Event

Lap Swim & Recreation

Wed, Sep 9, 2026

Student Recreation Center (SRC), SRC South Pool

\$0.00 - \$75.00

Teacher Education

TEP Information Session Webinar

Wed, Sep 9, 2026 12pm to 1pm

Virtual Event

Wild California: Stories of Science, Water & Life

Wild California: Stories of Science, Water & Life

Wed, Sep 9, 2026 2pm to 4pm

Virtual Event

Mat Pilates

Wed, Sep 9, 2026 5:15pm to 6pm

Student Recreation Center (SRC), MPR A

Free

Body Sculpt

Wed, Sep 9, 2026 6:15pm to 7pm

Student Recreation Center (SRC), MPR E

Free

Show all events

UCR Events Calendar

events.ucr.edu

- Anyone can view
- Only UCR-affiliates can post
- Best for events with large audiences
- Integrates with...
- support-ucrvents@ucr.edu

Campus Map

campusmap.ucr.edu



UC RIVERSIDE

Campus Tours Printable Maps Emergency Assembly Areas Overview Video Report a Problem

Search... Search

BOLD HEARTS. BRILLIANT MINDS.

Locations Tours

SORT: Default SELECT ALL CLEAR

- 360 Panoramas
- Academic Buildings
- Accessibility / Inclusion
- Administration/Operations
- Art Galleries / Performance Spaces
- Athletics / Recreation
- Building Names
- Dining / Shopping
- Events on Campus**
- Gardens and Relaxation Spots
- Health and Safety

University of California, Riverside
900 University Ave.
Riverside, CA 92521

MapTiler © OpenStreetMap contributors

Botanic Gardens Open 2nd Saturdays for Members

About This Event Event Page

Saturday, September 14th 2024, 8:00am to 2:00pm

1 Botanic Gardens Drive, Riverside, CA 92507

BEGINNING IN SEPTEMBER! Friends of the UCR Botanic Gardens can visit the Gardens on the 2nd Saturday of every month from 8:00 am - 2:00 pm as a new member benefit. Please bring your membership card. To join or renew click [here](#)

Website Widget

websites.ucr.edu/events-calendar

Events

**29
SEP**

Q-Camp: Orientation to ...

New and returning students are invited to an orientation to UCR campus life and the...

**08
OCT**

LGBTRC OPEN HOUSE

LGBTRC Open House 2024
TUESDAY, OCTOBER 8, 2024

Enjoy free ice cream or a frozen treat and a chance to make connections with our...

**15
OCT**

COMING OUT STORIES
TUESDAY TALK KICK-OFF

Coming Out Stories: Tue...

In honor of National Coming Out Day (Oct 11th), the LGBTRC welcomes studen...

**25
OCT**

THE COMING OUT DANCE

Coming Out Dance 2024
day October 25, 2024, Alur Visitors Center

Queer Alliance is excited to present this year's Coming Out Dance! The Coming O...

[SEE EVENTS CALENDAR](#)



The Wild History of UCR's Infamous Burros

Beloved by some, a nuisance to others, the Inland Empire's wild burros have become a popular sight around the UCR campus in recent years. Yet surprisingly little is known about them. Now, UCR ecologists are tracing their origins and tracking populations to better understand the animals and improve coexistence with humans.

Beasts of burden



Stories



UCR ranked No. 30 public university for research

Washington Monthly's "2026 Best Colleges for Research" has ranked UCR No. 30 among public universities for 2026 and No. 52 for universities overall.

[No. 14 among publics for access](#)



When a 'tired heart' gets lost in translation

A new paper asserts that older immigrants often describe symptoms using cultural phrasing doctors may misunderstand — a disconnect that may damage patient trust.

[Idioms of distress](#)

Newsletters

- **GradSuccess Weekly** (grads/postdocs)
 - Gradsuccess@ucr.edu
- **UCR Life** (students, faculty/staff & public)
 - Jessica Weber
- **Inside UCR** (students & faculty/staff)
 - Imran Ghorri
- **Coming Up at UCR** (faculty/staff)
 - Imran Ghorri
- **Alumni**
 - School or College Alumni Communication Manager
- **Family** (parents/guardians)
 - Chelsea Usher
- **Others** (schools/colleges, ethnic & gender offices, etc.)
 - Various campus orgs



ucriversideofficial ...

UC Riverside

3,339 posts 71.1K followers 387 following

Official Instagram of UCR, the nation's singular leader in social mobility, educational access & research excellence. Share your moments #UCRiverside



🔗 linktr.ee/ucriversideofficial and 1 more

📍 ucriversideofficial



Instagram



More Digital

Not integrated w/ UCR Events Calendar

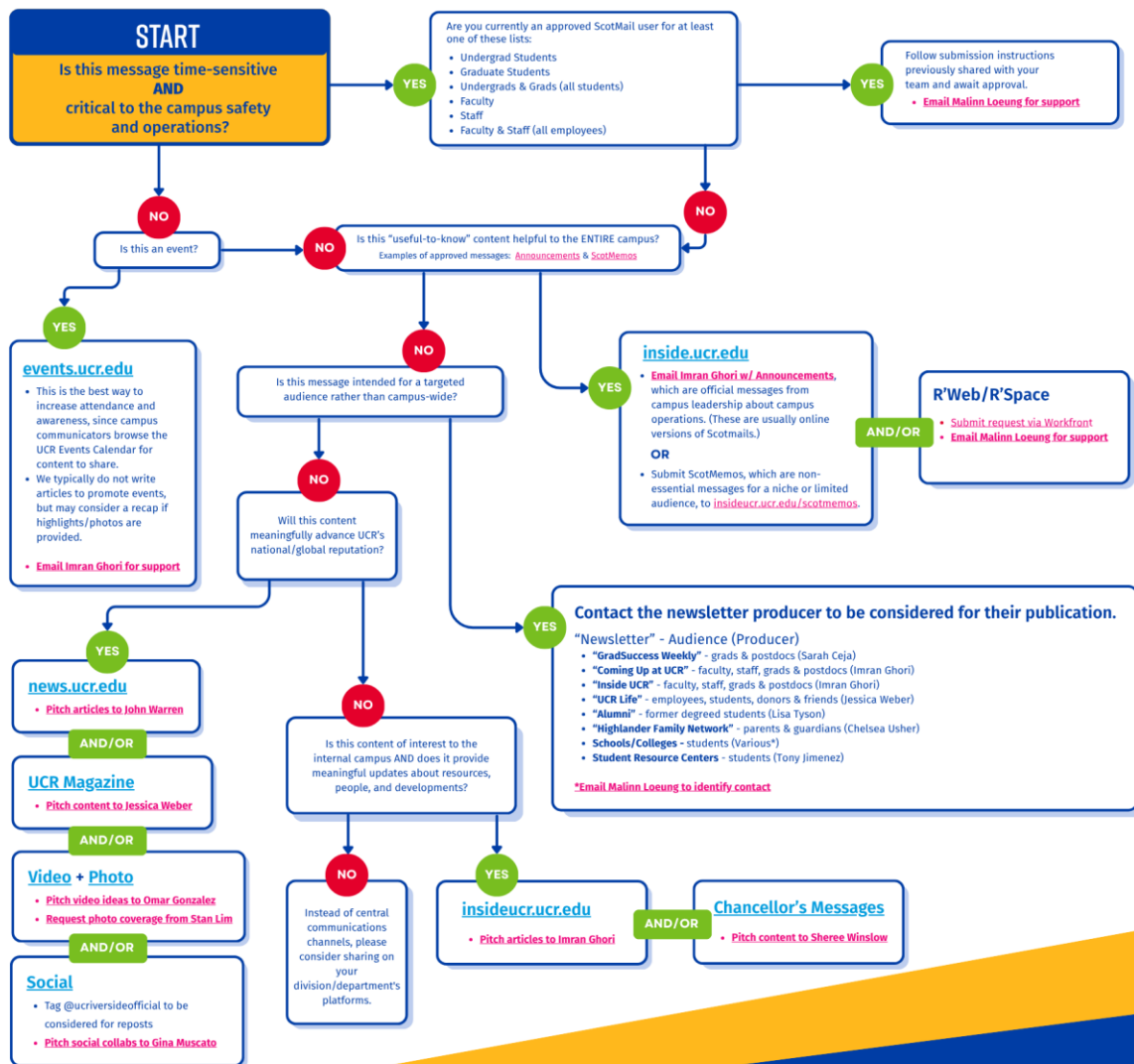
- Scotmail
- ScotMemo
- News/Magazine
- Video/Photo
- Social



OMG! That's A LOT of channels.

But which one is right for my message?

Which central communications channel is right for your message?



Practice Prompts:

#1: A new foal has joined the UCR donkey family...

#2: A major campus tool that my department manages is down...

#3: My department/students did something cool, and we'd like recognition...

#4: My department is offering an opportunity to faculty, staff, and/or students...

#5: We are all getting raises!



Questions for Malinn?



THANK YOU!

Join Us at **The Stable** for:

- Refreshments
- Networking
- Freebies (UCR tote)

