

Announcement and Event Posts Best Practices

When is it an announcement vs. an event?

Announcements: Created for practically anything, as long as it's not a WPI-sponsored event that has a date and time. Keep the title short, to the point, and focused on the WPI participants!

Announcements can be about:

- A non-WPI sponsored event that a WPI person is involved with (conference, etc)
- Information for the WPI community that doesn't contain a specific date for an event, which could include (but not limited to):
 - Awards
 - Grants
 - Scholarships
 - Research Projects
 - Published paper/research
 - Student/Faculty/Staff achievement
- Request for submissions for various events (competition, scholarship, grant application, etc) – make sure the deadline for it is also listed as an event post

Events: WPI-sponsored activity on a specific date and time, including, but not limited to:

- Award ceremonies
- Guest speakers
- Social gatherings
- WPI info sessions
- WPI speaker panels

- Also, something that has a deadline (grant application/competition, etc) – the event date is the deadline

*Notice of the event will show up daily in the WPI Today emails as a “save the date” within a week or so of the actual event date

When creating an event post, make sure to include:

- Name of event (the shorter the better)
- Date
- Time
- Location
- What attendees should expect and any additional details
- Any registration links (if necessary)
- Contact information about the organizers

See this page for best practices of event and announcement posts:

[https://www.wpi.edu/sites/default/files/inline-image/Offices/Marketing-Communications/Web Announcements 2018.pdf](https://www.wpi.edu/sites/default/files/inline-image/Offices/Marketing-Communications/Web%20Announcements%202018.pdf)