Communications and Marketing at Emory

Regarding communications and marketing, the following are the Top 3 Things to Know as a student at Emory:

1. Protect the Emory logo
   - We follow Emory University guidelines for logo use
   - Do not alter the logo
   - Do not design your own logo
   - Do not use logos of our clinical partners, including EHC, Grady, Children’s, and VA, without written permission from their marketing departments

2. The media team is here to help
   - If you are contacted by a member of the media:
     # Always reach out to Emory’s media relations team before agreeing to an interview or placing an op-ed. Contact jen.king@emory.edu to be connected to the appropriate contact (depending on topic).
     # The media team is here to vet opportunities, advise on whether an interview is a good idea, and support you with messaging. They can also review and edit op-eds; please provide as much time as possible to review.

3. Process to order Emory-branded merchandise
   - First, get approval from the EAD on the design and any wording you have in mind.
   - Use our approved vendors whenever possible.
   - Other, non-approved vendors are not permitted to print an Emory logo without a licensing letter.
   - Reach out early in the process, we can help.

4. A couple more helpful hints:
   - Do not post any information about patients or photos of patients on social media, even if it is de-identified
   - When advocating, make sure you are advocating in a way that is aligned with our policies by reviewing the following article

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