

CONTENT 101

LUNCH & LEARN

May 20, 2025



UNIVERSITY OF GEORGIA
Franklin College of Arts and Sciences



PREPARING TO GATHER CONTENT

STORIES, EVENTS, INTERVIEWS, GUEST VISITS

THINK LIKE YOUR AUDIENCE

5Ws

- Who is the story about?
- What happened?
- When did it happen?
- Where did it take place?
- Why did it happen?

Audience

- What do you think they want to hear?
- How do you want them to act?
- How do you want them to feel?
- What do you want them to do?



FRANKLIN'S GOALS

Increase the awareness, recognition and reputation of UGA Franklin College

Advance
scholarship and
research support

Increase
philanthropic
support

Academic
innovation

Attract top faculty
and students

WHAT IS FRANKLIN?



Franklin Spark

- **Ambitious** – we push the boundaries
- **Curious** – Our critical thinking and passion spur us to keep asking questions and digging deeper
- **Creative** – We find connections where other wouldn't – sharing knowledge broadly
- **Innovative** – Our location at the convergence of arts and sciences helps push limits to reach new heights and bring societal change.
- **Tomorrow's Leaders** – we generate results and have larger implications for our actions

Sub-Brand Platform



FRANKLIN COLLEGE OF ARTS AND SCIENCES

INSPIRATIONAL

COLLECTIVE

UNDENIABLE

Our academic aptitude is well-established and highly recognized.

We represent and champion the intersection of the arts and sciences

Our work produces results. We bring impact to Georgia and the world.

Showcase:

- Academic and research excellence
- How we explore innovation
- Hands-on experience
- How we enhance curriculum

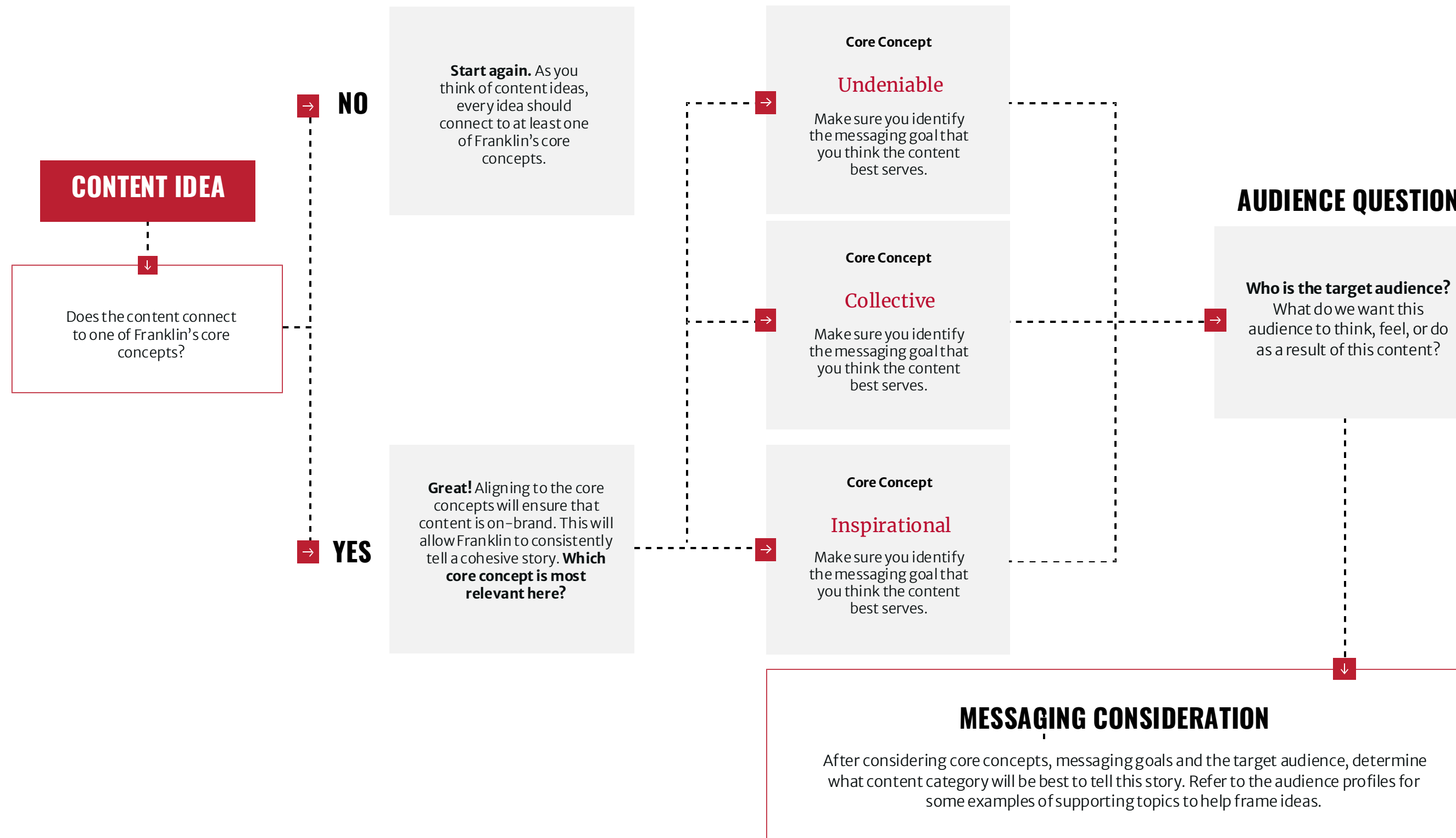
Highlight:

- Collaboration at Franklin and UGA
- How we build community
- Importance of convergence of arts and sciences

Share:

- How Franklin's work impacts community/world
- Share student success
- Share how alumni have had success and impacted the world

FLOW CHART



STORY BRAINSTORM

Subject:

Primary Audience

Who are you talking to?

SMART Goal:

What is the specific, measurable goal of sharing this story?

Core Concepts

What core concept(s) can this story fall under?

- ☐ Undeniable
- ☐ Collective
- ☐ Inspirational

Messaging Goals

What defining goals does this ladder up to?
(See Choosing a Messaging Goal Worksheet)

The Spark

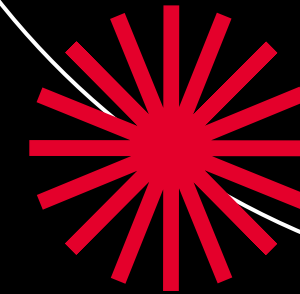
What makes this story interesting or notable?

Content Draft

Write an initial draft of the piece of content.

How does this align to the core concept(s) you selected?

What data or proof points make the message stronger?



KEY CONTENT

Student, Faculty, Alumni, Events



1. STUDENT

Student Success, Student Spotlight, Student Involvement, Student Majors

ENGAGING STUDENT STORIES

STUDENT SUCCESS

- Highlight academic achievements, scholarships, and internships
- Share personal growth stories: overcoming challenges, skill development
- Source: faculty nominations, student surveys, campus news

STUDENT SPOTLIGHT

- Feature unique talents, hobbies, majors, or leadership roles
- Showcase diversity: cultural backgrounds, passions, goals
- Source: interviews, social media campaigns, student submissions

STUDENT INVOLVEMENT

- Promote clubs, for student engagement.
- Cover events, volunteer work, and campus initiatives
- Source: Student orgs, event recaps, photo contests
- Call to Action: Encourage students to share their stories via [submission platform]!

EXAMPLES OF STUDENT INTERVIEW QUESTIONS

1. What initially drew you to your major department at UGA Franklin College of Arts and Sciences?
2. Tell us about your internship/research project.
3. Tell us about your favorite class/professor and impact they had.
4. Talk about your award/accomplishment– why are you receiving it and how did you achieve it?
5. Have you ever participated in, or do you plan to participate in any study away or study abroad programs during your time at school? If yes, please share details.
6. Which spark characteristic most resembles you. What does it mean to you?
7. What advice would you share with an incoming student?

WHAT WE CREATED

STUDENT'S QA STORY

Student Dances her way to an academic trifecta – and to Oxford

Thursday, February 6, 2025 – 10:46am



By: Danielle Hamann

Nika Shlomi, an Honors student in the Franklin College of Arts and Sciences studying biology, psychology and dance. Recently returned from a UGA Oxford study abroad experience, she shares details about her international experience as well as how her minor in dance compliments her majors and aligns with her pre-med aspirations in this interview.

What first attracted you to the [UGA Department of Dance](#)?

My upbringing in the dance world was heavily centered around ballet. When I learned about the [UGA Department of Dance's expert ballet faculty and classical repertoire](#), I knew that this was a school I wanted to explore. My older sister pursued the UGA Dance minor and her experiences in the department deepened my interest in the program.

What is your program of study at UGA:



WEB HIGHLIGHT

Dr. Fusillo, one of my ballet professors at UGA DANCE, inspired me to apply to the 2024 UGA Oxford Franklin Summer Program, and it was one of the best decisions I have made during my time at UGA.

Nika Shlomi

3X Franklin College of Arts and Sciences Honors Student Studying Biology, Psychology and Dance
2024 UGA at Oxford Franklin Summer Program in Oxford, England / UGA Study Away



STUDENT SOCIAL

Student
Spotlight

**MEET
ALEXANDRA
WELLS**

A senior Foundation Fellow and Stamps Scholar studying Cellular Biology and Spanish



“My Spanish education has challenged me to closely explore language, helping me realize that science is also a language – one that healthcare professionals have the unique responsibility of translating for people with varying levels of scientific knowledge...In this way, communicating scientific concepts becomes a form of storytelling.”





2. FACULTY

Faculty Success, Faculty Spotlight, Faculty Involvement, Faculty Research

ENGAGING FACULTY STORIES

FACULTY RESEARCH

- Feature ongoing studies, funded projects, or impactful publications
- Highlight collaborations with industry, government, or other institutions
- Source: Research office updates, grant announcements, faculty websites

FACULTY SPOTLIGHT

- Feature unique expertise, community contributions, or mentorship
- Showcase diversity: career journeys, interdisciplinary work
- Source: faculty interviews, nomination forms, social media

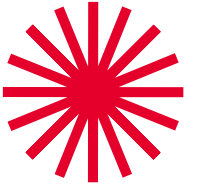
FACULTY SUCCESS

- Highlight research grants, publications, and awards
- Share innovative teaching methods or program impacts
- Source: department reports, faculty profiles, university news

FACULTY INVOLVEMENT

- Promote participation in campus events, committees, or outreach
- Cover professional development, workshops, or collaborations
- Source: event organizers, faculty surveys, photo submissions

EXAMPLES OF FACULTY INTERVIEW QUESTIONS



1. What led you to a career in academia, and what do you enjoy most about being a faculty member?
2. Tell us about your research/book/paper and its impact.
3. Talk about your recent award/accomplishment– why did you receive it, how do you feel?
4. How would you describe your teaching or mentoring style in the classroom or with students?
5. How do you contribute to the university or academic community outside of teaching and research?
6. What excites you about the future of your field or higher education in general?
7. How do you support student success and growth in your courses or programs?
8. What's a unique perspective or passion you bring to your work as a faculty member?

WHAT WE CREATED

FACULTY AWARDS SOCIAL POST



TWO FACULTY SELECTED AS FRANKLIN COLLEGE EXCELLENCE IN UNDERGRADUATE TEACHING AWARD RECIPIENTS:

Pictured: Professor Nandana Weliveriya (left) of the Department of Physics and Astronomy and Professor Cris Lira (right) of the Department of Romance Languages

franklin_uga

franklin_uga Recently, Franklin faculty members Nandana Weliveriya and Cris Lira were selected as recipients of the Franklin College Excellence in Undergraduate Teaching Award. This award is made possible by a generous gift from the late Ted and Caroline Riddlehuber, alumni and friends of Franklin who wanted to recognize faculty who make a life-changing impact on their students. Nominated by students, the Franklin College is beyond proud to have Weliveriya and Lira in its stellar group of faculty—shedding light across the arts and sciences.

john_hopkins Well deserved Dr. Weliveriya!

abbieottosen parabéns professora!! ❤️ @lircris

amymorales2 SO well deserved, a melhor!!!! Parabéns, @lircris !!

mateusvitorlima @lircris a melhor que tem!!!!!!

74 likes January 16

FACULTY EVENT SPOTLIGHT

HUGH HODGSON SCHOOL OF MUSIC

THIS WEEK

THURS 1/9

Faculty and Guest Artist Recital
James Kim, cello and Liza Stepanova, piano with special guest Itamar Zorman, violin
7:30 p.m. in Ramsey Concert .Hall
This concert is free.



UGA Performing Arts Center (unless indicated)
230 River Road, Athens, GA 30602

MUSIC.UGA.EDU | 706-542-4400

  @ugamusic

WEBSITE STORIES

Cecília Rodrigues’s Vision for Portuguese at UGA Earns National Recognition

Wednesday, May 7, 2025 – 1:02pm

Cecília Rodrigues, Associate Professor of Portuguese in the Department of Romance Languages, has been awarded the Consortium of Latin American Studies Programs (CLASP) 2025 Excellence in Language Education Award. The prize this year recognized exceptional leadership in Portuguese language instruction, pedagogy, curriculum development, and the promotion of the study of this language in the US. This is a major national and interdisciplinary distinction, given that the competition was open to professors and instructors of Portuguese at all ranks and levels at over thirty universities. The award notification commended Dr. Rodrigues for her success in integrating Brazilian culture into the classroom through curricular interventions and virtual collaborations, noting the importance of Dr. Rodrigues’s work in expanding the Portuguese language program at the University of Georgia, as well as her leadership as the president of the American Portuguese Studies Association.



In twenty years of exceptional dedication to Portuguese language education—at the University of Massachusetts



3. ALUMNI

Alumni Success, Alumni Speakers, Alumni Interviews, Alumni Involvement

ENGAGING ALUMNI STORIES

Encourage alumni to share their stories – Consider student interviews/recording class visits and turn these interactions into content.

ALUMNI SUCCESS

- Highlight career milestones, promotions, awards, or entrepreneurial ventures
- Share stories of applying university skills in real-world settings
- Source: alumni newsletters, LinkedIn updates, career office records

ALUMNI SPOTLIGHT

- Feature unique achievements, volunteer work, or creative pursuits
- Showcase diversity: industries, global impact, personal journeys
- Source: alumni interviews, social media campaigns, direct submissions

ALUMNI INVOLVEMENT

- Promote engagement in mentorship, networking, special donations, awards interviews w/ students or campus events
- Cover donations, guest lectures, or alumni association activities
- Source: Alumni office, event recaps, giving campaigns

EXAMPLES OF ALUMNI INTERVIEW QUESTIONS

1. Tell us about yourself and your recent accomplishment.
2. How did your time at UGA shape your career path or personal growth?
3. What was your favorite tradition or campus event at UGA, and why did it stand out?
4. What on piece of advice would you offer a student?
5. Please share a memorable lesson or experience from a UGA professor or course that still impacts you today?
6. How did the UGA alumni network support you after graduation, and what advice would you give current students about leveraging it?
7. What's one thing you wish you had known or done differently while you were a student at UGA?
8. How do you stay connected with UGA today, and what motivates you to give back to the university community?

WHAT WE CREATED

ALUMNI INTERVIEWED BY SCHOLARSHIP RECIPIENT - [LINK](#)

franklin.uga.edu

ACADEMICSABOUT FRANKLININFORMATION FORINCLUSIVE EXCELLENCEDEVELOPMENTINTERNATIONALEVENTSNEWSDIRECTORY

School of Computing student interview with Intel CTO Greg Lavender

Wednesday, November 20, 2024 - 9:32am

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Like 0

By: Danielle Hamann

While on campus in November, UGA School of Computing students had the opportunity to network with distinguished alumnus Greg Lavender (B.S. Computer Science '83). Lavender's Dr. Jeffrey W. Smith Undergraduate Scholarship recipient Hannah Le conducted a one-on-one interview with Lavender.

Q: What's your favorite memory from your time at the University of Georgia?

A: Oh, that's a good question! I actually never went to a single football game while I was at UGA. I was always in the computer labs—very geeky, you know? My favorite memory would be a pretty funny one. I had this huge final exam in a computer science class, and it was during the winter semester. It was freezing cold, and I was studying late, wrapped up in my electric blanket, just sleeping away.

Then my phone rang—this buzzing sound that annoyed me, so I ignored it at first. Finally, I woke up and




NEWS

- Unscripted
- Arts
- Earth
- Health
- Human Nature
- International
- Society
- Project Showcase

ALUMNI SPEAKER SOCIAL POST

UGA ALUM

UNDERGRADUATE COMMENCEMENT SPEAKER



JARRYD WALLACE

AB COMMUNICATION STUDIES '19

Four-time Paralympian and winner of two bronze medals, will deliver the spring undergraduate Commencement address at the University of Georgia on May 9 in Sanford Stadium.

ALUMNI SPOTLIGHT QUOTE SOCIAL POST



ALUMNI SPOTLIGHT

Caroline Leigh Halleck
BMUS '17

“UGA provided a rich and inspiring environment, full of people and opportunities that definitely helped shape the direction of my career.”





4. EVENTS

Department Events, National Events, Social Events, Clubs

GATHERING INFO AT EVENTS

PHOTOS

- Take photos – get names and details (minor, department, award), take candid and professional shots.
- For any CAES materials that contain an image or video featuring a person, it is necessary to get permission to use that photograph of them. In the case of minors, this permission should be from the parent or guardian in writing.

COPY (WRITING)

- Who, What, Where, When, Why
- Key Moments or Highlights:
 - What are the pivotal or unexpected moments that shape the event's narrative? Identify turning points, such as a dramatic play, a surprise announcement, or a spontaneous student reaction.
- Community Engagement:
 - How are students, faculty, alumni, or locals participating and interacting? Note signs of unity, like shared chants, collaborative activities, or displays of school pride.
- Personal Stories or Emotions: What emotions or personal experiences are evident among attendees? Look for individual reactions—joy, tension, nostalgia—that reveal the event's impact. **Collect quotes!**

WHAT WE CREATED

WEB ARTICLE COVERING CURO EVENT

Franklin students present their research at CURO Symposium

Friday, April 11, 2025 – 10:29am



Like 0

By: Mianna Lotshaw

As visitors descended the escalator of the Classic Center and walked through the doors of the Grand Hall, they encountered hundreds of hardworking students eager to present their research. An atmosphere of education and engagement filled the air.

On April 7 and 8, undergraduate students from UGA came together to present at the annual Center for Undergraduate Research (CURO) Symposium with a record-breaking number of 723 presentations. The morning of April 7 was filled with 10-minute presentations. Later that day from 4-



INNOVATIVE INITIATIVE ANNOUNCEMENT

Franklin College Innovation Initiative 2025 – the next quarter-century

Wednesday, April 16, 2025 – 8:55am




Like 0

By: Alan Flurry

PART 1 OF 3 - ACADEMIC INNOVATION

Franklin College has introduced a three-part Innovation Initiative guiding its efforts and focus into the next era of American higher education. The initiative consists of three pillars designed to complement each other and work together: 1) Academic Innovation, 2) Research Partnerships and Public Engagement, and 3) Student Success. In the first of a three-part series of interviews, Franklin College Dean Anna Stenport unpacks the first pillar, Academic Innovation, and the plan for its implementation.



TALKIN DOG EVENT SOCIAL POST





FRANKLIN







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From creati grow our sh shape Frank

Go Franklin

4w



ugastudent

4w Reply



evieakridge

4w 1 like



lizaadamik

4w 1 like



helen.somm

4w Reply



izz.prindle

4w 1 like



157 likes

April 17



Add a comm

HOW TO GATHER CONTENT

- Make a template with a series of questions that students/staff/faculty can use to interact with guest speakers and alumni
- Make a template with questions for student profiles/clubs
- Make social media templates or use marcom's student, alumni etc.
- These forms help create a series with cadence and consistency
- Ask interviewee to submit photo or have student take photo at event/lecture
- Ask tour ambassadors/clubs to submit content – words/photos
- Great research and “&” stories
- Post events/news consistently
- Submit events to UGA calendar

CONTENT IS KEY!

- **Goal –actively gather content along the way – create content once – use it as many places as possible**
- Key is to gather content and then post to your website and social media
- Gather photos – high quality, in brand, and collect names and details of subjects.
 - Photo tips: students with the guest speaker, alumni visit to UGA, ensure photo is properly cropped and clear, generic UGA photography is available at uga.edu/photo

PHOTOGRAPHY

- Gathering content includes writing and photos, graphics and maybe even a video!
- Students with the guest speaker
- Alumni visit to UGA
- Ensure photo is properly cropped and clear
- Candid or stock photos
- Generic UGA photography is available at uga.edu/photo

EXAMPLES OF GOOD AND BAD PHOTOGRAPHY



Good!

- Highlights individuals
- Up-close
- Clear image
- Up-to-date



Bad

- Far away
- Blurry
- Outdated



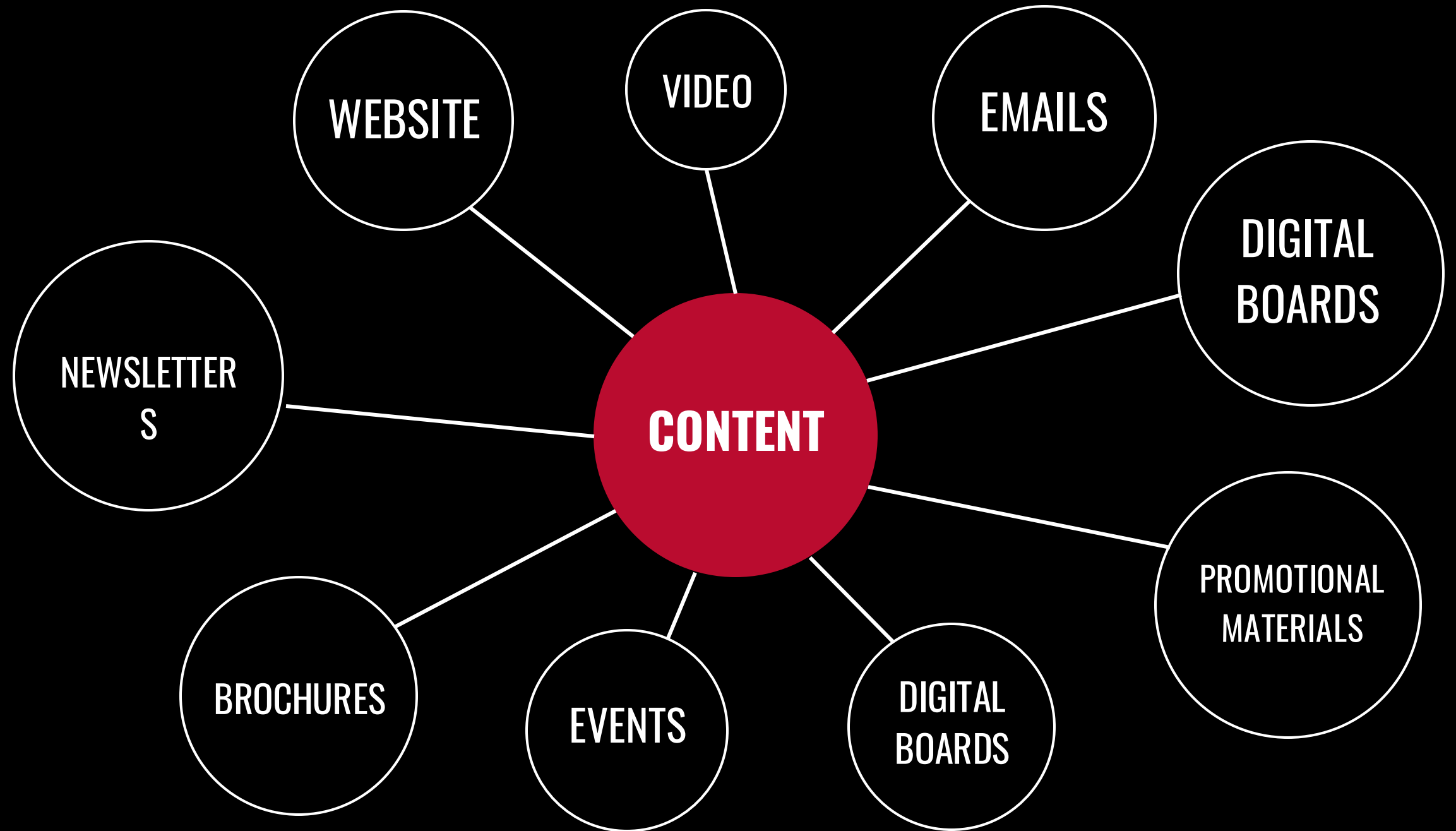
FORMATTING CONTENT

WRITING TIPS

- **Make Content Easy to Read:** Use short sentences/paragraphs, simple language, visuals (images, infographics, videos, graphs)
 - **Link to High-Quality External Resources:** Use outbound links to authoritative sites for credibility and user value (e.g., statistics, reports, surveys, case studies, interviews). Ensure links are up-to-date.
 - **Add Internal Links:** Link to relevant pages on your site to distribute link equity and improve SEO. Ensure anchor text is relevant, and links are natural.
 - **Focus on Quality Content:** Content should be accurate, valuable, original, and engaging.
-
- Keep it concise and scannable.
 - Incorporate visuals for engagement.
 - Be consistent with names, titles and format

WHERE TO SHARE CONTENT

- Newsletters
- Website
- Events
- Socials
- Digital boards
- Emails
- Brochures
- Promotional material
- Can pitch to Marcom and/or Darcom



Submit story ideas to
franklinstories@uga.edu



PUTTING IT ALL TOGETHER

EXAMPLE

1. DISCOVERED STORY- FRANKLIN STUDENT ON CONNECT ABROAD TRIP

2. CONDUCTED INTERVIEW

- What was your favorite part of the trip and why?
 - o My favorite part of the trip was when we visited the town of Meknes. Not only to be good to have a cooking class where we got to cook traditional Moroccan cuisine, but we also got to break fast that night with local Moroccan college students. It was very interesting to talk to these students as they have such a different on set of views from mine. - Brady Hawkins
- What did typical day in the program look like?
 - o No day in Morocco was typical. Each day started by waking up alongside your roommate and going down to enjoy breakfast with your tripmates. From there, the whole group participated in one or two preplanned activities. These activities ranged from riding on the back of a camel to breaking fast with a group of local students. Often you would have free time to eat local cuisine or shop in the markets. At the end of the day, we ate dinner while enjoying a live show of dancing and music. - Bram Rosenblatt
- What advice do you have for students preparing for this trip?
 - o The most important piece of advice I would give any student preparing for this trip is to not take anything for granted. It is a once in a lifetime opportunity, so do not overlook anything. Get to know your tripmates and your professors as it's a time for you all to experience something, likely for the first time, together. Appreciate every moment even if it's sitting around during your layover or packing up to move from one hotel to another. Each experience is special and something to remember. At the end of each night, journal everything you felt

3. STORY WRITTEN THEN POSTED ON WEBSITE

Dawgs In the Desert – Morocco Connect Abroad Reflections

Wednesday, April 30, 2025 - 11:58am



By: Emma Rasmussen

Dawgs make their mark wherever they go, and now their prints are left behind in the golden sands of Morocco. For three first-year students — international affairs major Brady Hawkins, regenerative bioscience major Bram Rosenblatt and music education major Nichole Botsoe — the opportunity to take their studies overseas through the University of Georgia's recently-introduced Connect Abroad program provided an unforgettable experience.

We asked them, their faculty lead Maria Navarro and Director of Global Education Yana Cornish to share their stories. Their answers reveal why studying abroad is more than a trip; it's a transformation.

Yana Cornish, Director of Global Education at UGA's Office of Global Engagement, affirms the value of such experiences: "Studying abroad



4. SOCIALS MADE AND POSTED



POST YOUR CONTENT

- Post your events to the UGA calendar: calendar.Uga.Edu
- Post your events/news to your department website
- Share your events/news with franklin marketing
- Add stories to newsletter
 - Franklin marketing & communications has a quarterly alumni newsletter
- Send stories to main office to put on Franklin's main socials



FRANKLIN FEST
Celebrating Franklin College
for All of February!
Free Food | Giveaways
Events | Fun

WORKING WITH FRANKLIN MARCOM

A STORY

Submit a story idea here
Franklinstories@uga.edu

MARKETING REVIEW

Submit a marketing item for review here
Fcmarketingreview@uga.edu

MARKETING REQUEST

Submit a new marketing request here
Franklinmarketing@uga.edu



CANVA LUNCH & LEARN

May 29th 1:00 p.m.–2:00 p.m.



CANVA - ACCESS AND FOLDERS

<https://www.canva.com/login/>

Please email franklinmarketing@uga.edu for access
Login: fccanvadept@uga.edu

Folders labeled – can create more for departments

- DO NOT move templates make a copy then move the copy

QUESTIONS?

Links for more information found on [Franklin Sub-Branding page](#)



UNIVERSITY OF GEORGIA

Franklin College of Arts and Sciences