

Logsdon, Jeremy

From: Spaulding, Aurelia
Sent: Tuesday, March 28, 2023 9:14 AM
Cc: Daugherty, Rachel; Gossett, Morgan
Subject: Workshop Today: The Digital Best Friends - Email, Web, and Digital Ads

Good morning!

Rachel, Morgan, and I are looking forward to today's workshop titled *The Digital Best Friends – Email, Web, and Digital Ads* at 1:30pm in The Commons room 3002. We are eager to share with you how email, web, and digital ads work together to promote academic programs and colleges. If you work with a non-academic unit, you will likely use less of the concepts we discuss today; you may want to think creatively about how to translate some portions to your work.

See you at 1:30pm.

Sincerely,

Aurelia Spaulding ('06, '12) – She/Her /Hers
Assistant Director for Marketing Communications
WKU Division of Communications & Marketing
Adjunct Faculty, College of Education and Behavioral Sciences
Office: 270-745-3596
Zoom: <https://wku.zoom.us/my/aureliaspaulding>

Logsdon, Jeremy

From: Spaulding, Aurelia
Sent: Tuesday, March 7, 2023 4:42 PM
Subject: Re: Adapting to a Changing Social Media Landscape: Rethinking Content Delivery
Attachments: marketing workshop - adapting to (1).pdf

Good afternoon,

Thank you all again for attending the workshop today. Today's presentation is attached. Please also take a moment to complete the short survey.

Survey: https://wku.co1.qualtrics.com/jfe/form/SV_dmqdOgcdJDcUVDg

Have a good rest of the week.

Sincerely,

Aurelia Spaulding ('06, '12) – She/Her /Hers
Assistant Director for Marketing Communications
WKU Division of Communications & Marketing
Adjunct Faculty, College of Education and Behavioral Sciences
Office: 270-745-3596
Zoom: <https://wku.zoom.us/my/aureliaspaulding>

From: Spaulding, Aurelia <aurelia.spaulding@wku.edu>
Date: Tuesday, March 7, 2023 at 12:23 PM
To:
Subject: Adapting to a Changing Social Media Landscape: Rethinking Content Delivery

Good afternoon,

The countdown is here for today's workshop. We look forward to seeing you all at 1:30pm in the Commons 3002.

Sincerely,

Aurelia Spaulding ('06, '12) – She/Her /Hers
Assistant Director for Marketing Communications
WKU Division of Communications & Marketing
Adjunct Faculty, College of Education and Behavioral Sciences
Office: 270-745-3596
Zoom: <https://wku.zoom.us/my/aureliaspaulding>

Logsdon, Jeremy

From: Spaulding, Aurelia
Sent: Tuesday, March 7, 2023 12:24 PM
Subject: Adapting to a Changing Social Media Landscape: Rethinking Content Delivery

Good afternoon,

The countdown is here for today's workshop. We look forward to seeing you all at 1:30pm in the Commons 3002.

Sincerely,

Aurelia Spaulding ('06, '12) – She/Her /Hers
Assistant Director for Marketing Communications
WKU Division of Communications & Marketing
Adjunct Faculty, College of Education and Behavioral Sciences
Office: 270-745-3596
Zoom: <https://wku.zoom.us/my/aureliaspaulding>