Communication options for research

The Department of Marketing and Communications may be able to assist in your research in a few simple ways. Review the options below. Work with your mentor or faculty advisor to determine if specific resources may work for you. The dental school has authority for posting on some of the sites below but not all of them. There’s no harm in trying to submit your info to the HSC, WVU Medicine and WVU.

Marketing and Communications Director

Sunshine Wiles is the school’s marketer. Reach out to her for questions related to the information included here.
ssw0005@hsc.wvu.edu
sunshine.wiles@hsc.wvu.edu

**Surveys**

The school has a survey monkey account. It’s a very basic subscription. Students have used it periodically. It does come with a caveat. With the ability to have only limited users, you will have to work with Marketing and Communications for password and access.

**Logos**

We have ***just two*** approved logos. One is for WVU School of Dentistry. The other represents our clinics and patient care as WVU Dental.
Click here <https://universityrelations.wvu.edu/downloads> to download the color variations of the school’s logo. If you want to use the clinical logo, you can get it from the school’s marketing department.

**Websites**

You have the opportunity to place the information about your research and studies on our school website or our clinic website. Compile the details and share them with the marketing department.

(Sunshine Wiles – ssw0005@hsc.wvu.edu or sunshine.wiles@hsc.wvu.edu)

On the school website, it would be placed here: <https://dentistry.wvu.edu/news>
(CONTENT FOR YOUR “NEWS” STORY SHOULD INCLUDE FULL DETAILS. THE LINK TO THAT STORY IS WHAT WE’D SHARE WIDELY THROUGH E-NEWS AND OTHE PLATFORMS.)

On our clinic website, we could possibly place an announcement at the top of the home page that links to your research information and request. <https://wvudentalcare.com/>

Note – When content gets posted to our news page, we have the ability to request that the other HSC schools share it.

**Social media**

We have social media accounts for the school and for the clinic.
Facebook and twitter accounts exist for both. (@wvudentalschool @wvudentalcare)
Depending on the audience you are trying to reach (patients, providers, students, etc.), we could share through WVU School of Dentistry or WVU Dental.

Additionally, there is a Linked In account for the School of Dentistry where the information could also be distributed.

**Infostations**The digital screens across campus could be useful especially if you create a QR code to be displayed. Students or faculty can directly place an infostation request online: <https://wvuschoolofmedicine.wufoo.com/forms/z6u1bhc1tj1z9x/>

**Calendar**

Calendar information is also dispersed on infostations as events. Students or faculty can place items on the WVU and School of Dentistry calendar. <https://cal.wvu.edu/> Log in with your regular username and password. Find the submit button and fill out the form. (As far as choosing dates, you can select to have it appear for multiple days. Sometimes I post things to appear on the date of the deadline for participation.)

**Campus Announcements**

Completing this online form <https://urwvu.wufoo.com/forms/xkromyu02t4l02/> could place your request for your content to be placed on students.wvu.edu and for Unews. These requests are reviewed by University Relations downtown. We do not have control over what is or isn’t used. To learn more about HSC announcements and stories, click <https://www.hsc.wvu.edu/communication-guide/communications/announcements-and-stories/>

**e-News**

School of Dentistry

The dental school sends a monthly e-News to alumni, faculty, students, staff and friends of the school.
It is distributed the 3rd Friday of the month. Please make your request to have it placed in our e-New a week prior to distribution.

Health Sciences Center

Health sciences sends a weekly news update. Work with the marketing department to get the information shared with HSC communicators. (If you don’t receive Health Sciences Weekly and want to, subscribe here: <https://wvuschoolofmedicine.wufoo.com/forms/z1hq7fz3051804a/>

Mountaineer e-News

The Mountaineer e-News editorial team could consider your information in its daily message.
Learn about the appropriate content for Mountaineer e-News here: <https://enews.wvu.edu/about>
If you feel your content meets the stipulations, you can submit to University Relations at <https://wvu.qualtrics.com/jfe/form/SV_eJS4PrphALJNCYe>

WVU Medicine Connections

If your research is seeking participation from WVU Medicine faculty, staff and administrators, you can submit the info here: <https://connections.wvumedicine.org/submit/>

**Waiting rooms**

The marketing department has plastic stands that can hold 8.5 x 11 announcements. (They need to be positioned vertically or portrait style.) Please see the marketing department to borrow those stands to place your content for our patients to see.