

Fall '23 MND Content Calendar									
Platform	Author	Due Date (x/x/xxxx)	Publish Date (x/x/xxxx)	Post Topic (department event, student takeover, etc.)	Media (if applicable, either copy/paste or paste Canva link)	Copy (if applicable, copy/paste here) USE HASHTAGS	What Objective Does This Address?	Approved?	
LinkedIn	Rylee	9/29/2023	10/2/2023	AP News article	https://apnews.com/article/taylor-swift-beyonce-gannett-music-journalism-jobs-e345985bf3e863ca371258ad7d790198	MND's very own Professor Eric Grode weighs in on how Taylor Swift and Beyoncé's names may be in the title of your next job. Read more about how these superstars are changing the narrative of music journalism here:	Highlight Professor Eric Grode in the news	<input checked="" type="checkbox"/>	
Instagram, Twitter/X and LinkedIn	Caleigh	10/4/2023	10/4/2023	Qualtrics Survey	https://syracuseuniversity.vul1.qualtrics.com/jfe/preview/previewId/43b8e38d-598f-427d-aeee-3c9f701c8c13/SV_4FDU8E0nondnqm?Q_CHL=preview&Q_SurveyVersionID=current	We are conducting a survey to understand our audience and improve our social media content for you! Please fill out the survey linked in our bio to tell us what you think about the NewhouseMND socials. #Newhouse #survey #mediacontent #Syracuse #NewhouseMND #journalism #digitalnews	Research on social media content	<input checked="" type="checkbox"/>	Canva post for insatgram https://www.canva.com/design/DAFwQw6ScqM/vxATgs4FNF_R4J1v8ScuA/edit
LinkedIn	Jackson	10/5/2023	10/6/2023	Highlighting MND alumni work	https://www.linkedin.com/feed/update/urn:li:activity:7112574815785353217/	MND master's alum Charlene Masona '21 assists in the production on Deveen Taylor's new project "Savor the Culture," a video series aimed to highlight Black-owned food businesses in New York City. Watch a clip from the series here:	Shows MND alumni projects	<input checked="" type="checkbox"/>	
LinkedIn	Megan	10/4/2023	10/6/2023	Highlighting MND faculty	https://www.linkedin.com/feed/update/urn:li:activity:7112800119699247106/	We are so excited to share that MND faculty members Nausheen Husain and Jodi Upton just attended and presented at the Global Investigative Journalism Network conference in Gothenburg, Sweden! What an incredible opportunity and fantastic representation of our wonderful MND faculty. #Newhouse #journalism	Highlight MND faculty and their impact on their industry	<input checked="" type="checkbox"/>	
LinkedIn	Megan	10/4/2023	10/6/2023	Highlighting MND magazine/alum	https://www.linkedin.com/posts/s1-newhouse-school-of-public-communications-at-syracuse-university_teamnewhouse-newhousenetwork-activity-7105247667902889985-1W_r7?utm_source=share&utm_medium=member_desktop	We are so proud of our current students and recent alumni whose work was honored by the AEJMC Magazine Division. #Newhouse #journalism	Highlight MND students/recent alumni on their recent accomplishments	<input checked="" type="checkbox"/>	
Instagram	Kate	10/5/2023	10/6/2023	Fall Break	https://www.canva.com/design/DAFwJrqpgA4/AuaHKYUFD_USMnzHhvUHrA/edit?utm_content=DAFwJrqpgA4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton	Newhouse MND wishes everyone a happy Fall break! #newhousemnd #newhouse #syracuse #fallbreak	Build community with NewhouseMND followers	<input checked="" type="checkbox"/>	
Email	Megan	10/10/2023	10/10/2023	Newhouse Hispanic/Latiné Heritage History Makers Lunch	https://www.canva.com/design/DAFw3_kkYdcPiEFTa6exbdDaVXWMJelA/edit?utm_content=DAFw3_kkYdc&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton	We are so excited to announce that MND alum Marlie Muñoz along with two fellow alum will be recognized for their achievements and contributions to Newhouse. Please join us in celebrating these amazing alumni at the Newhouse Hispanic/Latiné Heritage History Makers Lunch! Oct. 11, Noon. IS Center, Newhouse 3, Room 432.434.	Highlight MND alumni accomplishments	<input checked="" type="checkbox"/>	
Instagram, Twitter/X, LinkedIn, email	Caleigh	10/10/2023	10/11/2023	Survey reminder				<input checked="" type="checkbox"/>	
Instagram and Twitter/X	Megan	10/16/2023	10/16/2023	Bloomberg talk	https://www.canva.com/design/DAFxcOCAhgU/CouTHy2YUKYmIhm_7-G6pw/edit?utm_content=DAFxcOCAhgU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton	Happening tonight! Come hear Molly talk about her experience as a US Economy editor and get the inside scoop on the Bloomberg paid summer internship (with NYC housing). #NewhouseMND #bloomberg	Alert students of an event happening tonight	<input checked="" type="checkbox"/>	
Instagram, Twitter/X, LinkedIn	Caleigh	10/13/2023	10/16/2023	Final Survey reminder				<input checked="" type="checkbox"/>	
Instagram, Twitter/X and Threads	Rylee	9/29/2023	10/17/2023	Major exploration event	https://www.canva.com/design/DAFvm4QRf6E/z8yrgRyUvYg49EkHG0Jw/edit?utm_content=DAFvm4QRf6E&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton		To alert students to the major exploration days	<input checked="" type="checkbox"/>	Post on Instagram around 12-3
LinkedIn	Jackson	10/11/2023	10/18/2023	Highlighting MND alumni work	Bylines: https://thespnews.org/byline/tania-ortiz/ ; https://thespnews.org/byline/timia-cobb/	It's always exciting to see our current students and alumni doing exciting things in the world of journalism. Recently, Newhouse MND master's students and Syracuse.com fellows Tania Ortiz and Timia Cobb attended and covered of the Society of Professional Journalists' SPJ23 convention. Check out both Tania and Timia's coverage below!	Highlight MND alumni accomplishments	<input checked="" type="checkbox"/>	
Instagram and LinkedIn	Megan	10/16/2023	10/20/2023	Student spotlight post	https://www.canva.com/design/DAFxFT_WX0/LPV7cS7eExaB9pkr8I0fA/edit?utm_content=DAFxFT_WX0&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton	Meet Claire Harrison! Swipe to learn more about her experience and advice she has for current and future students. Interested in seeing some MND work she's done? Check out our LinkedIn profile for a selection of her work for The Daily Orange linked in our bio! #NewhouseMND #studentspotlight	Highlight current MND students and their experience and work	<input checked="" type="checkbox"/>	
Instagram, LinkedIn, Twitter/X and Threads	Megan	10/22/2023	10/23/2023	2024 Empire State Winter Games Opportunity	https://www.canva.com/design/DAFyCQL7nI8YYpNywXgCrbIVa4Rp7-O3w/edit?utm_content=DAFyCQL7nI8&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton	This could be you! For the third year in a row, @NewhouseSU is partnering with the Empire State Winter Games to give students experience photographing, filming and writing for the largest winter sports event in the Northeast and published by the Games and more media outlets. All majors are welcome to apply, but spots are limited so follow the link in our bio to apply to this amazing opportunity by Friday at Noon! #TeamNewhouse #wintergames #wintersports #lakeplacid	Advertise a great opportunity for students to build experience and get published	<input checked="" type="checkbox"/>	Threads/Twitter: Love winter sports? Want to gain experiences covering them as a photographer, videographer or social media coordinator? Join the 2024 Winter Sports Experience student team covering the @ESWGames in Lake Placid Feb. 1-4. Apply at https://form.jotform.com/232906092471153
Instagram, Twitter/X and Threads	Caleigh	10/23/2023	10/24/2023	DC Class	https://www.canva.com/design/DAFwQw6ScqM/vxATgs4FNF_R4J1v8ScuA/edit	Love sports? Love to talk about sports policy? Join us for a Syracuse-DC combined class next semester (via Zoom) with an immersion weekend at the Institute for Democracy, Journalism and Citizenship. We'll cover all the current topics in sports, from NIL to equity to conference restructuring – and who win and loses.	Promote the new class available	<input checked="" type="checkbox"/>	Threds/Twitter/LinkedIn post aswell
TikTok and Instagram (story or reels)	Kate	10/25/2023	10/26/2023	2024 Empire State Winter Games Opportunity	n/a	Apply to cover the Empire State Winter Games and see your work displayed in Newhouse 2! Applications are due Friday, Oct. 27th at noon, and are open to all majors! #NewhouseSU #lakeplacid #wintergames	Encourage application to Empire State Winter Games	<input checked="" type="checkbox"/>	
Instagram, Twitter/X and Threads	Caleigh	10/29/2023	10/30/2023	Nigerian Journalist David Adeleke - Rest of World		Join us and hear from Nigerian journalist David Adeleke as he hosts a discussion about Africa's portrayal in western culture.	Promote the event	<input checked="" type="checkbox"/>	

TikTok and Instagram	Megan	10/30/2023	10/31/2023	Dow Jones Internship Info Session	https://www.tiktok.com/t/ZT8Bsv7Dp/	The Dow Jones News Fund offers paid, prestigious internships that are open to graduate and undergraduate students, starting in the sophomore year. The deadline to apply is Nov. 16. Attend the interest meeting zoom on Thursday linked in our Instagram bio!	Advertise an upcoming internship opportunity	<input checked="" type="checkbox"/>	
TikTok and Instagram	Jackson	10/31/2023	11/1/2023	Podcast Pro Immersion weekend recap (quotes from Meredith and MND student)		Last month, Newhouse alum Meredith Goldstein '99, columnist at The Boston Globe and host of podcast "Love Letters" joined our Podcast Immersion Weekend workshop. Check out our exclusive Q&A with Goldstein, as well as reactions from MND student, Arietta Hallock '26.	Recap Newhouse event and share alumni success stories (also cross promo on IG to promote TikTok)	<input checked="" type="checkbox"/>	
Instagram	Kate	11/1/2023	11/2/2023	Student takeover	https://www.canva.com/design/DAFywbfnQjs/R83Ad5-ja4bA7kJ99A3TmQ/edit?utm_content=DAFywbfnQjs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	Meet @danielle blyn, an @newhousemnd sophomore from Southern California! Danielle is also dually enrolled as a Political Science major in Maxwell. Outside of academics, Danielle is involved in @waer883 @citrustv, @z89radio, Newhouse Ambassadors, Newhouse Peer Advisors, @cusezeta and is an MND Student Representative! Follow Danielle through her Thursday and feel free to ask any questions about MND, dual majoring, the clubs Danielle is involved in, or college life in general! #takeoverthursday #newhousemnd #studenttakeover	Give background to Danielle for her takeover	<input checked="" type="checkbox"/>	
Instagram story	Megan	11/2/2023	11/3/2023	Family weekend meet n' greet	https://www.canva.com/design/DAFy8nQjk70/vtPsD75QwmJqgDhztz57A/edit?utm_content=DAFy8nQjk70&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	n/a	Inform students/parents of a family weekend event they can attend if they wish	<input checked="" type="checkbox"/>	
Instagram, Twitter/X and Threads	Rylee	11/2/2023	11/3/2023	Toner Prize speakers	https://hillcommnewwho-b4b9875.slack.com/files/U05U7R8EERU/F062RSTKX7Z/img_1689.jpg	Join us at 6:30 p.m. Nov. 8, in the Joyce Hergenhan Auditorium, Newhouse 3, or on Zoom for a panel with the 2023 winners of the Toner Prizes for Excellence in Political Reporting. Panelists include journalists from Politico and WTVF-TV with Margaret Talev, Kramer Director of Syracuse University's Institute for Democracy, Journalism and Citizenship as the moderator. Details for Zoom registration: https://buff.ly/3S7ousZ .	Advertise upcoming event honoring Robin Toner, SU alum	<input checked="" type="checkbox"/>	
Instagram, Twitter/X and Threads	Kate	11/3/2023	11/6/2023	Pulitzer Fellowship info session	https://www.canva.com/design/DAFzJUGoloAqXlNA_TqNWKXuV3LsNNT1w/edit?utm_content=DAFzJUGoloAqXlNA_TqNWKXuV3LsNNT1w&utm_medium=link2&utm_source=sharebutton	If reporting on an impactful issue outside of the United States interests you, the Pulitzer Center Fellowship has an amazing opportunity. The @pulitzercenter works with @newhousesu to select one student for a paid fellowship to pursue an in-depth reporting project on topics of global importance. Attend an info session at 12:30 Wednesday in the I-3 Center to learn more. #newhousemnd #thepulitzercenter #newhousesu	To encourage students to attend the Pulitzer Center Fellowship information session, and make them aware of the opportunity.	<input checked="" type="checkbox"/>	
Instagram, Twitter/X and Threads	Megan	11/6/2023	11/7/2023	Dow Jones Internship Application Deadline	https://www.canva.com/design/DAFzVB8I3dF/n62uU0sKFpfb1sZmJMI17/A/edit?utm_content=DAFzVB8I3dF&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	Looking for a paid internship? Consider applying to the Dow Jones News Fund internships! The application process is lengthy, so start it before November 16! #newhouse #journalism #internship	To make students aware of an internship opportunity	<input checked="" type="checkbox"/>	
Instagram Story	Kate	11/7/2023	11/8/2023	Pulitzer info session reminder		n/a	To encourage students to attend the Pulitzer Center Fellowship information session, and make them aware of the opportunity.	<input checked="" type="checkbox"/>	
Instagram, Twitter/X, Threads and LinkedIn	Megan	11/7/2023	11/8/2023	Daily Orange repost	https://www.canva.com/design/DAFag1zKWPw9WP8A_Zm7zrE8ySKGbKZxw/edit?utm_content=DAFag1zKWPw9WP8A_Zm7zrE8ySKGbKZxw&utm_medium=link2&utm_source=sharebutton	At the end of September we lost a valuable alumni, Chris Snow. He had a lasting impact on campus, especially at The Daily Orange, where he spent countless hours as a sportswriter. To read more about his influence on the orange community and a beautiful memorial of his life after Syracuse, please find The Daily Orange senior staff writer Connor Smith's article on him linked in our bio. Christian Tomas and Connor Smith	To commemorate an influential MND alumni	<input checked="" type="checkbox"/>	At the end of September we lost a valuable alumni, Chris Snow. To read more about his influence on the orange community, and a beautiful memorial of his life, please read @csmith17's Daily Orange article on him https://dailyorange.com/2023/11/chris-snow-remembrance/
Instagram	Rylee	11/8/2023	11/9/2023	Data journalist Rumsey	https://www.canva.com/design/DAFzA3vPDGpMXt7JG7TodXh9TZvdvjdA/edit	Explore the legacy of The New York Times' visual journalism with assistant editor Rumsey Taylor on Tuesday, Nov. 14. Taylor works across multiple desks as a visual editor, designer and engineer working on stories from passing the ball in the NBA to health risks of noise pollution to the greatest films of all time. In 2021, Taylor was part of the team that won the Pulitzer Prize for Public Service for coverage of the COVID-19 pandemic.	To get students to attend Journalist speaker event	<input checked="" type="checkbox"/>	
TikTok and Instagram Story	Kate	11/9/2023	11/10/2023	Takeover TikTok compilation	n/a	Newhouse MND student Danielle Blyn took over the MND Instagram last week - here are some of the highlights from her day! Make sure to follow @newhousemnd on Instagram to catch any more student takeovers. #newhousemnd #newhousesu #studenttakeover	To recap the takeover for anyone that missed it or doesn't follow us on Instagram and have a place where the student's advice and experiences will live for longer than 24 hours	<input checked="" type="checkbox"/>	
Instagram and LinkedIn	Megan	11/7/2023	11/10/2023	Award winners	https://www.canva.com/design/DAFzqZt9hKqo/LPgDFC3hwLk5xU62XO81g/edit?utm_content=DAFzqZt9hKqo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	Congratulations to all of our award winners! Work by Newhouse students earned 18 honors at the Associated Collegiate Press awards and more than a dozen honorees in The College Media Association's Pinnacle Awards. Infodemic, The NewsHouse, NCC News, SALT and multiple alumni all garnered multiple honors.	To congratulate students on their hard work	<input checked="" type="checkbox"/>	

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Instagram		SPRING SEMESTER		Tik Tok Weekend	https://www.canva.com/design/DAFvx3JHGKU/KnC4jlybghIPkTZAsO-eqw/edit?utm_content=DAFvx3JHGKU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton			
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