Welcome to Simon Fraser University: The Engaged University

SFU encourages faculty to cooperate with news media, to conduct interviews, to be active on social media and SFU’s University Communications (UC) can assist you. Members of UC communicate news and information about the university to media, government officials, our internal community and the general public. We produce various publications and provide a range of communications services to faculty and staff.

Media Relations:

- Media Releases: a searchable archive of SFU-related press releases
- Issues and Experts: timely announcements, matching experts with current issues
- Directory of Experts: a searchable database of SFU academics and their areas of research and expertise. You can add yourself at: www.sfuexperts.ca
- Photo Gallery: High-resolution stock images of all SFU’s campuses.

Digital Engagement:

- Current social media platforms that we actively engage with are: Twitter, Facebook, Snapchat, Instagram and Youtube
- Web Strategy: Coordination of SFU’s web presence
- Web Standards Consultation: advice on implementation and approval of interpretation of the graphic standards for the web.

Strategic Communications:

- Media Training Workshops: training sessions aimed to help faculty and senior administrators communicate more effectively with the media
- Graphic Standards Consultation: information resource on any application of the university brand not covered by the web and print volumes of the graphic standard manuals
• SFU Editorial Style Guide: this editorial style guide is a searchable online reference for SFU communicators. It describes SFU's “house style” for writing everything except academic and technical papers.

Publication:

• *Simon Fraser University News*: an online publication that highlights news and accomplishments of SFU students, faculty and staff.

We invite you to stop by our office, located in Strand Hall Room #2200, and meet the University Communications team.

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