



MARKETING AND COMMUNICATIONS OFFICE

Contact:

Jaclyn Bucik
Marketing & Communications Associate
705-330-4008 ext. 2014
jbucik@lakeheadu.ca
Location: Room 3005

What We Do

The Marketing & Communications Department at the Orillia campus works alongside the Media Relations, Marketing, and Web Development departments at the Thunder Bay campus to coordinate internal and external communications for Lakehead University.

Areas of responsibility include:

- University marketing strategies
- Advertising/recruitment campaigns
- Corporate communications
- Media relations
- Internal communications
- Graphics and photography resources
- Website and new media

We can help you:

- Understand the Lakehead brand and visual identity program and access communications tools and resources
- Publicize your research, special project achievements, honours, grants/awards and community engagement activities.
- Speak to the media on issues relating to your area of study/expertise. Work with you on marketing/communications projects, including development of promotional materials.
- Create your promotional materials
- Access Lakehead University's communications vehicles.

Share your success with us!

Share your achievements and success stories, as well as those of your students, so that we might publicize them via a media release, our Strategic Plan's website, social media, or other means.

If you have won an award or grant, are working on an interesting project, or have a story to tell, email it to your Faculty Dean for their endorsement before emailing it to mediarelations@lakeheadu.ca.

Marketing/Communications Resources

Calendar of Events

- To have your campus event included in Lakehead's online Events Calendar, click here: www.lakeheadu.ca/about/news-and-events/events
- Sign in with your University username and password
- Fill out the form and click "submit"
- Make sure you select what campus it is for

Communications Bulletin

- Bi-weekly University newsletter – sent Tuesdays and Fridays
- Sent to all faculty, staff and current students, and members of the Lakehead community
- Submit items by 12 p.m. on the day of issue by clicking here: <https://communications.lakeheadu.ca>
- All items must have a direct link to Lakehead University

Lakehead Orillia Bulletin Board

- Online bulletin board
- Your place to post community events, volunteer opportunities, upcoming courses, sale items, and other items of interest to Orillia staff and faculty
- By subscribing you agree to receive emails from the LU Orillia Bulletin Board
- Head to <https://groups.google.com/a/lakeheadu.ca/d/forum/orilliabulletinboard> and select "Join Group"
- You can unsubscribe at any time

Campus Exchange Newsletter

- Monthly Orillia campus newsletter
- Sent to faculty and staff of the Orillia campus
- Submit items to or.marcom@lakeheadu.ca
- Let everyone know what's going on in your corner of campus

Social Media

- Lakehead Orillia has a number of social media channels, including Facebook, Twitter, Instagram and Snapchat
- To submit items to Orillia channels please email orsocmed@lakeheadu.ca
- All postings should include a photo, visual, or link

Website

- We can help with: editing webpages, adding updates, building upon existing content, and training
- For training or help filling out your faculty profiles, email or.marcom@lakeheadu.ca

Digital Screens (at the Hub, University Avenue campus)

- Submit upcoming events/news to or.marcom@lakeheadu.ca

Marketing/Communications Resources

- [Lakehead Branding Guidelines](#)
- [Request the Lakehead Logo](#)
- [Order Letterhead, Business Cards or other Stationary](#)
- [Templates](#)
- [Image Library](#)
- [Language and Style Guide](#)

Please don't hesitate to contact us if you are having trouble finding what you are looking for, or if you just need assistance. We are here to help!

Thoughts and ideas for improvement are also welcome!