

Student Communications and Marketing Activities

We're proud of our students and their many humanitarian activities. The Communications Team can help promote some of those events via our school's Facebook page and web site.

In an effort to coordinate all SVM related media outreach and the quality of school related communication and marketing initiatives, all faculty, staff and students are asked to work with the SVM Communications team and keep us informed of your activities.

All student club marketing activities related to events, program promotion or fundraising initiatives are subject to review and supervision by the club's faculty advisor, Associate Dean of Student Programs, and if appropriate, the Director of Continuing Professional Education.

Best Practices:

- Provide a brief summary of the activity and communication plans to the SVM Communications team prior to implementation.
- The school's logo should only be used for school-sponsored events and through coordination with SVM Communication officers;
- If local media efforts are likely, work with SVM Communications Officers [Rob Warren](#) or [Trina Wood](#) for tips and coordination strategies;
- Photographs or videos taken inside the VMTH must be approved by the VMTH Communications Officer Rob Warren prior to use. No photograph or video involving a client patient may be used without a written release from the client owner;
- Student driven fundraising efforts must be conducted in a manner consistent with the professional integrity of the SVM and under the supervision of the Associate Dean for Student Programs. Fundraising materials must clearly explain that the effort is student driven and not part of the SVM development efforts. All efforts must be promoted through student outlets or private social media channels. No SVM list serves, social media outlets, web site or other school oriented outlet may be used to promote these fundraising efforts in keeping with school/university guidelines on crowdfunding promotion and priority use of these channels for school-wide initiatives.