

Insha Khan

JOUR 470-1

JPR Content Calendar

Monday, April 6

Content Bucket: Intellectual Achievement, Inclusive Excellence

Post #1: Welcome Back

Channel: Instagram, Instagram Story, Twitter, Facebook

Image Ideas: Picture of the Go Beach sign collaged onto a white and yellow Canva graphic

Copy: Welcome back from spring break! We're ready to jump right in and finish off the semester strong here at the JPR department.

Tags: #gobeach #CSULBJPR

Instagram only: Head to our Insta Story to let us know what you did over break!

Questions box on Story: My spring break syllabus was...

Share creative and funny responses on the following Story.

Post #2: Student Spotlight

Channel: LinkedIn, Instagram, Twitter, Facebook

Image Ideas: Headshot of the student

Copy: Today's Student Spotlight for National Student Athlete Day is _____, a (major) student who plays for the CSULB (sport) team! (Insert student bio, include student's academic highlights, sports highlights, and hobbies.)

Tags: #gobeach #StudentSpotlight #NationalStudentAthleteDay #CSULBJPR

Post #3: Daily 49er Grad School Edition

Channel: Instagram, Twitter

Image Ideas: Flatlay of the D49er cover on a table ([similar to this](#))

Copy: Grab a copy of the Daily 49er special edition for tips and stories about grad school. Read about our CSULB grad students and how (include detail about an interesting story in the newspaper).

Tags: #daily49er #studentjournalism #CSULBJPR

Tuesday, April 7

Content Bucket: Intellectual Achievement

Post #1: World Health Day AP Style Tips

Channel: LinkedIn, Instagram, Twitter, Facebook

Image Ideas: Canva graphic with title "AP Style Tips", subhead "World Health Day", and body text featuring 3 specific AP style notes on coronavirus, epidemic vs. pandemic, and other health-related tips.

Copy: Check out these healthy AP style tips to celebrate World Health Day!

Tags: #WorldHealthDay #APStyleTips #CSULBJPR

Post #2: PRSSA Meeting Tomorrow

Channel: Instagram, Twitter

Image Ideas: Canva graphic with speaker headshot

Copy: Want to learn about working at (speaker's company)? Head out to the PRSSA meeting tomorrow at 5:30 p.m. in USU 306 to hear (speaker name) speak about (details relating to their career)! (Include more of speaker bio)

Tags: #prssaLB #gobeach #CSULBJPR #(speaker's company)

Wednesday, April 8

Content Bucket: Intellectual Achievement, Inclusive Excellence

Post #1: Wise Words Wednesday

Channel: Instagram, Twitter

Image Ideas: Canva graphic of headshot and a strong quote

Copy: This week's #WiseWordsWednesday comes from Amelia Earheart. She said, "Women, like men, should try to do the impossible. And when they fail, their failure should be a challenge to others." Earheart was an American aviator, the first female to fly solo across the Atlantic Ocean. (insert more of her bio, include that she even trained here in Long Beach at Earl Daugherty's School of Aviation)

Tags: #WiseWordsWednesday #AmeliaEarheart

Post #2: Internship Opportunity

Channel: LinkedIn

Image:



Copy: Are you interested in interning this summer in an agency setting? Publicis Communications has internship opportunities available for college juniors and seniors in the areas of creative, strategy, sponsorship & experiential, media planning, account management, project management, public relations, and digital analysis. This paid opportunity begins on June 15 and is located in El Segundo. Follow the link to apply.

Thursday, April 9

Content Bucket: Inclusive Excellence, Public Good

Post #1: #ThrowbackThursday of the Liberal Arts buildings

Channel: Instagram, Twitter, Facebook

Image:



Copy: It's amazing to see how far our campus has come! This #ThrowbackThursday is courtesy of @shawnjosephotography, who recolored the top image taken in 1963 of our Liberal Arts buildings.

Tags: #ThrowbackThursday #LiberalArts #GoBeach #CSULBJPR

Post #2: Financial Literacy Workshop

Channel: LinkedIn, Instagram, Twitter

Image: Canva graphic with date, time, location

Copy: Need some tips on how to file your taxes? Head out to the financial literacy workshop to learn how to prepare for National Tax Day.

Friday, April 10

Content Bucket: Public Good, Intellectual Achievement

Post #1: JPR Day Promotion

Channel: LinkedIn, Instagram, Twitter, Facebook

Image Idea: Canva graphic featuring candid from previous JPR Day

Copy: JPR Day 2020 is coming in just 12 days! Are you brushing up your networking

skills? We will have professionals coming from (companies) to give presentations and work our mentorship fair. Save the date!

Tags: #JPRDay #CSULBJPR

Post #2: Long Beach Art Walk

Channel: Instagram, Twitter

Image Idea: picture from previous art walk

Copy: Need plans for the weekend? Visit the East Village Arts District this Saturday to walk through the Long Beach Artwalk and enjoy sculptures, paintings, live music and food.

Tags: #LongBeach #CSULBJPR