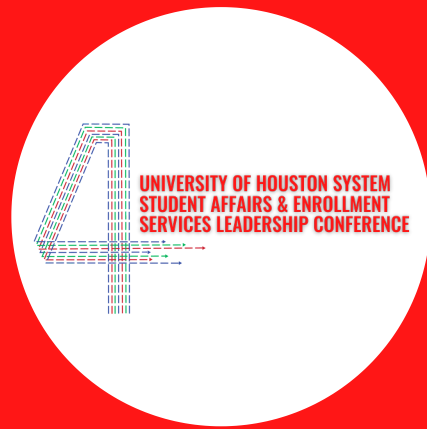


# MARKETING BUILDING BLOCKS: Building Better Practices



**Joshua Quinn (He, Him, His)**  
quinnj@uhcl.edu  
Coordinator of Women, Gender & Sexuality Programs  
University of Houston-Clear Lake

**Iliana Melendez (She, Her, Hers, Ella)**  
melendezib@uhcl.edu  
Associate Dean of Students  
University of Houston-Clear Lake

## Marketing Resources

### AT YOUR CAMPUS

- University Marketing & Communications
- Brand/Style Guides
  - UH: [uh.edu/marcom/guidelines-policies/brand/](http://uh.edu/marcom/guidelines-policies/brand/)
  - UHCL: [uhcl.edu/brand-guide/](http://uhcl.edu/brand-guide/)
  - UHD: [uhd.edu/administration/university-relations/Pages/Graphic-Standards.aspx](http://uhd.edu/administration/university-relations/Pages/Graphic-Standards.aspx)
  - UHV: [news.uhv.edu/Resources/](http://news.uhv.edu/Resources/)
- Peer Marketing Staff
- Divisional Marketing Committee

### DESIGN

- Canva: [canva.com](http://canva.com)
- Unsplash (Stock Photos): [unsplash.com](http://unsplash.com)
- Behance (Inspiration and Live Streams): [behance.net](http://behance.net)
- Over (App): [madewithover.com](http://madewithover.com)
- LinkedIn Learning (Adobe Tutorials)
- HighEdWeb Association: [highedweb.org](http://highedweb.org)

### ACCESSIBILITY

- Accessible Social FB Group: [facebook.com/groups/accessiblesocial](https://facebook.com/groups/accessiblesocial)
- Section508.gov
- Access-Board.gov
- Digital.gov
- W3.org/WAI
- Webaim.org
- therealalexa.com
- HighEdWeb Accessibility Summit: [a11ysummit.highedweb.org](http://a11ysummit.highedweb.org)

### SOCIAL MEDIA MANAGEMENT



#HigherEdSocial: [thehigheredsocial.org](http://thehigheredsocial.org)  
FB Group: [facebook.com/groups/HigherEdSocial](https://facebook.com/groups/HigherEdSocial)

- HubSpot Academy: [academy.hubspot.com](http://academy.hubspot.com)
- How to Learn Social Media Marketing (Blog Post): [blog.hubspot.com/marketing/social-media-marketing-resources](http://blog.hubspot.com/marketing/social-media-marketing-resources)
- Social Media Marketing Tools & Resources (Blog Post): [brandwatch.com/blog/social-media-marketing-tools-resources/](http://brandwatch.com/blog/social-media-marketing-tools-resources/)