



Time Required for Watson Communications Projects

Minimum lead time Ben needs to complete project – The earlier, the better

Media	1-5 Days	2 Weeks	1 month	2 months +
Web	Text/Photo updates			Department Site Migration
Email		Event Invitations		Department/Watson E-News Letters
Print/Photo	Archived photos search	Notification of photography needed at event	Fact Sheets Recruitment/Dept. Brochure Advertisements	Watson Review
Facebook	Story/Photo/Event to post	Boosted Post/Ad Campaign		
Video			Faculty/Student profile	College/University wide video