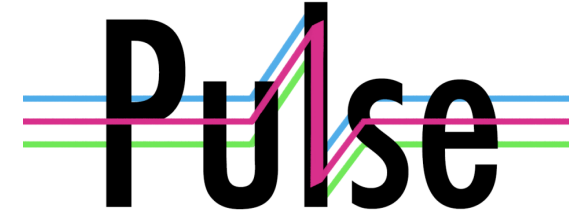


PULSE

ANNUAL PRINT & DIGITAL JOURNAL

Pulse is a living, breathing archive, a gathering space to uplift OCADU writers and community. Pulse is made by students for students to explore and experiment with language and text without restrictions. We commit ourselves to accepting many modes of epistemic understanding and ways of contributing to knowledge. We welcome messiness and roughness and imperfection as an authentic record of creative process. This is a space for student experimentation: we are ever-growing, writing in the pulse.

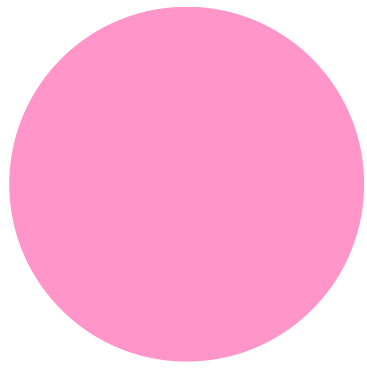
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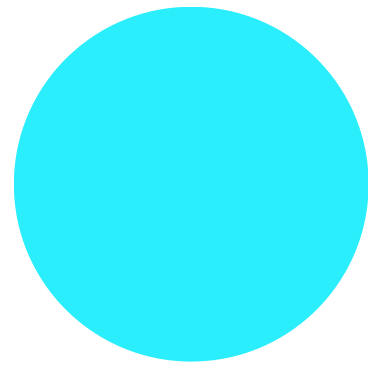
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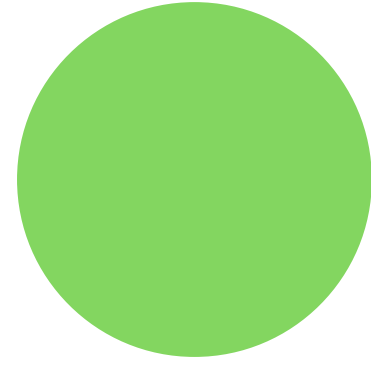
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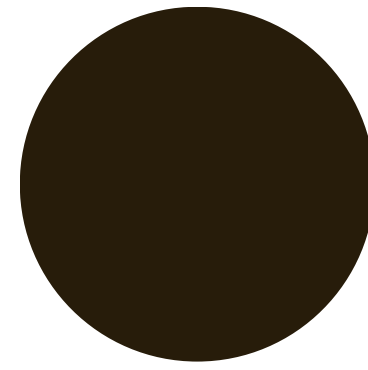
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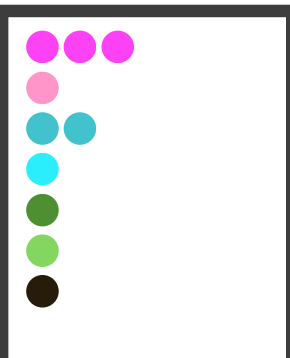
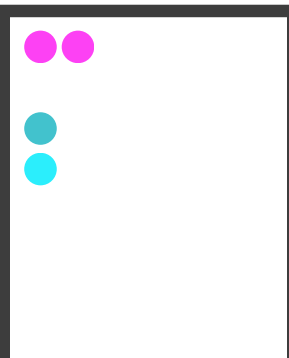
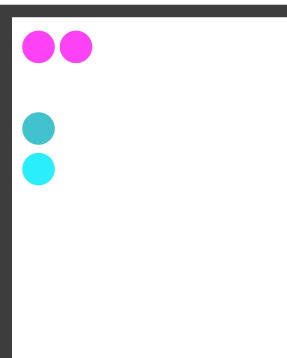
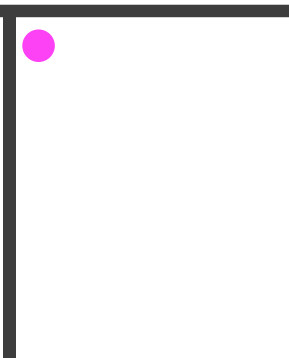
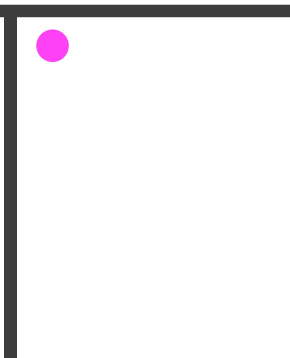
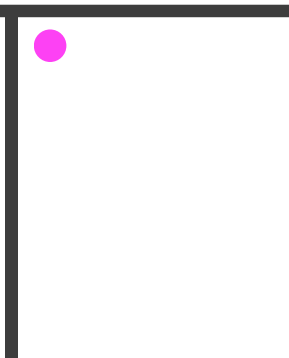
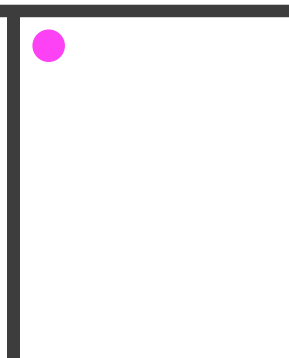
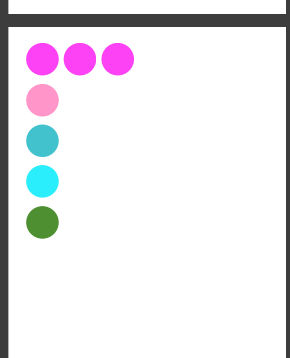
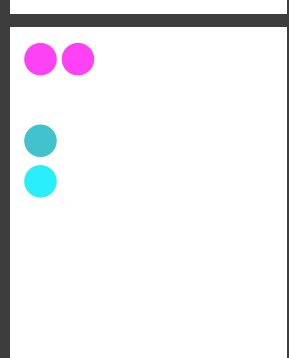
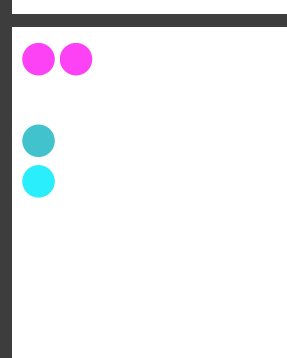
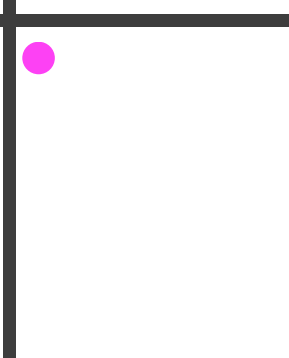
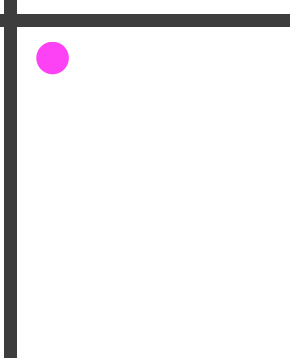
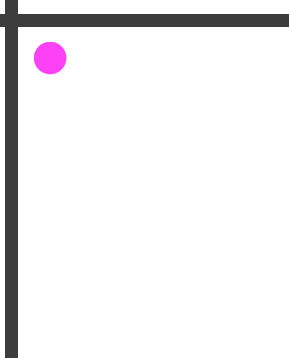
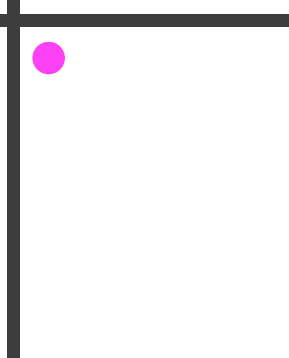
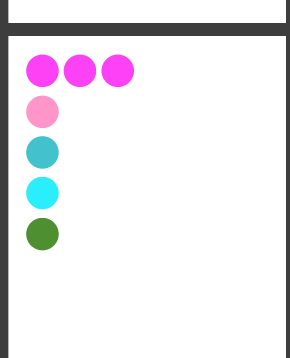
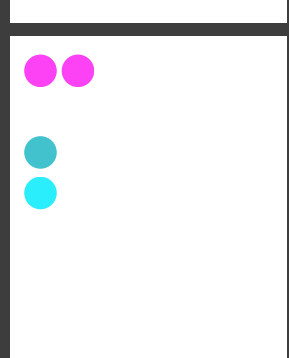
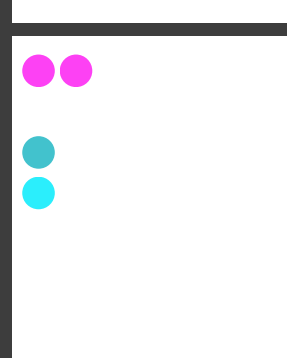
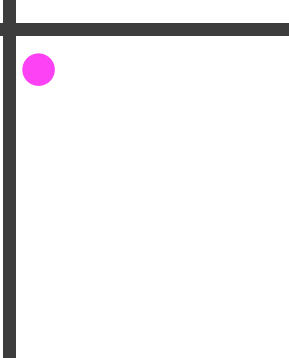
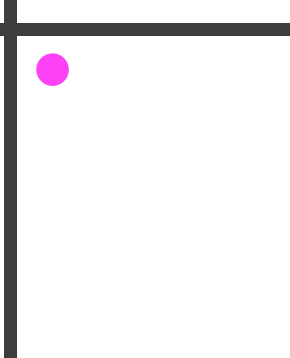
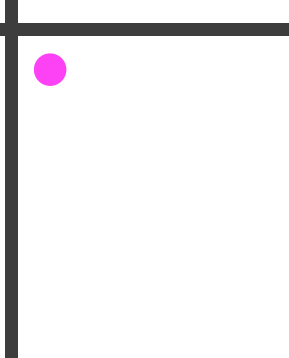
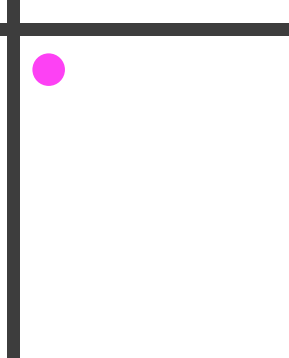
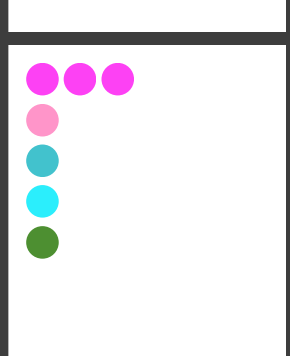
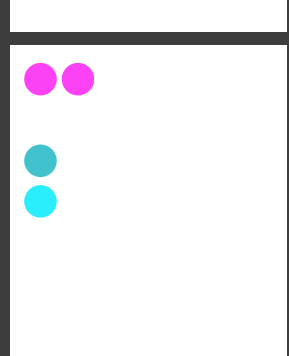
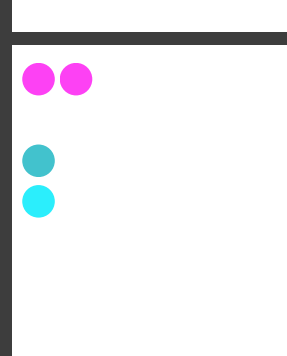
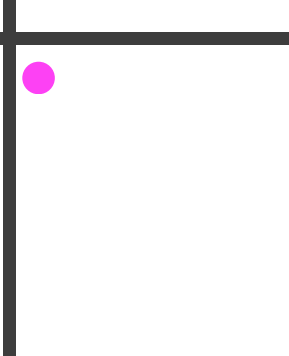
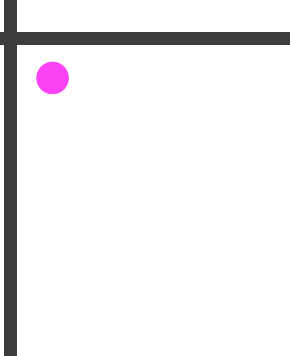
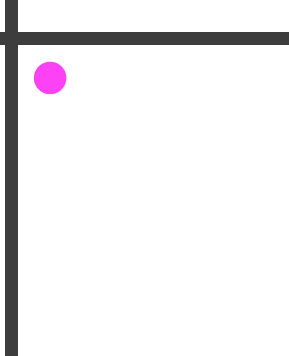
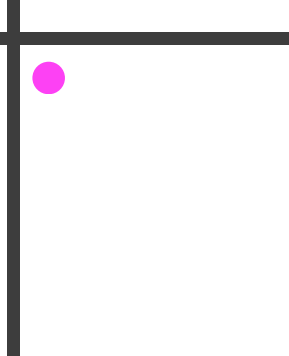
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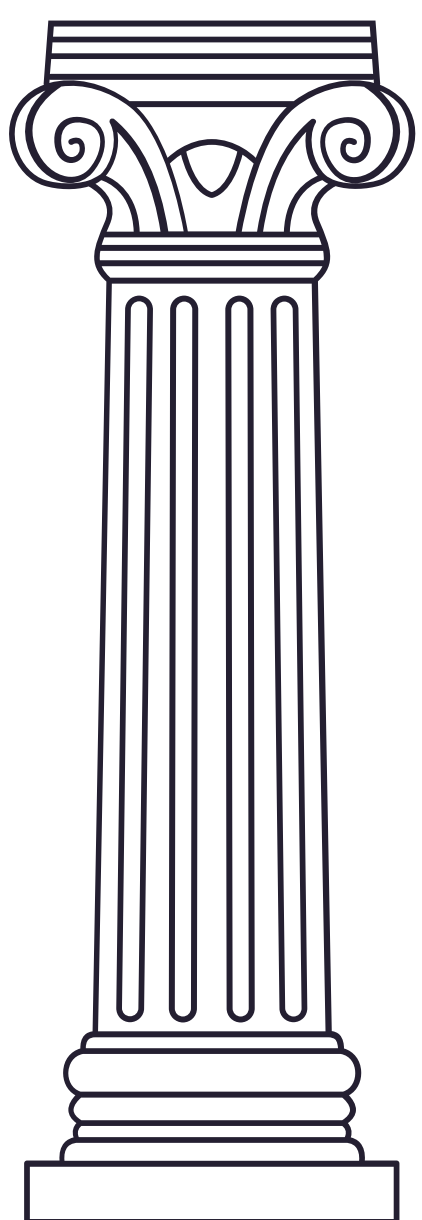
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CONTENT CALENDAR

- 
Instagram Feed Posts: 3x/week
Instagram Stories: 1-3x/day
Instagram Reels: 1x/week
- 
Pinterest: crosspost album 1x/week
- 
Facebook: crosspost instagram FP
Facebook: blog post 1x/month
- 
Twitter: crosspost instagram FP
- 
TikTok: crosspost reels
- 
LinkedIn: blog post 1x/month
- 
Gmail: email campaign 1x/monthly

CONTENT PILLARS:



About Pulse: Straightforward & Informative promotion of the project itself.

About Pulse: The promotion of events. Content includes poster information, live storied volunteer updates, and event recaps.

Submissions: The promotion and design of Pulse's call for submissions, frequent updates on deadline. Answering questions pertaining to the logistics of the submission process.

Community Support: The community support style posts promote not only Pulse, but why we do what we do. This style of post acted more as a letter passed among writers rather than promotional material.

Meet the Team: Showcasing the Pulse editorial board.

Contributor Spotlight: Showcasing different contributors to the Pulse Annual Print & Digital Journal, highlighting excerpts from their work.

Journal Sale: The promotion of journal sale, and showcasing the aesthetics and intimate work behind the finished product itself.

