



ITAWAMBA
COMMUNITY COLLEGE

COMMUNITY RELATIONS
OPERATIONAL GUIDE

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COMMUNITY RELATIONS OPERATIONAL GUIDE ITAWAMBA COMMUNITY COLLEGE

The Community Relations Department is responsible for the broad spectrum of communication as it concerns Itawamba Community College. Responsibilities include media relations, both internal and external publicity, marketing, publications, social media and advertising. The office is responsible for proper promotional and/or informational exposure of events and accomplishments, dissemination of information to the mass media and the quality of publications and advertising.

All publications should be referred to the Director of Marketing and Community Engagement for review prior to being produced and released. Community Relations will channel media releases concerning the following areas through the President's office for additional approval before release:

- a. Grants/proposals
- b. Construction/building programs
- c. New programs/additions
- d. Policy changes
- e. Employment
- f. Others deemed necessary

Only requests for college-related activities will be accepted. General college publicity and publications will receive top priority.

PRIORITY OF WORK

All jobs are considered according to the following priority:

- a. General college
- b. Departmental
- c. Clubs and Organizations

The Community Relations Department, with guidance from the President's office, will establish the priority of work to be accomplished.

The department will not be able to honor requests for personal jobs.

SUBMITTING WORK ORDERS

1. To submit a work order...
 - Access ICC's website, www.iccms.edu.
 - Click on the myTribe icon in the top right corner.
 - Log in.
 - Click on the Work Order System link at the bottom left.
 - Log in using your Windows account.
 - Click on Add a New Work Order
 - Complete the form...
 - Summary (brief description of the job)
 - Call back number
 - Priority - Default is Medium; however, you can select from the menu.
 - Type - Select Community Relations
 - Subtype – Complete as appropriate
 - Category - Complete as appropriate
 - Add notes, if necessary
 - Submit
2. Job will be assigned to a technician or technicians in the Community Relations Department.
3. Production of the job.
4. Approval.
5. Printing by either outside vendor or in-house in the Print Shop.

GENERAL PROCEDURES

EMAILS

CONDOLENCE EMAILS

Death of Immediate Family Member of Employee

The Community Relations department will send an email to the College on behalf of any current, full-time employee in the death of an immediate family member (i.e. parent, spouse or child) if the employee requests that the department do so. In the event of extenuating circumstances (i.e., employee's family does not include any of the aforementioned), additional individuals may be included. An employee's supervisor may also request a condolence email to be sent on behalf of his/her employee with the employee's permission.

In some cases, an announcement may be sent at the time of death and again once the arrangements have been made. It is encouraged for the announcement of death and the arrangements to be sent in one email.

The employee or his or her supervisor must provide the name, relationship to the deceased, the deceased's name and arrangements to communityrelations@iccms.edu.

Death of Employee or Student

In the event of the death of a current student or employee, the Community Relations department should be notified by emailing communityrelations@iccms.edu. The department will work with the Office of the President for the appropriate communication to be disseminated.

Board Members

The Office of the President should be notified immediately of the death of a member of the Board of Trustees, Alumni Board or Foundation Board, so it may partner with the Community Relations department for the appropriate communication to be disseminated.

Other

News of the death of anyone who does not fit the above criteria will be shared with the College at the discretion of the office of the President in partnership with Community Relations.

The death of retired employees will not be shared since there could be an issue with omitting someone. The only exception will be messages of the death of former Itawamba Community College presidents, Cabinet members, and Board of Trustees members and will be at the discretion of the office of the President.

If an employee desires to share the death of a former colleague with his or her peers who worked closely with the deceased, he or she may do so.

PROMOTIONAL EMAILS

Student Body

- At this time, due to a large population of ICC's students who are enrolled in classes at multiple locations, there are no individual email groups for each location.
- All students from all three locations receive general interest emails. College-wide emails are restricted to events and announcements that include all students.
- Individual emails will not be sent for fundraisers or club meetings. They will be included in Inside ICC and Student Notes as appropriate and may be listed on the College's event calendar, which is located at www.iccms.edu.

Employees

- At this time, due to a large population of faculty and staff members who have offices and work from multiple locations, there are no individual email groups for each location. However, there may be location-based email distribution lists in place that have been used in the past, but they are not updated regularly and are not effective in communication with the entire College.
- Faculty and staff members at all three locations receive emails that are sent to all employees. Therefore, College-wide emails should be sent only for events and announcements that include all employees.
- No emails will be sent for fundraisers, personal or for any organization. Fundraisers for College organizations will be highlighted in Inside ICC and Student Notes as appropriate.

EVENT COVERAGE

PHOTO AND VIDEO EVENT COVERAGE

If a student club or organization hosts an event which all students, employees and/or the public may attend, the sponsor may submit a work order at least two days prior to the event for ~~the event~~ it to be covered. The Community Relations department must be notified of the event as soon as possible to ensure staff availability. If the event coverage will not be shared with the media, as a priority for social media or for the purpose of inclusion in a College publication or external marketing piece, it may not be covered. In this case, or if there is no staff available to cover the event, the sponsor will be notified as soon as possible, and he/she may take photos and/or video using his or her devices and submit them via email to Community Relations at communityrelations@iccms.edu. It is important to include the names of those pictured (from left to right, front row to back) and a brief summary of the action captured in the shot.

LIVESTREAMING

- Livestream events will be limited to on-campus college-sponsored events unless otherwise directed by the President's office or other unique circumstances.
- Events streamed will be prioritized by importance, and availability of coverage will be determined by the Director of Media Relations.
- Livestreaming requests must be submitted no less than 10 business days in advance to assist with planning and promotion.
- Requests including the following information must be emailed to communityrelations@iccms.edu.
 - Who is requesting the livestream?
 - What is the event that will be livestreamed?
 - When is the event that will be livestreamed (date, start time, estimated duration)?
 - Where is the event that will be livestreamed?
 - Will copyrighted material, such as music, be used during this event?

LOGO USE AND BRAND STANDARDS

College Logo

The Itawamba Community College logo represents the College at the very highest level, and it is vitally important to branding. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in ICC's communications.

The official logo of Itawamba Community College should appear on all external communication materials and advertisements. It may not be altered in any way, and it must be high-resolution.

The Community Relations department reserves the right to review and monitor logo usage on behalf of the College. All institutional logos are owned by Itawamba Community College, and any use by an outside entity should be approved.

Logos are available for download at www.iccms.edu/standards, along with the Graphic Standards Manual, which should be used as a guide for all logo use.

Stationery/Letterhead/Business Cards

A significant part of the College's official communication is correspondence on College letterhead. Each component represents ICC and works to strengthen its visual identity; therefore, a standard stationary/letterhead suite has been created for the College.

Individuals and subareas of the College may not create their own stationery/letterhead or identification materials with the exception of the office of the President.

As a part of the approved stationery suite, each ICC location may have its own letterhead and envelopes with its distinguishing address, and business cards may be personalized with content as outlined in the example provided in the Graphic Standards Manual which is available for download at www.iccms.edu/Standards. No additional content may be added to the business card without approval from Community Relations.

All letterhead must be purchased through Community Relations to ensure the quality and consistency of the products.

Letterhead may not be created by photocopying. Digital letterhead is available by request from communityrelations@iccms.edu or by completing a work order.

To request letterhead or envelopes, individuals must complete a work order. Business cards are also requested via work order and must include contact information, official title and location.

Email Signature

Email is the College's official form of communication, and the email signature is a key component in ensuring brand consistency throughout the College. Resources are provided to assist with updating the email signature to adhere to the brand standards at www.iccms.edu/Standards. All employees should use this standardized email signature template without any variation.

NEWS

NEWS RELEASES

The Director of Communications-is responsible for the review and control of all news releases as well as facilitation of a response from the appropriate individuals at the College for news inquiries. The Director of Marketing and Community Engagement-oversees and purchases all media advertisements and works in partnership with the Director of Communications to help promote major announcements through marketing efforts. College employees and students should notify the Director of Communications of any newsworthy information and should not contact the media themselves. If the news is to be submitted to news publications, a copy of the content or information for creation of the press release must be submitted to the Director of Communications. All advertising must be channeled through the Director of Marketing and Community Engagement.

In addition, employees should notify the Director of Communications-IMMEDIATELY if a news outlet makes an inquiry BEFORE disclosing any information.

Publicity requests and/or media releases must be submitted at least two weeks in advance if they are to be sent to county newspapers.

External media are used regularly by the College's Community Relations Department to disseminate news about ICC. News releases, public service announcements and media advisories are written and distributed to the appropriate media by the Community Relations staff; however, the media decide what is actually published. The department maintains a comprehensive mailing list of local media, including print publications, radio and TV stations as well as a list of national and trade media for education.

NEWS FEATURE STORIES

There are several avenues for coverage of news or feature stories.

The *Chieftain* is published by Itawamba Community College students and is issued online monthly during the fall and spring terms. It focuses on stories of interest to ICC students. To submit a story idea, contact the Director of Communications.

External media are used regularly by the College's Community Relations Department to disseminate news about ICC. News releases, public service announcements and media advisories are written and distributed to the appropriate media by the Community Relations staff; however, the media decide what is actually published. The department maintains a comprehensive mailing list of local media including print publications, radio stations and TV stations as well as a list of national and trade media for education.

For external media coverage (either pre-publicity or post-publicity) submit a request via the work order system or contact the Director of Communications-preferably four weeks before you expect the story to run.

Feature stories may also be added to the “News” section of the ICC website, shared with media and posted on social media at the discretion of the Director of Communications, Director of Marketing and Community Engagement and the office of the President. Any feature story ideas for consideration may be shared with the Director of Communications or through the work order system.

STUDENT NOTES AND INSIDE ICC

Employees may submit a request for College-wide announcements and events to be promoted in Student Notes, which is sent to all students, or Inside ICC, which is sent to all employees and the Board of Trustees. It is sent on Friday each week the College is open with the exception of summer terms. The request must be submitted by a full-time employee who is involved in the oversight of the announcement.

All graphics must be created and/or submitted no later than close of business Wednesday of the week the requestor would like the graphic to be included. This allows time for the department to proof the graphic, if needed, receive the finalized graphic(s) and lay out the publications.

The requestor may use the graphic created for him/her by Community Relations or create a graphic in Canva, which may be accessed at www.canva.com. The employee should use his or her employee, department or club email address to create the account. The graphic size should be either 1080 x 1920 pixels or 1024 x 512 pixels. If the requestor is creating his or her own graphic, he or she should include all pertinent information for the announcement and the College logo, which is available for download at www.iccms.edu/standards.

To request graphic inclusion in Student Notes and/or Inside ICC, the requestor should submit a work order or send an email request to communityrelations@iccms.edu. If the requestor requires the Community Relations department to create the graphic for inclusion instead of creating the graphic, he or she should submit a work order no later than Monday of the week for the announcement to be included.

PRINT PRODUCTION

GRAPHICS

Flyers (8½ x 11 in.), posters (11 x 17 in.) and graphics for Student Notes and Inside ICC (1080 x 1920 pixels or 1024 x 512 pixels) may be created. The graphic sizes indicated for Student Notes and Inside ICC may also be used for the creation of social media graphics, which include Facebook and Instagram (1080 x 1920 pixels) and Twitter and LinkedIn (1024 x 512 pixels).

Club and organization meetings and events to which the public is not invited should preferably be created in Canva at www.Canva.com, and may be posted in designated areas of classrooms, buildings or common areas at all three of ICC's locations. If the graphic is to be posted on social media or to be printed and placed off campus, it should be sent via work order or email to communityrelations@iccms.edu to be proofed prior to posting.

The employee should use his or her employee, department or club email address to create an account in Canva and provide the login to the Community Relations department if requested for proofing or graphic assistance.

Single-page documents will usually be proofed the same business day if they are received before 2 p.m. Multi-page documents and publications may take additional time depending on their length.

NOTE: If the event is open to the public, the club or organization sponsor should work with the Community Relations department for the creation of graphics and promotion of the event by emailing communityrelations@iccms.edu or creating a work order.

PUBLICATIONS AND PROMOTIONAL PRINT PIECES

All requests for publications (magazines, brochures, newsletters, postcards, etc.) will be reviewed on the basis of need, content, cost, benefits and use/projected results.

The Community Relations Department assists with or initiates many projects each year. Those that move quickly from idea to finished product are those that have received a great deal of thought and planning before reaching the department.

Here are some tips to help projects move smoothly and quickly through the process.

- Plan your project. Know what you want to say, whom you're trying to reach and what you want to accomplish. The Community Relations staff is available to help you with this process at your request.
- Check your budget to determine how much money you can spend on your project.
- Select your format – brochure, flier, poster, booklet, postcard, etc. – keeping in mind how it will be distributed (such as a self-mailer, mailed in #10 envelope or available on brochure rack).
- Estimate the number of pages your piece will include, if applicable. Any piece that is more than a front and back will have to be created with multiples of four pages.
- Decide approximately how many copies of the printed piece needed.
- Submit a work order for your request.

- Allow one to two weeks for small projects such as fliers, invitations, certificates and for existing pieces like forms or brochures that require only minor revisions. For projects that require extensive work including concepting, writing/rewriting, setup, layout and design, allow 4-6 weeks for completion – once work is commenced.

After submission of a publication request via the work order system, the following process will occur.

1. You will be contacted by a member of the Community Relations staff to schedule a brief meeting to discuss your project, and that staff member will serve as the project's lead designer. At this meeting, the following will be discussed: general design concepts and layout, photography and setup needs, copy, style and organization, ink colors and paper, etc. You will also be given an approximate completion date for your project.
2. Following the initial meeting, you will be given a copy of your project's production schedule – complete with deadlines. Take note of those deadlines which involve action on your part such as copy submission, approval and proofing deadlines. Since missing deadlines may delay your project's delivery date, advise of any conflicts immediately so adjustments can be made.
3. If your project cannot be handled by ICC's print shop, the Community Relations staff will request bids from several approved commercial printers. A printer will be selected based on price and the company's ability to handle the project. Be assured that the department will try to obtain quality print services at the best possible price. Once a printer has been selected, you will be responsible for placing your project information in the College's purchasing system and securing a purchase order number.
4. Staff writers are available to write copy for your project, or you may submit your own. When submitting your own copy, it should be typed in upper- and lowercase letters, single-spaced, spell-checked and approved by proper authorities (such as your supervisor or director). Copy written by Community Relations staff will be submitted to you for approval before the design process begins. At this time, arrangements will be made if photographs need to be taken. ICC employs staff photographers for this purpose. However, scheduling must be done through the staff member taking your request.
5. After the copy is approved, the project will be set up, including design, type and graphics. The project will also be proofed for grammar, spelling, punctuation, typesetting, design and College style and adherence to College standards. Once completed, you will receive a proof of your project. It is your responsibility to review the entire proof carefully and mark any needed corrections before returning the proof. Pay special attention to checking the accuracy of numbers such as phone numbers, course numbers and dollar figures.
6. After all corrections are made, the project will be sent to the printer, who will require at least 10 working days to finish the project. When the job is finished, your project will be delivered to the Community Relations department unless specified otherwise for quality inspection and then forwarded to your department through intercampus mail or placed in your box at the appropriate location.

Note: At certain times of the year, projects with tight timelines or those requested during peak workloads may be referred to an outside source for production. If this is necessary, Community Relations will work with you to identify a qualified and economical vendor for your project.

PAID ADVERTISING

The goal of the Community Relations department is to review the overall needs of the College and develop marketing initiatives that are prioritized and strategic so that the College's locations, programs and events are not competing with each other for public and media exposure. Therefore, all paid advertising purchased by the College will reflect overall College-wide marketing initiatives and is to be utilized at the discretion of the Director of Marketing and Community Engagement and the President's office.

For paid advertising...

- Decide what audience you are trying to reach, have an idea of what you want to accomplish with the ad and what your message will be. Be sure to consider what your selling point is – in other words, what makes your program/course worth the investment of a person's time, interest and money.
- Create a work order for your request.
- You will be contacted by a member of the Community Relations staff to schedule a brief meeting to discuss your project, and that staff member will serve as the project's lead. At this meeting, the following will be discussed: general design concepts and layout, photography and setup needs, copy, style and organization, ink colors and paper, etc. You will also be given an approximate completion date for your project.
- The Community Relations staff will work with you to determine the most effective media selection, to provide cost estimates and purchase media space.

The Community Relations staff will manage all media buys on advertising platforms. No one outside of the department should purchase advertising.

- You will be responsible for placing the ad information in the College's purchasing system and securing a purchase order number. When the Community Relations department receives the purchase order number, the Community Relations representative will deliver the ad to the media selected.
- The project lead will provide the requestor with a final proof for ~~your~~ approval before the advertising is placed.

SOCIAL MEDIA

Official and Affiliate Accounts

Itawamba Community College has official social media accounts that are maintained and actively overseen by the Community Relations department. All clubs, organizations or departments that would like to create an official ItawambaCC-affiliated social media account must have approval as outlined in the Social Media Policy procedures. All members of the Itawamba Community College community must utilize social media in accordance with the Social Media Guidelines. The Social Media Policy procedures and guidelines are listed below and may also be requested in a .pdf from communityrelations@iccms.edu.

Due to the public nature of these pages for comment by other users, the views expressed by guest posters do not reflect that of Itawamba Community College or the original author. Each person is individually responsible for his/her own content. However, posts from individual, personal accounts should not be shared on these ItawambaCC-affiliated account pages.

Itawamba Community College reserves the right, but is not obligated, to remove comments or posts that are racist, sexist, abusive, profane, violent, obscene or spam; that advocate illegal activity, include falsehoods, contain commercial solicitations, are widely off-topic or cannot be translated to English using free online tools; that libel incites, threatens or makes an attack on Itawamba Community College students, employees, guests or others. Itawamba Community College also reserves the right to remove comments or posts that are deemed negative or offensive by the page's administrators. Violators will be banned from the page.

Reason for Policy

The Social Media Policy establishes guidelines and procedures regarding the management and coordination of College and affiliated social media accounts.

Application of the Policy

All Itawamba Community College faculty, staff and students are expected to adhere to the guidelines.

Itawamba Community College Official Social Media Accounts

The College's official social media accounts are managed by the Community Relations Department. The Digital Media Specialist handles communications for the College's official social media accounts and will work with the administrator(s) of affiliated account(s) to provide an official response to inquiries, requests, comments or other forms of communication directed toward such accounts. The Itawamba Community College Sports Information Department runs and maintains the official social media accounts related to ICC sports.

The Community Relations department runs and maintains the following official social media sites:

- Facebook – ItawambaCC and LetsGoICC
- Instagram – ItawambaCC and LetsGoICC
- LinkedIn – Itawamba Community College
- SnapChat – Chiefwinnemaw and LetsGoICC
- TikTok - ItawambaCC
- Twitter – Itawamba CC and LetsGoICC
- YouTube – Itawamba CC and LetsGoICC

The Community Relations department partners with the following ItawambaCC-affiliated social media accounts that are publicized in official College-wide publications:

Facebook – IAmICC; individual sport pages

Instagram – GetInvolvedICC, Go2ICC, ICC_Alumni_and_Foundation and individual sport pages

LinkedIn – Itawamba Community College Alumni and Foundation

Note: The Community Relations department handles all public and press communications and is responsible for all official statements from the College that will be communicated by the official spokesperson.

Recognizing Official Itawamba Community College-Affiliated Social Media Accounts

In addition to the official ItawambaCC and LetsGoICC social media accounts listed above, offices/programs/clubs and organizations can choose to have their own social media accounts. To be recognized as an official College-affiliated social media account, the user must submit a request through the Community Relations department. Approved users must adhere to the Social Media Guidelines outlines by the Community Relations department. Use of the official Itawamba Community College logo on a College-affiliated account is governed by the Itawamba Community College Standards Manual. Users deemed to have inappropriate use(s) of an official College logo will be required to remove the logo.

Official ICC Social Media Platforms

While the official Itawamba Community College social media pages are followed by some students and employees, its social media pages do not capture these audiences as a whole. The audience base is also composed of alumni, prospective students, family members of current and prospective students, fans and community members. Therefore, the official social media accounts are not an effective primary **INTERNAL** marketing communication tool.

The @GetInvolvedICC Instagram page was created to engage Itawamba Community College's current student population. Student activities, club meetings, interest meetings, etc. may be shared in the stories portion of this platform.

If the event or announcement is for or open to all Itawamba Community College students, it may be shared in the stories section of the official ICC Facebook and Instagram pages as well as on Twitter and/or LinkedIn and Snapchat.

Since each social media platform functions differently, communication must be disseminated differently on each platform to be effective. This list may be used as a guide:

Social Media Platforms

Instagram

- Instagram posts include photos from each location; students, faculty, staff and action shots from events as well as representation of the everyday life of students at Itawamba Community College.
- Stories are for event coverage posts, college-wide announcements, Q and A sessions for college events, recruiting, LIN Report, club and organization announcements shared from @GetInvolvedICC and @GotoICC and original student-generated content.
- Instagram stories should be 1080 x 1920 pixels.

Facebook

- Facebook posts will share success stories and announcement of students, faculty and staff honors/accomplishments.
- College news – Content will be linked to the ICC website where a complete story is available.
- College-wide announcements
- Connection with followers will enable the College to maintain relationships.
- Promotion of college-wide events through the creation of an event on Facebook. Faculty, staff and students are encouraged to share these posts.
- Social media size for Facebook posts is 1024 x 512 pixels.

LinkedIn

- LinkedIn posts will share success stories and announcement of students, faculty and staff honors/accomplishments.
- Connection with followers will enable the College to maintain relationships.
- Job postings.
- College news – Content will be linked to the ICC website where a complete story is available.

SnapChat

- SnapChat is used for college-wide announcements, event coverage and student-generated content.
- Filters can be created for events, activities and athletics. The filters must be approved through the Community Relations department and completed one week prior to the event. Filter costs are determined by the location of the geofence size.

TikTok

- TikTok videos will be used for event coverage posts, college-wide announcements, Q and A sessions for college events, recruiting and for content created by Social Media Ambassadors.

Twitter

- Twitter will include announcements, college recruiting, news releases (content to be linked to ICC's website where a complete story is available) and community partnerships.
- Sharing posts from community partners, alumni, athletics and community leaders is encouraged.
- Social media size for Twitter is 1024 x 512 pixels.

Social Media Guidelines

- Social media (SM) accounts associated with a department or program must represent not only that entity, but also Itawamba Community College.
- Those who establish a new social media account for an Itawamba Community College group, club, program, etc. must have the approval of your director, supervisor or department chairman.
- All social media accounts must be registered with Itawamba Community College's Community Relations Department. Contact the Digital Media Specialist to register the

site and its password. Itawamba Community College's Community Relations department will compile and maintain a publicly available list of ICC social media accounts.

- All social media accounts should be accessible by Community Relations personnel, which can be accomplished in several different ways, such as multiple managers for Facebook or providing multiple personnel the login information (email address/username and password) for Twitter or other social media channels. If an account administrator (owner) leaves the department/center/unit/College, a transfer of the account to a new administrator/owner is not required.
- If an account administrator (owner) leaves the College, it is required that he/she is removed as manager (Facebook) and passwords associated with all social media accounts to which he/she had access be changed immediately.
- Focus on the area of expertise. Those who do not feel confident with a subject should be honest about their lack of knowledge in that specific area and contact the appropriate content expert.
- Contact your supervisor, department head or director when a discussion may involve sensitive subject(s).
- Individuals may be held responsible for what they post on their site and on the sites of others. Anything that is posted may be interpreted as an official statement from Itawamba Community College.
- Protect all moderate/sensitive institutional information.
- Itawamba Community College-associated social media posts should NEVER contain private opinions or beliefs. Remember that nothing is "private" in social media. All posts can be seen by unintended audiences and have unintended consequences. All posts must be proofread. Those who have concerns with the content of information about to be posted, should not post. Remember, those who post accept the responsibility for it.
- Do not upload, post, transmit, share, store or otherwise make publicly available on a social media account any private information of any third party, including addresses, phone numbers, email addresses, etc.
- Give proper credit to work from another source. Never post copyrighted photos, music, text or video content without obtaining written permission from the copyright owner.
- Use posts to market the college/department/location/program's websites.
- If a phone number is included in the social media post, it should be a general college number or college office number and not a personal cell number.
- All social media accounts are encouraged to share posts/tweets from the College's official page.

SOCIAL MEDIA GRAPHICS FOR OFFICIAL ACCOUNTS

Employees may request for College-wide announcements and events to be promoted via official social media pages. The Community Relations department will share the information on appropriate platform(s) and in the appropriate manner. All requests should be submitted via the work order system or by emailing communityrelations@iccms.edu.

The requestor may use the graphic created for them by Community Relations or create their graphic in Canva, which may be accessed at www.canva.com. The employee should use his or her employee, department or club email address to create the account. The graphic size should be 1080 x 1920 pixels for inclusion on Facebook, Instagram or Snapchat and 1024 x 512 pixels for inclusion on LinkedIn and Twitter. If the requestor is creating his or her own graphic, he or she should be sure to include all pertinent information for the announcement and the College logo.

WEBSITE PROCEDURES

EVENT CALENDAR

The event calendar is located at www.iccms.edu/events, and its purpose is to share information about College-sanctioned events. Those who would like to have events added to the calendar should place a work order with Community Relations. It should include the event title, location, date, time and if applicable, the name of the sponsoring organization, who is invited to attend, a ZOOM option link (in case of unavoidable circumstances) and who may be contacted for more information or to reserve tickets.

WEBSITE CONTENT

Currency and Accuracy

Employees who oversee departments, offices, programs and/or clubs or organizations at the College should review all web copy for their area regularly to ensure that it is current and accurate. Links (especially links to non-iccms.edu sites) should be checked regularly to ensure functionality, and outdated pages and content should be deleted.

In order to maintain consistency and communicate clearly throughout the website, the Director of Marketing and Community Engagement should be notified of any necessary Web content updates and/or deletions and additions by submitting a work order via the work order system or requesting them at communityrelations@iccms.edu.

The website serves the needs of the entire College and is the primary marketing and communication tool for all of the College's stakeholders, and the Director of Marketing and Community Engagement is charged with the responsibility to lead Web efforts in concert with the Community Relations Department, the President's Cabinet, office of the President and the Telecommunications and Information Systems Department.

Minor Changes

If a minor content change is required, individuals should highlight the portion of the copy that needs revision and attach it to the request with the URL or Web page location. If the requestor needs a .pdf updated on the website, he or she should attach a complete, editable version of the document to the request and submit it either via the work order system or send to communityrelations@iccms.edu.

Major Changes

If a major content change is needed, submit the content via the work order system or email communityrelations@iccms.edu.

If necessary, a meeting may be required to review the goals, functionality and desired user experience for the content.

NOTE: The above operational guidelines pertain to www.iccms.edu. All Web requests or changes for Athletics on the www.letsgoicc.com website should be directed to the Sports Information Director at communityrelations@iccms.edu.

CLUB AND ORGANIZATION PROCEDURES

EVENT AND CLUB/ORGANIZATION MEETING OR EVENT PROMOTION

Private Events and Members-Only Meetings

If a student club or organization is hosting a **private** or **members-only** meeting, sponsors are encouraged to communicate with their group directly using their membership's official ICC email address, through classroom announcements and by sharing upcoming events at each meeting.

Sponsors are encouraged to create a closed Facebook group where students and sponsors may communicate announcements or engage in dialogue.

In addition, the sponsor may promote the club or organization's private event or members-only meeting by partnering with Community Relations following the procedures listed in this guide for graphics, social media, event calendar placement and inclusion in Inside ICC/Student Notes.

Individual emails promoting a private event or members-only meeting for clubs and organizations will not be sent College-wide.

Public Events and Open Meetings

If a student club or organization is hosting an event which the entire College and/or public may attend or if it is a meeting open to all students, an email may be sent College-wide.

Sponsors may also promote the meeting and event by partnering with Community Relations following the procedures listed in this guide for graphics, social media, event calendar placement and inclusion in Inside ICC/Student Notes.

Fundraiser Promotion

If a student club or organization is hosting a fundraiser, promotion should be accomplished by partnering with Community Relations by following the procedures listed in this guide for graphics and to share the promotion in Inside ICC and Student Notes.

Individual emails promoting fundraisers will not be sent College-wide.

COMMUNITY RELATIONS STAFF

Chief of Staff/Special Assistant to the President	Tyler Camp	<u>twcamp@iccms.edu</u>	662.862.8004
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