ITAWAMBA
COMMUNITY COLLEGE

COMMUNITY RELATIONS
OPERATIONAL GUIDE

TABLE OF CONTENTS

COMMUNITY RELATIONS OPERATIONAL GUIDE
ITAWAMBA COMMUNITY COLLEGE

Community Relations 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, communications management system and advertising. The office is responsible for proper promotional and/or informational publicity of events and accomplishments, dissemination of information to the mass media and the quality of publications and advertising.

All publications should be entered into the work order system 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 work requests are considered according to the following priority:

   a. General College
   b. Departmental
   c. Clubs and Organizations

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

The department will not honor requests for personal jobs.

SUBMITTING WORK ORDERS

Submission of a Work Order – All requests for Community Relations assistance must be submitted through the work order system and be automatically assigned. 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 Work Orders Tab, select My Requests, then New+
- Complete form, include all information in the work requested field and attach any files needed in the documents/images field.

Community Relations will assign the job to a team member.
The job will be produced and shared with the requester for final review.
The requester will approve.
Printing will be either by an outside vendor or preferably in-house in the Print Shop.

GENERAL PROCEDURES

CONDOLENCE EMAILS
Death of Immediate Family Member of Employee
Community Relations 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, child, grandparents and in-laws) if the employee or supervisor with employee's permission 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.

SAMPLE EMAIL
Please join us in expressing our deepest sympathy to Kala Hudson (residence hall director) in the death of her mother, Lisa Gail Hudson. Services will be at 11 a.m. Saturday, March 15, at Bethel Baptist Church with burial in Keyes Cemetery. Visitation will be Friday, March 14, from 5-8 p.m. and will continue from 10-11 a.m., Saturday, at the church. Senter Funeral Home is in charge of arrangements. Please continue to keep Kala and her family in your thoughts and prayers.

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. It will not include "in lieu of flowers, memorials may be made to name of charity/charities."

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.

EMAILS

Death of Employee or Student
In the event of the death of a current student or employee, Community Relations should be notified by emailing communityrelations@iccms.edu. The office 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 Community Relations 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

Students

- 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, primarily sent via the Student Activities email account. Collegewide 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* as appropriate and may be listed on the College's event calendar, which is located at www.iccms.edu.

Employees

- 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, Collegewide 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* as appropriate.

BILLBOARD REQUEST

Community Relations manages the messages and look of the College's billboards. Currently, only three spots can be accommodated at any given time. The overall recruiting message and ICC community-wide events will take priority. To request a billboard spot, begin by drafting a work order request that includes key details such as the purpose of the billboard, the proposed content or message, the desired timeframe and the duration of the display. Be sure to explain how the billboard aligns with community values or promotes a positive initiative. Community Relations will decide if the billboard qualifies for the spot requested. Those who would like to purchase a

billboard outside of the overall ICC spots must complete a work order with the necessary information.

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 one week prior to the event for it to be covered. Community Relations 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 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 for consideration. 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. Action photos are preferred if they are included with a press release and shared externally with ICC's media partners or in some instances, college publications.

LIVESTREAMING
- Livestream events will be limited to on-campus/location college-sponsored events unless otherwise directed by the President's office or in other unique circumstances.
- Events streamed will be prioritized by importance, and availability of coverage will be determined by Community 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.

Community Relations 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/Name Tags

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 stationery/letterhead suite has been created for the College.

Individuals and subareas of the College may not create their own stationery/letterhead or identification materials except for 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, business cards and name tags must be purchased through Community Relations to ensure the quality and consistency of the products.

Letterhead may not be created by photocopying. To request letterhead or envelopes, individuals must complete a work order. Business cards are also requested via email to communityrelations@iccms.edu or submitting a 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. For health occupations faculty members, who are members of professional organizations and that membership validates their credentials, the logos may be incorporated into their email signature.

NEWS

PRESS RELEASES

Community Relations 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. It oversees and purchases all media advertisements and helps promote major announcements through marketing efforts. College employees and students should notify communityrelations@iccms.edu of any newsworthy information and should not contact the media. 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 communityrelations@iccms.edu. Students or their families should not submit photos or press releases to ICC's media partners. Instead, they should submit to communityrelations@iccms.edu for disseminating, if approved. All advertising must be channeled through Community Relations via the Work Order system.

In addition, employees should notify communityrelations@iccms.edu 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, preferably longer, if they are to be sent to county newspapers (weeklies).

External media are used regularly by Community Relations to disseminate news about ICC. Press 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 office maintains a comprehensive distribution list of local media, including print publications, radio and TV stations as well as 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 chieftain@iccms.edu.

External media are used regularly by Community Relations to disseminate news about ICC. Press 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 national and trade media for education.

For external media coverage (either pre-publicity or post-publicity), submit a request via contacting communityrelations@iccms.edu or the work order system 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 Community Relations and the office of the President. Any feature story ideas for consideration may be shared by email at communityrelations@icms.edu or through the work order system.

INSIDE ICC
Inside ICC is an email newsletter sent from Community Relations to all faculty, staff and students. From August to May, it is sent weekly on Mondays, and from June-July, biweekly to faculty and staff only. If operational hours or holidays interfere with this schedule, Inside ICC will be sent on the next day of operation. To request graphic inclusion in Inside ICC, the requester must submit a work order or send an email request to communityrelations@iccms.edu. If the requester requires Community Relations to create the graphic, he or she must submit a work order no later than Monday, a week before it is sent via email. If the requester has created a graphic, it must be submitted to Community Relations no later than Wednesday of the week before it is to be sent.

The requester 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/organization email address to create the account. The graphic size

should be either 1080 x 1920 pixels or 1024 x 512 pixels. If the requester 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 and have the graphic approved by Community Relations before it is disseminated. Once the design is complete, click the share button in the top right corner. Access level should be set to "anyone with the link" and "can edit." Then click on Copy link and paste in an email to communityrelations@iccms.edu.

PROGRAMS
Programs for all college events must be sent to Community Relations via the work order system for creation. Two weeks' notice will be needed for design and printing.

PRINT PRODUCTION

GRAPHICS
Flyers (8½ x 11 in.), posters (12 x 18 in.) and graphics for *Inside ICC* (1080 x 1920 pixels or 1024 x 512 pixels) may be created. The graphic sizes indicated for *Inside ICC* may also be used for the creation of social media graphics, which include Facebook and Instagram (1080 x 1920 pixels) and X 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 they are for internal/on-campus/location use, they do not need the nondiscrimination statement. If the graphic is to be posted on social media or to be printed and placed off campus/location, it should be sent via work order or email to communityrelations@iccms.edu to be proofed prior to posting. The nondiscrimination statement is not necessary for social media posts because the social media account is covered; however, the full statement is necessary for those printed and distributed externally.

The employee should use his or her employee, department or club email address to create an account in Canva and provide the login to Community Relations 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 Community Relations for the creation of graphics and promotion of the event by <u>creating a work order</u> at least three- to-four weeks prior.

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.

Community Relations 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 team 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, flyer, 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 flyers, 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 team to inform you that they will be the project lead. They will review the request and communicate any concerns or questions. Once all information is shared and confirmed, they will give an approximate completion date.
2. If applicable, you will be given a copy of the project's deadlines. Take note of any action(s) needed on your part since failing to complete these by deadline could cause delays in the project's completion. Conflicts should be addressed immediately.
3. If your project cannot be handled by ICC's Print Shop, the Community Relations team 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). Subsequently, it will be proofed by Community Relations. Copy written by the Community Relations staff will be submitted to you for approval before the design process begins. At this time, arrangements will be made if photographs must be taken. ICC employs staff photographers for this purpose. However, scheduling must be 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 Community Relations unless specified otherwise for quality inspection and then forwarded to your department through intercampus/location 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.

USE OF NONDISCRIMINATION STATEMENTS
Short Statement
Itawamba Community College is an equal opportunity institution. For more information, contact the Vice President of Student Services, 602 West Hill Street, Fulton, MS 38843, 662.862.8271, or email TitleIXCoordinator@iccms.edu, or the full statement is available at https:www.iccms.edu/nondiscrimination.

For small print ads, Web ads, fliers, short brochures, mailers, e-newsletters and advertisements that are not targeted toward recruiting potential students or employees. For materials targeted as recruitment, the full statement is mandatory.

Full Statement
Itawamba Community College is an equal opportunity institution. The College strictly prohibits discrimination in its educational programs and activities, employment practices and admissions processes on the basis of race, color, national origin, sex, disability, age, religion, ethnicity, pregnancy, sexual orientation, genetic information, status as a U.S. veteran or other status protected by applicable law. For more information, contact the Vice President of Student Services, 602 West Hill Street, Fulton, MS 38843, 662.862.8271, or email TitleIXCoordinator@iccms.edu.

For most college publications, including magazines, multi-page brochures and newsletters. Mandatory for publications, bulletins, announcements, catalogs, application forms or other materials targeted at recruiting potential students or employees.

PAID ADVERTISING

The goal of Community Relations 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 Community Relations 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, 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 or Human Resources should purchase advertising.
- Those who wish to purchase display advertising in external publications will be responsible for placing display ad information in the College's purchasing system and securing a purchase order number. When Community Relations receives the purchase order number, a representative will share electronically the ad to the media selected.
- Regarding job postings advertising (classified or classified/display), the individual who initiates the request MUST indicate on the form at the time of posting if ads are to be placed in media in addition to the *Northeast Mississippi Daily Journal* and provide specific publications. Following approval by Community Relations, classified advertising for notice of vacancy in publications other than the *Northeast Mississippi Daily Journal* will be placed by Community Relations or Human Resources in the media selected after the external advertising buy is approved. Once the classified line ad is placed, the point of contact will be the individual who completed the notice of vacancy form; however, he/she must copy both Human Resources (humanresources@iccms.edu and Community Relations (communityrelations@iccms.edu) with all correspondence.
- The project lead on display advertising in Community Relations will provide the requester with a final proof for 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 Community Relations. All clubs, organizations (The Student Experience) 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-affliated 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 attacks 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 Community Relations, including communications for the College's official social media accounts and 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. Both standards guides are available at www.iccms.edu.

Community Relations runs and maintains the following official social media sites:
     Facebook – ItawambaCC and LetsGoICC (as well as individual pages)
     Instagram – ItawambaCC and LetsGoICC (as well as individual pages)
     LinkedIn – Itawamba Community College
     SnapChat – Itawamba_cc and letsgoicc
     TikTok – ItawambaCC, LetsGoICC
     X – Itawamba CC and LetsGoICC
     YouTube – Itawamba CC and LetsGoICC

Community Relations partners with the following ItawambaCC-affiliated social media accounts that are publicized in official College-wide publications:
     Facebook – Itawamba Community College Alumni and Foundation and individual sport pages
     Instagram – GetInvolvedICC, Go2ICC, ICC Alumni and Foundation, Sports Pages,
     LinkedIn – Itawamba Community College Alumni and Foundation
Stories are for event coverage posts, college-wide announcements. Q and Sessions for college events and recruiting.

Note: Community Relations 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 (The Student Experience) 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 Community Relations. Approved users must adhere to the Social Media Guidelines outlined by Community Relations. Use of the official Itawamba Community College logo on a College-affiliated account is governed by the Itawamba Community

Brand Standards Manual. Users deemed to have inappropriate use(s) of an official College logo will be required to remove the logo.

Points to Consider

1) Whom are you trying to engage? Figuring out the conversation participants will assist in determining which platforms are best for your department or program.
2) What would you like to accomplish? Social media is not just another tool to send out news about your department or program or to promote an event; social media requires daily maintenance and a desire to engage with others.
3) What is your message? This is probably the most important question. As mentioned, social media is about connection, not simply pushing a message. Individuals must be willing to listen to their audience and engage in a manner that is relevant to all members.

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 X 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, club and organization (those grouped under The Student Experience) announcements shared from @GetInvolvedICC and @Go2ICC 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 940 x 788 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 Community Relations 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 and recruiting and for content created by ICC Influencers.

X
- X will include announcements, college recruiting, press 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 X is 940 x 788 pixels.

Social Media Guidelines
- Social media 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, organization, program, etc. must have the approval of their director, supervisor or department chairman.
- All social media accounts must be registered with Itawamba Community College's Community Relations. Contact communityrelations@iccms.edu to register the site and its password. Itawamba Community College's Community Relations 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 X 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. Account requests must submit an application through Google Forms. The application must include username and password to affiliated

accounts. Link: https://docs.google.com/forms/d/e/1FAIpQLSdLDMEn1-_6S-WoUs9HOZGWnTWMDjuX9B20iDrbk8PN-dShIw/viewform?usp=header

- 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.
- Those responsible for social media accounts should not prerelease official news and/or announcements from Itawamba Community College via social media, blogs, etc. News and announcements may be considered under embargo until released by ICC's Community Relations.
- 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 from the College's official page.

SOCIAL MEDIA BEST PRACTICES
Considerations Before Beginning
- Issues to consider before applying for a social media account:
    - ✓ Evaluate the time commitment needed to keep content current on a regular basis.
- Inactive or dead accounts can create a negative image of the College. A request for deletion of accounts not active after 30 days will be initiated.
- Fill out your profile completely. Include as much information as you can fit, and most importantly, your contact information.
- Determine the scope of your account and what you want to accomplish.
- Determine your audience and how best you can serve its members.
- Determine who will monitor the account for appropriateness and accuracy.
- Set goals for ways to engage and grow your audience and be prepared to meet them.
- Appoint a primary and secondary administrator for a social media account.

Content Consideration

- Photos and video content grab the most attention. Researchers have found that colored visuals increase people's desire to continue reading a post by 80 percent.
- Always use good judgment, basic etiquette and professionalism in your posts. Remember, content can go anywhere once it's posted.
- Write in a conversational style.
- Strive for a genuine professional communication style.
- Avoid slang, profanity, regional colloquialisms or "market-speak."
- Engage your followers.
- Listen and ask questions.
- Show people you are listening by responding promptly.
- Gaining insight into your followers and engage them.
- Address your posts to the audience you are trying to reach.
- Always check spelling and grammar before posting.
- Be mindful whom you follow on any social media channel. Ask yourself if by following this individual/entity it will seem that you are promoting/condoning something that can be detrimental to the college, department or program.
- Be cautious about posting any personally-identifiable information that can be used to locate another person offline.
- Be aware of the surroundings before taking a photo of a person(s) to be posted on a social media account. For example, ensure the person(s) in your X photos cannot be easily identified with the surrounding background or scenery which may pose a security threat to that person(s).

SOCIAL MEDIA GRAPHICS FOR OFFICAL ACCOUNTS

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

The requester 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 story graphics and 940 x 788 pixels for post graphic. If the requester 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 and proofread by Community Relations.

COMMUNICATIONS MANAGEMENT SYSTEM

Itawamba Community College uses Navigate360 as its customer management system. Through Navigate360, faculty, staff and students can communicate, schedule appointments, manage students and more. The system can be used for mass communication throughout all three locations of the College, to prospective students and to other individuals who are interested in Itawamba Community College. It is managed by Community Relations.

PROCEDURES

- To request messaging sent, reach out to Community Relations via the work order system with the student grouping that you would like to reach, details of the message, originator of the message and other details for creating and sending the message.

- Those who send messages should use approved templates in Navigate360 and have all messaging proofed before sending.
- Those who send messages through Navigate360 to a large number of students who are non-advisees or those not enrolled in an instructor's class must have the message and content approved by communityrelations@iccms.edu.
- Refer to ICC's brand standards or email communityrelations@iccms.edu with questions regarding styling, approved colors, logos, etc. within Navigate360.
- Additional questions should be addressed to commuityrelations@iccms.edu.
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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. Submissions must be made by the chair, director or sponsor via the Work Order system and will be approved or denied for inclusion. If a chair, director or sponsor has not received permission to submit, the requester should submit a work order. 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.

To maintain consistency and communicate clearly throughout the website, communityrelations@iccms.edu should be notified of any necessary Web content updates and/or deletions and additions by submitting a work order via the work order system.

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 Community Relations is charged with the responsibility to lead Web efforts in concert with the President's Cabinet, office of the President and Telecommunications and Information Services.

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 requester 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 via the work order system.

Major Changes

If a major content change is needed, submit the content via the work order system.

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 via the Work Order system.

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*.

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*.

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*.

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

SHIRT DESIGN
Clubs and organizations, departments, schools of or other entities at the College who need shirts for promotional purposes, events or to sell as a fundraiser must submit the design via the Work order system to Community Relations for approval and/or assistance with design. If the shirt sale is to be a fundraiser, the sponsoring organization must complete the approval form before beginning the process.

FORMAL NAMES OF COLLEGE BUILDINGS/FACILITIES

FULTON CAMPUS

FACILITY	FORMAL NAME/NEW NAME
Academic Building	Academic Building (formerly Health Science)
Administration Building	Administration Building
Baseball Field	Roy Cresap Field
Board Room	Executive Board Room, David C. Cole Student Services Building
Chickasaw Hall	Chickasaw Hall
Community Relations	Community Relations
Davis Event Center	Davis Event Center
Davis Event Center Court	Nanci Gray Court
eLearning	eLearning
Fine Arts	W.O. Benjamin Fine Arts Center
Fitness Center	Fitness Center, Carrie Ball-Williamson Recreational Center (note that the Fitness Center is within the Carrie Ball-Williamson Recreational Center.)
Football Field	Eaton Field
Football Fieldhouse	Football Fieldhouse
Football Stadium	A.C. "Butch" Lambert Stadium
Humanities Building	Boggs Humanities Building
Indoor Practice Facility	Indoor Practice Facility
Intramural Fields	Intramural Fields
Intramural Gym	Intramural Gym, Carrie Ball-Williamson Recreational Center
Itawamba Hall	Itawamba Hall
Language Building	Language Building
Library	Library
Magnolia Hall	Magnolia Hall
Monroe Annex	Monroe Annex
Monroe Hall	Monroe Hall
Natural Science	Natural Science
Pontotoc Hall	Pontotoc Hall
Physical Plant	Physical Plant (not Maintenance)
Print Shop	Print Shop
Sheffield Hall	Sheffield Hall
Soccer Field	Soccer Field
Softball Field	Andy Kirk Field
Student Activities	Student Activities Center (not Student Center and not Student Activities Building)
Student Services	David C. Cole Student Services Building
Technical Education/Tech-Ed	John S. Crubaugh Education Building
Tennis Courts	Johnson/Partlow Tennis Courts
TIS	Telecommunications and Information Services

TUPELO CAMPUS

FACILITY	FORMAL NAME/NEW NAME
Academic and Student Center	Academic and Student Center (houses bookstore, cafeteria/safe shelter, business office, financial aid, advising, computer lab, conference room, faculty offices, classrooms)
AEC	Advanced Education Center
Health Science	Health Science Education Center
Library	Library
Multi-Purpose	Multi-Purpose Building
Natural Science Building	Natural Science Building (formerly Technical Education Building)
Physical Plant	Physical Plant
Purvis	Purvis Center
Student Services	Student Services Building (houses Campus Police)
Student Support Center	Student Support Center
TIS	"B" Building

BELDEN CENTER
Not Belden Campus

COMMUNITY RELATIONS STAFF

Chief of Staff	**Tyler Camp**	**twcamp@iccms.edu**	**662.862.8004**
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Communications Management Specialist	**Margaret Todd**	**mhtodd@iccms.edu**	**662.862.8176**