

# WORKING WITH COMMUNITY RELATIONS

Nina Strother  
Director of Marketing and Community Engagement

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A photograph of three young women smiling and posing for a photo at what appears to be a community event or race. They are wearing athletic gear, including a red shirt with a 'Pigeon River' sticker. The image is overlaid with a semi-transparent blue rectangle containing white text.

ALONE WE CAN DO SO LITTLE;

TOGETHER

—

WE CAN DO SO MUCH.

- Helen Keller



HOW WE CAN HELP

# BENEFITS OF WORKING WITH CR

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## ■ **WEBSITE LISTING**

[www.iccms.edu/clubs](http://www.iccms.edu/clubs)

## ■ **MARKETING EMAIL ADDRESS**

Apply for your own account!

## ■ **SOCIAL MEDIA**

Apply for your own account!

## ■ **ORGANIZATION LOGO**

## ■ **TABLECLOTHS**

## ■ **EVENT ITEMS**

We'll help design and help you order give-a-ways and t-shirts.

## ■ **RESIZING GRAPHICS**

## ■ **HELP WITH PRINTING**

We'll create a print-ready file, and give you instructions to order!

## ■ **INSIDE ICC**

Graphics must be proofed and ready-to-go no later than Wednesday. Only events that are open to all students will be included with the exception of Commencement announcements. Inside ICC goes out after lunch each Friday.

## ■ **SOCIAL MEDIA**

Reach tens of thousands of followers on the College's official social media accounts.

## ■ **EVENT CALENDAR AND MOBILE APP**

[www.iccms.edu/events](http://www.iccms.edu/events)

## ■ **PRESS RELEASES**

Your event may be considered!

## ■ **EVENT COVERAGE**

Our photography and videography team may cover your event!



COMMUNITY RELATIONS  
OPERATIONAL GUIDE

# Community Relations Operational Guide

[www.iccms.edu/Standards](http://www.iccms.edu/Standards)



NOW FOR SOME FUN STUFF

# AN INTRODUCTION TO CANVA

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# WHY CANVA?

## IT'S EVERYTHING.

- We needed cool templates, and we needed a lot of them.
- We needed something user-friendly.
- We needed something easily accessible, even when on the go.
- It needed to be as cost-effective as possible.





HELPFUL HINTS

# CREATING GRAPHICS

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# GET STARTED

- ① SELECT “CREATE A DESIGN” IN THE UPPER RIGHT CORNER**
  - ② PICK YOUR SIZE FROM THE DROP DOWN OR HIT "CUSTOM SIZE" AT THE BOTTOM.**
  - ③ SEARCH FOR YOUR THEME ON THE LEFT SIDE**
  - ④ DROP YOUR ART INTO YOUR BLANK DESIGN FILE**
  - ⑤ CUSTOMIZE!**
- ADD PHOTOS AND LOGOS IN "UPLOADS" SECTION.
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# GRAPHIC CHEAT SHEET

## ■ SOCIAL MEDIA POST

1920x1080 px .PNG

## ■ SOCIAL MEDIA STORY

1080x1920 px .PNG

## ■ FLYER

8.5x11 in .PDF PRINT and .PDF PRINT with crop marks and bleed

## ■ POSTER

11x17 in .PDF PRINT and .PDF PRINT with crop marks and bleed

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**ITAWAMBA**  
COMMUNITY COLLEGE



UPSILON SIGMA CHAPTER  
PHI THETA KAPPA

# Logos

- Always make sure your graphic has an ICC logo on it.
- Every club and organization has a customized logo. Email Nina at [njstrother@iccms.edu](mailto:njstrother@iccms.edu) to get yours today!



# Images

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## ■ USE DIVERSITY

Choose images or collections of images that have various ages, genders and races.

If a single person is used in your graphic, that is fine. Just be sure to change it up in your next one.

## ■ FERPA

Some students sign a form prohibiting the use of their information or photo in the College's publications and releases to the media. Only use stock images or images that are available for download at [www.ICCimages.com](http://www.ICCimages.com).





# Creating an Event Announcement

## WHO



Who is the host?  
Who is invited?

*Include the ICC logo  
on the graphic.*

## WHAT



What is the event?

## WHEN



When is the event?

## WHERE



Where is the event?

*Include the official  
building name and  
ICC location.  
See handout.*

# YOU

*At some point you may come back to read this line or maybe not.*

# WILL READ THIS FIRST.

## And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

**You'll probably  
read this before  
the paragraph.**



# ICC's Locations



**FULTON  
CAMPUS**



**TUPELO  
CAMPUS**



**BELDEN  
CENTER**

**Commonly misused!  
SACSCOC Violation!**

**[CLICK HERE OFFICIAL BUILDING NAMES!](#)**

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HELPFUL HINTS

# PROOFING

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# Submitting Materials to CR to be Proofed

- **CLICK "SHARE" IN THE UPPER RIGHT CORNER.**
- **SELECT "ANYONE WITH A LINK" "CAN EDIT" FROM THE DROPDOWN MENU.**
- **EMAIL THE LINK TO [COMMUNITYRELATIONS@ICCMS.EDU](mailto:COMMUNITYRELATIONS@ICCMS.EDU).**



## DATES

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Friday (day), Aug. 16 (month + date), 2023 (year).

8.16.23

## MONTHS

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Abbreviate months with more than six letters when they include a date.

Ex. Aug. 1, Sept. 1, Oct. 1, Nov. 1, Dec. 1, Jan. 1 and Feb. 1.

March through July are never abbreviated.

## DAYS

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Omit st, rd and th.

Ex. July 1, **NOT** July 1st

Aug. 3, **NOT** Aug. 3rd

Sept. 5, **NOT** Sept. 5th

## TIMES

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Don't use colons for times on the hour.

Ex. 3 p.m., 8:30 a.m.

- a.m. and p.m. should use periods and lowercase letters.

- Use "Noon" instead of 12 p.m. and "Midnight" instead of 12 a.m.

## DASHES

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There should be no space between the dashes in dates or time.

Ex. Monday-Thursday

8-9 a.m.

10 a.m.-6:30 p.m.

10-11 a.m.

Noon-1:30 p.m.

## USING AND/PLEASE

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Don **NOT** use the word "please" on graphics.

Use the word "and" instead of an ampersand. Never use "&" on graphics unless it is a part of the organization's official name.

ex. B&B Concrete

# Other Standards

**NO PITCHFORKS, PLEASE. :)** <The AP Stylebook made me do it.>

## ■ LINE BREAKING RULES

Prepositions are not allowed at the end of a line.  
Prepositions should start the line break.

Ex. Academic and Student Center  
and Health Science Education Center

Wear your PTK gear or yellow/blue  
to show your PTK PRIDE!

## ■ NO OXFORD COMMA

The Oxford (or serial) comma is the final comma in a list of things.  
Ex. Christopher Columbus' ships are the Nina, the Pinta and the Santa Maria.  
<I know. I like it, too.>

## ■ ADVISER, NOT ADVISOR

Page 7, Associated Press Stylebook  
<I know. I like the "o", too, and others that follow different standards use it.  
They are both right; it's just one doesn't follow the AP Stylebook, which is our guide.>





NO ONE CAN WHISTLE A

# SYMPHONY.

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IT TAKES A WHOLE ORCHESTRA TO PLAY.

- H.E. LUCCOCK



# Questions?

**WE'RE HERE TO HELP.**



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