WORKING WITH COMMUNITY RELATIONS

Nina Strother
Director of Marketing and Community Engagement





ALONE WE CAN DO SO LITTLE;

TOGETHER

WE CAN DO SO MUCH.

- Helen Keller

HOW WE CAN HELP

BENEFITS OF WORKING WITH CR

NINA STROTHER
DIRECTOR OF MARKETING
AND COMMUNITY ENGAGEMENT



■ WEBSITE LISTING

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

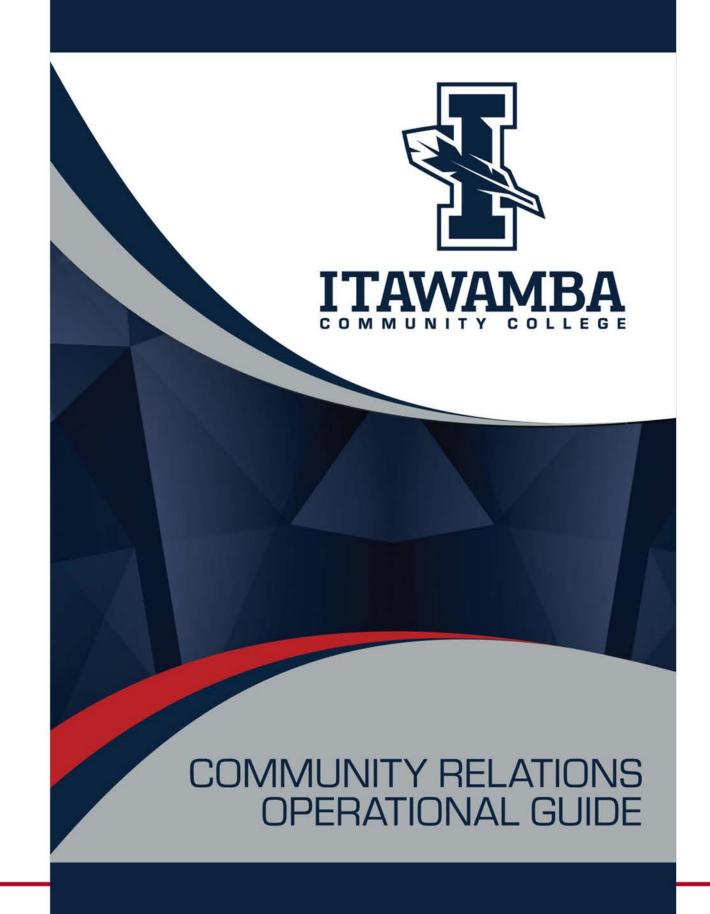
www.iccms.edu/events

■ PRESS RELEASES

Your event may be considered!

EVENT COVERAGE

Our photography and videography team may cover your event!



Community Relations Operational Guide

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

- SELECT "CREATE A DESIGN" IN THE UPPER RIGHT CORNER
- PICK YOUR SIZE FROM THE DROP DOWN OR HIT "CUSTOM SIZE" AT THE BOTTOM.
- **8** SEARCH FOR YOUR THEME ON THE LEFT SIDE
- **ODROP YOUR ART INTO YOUR BLANK DESIGN FILE**
- 6 CUSTOMIZE!
- ADD PHOTOS AND LOGOS IN "UPLOADS" SECTION.

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







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 to get yours today!

FLEXIBLE PROOFING

Images

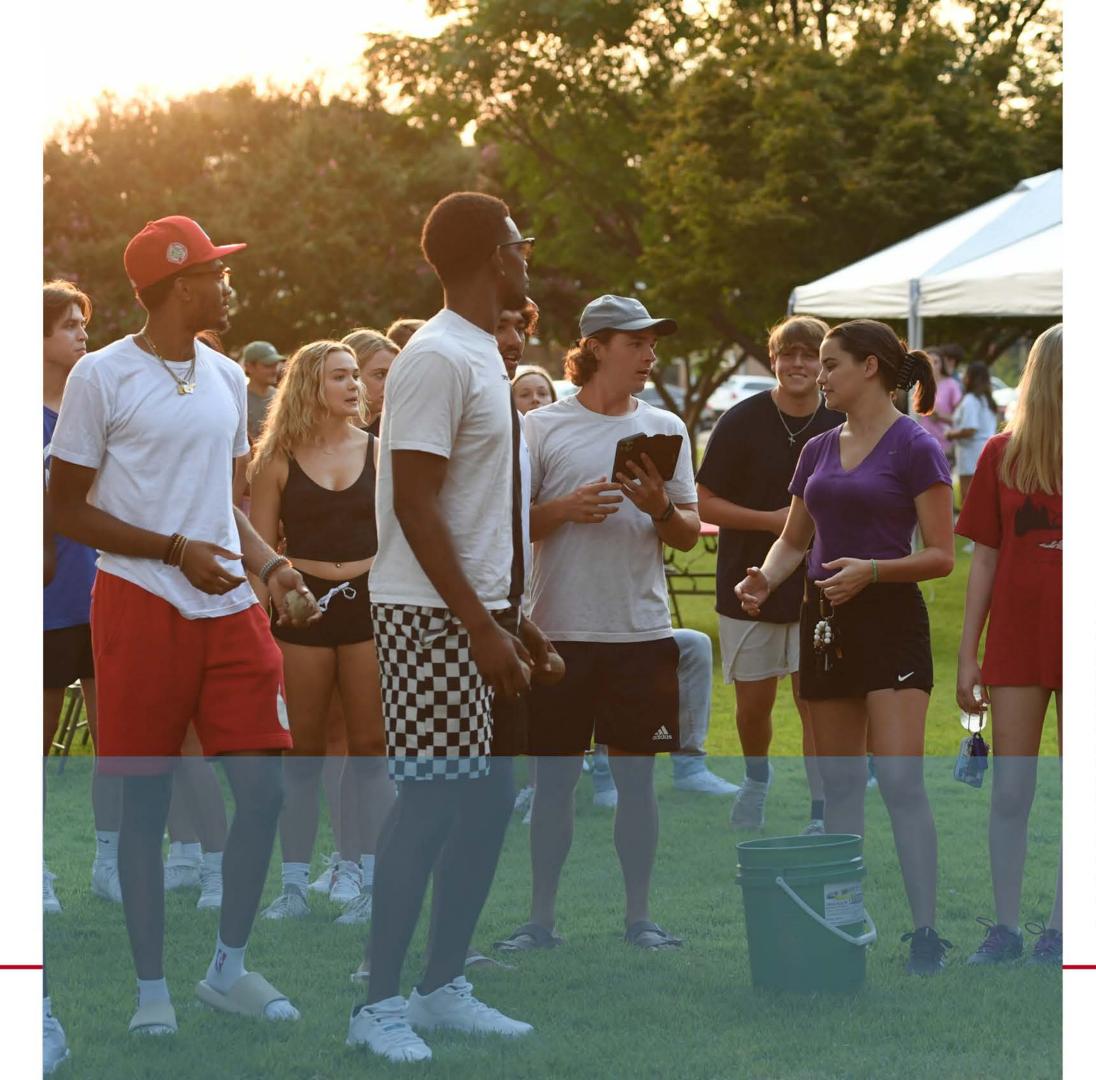
USE DIVERSITY

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.



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.

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!

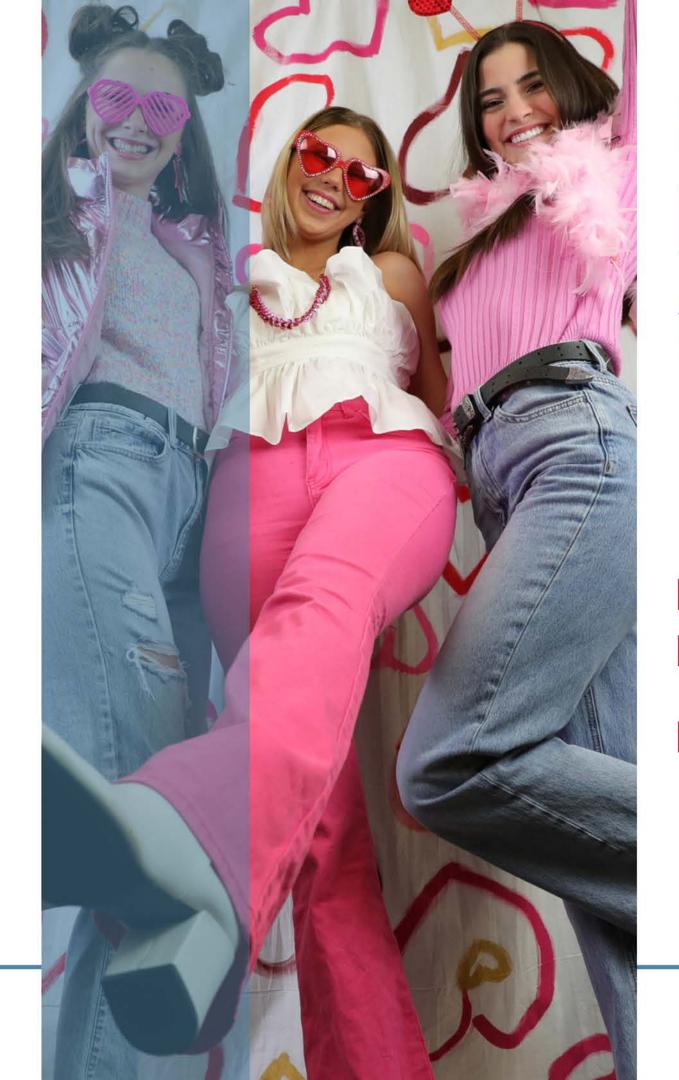
CLICK HERE OFFICIAL BUILDING NAMES!

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.

DATES

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

8.16.23

MONTHS

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

Omit st, rd and th.
Ex. July 1, **NOT** July 1st
Aug. 3, **NOT** Aug. 3rd
Sept. 5, **NOT** Sept. 5th

TIMES

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 of12 p.m. and "Midnight" instead of 12 a.m.

DASHES

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

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.>



AN INTRODUCTION TO WORKING WITH CR

Questions?

WE'RE HERE TO HELP.



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