

Communications protocol: Write internal announcement, revise in AP style for media distribution, condense short blurb for Daily Announcements, short posts for social media, including specific hashtags and mentions of appropriate College Twitter accounts. Generally, order of distribution is: 1) Trustees/Corporators/Alumni Board (from the President’s Office), 2) internal Campus Announcement, 3) post on website, 4) media distribution, 5) social media, 6) media monitoring, 7) share media hits on social media 8) Published stories compiled in Headlines and Headliners. **NOTE: Marketing staff person responsible—scan completed form and store in shared files upon completion.**

TOPIC: _____ **RESPONSIBLE:** _____ **DATE:** _____

Publication Outlet: (Check all that apply)

Indicate date done

- ___ Campus Announcement from President:
 - ___ Board of Trustees
 - ___ Corporators
 - ___ Alumni Board
 - ___ Faculty & Staff (Campus Distribution)
 - ___ Students
 - ___ Former Trustees
 - ___ Other (please indicate): _____

___ Campus Announcement from (please indicate): _____

___ Daily Announcement

___ Becker Buzz

___ BeckerYou (intranet)

- ___ Becker Website
 - ___ News
 - ___ Home page slide
 - ___ Event Calendar
 - ___ President’s Campus Announcements
 - ___ Highlights
 - ___ Microsite (Yunus, Vet Clinic)

- ___ Media Release/Media Advisory:
 - ___ Local
 - ___ Regional
 - ___ National
 - ___ Higher Education
 - ___ Trade Publication
 - ___ Hometown
 - ___ Chamber, etc.
 - ___ PSA
 - ___ Cable listing
 - ___ Radio
 - ___ TV
 - ___ Other (please indicate) _____

___ Meme

Social Media:

- ___ Facebook
 - ___ Becker College
 - ___ Becker College News
 - ___ Becker College Admissions
 - ___ Becker College Alumni
 - ___ Becker College Athletics
 - ___ Becker College Global Citizenship
 - ___ Becker College Campus Activities
 - ___ Becker College Center for Accelerated & Professional Studies
 - ___ Becker College MA in Mental Health Counseling
 - ___ Becker College School of Animal Studies
 - ___ Becker College Study Abroad

- ___ Twitter – Becker accounts
 - ___ @BeckerCollege
 - ___ @BeckerAccel
 - ___ @BeckerAdmission
 - ___ @BeckerAthletics
 - ___ @BeckerCASL
 - ___ @BeckerCareer
 - ___ @Becker_Edu_HR
 - ___ @BeckerGames1
 - ___ @BeckerLibraries
 - ___ @BeckerVPStuLife

- ___ Twitter – Other accounts
 - ___ @BielitzColleen
 - ___ @DrTraceyPC
 - ___ @JudithPare
 - ___ @nuno_dvm
 - ___ @Professor_Cal

- ___ President’s Social Media
 - ___ LinkedIn
 - ___ Flipboard
 - ___ @BeckerPrez

Other, check all that apply:

____ Advertising (please detail):

____ Marketing Brief (please detail)

____ Photo(s) (please detail)

____ Strategic Messaging Plan (please detail)

____ Video(s) (please detail)

Editorial Policies

MEDIA

Press advisory – When requesting press coverage of an event. Not intended to be published. Provides the 5 Ws: Who, What, When, Where, Why. Uses a compelling headline.

Press release – Facts for external publishing: announcements, event details, appointments. Should be 100 percent publishable. Include photo when possible.

SOCIAL MEDIA

Twitter – Primary audience is media, companies, organizations. Students and families are a smaller audience. Short illustrations of strategic messages. Promotion of initiatives that align with Becker mission/brand.

Twitter (@BeckerPrez) – Demonstrates the President’s thought leadership.

Facebook – Our news channels; cover what is happening.

Instagram – Illustrates campus life, student engagement, some event coverage.

WEBSITE

Website – Does it support enrollment and retention, fundraising, or enhance brand.

Highlight – High profile announcement.

Home page slide – Promotes Becker and its current initiatives.

INTERNAL COMMUNICATIONS

All Campus Email: Substantive non-emergency communication of interest to campus community emailed to faculty and staff (campus distribution list) and/or students (student distribution lists). May be sent by president’s office or other administrative office (requires approval from appropriate vice president). Communications to Board of Trustees, Corporators, Alumni Board are sent by President’s Office (For emergency notifications, see Emergency Operations Plan).

Daily Announcements – A compilation of announcements about Becker people, news, and events, to keep faculty and staff informed. Announcements must be approved by the appropriate vice president and marketing, prior to distribution. Emailed daily during the academic year and weekly during the summer by Lauren Christy.

Headlines & Headliners – Becker College in the news. Compilation of published news stories about Becker and its people, programs, and initiatives.

Becker Buzz – Targeted to students, distributed by Campus Activities and Student Leadership (CASL)