

LLCC Public Relations and Marketing Office Communication and Marketing Guidelines

LLCC PUBLIC RELATIONS AND MARKETING (PRM) is responsible for public relations, media relations, marketing and recruitment at the college. PRM works to maintain an open line of communication with internal and external constituents along with a positive public image for LLCC. In order to promote and communicate information about college programs, services and activities, the following communication guidelines have been established.

- **Media Contacts** - Per LLCC Board of Trustees Policy 12.2, all contacts with the media—radio, TV, newspaper, web, blog, social media, etc.—should be coordinated through PRM. Any office or individual receiving an initial call from the media should forward it to the PRM Office. PRM will set up the media interview with the appropriate individual(s) on campus. Individuals requesting radio, TV and/or social media interviews to promote special events or programs should contact PRM. PRM will determine whether the request is appropriate for radio, TV and/or social media and, if so, will contact the appropriate media. Information for press releases should be sent via the PRM project request ticket through KBOX (link can be found under MY LLCC on the LLCC website, www.llcc.edu/my-llcc). The executive director, PRM, or assistant director, PR, will write and send press releases to the appropriate media in the LLCC district and other appropriate out-of-district media depending on the nature of the event or program.
- **Crisis Communication** - In the event of a crisis, PRM will handle all crisis communication in accordance with the college's crisis communication plan. PRM will work with top college administrators, campus police and IT staff to keep the campus community and public informed during and after an incident. All media contacts regarding any crisis situation should be coordinated through PRM. During an emergency situation, employees and students should use discretion when communicating information in any medium in order to protect the safety and security of the college community.
- **PRM Identity Standards Manual and Style Guide** - Please consult the manual/style guide for official guidelines on usage of the LLCC logo, typefaces, color palette, etc. The document can be found on the LLCC PRM portal page. Hard copies are available in the PRM office.
- **PRM Project Request Ticket** - Requests for projects from PRM including, but not limited to, advertising, marketing, press releases, banners, brochures, business cards, digital signs, logos, posters and fliers, signs, postcards, website banners, etc. should be submitted using the PRM Project Request Ticket through KBOX (link can be found under MY LLCC on the LLCC website, www.llcc.edu/my-llcc).
- **Advertising** - Per LLCC Board of Trustees policy 12.3, print, radio, web, TV and social media ad purchases (including social media post boosts) and placement must be designed and placed or approved by PRM.
- **Marketing Campaigns** - PRM is responsible for the concept and design and informing LLCC faculty and staff of new college marketing campaigns. PRM will provide campaign logos and designs upon request for appropriate promotional use including those for email signatures (for consistency and professionalism) and promotional items such as pens, mugs, folders, etc.

• **Marketing and Promotional Materials**—All marketing and promotional materials—brochures, posters, fliers, print advertisements, campus signage, incentives, clothing items, etc. for college programs, services and displays should be designed by PRM. (The only exceptions are T-shirts and clothing items designed by LLCC Bookstore vendors and the LLCC Screen Graphics program, and fliers designed by Student Life for campus events/activities and Community Education for non-credit classes.) Graphic design of all college materials (other than internal, informal fliers) or logos should be provided or approved by the graphic designers in PRM.

Submit requests for printed materials, logos, etc. via the PRM Project Request Ticket through KBOX (link can be found under MY LLCC on the LLCC website, www.llcc.edu/my-llcc) and include date needed. Priority of project requests to PRM are determined by the following factors: 1) the impact on promotional value to the external public, 2) informational value to the LLCC community, 3) estimated time to complete the project, and 4) date of receipt of project materials.

Clothing designed by LLCC Screen Graphics program

Student clubs and groups wanting original T-shirts and other clothing items to be designed by the LLCC Screen Graphics program should fill out a request form in Student Life.

• **Internal Communication**

LincIn - PRM communicates information internally about college events, services and programs, and student club events via the internal e-newsletter, *LincIn*. *LincIn* appears on campus computers when an individual logs in or turns on his/her computer. It is also available by clicking on the *LincIn* (link on the MY LLCC page of the LLCC website (www.llcc.edu/my-llcc)). Additionally, an email reminder is sent to faculty and staff on scheduled workdays with a link to the current issue of *LincIn*. Information to be included in *LincIn* can be submitted by clicking on the “Submit an Article” tab of *LincIn* (use Chrome or Firefox as the Internet browser) or may be sent to the executive director, PRM, and/or the assistant director, PR, along with the requested starting date. *LincIn* is updated each workday. Submissions must be received by 4 p.m. on workdays to ensure inclusion in the next issue of *LincIn*.

LincIn may also include information about faculty or staff presenting to various groups/organizations on behalf of the college, being interviewed by the media regarding an LLCC event or program, or achieving a special professional accomplishment, i.e. attainment of a college degree, appointment or election to an office within a professional organization or receiving a professional award.

Announcements regarding marriages or births are limited to current staff and faculty, i.e., announcements will not include those of nieces, nephews, grandchildren, etc. Death announcements are restricted to faculty/staff members and their immediate family members (spouse, life partner, child, sibling, parent, half or stepparent/child/sibling) and LLCC retirees.

Information that will not be communicated via *LincIn* or college email includes personal parties/showers (wedding, baby, etc.) and requests for fundraisers or other activities that faculty, staff or students may be involved in personally and that are not college-related. (Information that is questionable in regard to urgency or of being personal in nature will be communicated in the appropriate medium at the discretion of the executive director, PRM, and/or assistant director, PR.)

College-wide Email Messages - College-wide email sent from PRM is reserved for emergency messages or messages of significant importance that directly impact all or most employees or students, i.e. police and safety matters, school closings, insurance and other important Human Resources information, college policies/procedures, and special messages to specific LLCC groups—faculty, students, etc. College-wide email messages are sent from the LLCC News account.

Campus Interior Digital Signage – PRM is responsible for digital messages displayed on the interior digital signage monitors in A. Lincoln Commons, Menard and Sangamon halls, and the Workforce Careers Center. Information included on the digital monitors is primarily intended for the internal audience of students, faculty and staff; however, messages often include those appropriate for external audiences also. Digital signage may include messages about college events, programs, deadlines or news. To request a digital sign, please fill out a PRM project request via KBOX (link can be found under MY LLCC on the LLCC website, www.llcc.edu/my-llcc).

• **Social Media** - All official LLCC social media accounts must be initiated by PRM. PRM maintains the college’s current official Facebook, Twitter, Google+, LinkedIn, Instagram and Snapchat accounts. Anyone wishing to contribute information for the LLCC social media pages should contact the marketing and communications coordinator, PRM.

Other LLCC social media pages

If an office, department or student group at LLCC wishes to create a social media account that is or could be affiliated with an LLCC office, department or group, the page or account administrator should contact the PRM marketing and communications coordinator before setting up an account. Direction on social media account setup and content planning will be provided. Page administrators should be current LLCC staff, faculty or students. If students are allowed to be administrators, there should be an LLCC staff/faculty member who is the chief administrator for the page. PRM will monitor the page or account and notify the responsible party if there are any concerns that need to be addressed. Page/account administrators should keep content fresh and appropriate to an educational institution, and remember that content should represent the group and the college, not the administrator. Administrators should exercise good judgment in posting information—they are representing the college. If social media pages are inactive for long periods of time, reminders will be sent to update content information.

Content on social media

Content on the LLCC social media pages must relate to college programs, activities, events or services. The official LLCC pages will be maintained and kept up to date. The college reserves the right to alter, delete or remove (without notice) the content on the official LLCC social media pages and to remove or ban persons who “like” or “follow” the page at its discretion in order to maintain the credibility and image of the page. Any posts using obscene or foul language or attempting to sell or promote items, services, individuals or groups not related to LLCC will be removed.

• **Photographs and Videos** - A signed photo authorization form is required for photos and videos being used for promotional purposes in which LLCC students, faculty or staff are clearly identified. (Athletes sign a release form at the beginning of the year which covers the entire year; all other students sign a form for each promotional event.) Group photos or videos taken in the “public domain” (i.e. public events, the

library, in crowds, etc.) do not require written authorization from students, faculty or staff. Contact PRM with any questions. Faculty and staff wishing to schedule individual photos or photos of program or department events, activities, etc. should contact PRM.

- **Website** - Individuals or departments wishing to place an item on the LLCC website should contact PRM. A web team consisting of representatives of PRM and Information Technology (IT) makes decisions about appropriate placement of material on the website. A standardized and consistent look has been created and website content managers should use discretion when including information on the college's website. If illegal or other questionable material is found on the website, PRM and IT have the right to remove the material until further discussion on the matter. Priority for LLCC information to be placed on the website is determined based on the informational and promotional value for LLCC (programs, services, upcoming events) provided to the external public.

- **Website Banners** – PRM is responsible for the design and posting of LLCC's website banners. Website banners are for items of interest to prospective students and the community primarily and may include college news and highlights, events, important dates, etc.

- **Recruitment** - College recruitment plans, individual/group tours and events should be communicated and coordinated with PRM. Tabletop displays for recruitment purposes should be provided and/or approved by PRM. PRM has 11 display boards, photos and other materials available for recruitment events. These items can be checked out with PRM. PRM can also assist you in designing your display if your department or program has its own display board and has funding to cover the cost for materials. No cardboard displays should be used; please use the professional displays provided by PRM. Contact the assistant director of recruitment and response, PRM, regarding displays and appropriate materials for external recruitment activities or events.

- **Public Speakers** - Per LLCC Board of Trustees policy 12.5, PRM should be informed prior to college employees or students inviting speakers to make presentations to the public at college-sponsored events.

- **Outside Vendors** - Per LLCC Board of Trustees policy 12.6, outside vendors wishing to place communication/promotional pieces such as brochures, magazines, newspapers, etc. in buildings on campus should contact PRM for approval on location and placement of those items on campus.

- **Campus Bulletin Boards** - Individuals or organizations wishing to have items placed on the college's bulletin boards should contact the Student Life Office. Items must be approved by the Student Life Office for placement on college bulletin boards.

- **Solicitation on Campus** - Per Board of Trustees Policy 1.15, any solicitation of sales or purchases on college property by outside vendors requires prior approval. Procedures cover not-for-profit organizations; commercial vendors; student clubs/organizations; and political candidates, parties and organizations. For further information, please contact the executive director, PRM.

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