



COMMUNICATION GUIDE

Office of Marketing & Communication
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The Office of Marketing & Communication is part of the Office of Advancement and is located at 57 Meade Street, Buckhannon. The mission of Advancement (Alumni/Parent Relations, Marketing and Communication, and Development/Campaign) is to develop constituency relationships that will strengthen the College. It is our goal to assist the campus community with any media or promotional project such as:

- Publicizing or promoting an event
- Responding to media inquiries
- Developing a departmental website
- Producing magazines, newsletters, brochures, flyers, e-newsletters, posters, & post cards

Contact Rochelle Long, director of public relations, at 304-473-8556 or long_r@wvwc.edu or Erica Byrd, assistant director of public relations, at 304-473-8111 or byrd_e@wvwc.edu.

POLICIES & PROCEDURES

Confidentiality

The Office of Marketing & Communication follows the general statement of confidentiality adopted by the Office of Advancement. To wit: West Virginia Wesleyan College is committed to safeguarding the personal and gift information maintained in our alumni and donor records system. The College will not sell or exchange the personal or gift information to or with any person or organization. The College will not disclose personal or gift information to anyone outside of the West Virginia Wesleyan College organization unless we have received appropriate authorization, or we are required by law to do so. The College may use carefully selected independent service providers to mail College information and publications, to collect alumni directory information for publication, or to offer approved goods or services to our constituents. In order to assure privacy, our service providers are subject to strict confidentiality and limited use with respect to the information provided to them for these purposes.

Crisis Communication

At the direction of the President, a crisis team of key personnel will handle the emergency, establish clear lines of communication, and appoint a spokesperson to handle all media contacts and public statements. A crisis is not limited to major catastrophes such as death or environmental hazard; a crisis is a situation which requires immediate and coordinated action. It is also a situation which has a significant impact on the campus community, operation of the College, or its image within the community.

Electronic Message Organizer (eMO)

The Office of Marketing & Communication administers the electronic message organizer (eMO), a campus-wide email and internet bulletin used to help keep our campus community informed about current events and news at Wesleyan. Personal messages and political statements are not appropriate uses of eMO. **EMO MESSAGES MUST PERTAIN TO CAMPUS ACTIVITIES AND EVENTS THAT ARE WVWC SPECIFIC. MESSAGES PROMOTING NON-WESLEYAN ACTIVITIES WILL NOT BE ALLOWED.** Campus news administrators (CNAs) are student organization executives, faculty, or staff members who have permission to send eMO messages. Since all eMO messages are reviewed prior to posting, it is required that CNAs allow a 24-hour window from the time of request to the time of posting.

To become a CNA, please contact Rochelle Long, director of public relations, at long_r@wvwc.edu or 304-473-8556.

Protocol for Campus Speakers and Off-Campus Organizations

The following policies regarding campus speakers and off-campus organizations are for the protection of the College, students, faculty, staff, alumni, and constituents. Any questions or clarifications should be directed to Bob Skinner, vice president for advancement, at skinner_b@wvwc.edu or 304-473-8557.

- **Congressional/State Representatives**

Any requests from congressional or state representatives must be directed to the vice president of advancement in the Advancement Office. These visits will be cleared and coordinated by this office.

- **Requests for Public Hearings by Off-Campus Groups**

Any requests for public hearing spaces by non-governmental, off-campus groups that are political in nature must be approved by the Advancement Office prior to any public announcement of the event.

- **Perceived Controversial Programming**

The Advancement Office must be notified well in advance before any event that could be perceived as controversial in order for the College to prepare an appropriate media response. The Office must also be notified before any public announcement of the proposed event on campus.

Editorial Standards

In matters of editorial style, the prevailing standard for College publications is the *Chicago Manual of Style*. For news releases, the standard and style used is the *Associated Press Stylebook*.

Media Calls

If you are contacted by a media outlet, you should refer them to the Office of Marketing & Communication before any comments are made. The Marketing & Communication staff will arrange interviews or comments with appropriate spokespersons. If media inquiries are made after normal business hours (Monday-Friday 8am-4:30pm), please call Rochelle Long, director of public relations, at 304-439-8500; Erica Byrd, assistant director of public relations, at 304-641-7847; or Bob Skinner, vice president for advancement, at 304-439-4154.

SOCIAL MEDIA BEST PRACTICES

Recommendations for Employee Use

West Virginia Wesleyan College recognizes the organizational benefits of social media. This policy provides guidance for employees participating online while acting as representatives of West Virginia Wesleyan College and as individuals. This policy does not replace other policies or guidelines of West Virginia Wesleyan College.

The following rules represent West Virginia Wesleyan College's commitment to improving its sense of community among students, faculty and staff. We believe in honesty, transparency, making positive contributions to our world, both on- and offline.

The basis of this policy is simple:

- Be mature.
- Be ethical.
- Be thoughtful.

Posting and interacting online on behalf of West Virginia Wesleyan College

Ask your supervisor if you are authorized to speak or write on behalf of West Virginia Wesleyan College on its official social media networks. Only designated people should be directly representing West Virginia Wesleyan College to ensure message consistency, as well as to ensure information is not duplicated. West Virginia Wesleyan College retains ownership of any online content posted on its behalf.

If you are authorized to communicate via social media on behalf of West Virginia Wesleyan College, at any and all times:

- Identify yourself. Use your name and your affiliation with West Virginia Wesleyan College and include contact information when possible, unless you are acting as the "West Virginia Wesleyan College" entity itself. In such case, provide contact information for the institutional identity (primary office phone number and web address at minimum).
- Attribute what you post. Let others know where you get your information, being especially respectful of copyright, trademark, and other intellectual property rights.
- Be helpful, be professional, and contribute something real. Understand that your supervisor and others may monitor your online activity to be sure it does not interfere with other duties or reflect poorly on West Virginia Wesleyan College or its mission.

Best Practices for Social Media Use

1) Pause Before You Post

- Review the information to determine if it will reflect positively on the College. Double-check spelling and grammar. When in doubt, check with someone else.

2) Remember Your Audience

- Always remember that our audience includes prospective students, current students, alumni, employees of the College, stakeholders, and students' parents.

3) Be Cognizant of Your Posting

- Do not overwhelm the audience; spread posts out. Double-check that you are not duplicating information already released. Keep the most up-to-date information available.

4) Positive Ways to React and Respond to Comments

- If you see a negative comment from a user that calls for a response, respond professionally and efficiently. Do not let it go unanswered, but provide direction within your response to end a conversation positively. Be aware that not all comments dignify a response. We monitor these pages rather than manage them.

I. Posting and interacting as an individual

West Virginia Wesleyan College understands and respects that most of us participate in a variety of online activities as individuals. Sometimes these efforts are good for professional development and therefore are assets to West Virginia Wesleyan College. Sometimes, however, individual actions online are purely for the sake of connecting with family or friends, entertainment, or distraction. These uses are not beneficial to West Virginia Wesleyan College, but sometimes the line between these types of interactions may become unclear.

Examples of good social media use as an individual:

- Telling others you work at West Virginia Wesleyan College and sharing your positive experiences with the College's programs or services
- Suggesting someone contact another West Virginia Wesleyan College employee or program for more information on a relevant topic
- Illustrating connections between West Virginia Wesleyan College and partner organizations and directing others to contact information for either/both

Examples of unacceptable social media use as an individual:

- Critiquing West Virginia Wesleyan College staff or services
- Complaining about West Virginia Wesleyan College's clients, competitors, vendors, or partner organizations, whether or not you identify yourself as associated with West Virginia Wesleyan College
- "Friending" students, clients, or others on social networks for the sole purpose of snooping on them
- Using your real or a fake identity to engage in any illegal or unethical activity, including but not limited to file sharing, harassing, stalking, defamation, plagiarism, etc.

A. During work time

Generally, any social media use that is not official on behalf of West Virginia Wesleyan College should be limited so as not to interfere with work tasks and functions. Think of using time at work for social media as you would use time at work for personal phone calls or emails.

a. On College issues

1. Furthering West Virginia Wesleyan College's mission or work

Unless you are authorized to speak on behalf of West Virginia Wesleyan College, be careful how you participate online in areas relating to West Virginia Wesleyan College's mission and services. Ask before you post anything that may be construed as the official view or statement of West Virginia Wesleyan College. *See Section I for requirements for posting on behalf of West Virginia Wesleyan College.*

2. Ancillary to West Virginia Wesleyan College's mission or work (individual professional development)

Employees are encouraged to participate in social networks for professional development. Ask your colleagues for suggestions on who to follow or what blogs to read to keep up on industry topics and people of interest. Remember to:

- Use your real identity and say how you are affiliated with West Virginia Wesleyan College, unless you cannot for personal or client safety reasons. In such case, create an alternate West Virginia Wesleyan College identity, approved by your supervisor, so others know you are affiliated with West Virginia Wesleyan College.
- Indicate that you are writing on your own behalf, not on the College's behalf. Write in the first person.

b. On other issues

1. As a West Virginia Wesleyan College employee/agent

Any time you can be identified as a West Virginia Wesleyan College employee or agent, you should disclose your connection to West Virginia Wesleyan College and indicate you are writing on your own behalf, not on the College's behalf. If you list West Virginia Wesleyan College as your employer in your social media profile, realize that what you post there may reflect on West Virginia Wesleyan College as an organization.

- Remember we live and work in relatively small (online and offline) communities. Even if you are not directly self-identified as a West Virginia Wesleyan College employee, people may know you work or volunteer for us. Anything you say or do online under your real name can reflect on West Virginia Wesleyan College. Please be considerate of this fact and be responsible for all your online activity.
- Use your personal email address and other contact information for non-West Virginia Wesleyan College correspondence and participation.

c. Posting anonymously or with pseudonym

Posting under a fake name or identity is discouraged, unless you believe it to be necessary for privacy or security reasons. Instead, try adjusting your privacy settings on social network sites to limit visibility. If you do create a pseudonym, it is good practice to keep it consistent across networks/platforms so you can be accountable for that activity.

B. Off the clock (regardless of the subject matter)

West Virginia Wesleyan College is not interested in monitoring or censoring what you do on your own time, but it is important to remember that some online actions can affect your employment or service with West Virginia Wesleyan College, even if they are done on your own time and equipment.

a. Identifiable as a West Virginia Wesleyan College employee/agent

See Section I.A.b.1 above.

b. Anonymous or with a pseudonym

If your online activity can truly not be connected with your real identity or your affiliation to West Virginia Wesleyan College, say and do what you will. However, know that West Virginia Wesleyan College would be grateful for your contribution to the betterment of social goodwill if you are respectful of our organization, clients, vendors, partners, and competitors.

II. Branding Guidelines

Refer to the Style Guide for branding your social media site. Utilize only the variations of the logo displayed in the Style Guide, and follow guidelines for profile pictures and page descriptions. Contact the Office of Marketing & Communication for help with graphics and design for your pages.

A. Naming Conventions

Think first and foremost about searchability. Search engines such as Google will pull up accounts based on key word relevance. Pick something obvious and relevant to your department.

The Office of Marketing & Communication is the only department using a naming convention of only West Virginia Wesleyan, WVWC, etc. For your department, please be specific so users are not confused. If you have any questions or need help, please contact the Office of Marketing & Communication first, as often times the names you choose cannot be changed later.

Examples:

- Facebook.com/wvwesleyan[department]
- Twitter.com/WVWC[department]
- Instagram.com/WVWC[department]
- SnapChat: WVWC[department]
*Please remember that SnapChat and Instagram caps user names at 30 characters, including underscores
- Youtube.com/WVWC[department]

If you are planning to create a departmental or organizational social network site, please notify Erica Byrd, assistant director of public relations, at byrd_e@wvwc.edu or 304-473-8111.

SERVICES & PROMOTIONAL OPPORTUNITIES

Experts List/Speakers Bureau

A resource list of faculty and professional staff is maintained to serve as a source for potential speakers and media representatives seeking a College representative to comment on their fields of academic expertise and other specializations. When inquiries are made, the Marketing and Communication staff will act as liaison and contact the appropriate faculty or staff member. To be added to the resource list, contact the Office of Marketing & Communication.

Media Relations

The President is the official spokesperson for Wesleyan. However, other campus representatives may be called upon to answer additional questions or comment on College-related issues. When the Office of Marketing & Communication receives media inquiries, the staff will direct them to the appropriate campus representative. *If the media contacts you directly, please refer the call to the Office of Marketing & Communication immediately.*

Newsletters

The Office of Marketing & Communication can design, write, or make contacts for design and printing of departmental or program newsletters.

News Releases

News releases concerning College programs, events, and personnel appointments are prepared by the Office of Marketing & Communication and are distributed throughout the week via e-mail to area newspapers, radio stations, television stations, and specialized publications. News releases are also posted on the College website for access by the media and public, as well as on appropriate social media sites.

To publicize your event, complete the Request for Publicity form on the website at <http://www.wvwc.edu/about/offices/marketing-communication> or send the information (who, what, where, when, and why) to the Office of Marketing & Communication. Printed materials describing more detailed event information, such as biographies of guest performers or lecturers, are also useful in preparing news releases. High resolution electronic copies of photographs are preferred.

Please send information at least two weeks in advance of an event. For optimal coverage, provide information four weeks prior to the event so Marketing & Communication staff can submit information to monthly publications.

Photo Opportunities

If you have an event that is visually appealing, we can offer media a photo opportunity. Photography editors are looking for photos that are interesting, informative, and entertaining. Examples include a College arts performance, athletic event, or student-led service projects, among others. These events often make for good photos in newspapers or a good visual for the television cameras. Please give us a one-week minimum notice for these opportunities.

Publications

The Office of Marketing & Communication writes and produces five regular College publications:

- The *Sundial* is a biannual alumni magazine that includes a comprehensive look at Wesleyan's campus community, college priorities, alumni involvement, class notes, and in memoriam.
- The *Annual Report and Honor Roll of Donors* is released at the beginning of each calendar year and lists all fiscal contributors to the College in the prior fiscal year, as well as statistics regarding students, financial aid, academic ranking, and more.
- *Emeritus News* is the official newsletter of the Emeritus Club and is printed three times a year.
- The *President's Newsletter* is distributed monthly to major donors of the College.
- *News from the President* is a biannual newsletter that is distributed to all alumni and current students' parents.

Publicity

Every Wesleyan program and service provides an opportunity to promote the College. Various forms of promotion are available, including news releases, media interviews, public service announcements, and publications. All media have the option to use or not use the information sent to them. Both print and broadcast journalists use seven major criteria to judge the newsworthiness of a story: impact, timeliness, prominence, proximity, uniqueness, conflict, and currency. Paid advertising is the only guaranteed way to promote your program or event exactly when, how, and where you prefer. Keep in mind that in order to make any news coverage a success, it may be necessary for you or an event spokesperson to be available for media interviews.

Please complete the Request for Publicity form on the website at <http://www.wvwc.edu/about/offices/marketing-communication> or contact the Office of Marketing & Communication to publicize your event.

Publicity Files

The Office of Marketing & Communication keeps information files on campus professionals, which may include biographical sheets, résumés, and photos. Staff or faculty members who need a copy of their photograph for professional endeavors may request one from the Marketing & Communication staff. To keep files current, staff and faculty are periodically requested to update biographical information and have a new photo taken.

Public Service Announcements (PSA)

Radio stations routinely announce upcoming events as a public service. Television stations place these events on their community calendars and require information a minimum of two weeks in advance. However, use of College information is at the discretion of each station.

Style and Branding Standards

The editorial content and design of College publications must conform to the policy and standards described in the Graphics Standards Manual available online at <http://www.wvwc.edu/about/offices/marketing-communication>. Most College graphics, as well as the Graphics Standards Manual, are available on the College intranet at www.wvwc.edu/intranet or can be obtained by contacting the Office of Marketing & Communication. The College seal is an official symbol reserved for diplomas, certificates, and other official College documents and may not be used in promotional publications.

Website

Wesleyan's website is considered an official College publication as well as a campus-wide information source. Website project requests should be submitted to the college's webmaster at webmaster@wwwc.edu.

CONTACT US**Marketing & Communication Team**

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Phil McCollam, Webmaster, mccollam_p@wwwc.edu, 304-473-8432

Bob Skinner, Vice President for Advancement, skinner_b@wwwc.edu, 304-473-8557

Sports Information

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