

West Virginia Wesleyan College
Office of Marketing and Communication
Guide to Services

The Office of Marketing and Communication is part of the Office of Advancement. 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 brochures, flyers, e-newsletters, posters, & post cards

Call Rochelle Long at 473-8556 (long_r@wwvc.edu) or Erica Byrd 473-8111 (byrd_e@wwvc.edu).

Goals of Marketing and Communication

Media Relations

- Proactively promote the College through news releases, feature stories, tip sheets, and regular personal contacts with the media. All media releases are distributed to local media outlets (newspapers, radio, and television). Selected media releases are distributed to state and regional outlets in areas such as throughout West Virginia, Pittsburgh, PA, Washington, D.C., and Maryland/Northern Virginia.
- Coordinate all contacts between media and campus representatives.

Publications

- Produce timely and error-free publications.
- Accurately reflect Wesleyan and its mission.
- Provide stories that spark involvement with College.
- Develop publication content with input from alumni and College representatives.
- Be consistent with message and appearance.
- Stay within budget.

Website

The most important priority for the website is to serve as a source of information for prospective students and parents. Other priority audiences are alumni and donors, current students, members of the Wesleyan campus community, friends of the College, and members of the news media. The website goals are as follows:

- Accurately reflect Wesleyan.
- Maintain a user friendly/easy-to-navigate site.
- Maintain accurate and up-to-date information.
- Offer interactive polls, quizzes, feedback.

POLICIES

Confidentiality

The Office of Marketing and Communication follows the general statement of confidentiality adopted by the Department of Institutional Advancement. To wit: West Virginia Wesleyan College is committed to safeguarding the personal and gift information maintained in our alumni and donor records system. Our College will not sell or exchange the personal or gift information to or with any person or organization. Our 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. Our 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 operation of the College or affects its image within the community.

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

All media calls/inquiries are to be referred to the Office of Marketing and Communication before any comments are made. The M & C staff will arrange interviews or comments. If media inquiries are made after normal business hours, please call Rochelle Long or Bob Skinner at 439-4154.

SERVICES AND PROMOTIONAL OPPORTUNITIES

Business Cards

Business cards for full-time faculty and administrators may be ordered for those engaged in activities that bring them in frequent contact with the public as part of their College duties. Approval of the dean or department head is required. The Service Center will oversee the printing of the cards for consistency. Each department is responsible for the cost of their own cards.

Electronic Message Organizer (eMO)

The Office of Marketing and 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. 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. Further information about eMO can be found online at <http://www.wvwc.edu/emo/emofaq.htm>.

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 a liaison and contact the appropriate faculty or staff member. To be added to the resource list, contact the Office of Marketing and 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 and Communication receives media inquiries, the M&C staff will direct their calls to the appropriate campus representative. If the media contacts you directly, please refer the call to the Office of Marketing and Communication immediately.

Newsletters

The Office of Marketing and Communication can design, layout or make contacts for design and printing of departmental or service newsletters. Our staff can edit, draft text, and make stylistic suggestions.

News Releases

News releases concerning College programs, events, and personnel appointments are prepared by the Office of Marketing and Communication daily and are distributed throughout Marketing and Communication Office the week using fax and e-mail to area newspapers, radio and TV stations, and specialized publications. News releases are also posted on the college website for access by the media and public, as well as the social media sites Facebook, Twitter, and Pinterest.

To publicize your event, send the information (who, what, where, when, and why) to the Office of Marketing and Communication. Printed materials describing more detailed event information, such as biographies of guest performers or lecturers are also useful in preparing news releases. Photographs will help promote the event; however, most media will not return them. Electronic copies are preferred.

Please send information at least two weeks in advance of an event. For optimal coverage, provide information four to six weeks prior to the event so Marketing and 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 students involved in service projects. These events often make a good photo in the newspapers or a good visual for the TV cameras. Please give us one week's notice, at a minimum.

Publications

The Office of Marketing and Communication writes and produces three regular College publications.

- The Sundial includes a comprehensive look at Wesleyan's campus community, college priorities, alumni involvement, class notes, and in memoriam.
- The Orange Line includes semi-annual feature articles on College news/programs/activities.
- The President's Newsletter is posted monthly on the President's web page.

Publicity

Every program and service of Wesleyan provides an opportunity to promote the College and your academic or activity. Call the Office of Marketing and Communication so we can help make your event a success. 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 to be available for media interviews.

Publicity Files

The Office of Marketing and Communication keeps information files on campus professionals, which may include biographical sheets, resumes, and photos. Staff members or faculty members who need a copy of their photograph for professional endeavors may request one from the Marketing and 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

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. College events calendars are sent to the local stations every week for use as public service announcements. However, use of College information is at the discretion of each station.

Style Standards

All College publications, their editorial content and design, must conform to the policy and standards described in the Style Guide. Most graphics and the Style Guide are available on the college intranet at www.wvwc.edu/intranet. 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. For this reason, the Office of Marketing and Communication oversees the appearance of the College's home page and the second level pages. For complete website guidelines, go to <http://www.wvwc.edu/web-policy.htm>. Marketing and Communication Office

Faculty members are encouraged to use the College's faculty web template provided on our Intranet website at <http://www.wvwc.edu/intranet>. Website project requests should be submitted to the college's webmaster at webmaster@wvwc.edu.

Social Media Best Practices (Recommendations for employee use)

West Virginia Wesleyan College recognizes the potential organizational benefits of social media. This policy provides guidance for employees and agents 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 and should be considered a “work-in-progress” due to the fact that social media is constantly evolving.

The following rules represent West Virginia Wesleyan College’s commitment to improving the community among students, faculty and staff. We believe in honesty and transparency, and in making positive contributions to our world, when we are in each other’s physical presence as well as in the virtual world online.

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. We prefer to have only designated people directly representing West Virginia Wesleyan College so we can be sure our message is consistent and we’re not duplicating effort or information. West Virginia Wesleyan College retains ownership of any online content posted on its behalf.

If you are authorized to go on line for 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 doesn’t interfere with other duties or reflect poorly on West Virginia Wesleyan College or anything we do.

Best Practices for Social Media Use

- 1) Pause Before You Post
 - Review the information to determine if it would serve as a positive reflection on the College. Double-check your spelling and grammar or ask someone else to review your information. When in doubt, check with someone else.
- 2) Remember Your Audience
 - Follow the Parent Rule (how would your mother react if she saw this information?). Always remember that our audience includes prospective students, current students, alumni, employees of the College, and students’ parents.
- 3) Be Cognizant of Your Posting

- Don't 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, respond professionally and efficiently. Don't let it go unanswered, but provide direction within your response to end a conversation positively

A. Going online for West Virginia Wesleyan College during work time

1. As part of your scheduled job duties

You will know if participating in social media is part of your job. It is between you and your supervisor to determine how much time you spend on social media functions. Roughly keep track of this time to ensure you are meeting a targeted level of participation and balancing it with other duties.

a. On College issues

The majority of official online participation as a representative of West Virginia Wesleyan College should be directly related to furthering our mission and goals. Time spent in official social media participation should be divided between:

- **Listening:** monitoring networks to see what others are saying about West Virginia Wesleyan College or issues important to what we do. Examples:
 1. Following other college Twitter accounts.
 2. Keeping Twitter search columns in Tweetdeck for "West Virginia Wesleyan College," "admission," "alumni," etc.
 3. Enabling and following Google Alerts for similar keywords and most importantly the institutional name and names of key institutional representatives.
 4. Reading and reviewing listservs and forums from institutions like the *Chronicle of Higher Education*, the ABA, NALP, etc.
- **Pushing and copying:** broadcasting announcements or invitations about West Virginia Wesleyan College, or relaying announcements from related organizations or individuals. Examples:
 1. Linking to news feed items, setting up any RSS as a Twitter feed.
 2. Passing along (for instance re-tweeting) items of interest in the higher education community on any relevant topic
 3. Posting or copying positive news or events information about the community at large where your institution is located.
- **Engaging:** at the very least this is responding to direct comments or inquiries. Additional examples:
 1. Asking questions of other institutions in any online forum.
 2. Seeking student input on services or other announcements/questions.
 3. Commenting in direct response to others' blog, forum, Facebook, Twitter posts.

Engagement, while often the toughest activity to find time for, is encouraged as an official West Virginia Wesleyan College outreach practice.

b. On other issues

Writing, responding, commenting and questioning on college issues is not recommended when you are acting on behalf of West Virginia Wesleyan College (but is generally fine if you are being yourself. See Section II, below).

2. Not part of your regular job duties

Some employees or volunteers may be asked to go online on behalf of West Virginia Wesleyan College when it's not part of their normal duties. In such circumstances:

- Know exactly what you are being asked to do. Monitor West Virginia Wesleyan College's other "official" channels to keep the message consistent.
- Make extra effort to be sure that you and your supervisor (or whoever in West Virginia Wesleyan College asked for your participation) are on the same page as to how this will fit in to your normal workday. When possible, express this in explicit, agreed-upon terms (such as "maximum of 30 minutes per day," and "only after xyz are completed each day").
- Let someone know right away if online participation is interfering with your other duties you believe have higher priority.
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B. Representing West Virginia Wesleyan College online "off the clock"

We recommend against even those who are authorized to routinely represent West Virginia Wesleyan College from engaging outside of work hours (while we recognize that "work hours" may too often include nights, weekends and holidays for many of us).

- Keep track of time spent online for West Virginia Wesleyan College and try not to let it creep into your truly away-from-work time. We need an accurate picture of how much time social media efforts take so we can keep track of their value in relation to everything else we do.

II. 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 in that way 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 interaction blur.

Examples of good social media use as an individual:

- Telling others you work at West Virginia Wesleyan College and sharing your positive experiences with West Virginia Wesleyan College 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.
- Connecting with others in the legal education community, using your real identity, on LinkedIn, Twitter, or Facebook or other social networks.

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's 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.

1. On College issues

a. Furthering West Virginia Wesleyan College 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.

b. 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 West Virginia Wesleyan College's. Write in the first person.

2. On other issues

a. 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 West Virginia Wesleyan College's. If your employer is listed as West Virginia Wesleyan College in your Facebook profile, realize that what you post there may reflect on West Virginia Wesleyan College as an organization. The same goes with your LinkedIn profile or anywhere that your West Virginia Wesleyan College affiliation is indicated.

- 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/agent, 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 of your online activity.

- Use your personal email address and other contact information for non-West Virginia Wesleyan College correspondence and participation.

b. 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's 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.

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

See Section II.A.2.a above.

2. 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. But 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.

III. Consequences for infractions

If you work for or represent West Virginia Wesleyan College, we trust you. Social media is an easy time-waster, but is inherently no more damaging to the organization than FreeCell or Minesweeper. West Virginia Wesleyan College trusts you to be responsible with your work time.

A. Monitoring

Know that West Virginia Wesleyan College can track Internet usage. We are particularly concerned with anything that may compromise network security or confidential information, such as student records. Please be understanding and respectful if West Virginia Wesleyan College asks to you to change, limit or refrain from doing any particular online activities.

B. Employee discipline

Any disregard of the policies described above shall be considered as violations of the employee handbook and may be grounds for discipline including termination of employment.

C. Control of content

West Virginia Wesleyan College reserves the right to control and remove any content issued on its behalf, whether the employee/agent had authorization to post on West Virginia Wesleyan College's behalf. West Virginia Wesleyan College will work with you to remove content in a way that respects your privacy whenever possible.

IV. Customization Marketing and Communication Office

Stick to the variations of the logo displayed in the Style Guide. Contact the Office of Marketing & Communication Office for help with graphics and design for your pages.

A. Naming Conventions

Tip: West Virginia Wesleyan is the most-used Google search by people looking for our website.

Think first and foremost about search ability. Search engines such as Google and Twitter's own search engine will pull up accounts based on key word relevance. Pick something obvious and relevant to your department.

The Office of Marketing and Communication should be 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 and Communication first as often times the names you choose cannot be changed later.

Examples:

- Facebook.com/WestVirginiaWesleyanCollege-[department]
- Twitter.com/WVWC-[department]

Twitter limits you to 13 characters which is why you should use WVWC

If you are planning to create a departmental or organizational Facebook and/or Twitter page, please notify Erica Byrd, Assistant Director of Public Relations, at byrd_e@wwwc.edu.

Marketing and Communication Team

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Sports Information

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