

***Working and Engaging with the  
College of Pharmacy Office of Marketing & Communications***

**Face Sheet**

<b>Responsibility Department/Unit Director</b>	Senior Director, Marketing & Communications
<b>Responsible Department/Unit</b>	Office of Marketing & Communications
<b>Contact Information</b>	Questions about content of these directives will be addressed by Senior Director, Marketing & Communications (mickeyy@uga.edu)
<b>Entities Affected</b>	All departments and units of the college.
<b>Who Needs to Know About This Policy</b>	All faculty, staff, and students of the College of Pharmacy.
<b>Reason for Policy/Purpose</b>	The purpose of this document is to set forth expectations when engaging, working, and utilizing the resources of the Office of Marketing and Communications (MarComm). The office serves to enhance the image, reputation, and visibility of the college and its departments at the local, state, and national levels by utilizing a variety of multimedia communications tools that will effectively disseminate and amplify key messages to identified audiences, creating desired outcomes.
<b>Abstract</b>	The scope of work for the Office of Marketing & Communications Office has greatly expanded, and maintaining semblance of working strategies and protocols is key to effective, efficient, and successful marketing, communications, and subsequent products. This document identifies targeted audiences, tools available, work expectations of the requesting party as well as MarComm staff, projected timelines, and other details specific to individual projects. This approach will assure accountability, along with successful and timely completion of the project at hand.

## **Introduction**

This document establishes expectations when engaging, working, and utilizing the resources of the Office of Marketing and Communications (MarComm). The office serves to enhance the image, reputation, and visibility of the college and its departments at the local, state, and national levels by utilizing a variety of multimedia communications tools that will effectively disseminate key messages to identified audiences – and thus, create desired outcomes. This document identifies targeted audiences, tools available, work expectations of the requesting party as well MarComm staff, projected timelines, and other details specific to the project. This approach will assure efficiency, effectiveness, accountability as well as successful and timely completion of the project at hand.

## **Target Audiences**

MarComm's primary customer is the ***Dean of the College of Pharmacy***. Responding to her plans, strategies, needs, and desires allows the office to operate effectively so that expectations can be met and exceeded.

*Other identified target audiences, who should be engaged and addressed in the various multimedia mixes:*

- **Customers** – Engage MarComm resources and follow the directives of this document to produce needed marketing and communication products for their scope of work
  - Faculty
  - Staff
- **Consumers** – Recipients of work created by MarComm and MarComm customers:
  - Faculty
  - Staff
  - Students
  - Potential students and families
  - Alumni
  - Donors
  - Friends
  - Preceptors
  - UGA Central MarComm
  - Aspirational colleges of pharmacy
  - Other collaborative partners as identified

## **Tools**

Various tools are used to meet College marketing and communication goals and objectives. MarComm has oversight of these tools, and customers are expected to follow guidelines set forth in the subsequent procedures section of this document. These tools include, but are not limited to:

- Website – *rx.uga.edu*
- Internal newsletter – *PharmDawg Weekly*
- External magazine – *UGA Script* (4x/year)
- Social media -- *Facebook, Instagram, X (Twitter, LinkedIn)*
- College news and research stories
- Special events

- Printed materials and publications
- Video and photography for story enhancement
- PharmCast – CoP’s podcast
- Speeches
- Video digital display
- Calendar of events/Recognition for days, weeks, months
- Other tools as identified

### **Resources Used With Tools**

- Adobe Suite (Illustrator, InDesign, Lightroom, Photoshop)
- Canva
- Castos
- Dropbox
- GAIL
- Google (Docs, Drive, Sheets)
- KACE Ticketing System
- Kaptiv8
- Linktree
- Mailchimp
- Qualtrics
- Sprout Social
- UGA Brand Guide (Logos, Visual Style, Messaging)
- Wordpress

## **PROCESS FOR ENGAGING WITH MARCOMM**

The following guidelines provide the expectations of customers who require/desire use of one or more of the tools to market and/or communicate their unit's products, events, activities, news, accolades, announcements, program, and more. In all cases, use of the [KACE](#) ticketing system to request MarComm's support and help is required, unless where noted (ie: PharmDawg Weekly).

### **I. Website**

The College of Pharmacy's website, [rx.uga.edu](http://rx.uga.edu), is the most substantial external tool utilized by the College. Maintained and managed by the Office of MarComm, the website is critical in marketing and promoting the college to various identified target audiences.

***Edits/updates/changes to the website:*** It is the sole responsibility of unit leaders, faculty, and unit designees to identify the need for website edits, and submit requests for these updates, including additions, deletions, corrections, redesigns, graphic and photo insertions or deletions, and any other modifications via the [KACE](#) ticketing system. Once accepted, these edits will be made by the MarComm Digital Media Specialist, with oversight by the Senior Director and support by the web agency of record (Kaptiv8). While turn-around time is subjective to specific requests, below is a timeframe of common requests for reference:

- Directory updates: >5 people: 1-3 days; 5+ people: up to 2 weeks
- Updated link(s): 1-3 days
- Existing text edits or corrections: 2-5 days
- Webpage redesign: up to 3 weeks
- Switching photos: 1-3 days
- Updating forms: up to 2 weeks
- Copy not provided electronically: up to 2 weeks
- Entire section redesigns: up to 3 weeks

***Changes to the website calendar:*** The College website lists different events and activities.

- Submit a [KACE](#) ticket to add an event to the College's website
  - Tickets should include the title of the event, date, time, location, description, and point of contact for the event.
  - Entry should be completed by MarComm within 2-5 days

### **II. Internal Newsletter**

The PharmDawg Weekly is the internal newsletter of the College of Pharmacy and is emailed once a week on **Thursdays** during fall and spring semester to faculty, staff, students, and retirees.

- Items for inclusion are:

- Announcements
- Awards
- Accolades
- Calendar events
- Research
- Student highlights, updates, and events
- Teaching
- Other items as identified
- Submissions should answer Who, What, When, Where, Why, How and be emailed, along with a photo and/or graphic, to [pharmdawgweekly@uga.edu](mailto:pharmdawgweekly@uga.edu) by **Tuesday at 5 pm** for inclusion in that week's newsletter.
- Items submitted after this time will be included in the following week's newsletter.
  - Only emergency situations will be considered beyond this timeframe.
  - Information is subject to editing to assure professionalism to the story and graphics/photos. The Senior Director serves as the chief editor.
- Typically, the newsletter is emailed on Thursdays. During holiday and summer, the delivery schedule is modified.

### III. External Magazine

UGA Script, the College's external magazine:

- E-published four times per year and e-distributed to external audiences, such as:
  - UGA leadership team
  - Dean and Department Heads of other colleges of pharmacy in the U.S.
  - Fellow communicators at UGA
  - Preceptors
  - Parents
  - Alumni
  - Donors
  - Friends
  - All other internal audiences, including faculty, staff, students, and retirees.
  - Other groups may be considered, as a magazine's individual theme is determined.
- The Senior Director serves as editor and collaborates with the Dean to determine modifications to copy to assure professionalism.
- The magazine will be complete one week prior to distribution to allow for any troubleshooting or any potential issues with electronic transmission.
- Once per year, an annual report is e-published and printed, usually following the audit made by UGA in early September. The contents of this publication are typically determined by the Dean and select members of the College's leadership team; however, requests and suggestions are accepted by contacting the Senior Director.

#### **IV. Social Media**

The College utilizes four social media platforms, listed below:

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)

Content for each platform is personalized for different key audiences. Posting is scheduled monthly to organize content accordingly (exceptions made in the event of breaking news that warrants immediate publicity).

- Requests should be made via the [KACE](#) ticketing system.
  - Additions to the social calendar will be honored so long as timely notice (1-2 weeks) is given in advance.
  - Contact the Digital Media Specialist to request additions to the social media calendar.
  - Requests should include a short (1-3 sentence) write-up, any necessary links, and at least one image or graphic. Info should answer: Who, What, When, Where, Why, How.

#### **V. College News and Research Stories**

Topics include, but are not limited to:

- Significant or key events
- Accolades
- Awards of significant grants
- Human resource appointments
- Research accomplishments
  
- Papers published in key journals
  - Topics may warrant a story to be sent to local, state, and national media outlets, which would involve UGA's Central Marketing
    - § This engagement will be determined by CoP's Senior Director
  
- Faculty and staff who believe they have a story that warrants external news should contact the Senior Director to discuss via the [KACE](#) ticketing system.

#### **VI. Special Events**

Periodically, the services of the MarComm Office are needed to assist in marketing a special event or activity (ie: Commencement, speeches and lectures, celebrations and/or recognitions, Homecoming, etc.).

- Contact the Senior Director to discuss the role MarComm is needed to play.  
A [KACE](#) ticketing system request may be required.

## **VII. Calendars**

The College website lists different events and activities. Requests for items to be entered onto a calendar should be made via the [KACE](#) ticketing system. Tickets should include the title of the event, date, time, location, a brief description, and a point of contact for the event.

## **VIII. Speeches**

Speeches are prepared for various speaking engagements involving the Dean of the College. The Senior Director, however, is available to proof speeches being delivered by faculty and staff as it relates to the work of the College. Request for proofing and consulting on speeches should be made via made via the [KACE](#) ticketing system.

## **IX. Printed Materials and Publications**

Units and departments interested in flyers, brochures, one-pagers, and other promotional material that requires printing should filter concepts through the MarComm unit to assure consistency and branding.

- While units may create their own document, MarComm must be able to review the finished product before printing. The [KACE](#) ticketing system should be utilized to start the review process.
- If MarComm is needed for the creative work, whether layout, writing, or both, the requesting unit must use the [KACE](#) ticketing system to initiate the process.
- The requesting unit must have the full approval of the appropriate director before the project can commence.

## **X. Video and Photography for Story Enhancement**

The MarComm team includes one student photographer. The photographer (or another member of the MarComm team if she is not available) are available to shoot photo and video content upon request. Please use the [KACE](#) ticketing system to make requests for event coverage and photos for story enhancement. When applicable, please include a shot sheet as well.

## **XI. PharmCast – CoP’s Podcast**

[PharmCast](#) is the College’s podcast. A new podcasting studio is currently under construction with an anticipated opening next Spring. Please use the [KACE](#) ticketing system to request any inclusions for PharmCast.

## **XII. Video Digital Displays**

Throughout the College, there are digital display boards for news and promotional content. Please use the [KACE](#) ticketing system to request any additions to the digital displays. Requests should contain all relevant information to be included as well as any supplementary photos/design elements.

## **XIII. Special Recognitions Days/Weeks/Months**

A variety of recognition days, weeks, and months exist to promote and market pharmacy and pharmaceutical sciences professionals, functions, disease and health states, and more. The MarComm unit can support these recognitions using a variety of the aforementioned tools. If a unit/department is interested in promoting a recognition, the [KACE](#) ticketing system should be utilized to start the process.

## **XIV. Other Tools as Needed and Identified**

If additional tools are identified to support the College's various marketing functions, the concept should be brought to the attention of the Senior Director for consideration and approval.

## **XV. Style Guidelines**

The College of Pharmacy follows the [University of Georgia Brand Style Guide](#).

- UGA CoP logos, Zoom backgrounds, letterheads, events, and other promotional resources can be found [here](#).
- Questions regarding proper usage of the Style Guide can be directed to the Digital Media Specialist.
- Questions regarding Trademarks and Licensing can be directed to the Senior Director.



## **Conclusion**

Questions regarding these procedures should be directed to the Senior Director. It is the goal of the Marketing & Communication Office to work effectively, efficiently, and exceed expectations. Working cooperatively and collaboratively with customers and consumers will assure these positive outcomes.



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