

Staff Council Communications  
& Marketing Committee



STAFF  
COUNCIL

*Communication and  
Marketing Policy 2019*

## Committee Charge & Vision Statement

The Staff Council Communications and Marketing Committee provides communications and marketing services for Staff Council, primarily as a means of branding and marketing Staff Council to the University. This includes social media, the website, email newsletters and any other marketing program that communicates Staff Council matters directly to UNM Staff or any other UNM entities.

### Goal:

The goal of the Staff Council Communications and Marketing Committee is to create a brand for Staff Council and help develop consistent guidelines for all Staff Council marketing.

### Objectives:

1. Establish communication and marketing standards to be used across the Staff Council and its committees.
  - Assure UNM graphics standards are met
  - Standards for usage of social media, website and listservs
2. Create processes that support the standardization of communication and marketing activities.
  - Approval process for creating and getting approvals for distributed marketing material, including printed, web-based, social media, video and other media
  - Guidelines for using the SC listservs

### Tasks:

The Communications and Marketing Committee will:

- Maintain the Communications and Marketing Policy document, which provides guidance for councilors on how to keep messaging on brand and appropriate;
- Review all digital and print materials utilized by the Staff Council to ensure that proper identity standards are being used;
- Assist with reviewing and updating website materials; and
- Provide learning opportunities for councilors on the use of Robert's Rules of Order

## UNM Graphics Standards and Logo Use

Any use of UNM or UNM Staff Council logos, as well as the official university fonts, must be in line with the university's brand standards, found at <http://brand.unm.edu/>. Only people trained in the use of the UNM logo are authorized to use it; the Staff Council Logo Liaison is the Staff Council Administrator. Several members of the Communications and Marketing Committee and affiliated graphic designers are also trained in UNM logo use.

# Procedure for Marketing Materials

*(For Staff-Council sponsored events only)*

If your Committee's special event or activity is being sponsored by the Staff Council, please follow these steps to get assistance from the Staff Council Communications & Marketing Committee:

**If you or your committee has created their own marketing materials:**

All materials should be sent to the Staff Council Administrator before distribution: [scouncil@unm.edu](mailto:scouncil@unm.edu)

The Staff Council Administrator will forward to Communications & Marketing chairs for feedback/redesign/approval. Please note that this process can take up to 2 weeks; allot enough lead time as there may also be necessary changes to the materials. **An abbreviated timeline is not an excuse for bypassing the approval process. Strong events are the result of careful and deliberate planning, including the planning of marketing and materials.**

**If you or your committee require design assistance in creating marketing materials:**

1. Requestor fills out the Request for Design Help on SC Marketing Materials Form: <https://staffcouncil.unm.edu/councilors/procedures-forms/design-help-form.pdf>
2. Requestor emails form and all related content files (logos/pictures/text/other graphics) to the Staff Council Administrator: [scouncil@unm.edu](mailto:scouncil@unm.edu)
3. Staff Council Administrator will forward information to Communications & Marketing chair(s) who will assign to a SC Graphics Workgroup designer (which could be one of the chairs).
4. Designer will communicate directly with the requestor to work on drafts.
5. Requestor gets draft approval from their committee.
6. Requestor then sends finalized draft to the Staff Council Administrator before distribution: [scouncil@unm.edu](mailto:scouncil@unm.edu)
7. Staff Council Administrator will forward finalized draft to Communications & Marketing chairs for feedback/redesign/approval. Please note that this process can take up to 2 weeks so allot enough lead time to get your information to the Staff Council Administrator to allow for initial design and draft changes, as well as approval. **An abbreviated timeline is not an excuse for bypassing the approval process. Strong events are the result of careful and deliberate planning, including the planning of marketing and materials**

## Important Note

Only those pieces of marketing that have been through the entire approval process will be permitted to use the official Staff Council logo.

# Website Update and Maintenance Policy

The Staff Council website is located at <http://staffcouncil.unm.edu/>. The website is managed by the Staff Council Administrator with assistance from a designated member of the Communications and Marketing Committee.

The only persons authorized to make changes to the website must:

1. Have received permission to be part of the team that can access and edit the website,
2. Be part of the C&M committee, and
3. Have taken Cascade training.

## Types of requests

Staff Council members may request certain changes to the website, including:

- Corrections
- News items
- Additions that comply with the current navigation

## Website Edit Request Procedure

Routine additions will be triaged by the Staff Council Administrator:

1. Initiator emails the Staff Council Administrator at [scouncil@unm.edu](mailto:scouncil@unm.edu).
2. Administrator will triage the request according to level of service needed.
3. Administrator will let submitter know turnaround time on completion.
4. Administrator lets the submitter know when the website edit is complete.

# Listserv Procedures and Best Practices

1. Once becoming councilors, councilors will be given access to the general Staff Council listserv and their own precinct or grade listserv.
2. The general Staff Council listserv should only be used to distribute or gather information directly related to Staff Council, and caution should be used when replying (be sure you intend to send your response to the entire listserv).
3. Committee Chairs will have access to their own listservs comprised of their current committee members. Any changes to the committee listserv will be done by the Staff Council Administrator.
4. The precinct or grade listserv should be used for councilors to communicate directly with their constituents on matters only related or endorsed by the Staff Council. Qualifications include:
  - a. Any details from Staff Council business meetings.

- b. Messages approved or distributed by the Staff Council Administrator, President, President-Elect, or Speaker.
  - c. Official Staff Council events such as Staff as Students, Brown Bag luncheons, and Town Halls.
  - d. Official UNM events benefiting staff if the councilor feels using his/her elected judgement that it is appropriate to share with constituents.
5. The precinct or grade listserv CANNOT be used for councilors to campaign per the election code.
  6. The precinct or grade listserv may be used for councilors to solicit input from constituents such as in advance of upcoming votes to be held at business meetings.
  7. Any questions on these procedures should be addressed to the Staff Council Administrator. Items that cannot be sent through Staff Council listservs may be submitted to the Staff Council Administrator for consideration to be mentioned in the weekly newsletter.

## Guidelines for Staff Council Social Media Use

Staff Councilors are expected to comply with the university's guidelines for social media use, found at <http://social.unm.edu/guidelines/index.html>. Additionally, councilors should exercise the same caution and judgement when sharing items on behalf of the Staff Council that would be used when sending things to a Staff Council listserv.

The official Staff Council social media accounts are:

**Twitter and Facebook:** @unmstaff

**Instagram and Pinterest:** @unmstaffcouncil

**YouTube:** <https://www.youtube.com/channel/UCKiCyEExhXjFvkEAp1rcMg>

The official accounts are maintained by the Staff Council Administrator. The administrator may designate a limited number of additional users able to post to the accounts; typically, this would be the Staff Council President, and members of the Communications and Marketing Committee if additional help is required.