



OAKWOOD UNIVERSITY



Office of
Integrated Marketing
& Public Relations (IMPR)

Procedure Manual

Updated: July 2017



IMPR Team



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The seal of Oakwood University is partially visible on the left side of the page. It features a circular design with the words "OAKWOOD UNIVERSITY" and "ALABAMA" around the perimeter. In the center, there is a depiction of a building or structure, possibly a chapel or library, with a cross on top. The year "1968" is also visible within the seal.

*The mission of the Office
of Integrated Marketing
& Public Relations is
to foster relationships,
and to accurately
communicate “the
Oakwood Experience”
to our local and global
communities.*

For Oakwood University, IMPR coordinates the following areas:

- News and Information
- Public Relations
- Media Relations and Crisis Communication
- Marketing
- Social Media
- Graphic Design and Photography
- Website
- Campus Texting Service (Non-Emergency)
- Broadcast Video and Media
- Campus Radio (WJOU) 90.1 FM

This document seeks to educate members of the Oakwood University community (faculty, staff, students) about the services provided by the IMPR office.

NEWS AND INFORMATION

- IMPR is charged with the responsibility of sharing “the Oakwood story” and other related news/happenings through email and various online services.

Campus-wide email: IMPR utilizes pr@oakwood.edu to communicate messages to employees and students of Oakwood University (who own an @oakwood email address). This is done through a listserve/database created by Information Technology. Categories of the listserve include ouemployees, oustudents, and oufaculty.

Broadcast emails are generally reserved for campus-wide emergencies, campus-wide scheduling changes and death announcements of current Oakwood University faculty, staff and students only.

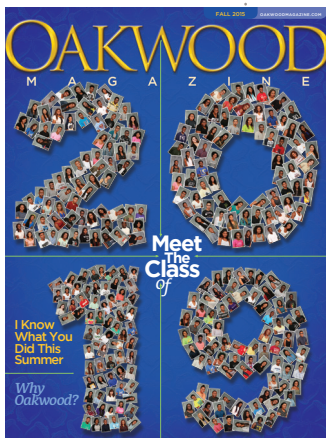


Announcements: IMPR utilizes ConstantContact to send out “Announcements.” It is distributed two times a week, on Tuesday and Thursday mornings. Send announcements to pr@oakwood.edu. Announcements in this publication are those that are related to things happening on Oakwood’s campus and/or with its related departments/organizations. Student

club announcements must be approved first by Student Activities. IMPR will not post announcements that are for an employee’s personal gain (fundraising, etc.). To include information in announcements, please send at least two days before the publication dates to pr@oakwood.edu.



insideOakwood: IMPR publishes *insideOakwood*, the official e-news source of Oakwood University. This weekly e-newsletter, produced on Wednesday, contains news and information about what’s happening at Oakwood University. It also contains stories about alumni and their accomplishments. For story suggestions, please send to pr@oakwood.edu.



Oakwood Magazine: IMPR produces *Oakwood Magazine*, a quarterly publication that helps to tell the Oakwood story. This 48-page publication is the official journal of Oakwood University. It contains feature stories about Oakwood students, curriculum enhancements, and alumni accomplishments.

Text messages: IMPR (in partnership with Public Safety) utilizes the Nixle text messaging service. This service is used only for emergency communication, i.e. weather emergency, closing of school or cancellations, etc. To opt in for this service, please call Public Safety at 7371.

Emergency voicemail messages: Used only as another means of communication in cases of emergencies, voice mail messages will be left campus-wide, on employee’s office phones.

PUBLIC RELATIONS

- Public relations is the art or science of establishing and promoting a favorable relationship with the public.

Professional Membership: IMPR represents the University through various professional organizations throughout Huntsville/Madison County. Representation includes attending meetings/luncheons/functions and other professional development gatherings and representation at various trade/educational shows. Current memberships include: Huntsville Madison Chamber of Commerce and the North Alabama African American Chamber of Commerce.



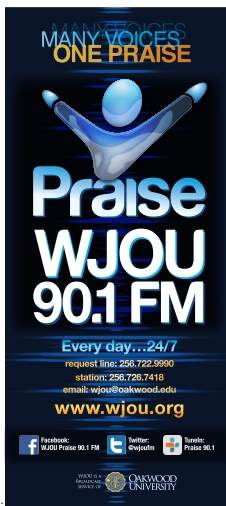
MEDIA RELATIONS/CRISIS COMMUNICATIONS

Media Relations is the process by which your organization gains access to any and all media to distribute information and influence the public. The IMPR office cultivates and maintains relationships with local and national media for the benefit of telling the “Oakwood story.” Media includes radio, television, print, and web.

Crisis communication is a sub-specialty of the public relations profession that is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation.

Protocol: IMPR staff members are the only employees on campus that are allowed to interact with the media. If you receive a call from a reporter for any reason, please direct them to call x7202. Media are not allowed on campus unless cleared by the IMPR office.

If you have a story idea for the media, please send to pr@oakwood.edu. The IMPR office will pitch all story ideas to the media and will alert you if they are interested.



MARKETING

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Advertising is a major part of the marketing function in the IMPR office. Major advertising avenues utilized by the University include billboards, airport kiosks, magazines, newspapers, television and radio commercials, and social media.

If you are in need of marketing expertise, please contact the IMPR office at x7336.



Marquee

Requests for messages should ideally be received by email at least 48 hours in advance of event, and should include the contact phone number(s) that will be displayed.

The marquee has the capability of storing messages in advance, thus scheduled messages can be created weeks or months ahead of time.

- Messages will reflect the standards of the institution, i.e., no profanity, etc.
- Messages will be edited for space so they can be easily read by passing traffic.
- Messages will never display item or event ticket cost.

Consideration given to events for display in the following order:

- 1 Oakwood University
- 2 Oakwood University-related (e.g., Oakwood Academy, Alumni Weekend, etc.)
- 3 Oakwood University Seventh-day Adventist Church



Digital billboards



SOCIAL MEDIA

Social media is the social interaction among people in which they create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.

Oakwood University's social media presence directly reflects Oakwood's brand and identity. Currently, the IMPR operates the following official OU social media platforms:



Facebook - www.facebook.com/OakwoodUniversity

Twitter - @OakwoodU

Instagram - @OakwoodU

YouTube - www.youtube.com/OakwoodUniversityHSV



Departments are encourage to share information with the IMPR office for social media postings on the official outlets. If you feel that your department should operate a separate socia media platform, consider the following:

1. Is the department staffed to properly maintain it at a consistent level? Inactivity, or dead accounts, could cause a negative reaction toward the University.
2. What content will be shared?
3. Who is the audience?
4. Will the account be used year-round?



Tips for running a successful social media account

1. **Set Rules:** Please add this to your about or home page: "We encourage you to share your opinions and comment freely. However, if your posts are advertising (for non-Oakwood events, programs, and opportunities), spam, derogatory, discriminating or vulgar, they will be deleted and your account maybe be reported/blocked. This page exists to serve those affiliated with Oakwood University."
2. **Think permanent:** Once it's out there, it's out there forever. Think of yourself as always being on record. Avoid saying anything you wouldn't be comfortable saying to your co-workers. Post within reason.
3. **Regulate:** Social media management is a 24-hour job. Keep watch of what goes on, and be ready to react. Please be sure to make sure all content reflects the University's mission and values. Please see the student handbook for more information regarding the mission and values of Oakwood.
4. **Timing:** Social Medium are hungry machines that need to be fed multiple times a day. Be consistent with putting out your messages. A good rule of thumb is to post no more and 6 times a day and no less 3 times a day. You want to be consistent but not overwhelming. There are certain days and certain parts of days that tend to field the most interaction from users. The best times to post are in the middle of the day on weekdays.
5. **Accuracy:** Be sure that what you put on the web is factually correct and doesn't reveal sensitive information.
6. **Proof and reproof:** Before you hit the 'post' button, reread what you've written. What you are about to post will be associated with your name.



7. Speed: Proper interaction is done with speed. Don't wait a day to answer a question or jump into the conversation. As important as it is to be precise, it's just as important to be responsive.

8. Engage and Interact: Ask questions. Ask for opinions in your posts. Find something to get people engaged and interested. Answer questions from users or jump in a

comment section or two. Initiate and be a part of the conversation, however remember that what is said is a direct representation of the university. Make sure the content reflects Oakwood University's mission and values. Please see the student handbook for more information regarding the mission and values of Oakwood.

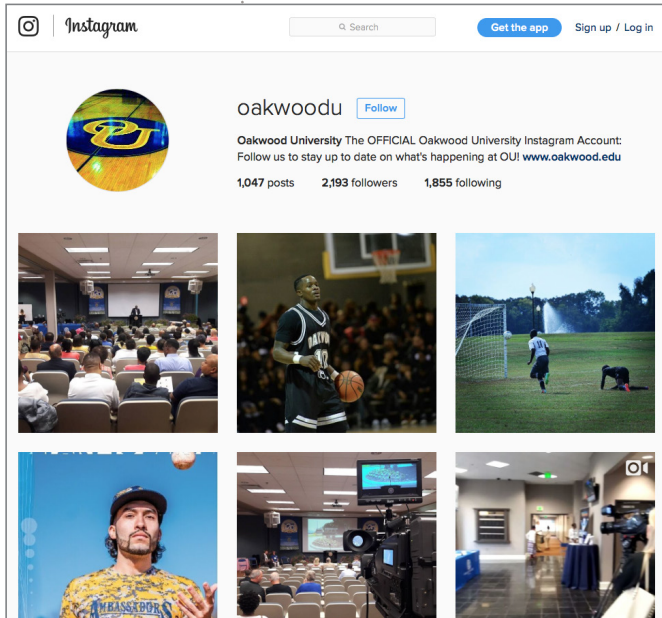
9. Repost: Your posts do not always have to be original content or your own pictures. You can repost other followers pages, pictures, or posts. This is also a good way to build relationships, gain followers and develop more interest in your page. Remember to post and repost content that will reflect the University's values and mission. Please see the student handbook for more information regarding the mission and values of Oakwood.

10. Use Visuals: Posts that include photos and videos are huge for attracting an audience. Images can be from a cell phone or a professional camera, just as long as they relate to your content. Please make sure all images are conducive with the university's brand/identity. Any inappropriate images will be asked to be removed.

11. One voice: Understand your audience, and decide what type of voice you want behind your messages. Do you want funny? Serious? Informative? (Note: Delegate one individual to be your account's coordinator. Everybody has a different personality, and when you multiple coordinators posting on your accounts, you run into a consistency problems. Multiple voices can cause confusion.)

12. More than one Admin: Sometimes things need to be addressed quickly on social media, and sometimes the manager doesn't have access to the Internet. In that case, it's a good idea somebody who knows your account's username and password so that they may deal with whatever arises.

For more information, please contact the IMPR office at x7663.



GRAPHIC DESIGN AND PHOTOGRAPHY SERVICES



Graphic design and photography are methods of visual communication, and problem-solving through the use of type, space and image. It is considered a subset of visual communication and communication design.

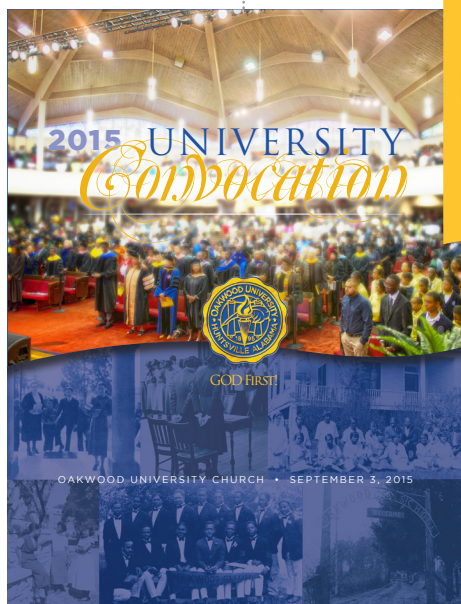
The IMPR office is available for graphic design and photography requests. A form is located at <http://www.oakwood.edu/campus-services/public-relations/request-a-project-photographer>.

Listed below are the steps for a design (project) request.

1. Completely fill out project request form. Jobs will not be done without a project form being filled out.
2. The project manager will call and discuss the specifications of the project with the person who has requested the project.
3. The project manager will get a quote from the vendor.
4. The project manager will send the quote to the person requesting the project.
5. The person requesting the project determines whether a purchase order or credit card will be used as payment for the project. If it is a purchase order, the person requesting the project secures purchase order number and gives to project manager.
6. Once payment method is decided, project manager will work with graphic designer. The person requesting the project is not to call graphic designer directly.
7. If revisions are necessary, project manager will relay this to graphic designer.
8. Graphic designer sends files to vendor for order.
9. Project manager arranges for delivery or pick up of merchandise.

Note: This entire process could take 3-4 weeks depending on the project. Please plan ahead.

If you are needing photography services (Monday-Thursday), please fill out the form as well.



WEBSITE

All requests should be submitted into the ticketing system, FreshDesk. This can be done in three ways:

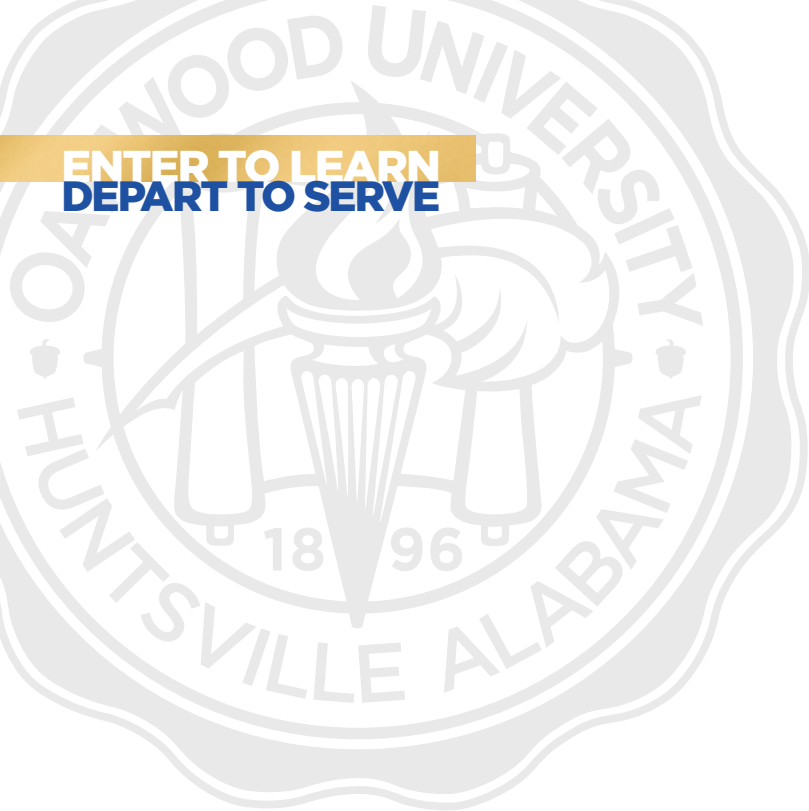
- Phone entry - call x7464 and speak to a Help Desk Technician who will enter your information into Freshdesk as a new Request/Ticket.
- Web entry – go to helpdesk.oakwood.edu and click on “New Support Ticket” and enter the details there. Ensuring that you select the correct Category so that the ticket is assigned properly.
- Email entry – send an email to helpdesk@oakwood.edu. Type “Web” in the subject line of your email request.

Once a ticket is submitted it will be resolved within three business days.

If you have any questions, please contact the webmaster at x8147.



ENTER TO LEARN
DEPART TO SERVE



GOD FIRST!



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UNIVERSITY**

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