

Division of Enrollment COMMS TEAM SOP and Student Affairs

Yur Gervices:

photo

video

flyer

media

updates



headshots events







content creation storytelling

Who does what?

Communications Strategist

- Script writing
- Copy editing
- Media/PR liaison
- External/Internal communications
- Talent

Digital Specialist

- Photography
- Videography
- Website updates
- Graphic design (flyers, posters, etc.)

ontact:

Communications Strategist desaprojectrequests@augusta.edu 706-737-1411

Digital Specialist desaprojectrequests@augusta.edu 706-737-1411



All requests must:

- be made 2+ weeks before date needed
- be related to Enrollment and Student Affairs departments
- be approved by management in advance

Deliverables timeframe:

- begins after all content is collected (photos, videos, images, information, graphics, etc.)
- may vary depending on project size

ESA Comms vs. AU Comms & Mktg

Goes to Enrollment and Student Affairs Comms if:

- Project falls under department in Division
- The primary audience is ESA team

Goes to Augusta University Communications and Marketing if:

- Event/purpose targets entire University, represents Dr. Keel
- Event/purpose does not fall under department in Division

//ideo



Submit Project Request Form

30 days in advance

Comms Team Responds

If content needs to be filmed

Digital Specialist requests content or schedules filming within 2 business days

Interviews/filming are completed time varies

If script is required

Comms Strategist will begin writing

Script proofs sent to department

Department approves script please respond within 2 business days

Digital Specialist begins editing ~2 week turnaroud time begins

Confers with Comms Strategist to proof.
Edits made if needed.

within 10 business days

Draft sent to department to approve dept: please respond within 2 business days

If changes needed, Comms Team reviews and edits

Comms Team sends to department for final review

within 3 business days

If no further changes needed, final video is published and sent

Photo



Submit Project Request Form

2 weeks in advance

Comms Team Responds

Digtal Specialist contacts department for details within 48 hours

Digital Specialist schedules headshots or event photoshoot

Digital Specialist begins editing ~3 day turnaroud time begins

Digtial Specialist handles web requests if needed

Photos uploaded to Box

Flyer



Submit Project Request Form 2 weeks in advance

Comms Team Responds

If flyer needs to be created

Digital Specialist requests information

within 2 business days

Digital Specialist creates first draft

within 1 week

Draft sent to department for review

please respond within 2 business days

If created flyer needs to be edited

Comms Strategist edits copy
within 5 business days

Recommended edits sent back to department for revision

Department sends back for final approval

please respond within 2 business days

If no further changes needed, final flyer draft permitted for use

Media



Submit Project Request Form

2 weeks in advance

Comms Team Responds

Internal Communication (Poppulo, JagWire, Email, etc.)

Comms Strategist requests information

within 2 business days

Comms Strategist writes content

within 1 week

Draft sent to department for review

please respond within 2 business days

Department sends back for final approval

please respond within 2 business days

Comms Strategist publishes/disseminates accordingly

please respond within 2 business days

External Communication (Traditional or social media)

If traditional, Comms
Strategist
requests information

within 2 business days

Comms Strategist coordinates with appropriate media outlets

Shares final media link with division

turnaround time varies

If social, Digital
Specialist
requests information
within 2 business days

Digital Specialist creates content

Content sent to departmental comms POC

Departmental comms POC disseminates media

Nebsite



Submit Project Request Form

2 weeks in advance

Comms Team Responds

Digtal Specialist contacts department for details if needed within 48 hours

Digital Specialist makes changes ~1 week turnaround time begins

Comms Strategist reserves the right to edit website copy content if needed

Website link sent back to department for review

If changes needed, Comms Team reviews and edits

Comms Team sends to department for final review

within 3 business days

If no further changes needed, final website is published and sent