



AUGUSTA UNIVERSITY

Division of Enrollment
and Student Affairs

COMMS TEAM SOP

Our Services:

web

updates
edits



photo

headshots
events



video

internal
external



flyer

creation
modification



media

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.)

Contact:

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

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

Help us help you!

Guidelines:

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

Video



AUGUSTA UNIVERSITY
Division of Enrollment
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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**

Help us help you!

Photo



AUGUSTA UNIVERSITY
Division of Enrollment
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Submit Project Request Form

2 weeks in advance

Comms Team Responds

**Digital Specialist contacts
department for details**

within 48 hours

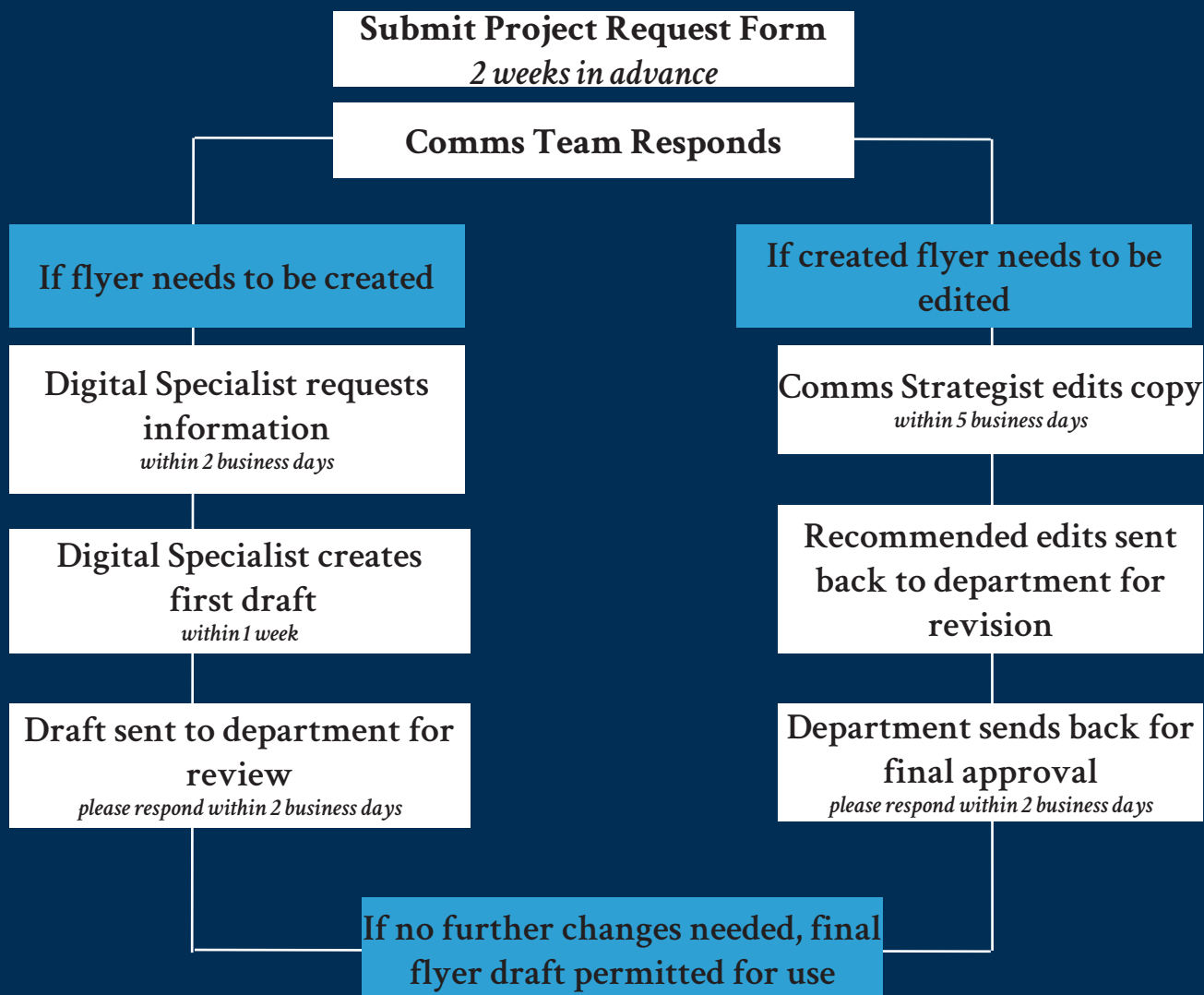
**Digital Specialist
schedules headshots or
event photoshoot**

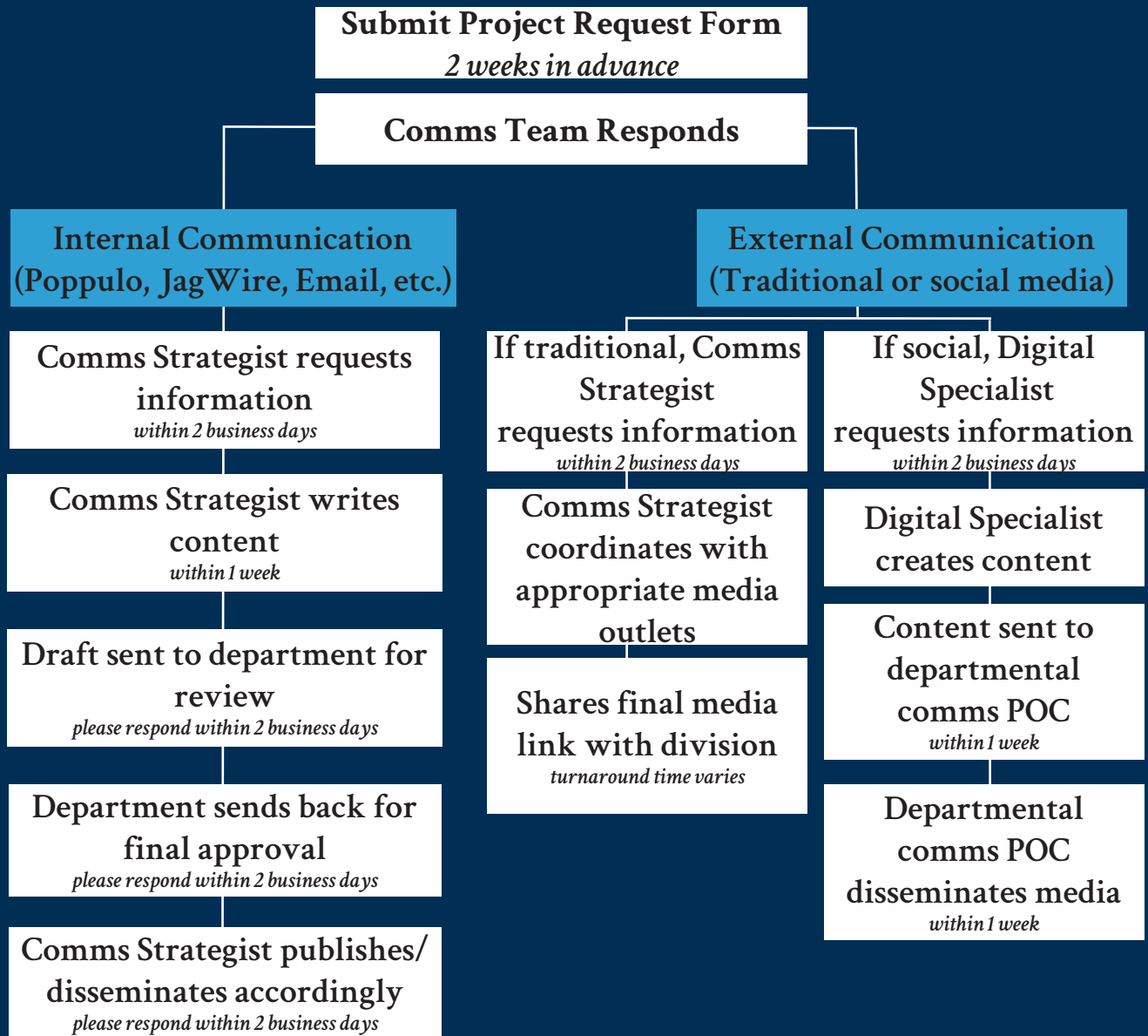
Digital Specialist begins editing
~3 day turnaroud time begins

**Digital Specialist handles
web requests if needed**

Photos uploaded to Box

Help us help you!





Help us help you!

Website



AUGUSTA UNIVERSITY

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Submit Project Request Form

2 weeks in advance

Comms Team Responds

Digital 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

Help us help you!