

Digital

- websites
- story maps
- catalogs
- microsites
- videos
- audio recordings
- photography
- web content
- illustrations
- web calendar
- events
- training materials
- charts
- graphs
- tables
- social media posts
- social media images
- infographics

Strategy

- brands
- subbrands
- marketing plans
- campaign strategy
- social strategy
- web strategy
- advertising strategy

Documents

- flyers
- posters and signs
- eblasts
- social media
- presentations
- PowerPoints
- infographics
- letterhead
- business cards
- elected-official requested collateral material
- white papers
- invitations
- agendas
- board materials
- committee materials
- briefings
- policy documents
- position papers
- brochures
- reports

Marketing

- advertisements
- radio ads
- print ads
- press releases
- TV ads
- billboards
- magazine articles
- news articles
- op-eds
- marketing materials

Procedure

Without the express consent of the Communications and Marketing director or communications manager, employees should not develop nor distribute any communications or marketing campaigns, products, materials or resources outlined in the “Policy” section above. Employees should offer Communications and Marketing staff the right of first refusal regarding whether editorial, writing, design, web or other creative work as defined in the “Policy” section above is performed by the in-house communications team, assigned to contractors or done by divisional staff.

Work with Communications and Marketing begins in one of two ways, depending on the level of innovation required for the campaign, material or project’s success.

1. **High innovation:** For innovative, high-stakes, high-visibility, complex projects, schedule a **kick-off meeting** with the communications manager to discuss the project scope, audience and components. The communications manager will help you develop a project plan, determine project timelines, discuss personnel needs for each phase and advise you regarding which Ivanti service request(s) to open, and when. High-innovation projects typically require greater effort and longer turnaround times.
2. **Low innovation:** For routine, repetitive, low-stakes or less complex projects, or minor updates to existing campaigns, materials or products, **open an Ivanti service request**. There are more than 25 categories of Ivanti service requests, with about 100 subcategories total. If you don’t know where to start, schedule a 15-minute meeting with the communications manager. Low-innovation projects typically require less effort and shorter turnaround times.



Employees requesting Communications and Marketing assistance have several responsibilities:

1. Obtain supervisor, manager, division director or executive director approval for the project to begin.
2. Open Ivanti service requests consistent with standard turnaround times for each project category.
3. Serve as the sole point-of-contact for questions or clarification from Communications and Marketing staff.
4. Abide by project timelines.
5. Coordinate contributions by other employees in their division.
6. Ensure Proof 1 is reviewed by any relevant staff within their division, by staff on cross-divisional work groups or by partners and stakeholders.
7. Ensure Proof 2 is reviewed for accuracy based on the feedback provided during Proof 1. (No new changes will be initiated on Proof 2.)
8. Wait until the Communications and Marketing director has conducted final review before distributing the campaign, material or project.
9. Wait until Communications and Marketing has completed any necessary accessibility remediation before distributing the campaign, material or project.

Communications and Marketing staff are responsible for:

1. Ensuring text is edited to be consistent with DRCOG's written style guidelines.
2. Outlining the timelines involved in collaboration with Communications and Marketing, especially for complex projects such as videos and reports.
3. Delivering Proof 1 and Proof 2 to project requestors.
4. Obtaining the Communication and Marketing director's final approval.
5. Ensuring text complies with current accessibility laws and standards.
6. Ensuring visual elements are consistent with DRCOG's brand standards.
7. Ensuring visual elements, ornamentation, photos and illustrations comply with current accessibility laws and standards.
8. Ensuring any third-party intellectual property is used according to copyright laws including, but not limited to, photos, illustrations, video footage, music and excerpts from other published materials.
9. Advising the project requestor as soon as possible if phase or project deadlines are at risk of not being met.

Divisional staff should submit requests of Communications and Marketing well in advance. Communications and Marketing staff cannot guarantee immediate attention to all requests due to the ever-increasing volume of work. Last-minute requests should be avoided unless there are extenuating circumstances discussed in advance with the requestor's division director.

All employees are responsible for complying with this policy. Supervisors, managers and division directors are responsible for communicating and enforcing this policy.