COMMUNICATION PROTOCOL INTERACTIVE GUIDE
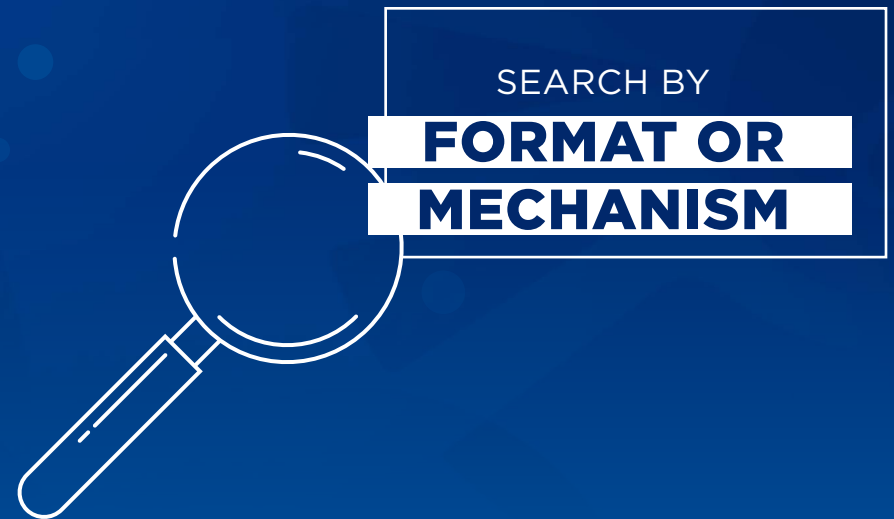
*A **strategic** marketing tool for the Division of Academic Engagement and Student Affairs*

UWF | Office of Design and Communication

SEARCH BY
TARGET AUDIENCE

SEARCH BY
FORMAT OR MECHANISM

To maximize your promotion and communication efforts, ODC has created this communication protocol interactive guide and recommends the following framework: who, when and how.

STEP 1: WHO

Determine who you're trying to reach, aka your target audience.

STEP 2: WHEN

When do you need to market your event or service? If you require ODC services, please submit a Jira request. You may consult the Service Level timelines and the ODC Master Calendar of Annual Projects and Events to confirm:

a. appropriate timing for promotion, per your target audience

b. you are allowing adequate time for ODC to complete your request

STEP 3: HOW

Use this guide to choose the appropriate communication mechanism(s) for your situation, and follow the steps on the appropriate format page(s).

TARGET AUDIENCE

Who does your messaging need to reach?

Click on your potential target audience below to see which communication formats or mechanisms are recommended to best reach that particular audience.

STUDENTS

ALL UWF STAFF

DAESA STAFF

EXTERNAL / COMMUNITY

DIGITAL

Argie Bot text message

Argo Pulse

CCTV, DAESA Repository

CCTV, Commons

Digital Invitation/Evite

Email, All staff

Email, All students

Email, DAESA Leadership

Facebook, UWF page

Facebook Event

Press Release

Newsletter, DAESA

Newsletter, @UWF

Social media accounts, DAESA Department-managed

Social media strategy

UWF Event Calendar

Website update

Other

Search by Format

PRINT

Banners

Booklets

Brochures

Door hangers

DIY Materials (OIC Brand Portal Templates

Floor decals

Flyers (8.5x11)

Magnets

Mini-flyers

Pennants

Pins

Posters (11x17, 24x36)

Postcards/mailers

Promo Items/giveaways

Pull up banners

Rack-cards

Stickers

Trolley Shelter posters

T-shirts

Wallet schedules

Wind feather

Yard Signs

Other

Here is an overview of what formats/mechanisms are recommended for this target audience: Students

Argo Pulse	Argo Pulse is maintained by Student Engagement. If your department does not have a portal on AP, contact SE at 850.474.3155
All-Students Email	DAESA VP > ODC Director *For high-level, DAESA strategic communication only*
Argie Bot text message	Email Shelley at shenseler@uwf.edu *For high-level, DAESA strategic communication only*
Commons CCTV	The University Commons manages two vertical CCTVs in building 22 placed in high-traffic areas. Images can be displayed here for a fee. See UCES's Digital Signage web page for more info To have content for these screens created, please submit an ODC Jira project request
DAESA CCTV Repository	The repository is maintained by ODC and automatically updated as your marketing Jira requests that include CCTV images are completed. You can also request CCTV images specifically for inclusion in the repository via Jira.
DAESA Department-managed Social Media Accounts	Reach out to the department managing the specific social media account where you'd like your information to appear
DIY materials (OIC Brand Portal Templates)	Create materials using the brand portal templates. Once the design is complete, submit it for brand compliance review to the ODC Jira service desk

Search by Format

More on next page

Here is an overview of what formats/mechanisms are recommended for this target audience: Students

ODC design and communication professional services*	Please submit an ODC Jira project request. Consult the ODC website or Confluence pages regarding scope of work, timeline expectations etc.
Promo/giveaway Items	For promo items where a logo or logo signature needs to be placed on the item, please work with a vendor to have the items created, then submit the vendor proof for brand compliance review to the ODC Jira service desk. For custom promo items requiring design work, please submit an ODC Jira project request. Examples include stickers, bookmarks etc.
Small Website Updates	Text changes can be made by your department's moderators and contributors and be published within one hour of being approved in T4
Structural / Big Website Updates	For structural or significant web changes, please submit an ODC Jira project request
UWF Event Calendar	Complete the calendar submission form. Note that your contact information will be published, so make sure to list an accurate POC
UWF Facebook page	Email Shelley at shenseler@uwf.edu *For high-level, DAESA strategic communication only*

*ODC design and communication professional services *As the central communication and design office for our division, ODC reserves the right to recommend alternate communication materials than those requested by a client if deemed to be more strategic. ODC may need to decline project requests that are misaligned with departmental or divisional goals (falls under campaign strategy in our scope of work). We don't want to leave you in a lurch though! If ODC cannot complete the project as you have requested, we will provide guidance and recommendations for alternative ways clients can get their projects completed.*

Back to previous page

Search by Format

Here is an overview of what formats/ mechanisms are recommended for this target audience: All UWF Staff

@UWF Newsletter	Fill out the @UWF Newsletter content submission form
All-staff Email	DAESA VP > ODC Director *For high-level, DAESA strategic communication only*
DIY materials (OIC Brand Portal Templates)	Create materials using the brand portal templates. Once the design is complete, submit for brand compliance review to the ODC Jira service desk
UWF Event Calendar	Complete the calendar submission form. Note that your contact information will be published, so make sure to list an accurate POC

ODC won't typically create design and communication materials for this target audience. If you think an exception applies to your project, please email Shelley at shenseler@uwf.edu.

Search by Format

Here is an overview of what formats/ mechanisms are recommended for this target audience: DAESA Staff

DAESA Newsletter	Complete the DAESA News Content Submission form.
DIY materials (OIC Brand Portal Templates)	**For external publication** (posted in public areas): Create materials using the brand portal templates. Once the design is complete, submit for brand compliance review to the ODC Jira service desk.
	For internal publication (shared with UWF staff in a way that non-staff don't see it): The materials you create for this type of publication and audience do not need to be submitted for brand compliance review.
ODC Leadership Email Updates (recurring)	Email Shelley at shenseler@uwf.edu with content you think may need to be pushed out to all DAESA leadership
UWF Event Calendar	Complete the calendar submission form. Note that your contact information will be published, so make sure to list an accurate POC

ODC won't typically create design and communication materials for this target audience.
If you think an exception applies to your project, please email Shelley at shenseler@uwf.edu.

Search by Format

Here is an overview of what formats/ mechanisms are recommended for this target audience: External/Community

Press Release and Publicity	Please submit an ODC Jira project request *For high-level, DAESA strategic communication only*
Media Relations	All media relations must go through OIC. Please direct any member of the media to OIC at news@uwf.edu and email Shelley at shenseler@uwf.edu. *For high-level, DAESA strategic communication only*
UWF Facebook page	Email Shelley at shenseler@uwf.edu with content you think may need to be pushed out to all DAESA leadership
UWF Event Calendar	Email Shelley at shenseler@uwf.edu with inquiries *For high-level, DAESA strategic communication only*
Facebook Event	Handled by your department, no ODC ticket needed.
UWF Event Calendar	Complete the calendar submission form. Note that your contact information will be published, so make sure to list an accurate POC
Digital Evite	Please submit an ODC Jira project request. Consult the ODC website or Confluence pages regarding scope of work, timeline expectations etc.

More on next page

Search by Format

Here is an overview of what formats/ mechanisms are recommended for this target audience: External/Community

ODC design and communication professional services*	Please have your request reviewed by your department head. If they determine that the request is high-level, please email Shelley at shenseler@uwf.edu and CC your department head so ODC can review the request.
	If it aligns with DAESA current strategic communication, you'll be asked to submit an ODC Jira project request so ODC can complete the work within the appropriate service level time frame
	For high-level, DAESA strategic communication only
DIY materials (OIC Brand Portal Templates)	Create materials using the brand portal templates. Once the design is complete, submit for brand compliance review to the ODC Jira service desk

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Additionally it is recommended that clients' choices of marketing formats, timing and placement is based on past performance data, rather than personal preference, gathered by their department and shared with ODC. This is done to ensure a higher return on investment.

Search by Format

FORMAT / MECHANISM

When we say *format* or *mechanism*, we're talking about **the thing that's being made to communicate your message or to encourage a behavior from your target audience**. For example a poster, brochure, social media strategy, etc. are communication mechanisms.

Think about what you want your marketing to achieve. You have an extensive list of formats to choose from on the right side of this page. Be strategic about which formats you use, and thoughtful about if it will meet your audience where they are, at a time that your message is relevant to them.

Each format needs its own Jira ticket. In many cases, there are multiple mechanisms that can, and should, be used. In order for ODC to work on DAESA's project list efficiently, we need each format to be its own ticket. For example if you need a poster made to drive people to your website, and you also need that website updated, the poster should be its own ticket, and the website update should be another ticket.

Email Shelley
shenseler@uwf.edu

DIGITAL

- Argie Bot text message
- Argo Pulse
- CCTV, DAESA Repository
- CCTV, Commons
- Digital Invitation/Evite
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- Email, All students
- Email, DAESA Leadership
- Facebook, UWF page
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- Other

Search by Target Audience

PRINT

- Banners
- Booklets
- Brochures
- Door hangers
- DIY Materials (OIC Brand Portal Templates)
- Floor decals
- Flyers (8.5x11)
- Magnets
- Mini-flyers
- Pennants
- Pins
- Posters (11x17, 24x36)
- Postcards/mailers
- Promo Items/giveaways
- Pull up banners
- Rack-cards
- Stickers
- Trolley Shelter posters
- T-shirts
- Wallet schedules
- Wind feather
- Yard Signs
- Other

ARGIE BOT TEXT MESSAGE

L1 *Estimated timeline: Two weeks to proof*

Argie the Chatbot reaches students via text and is available to answer students' questions 24/7. DAESA has collaborated with Chatbot on campus-wide events like Argo Arrival. Any requests to use this service must be routed through Shelley Henseler at **shenseler@uwf.edu**.

Email Shelley
shenseler@uwf.edu

DIGITAL

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ARGO PULSE

DIY *Done through your own department's Argo Pulse portal*

If your department is interested in sharing event information with students, you can create an event on Argo Pulse. This feature also allows you to track attendance and collect registration information if needed.

DIGITAL

Argie Bot text message

- Argo Pulse

CCTV, DAESA Repository

CCTV, Commons

Digital Invitation/Evite

Email, All staff

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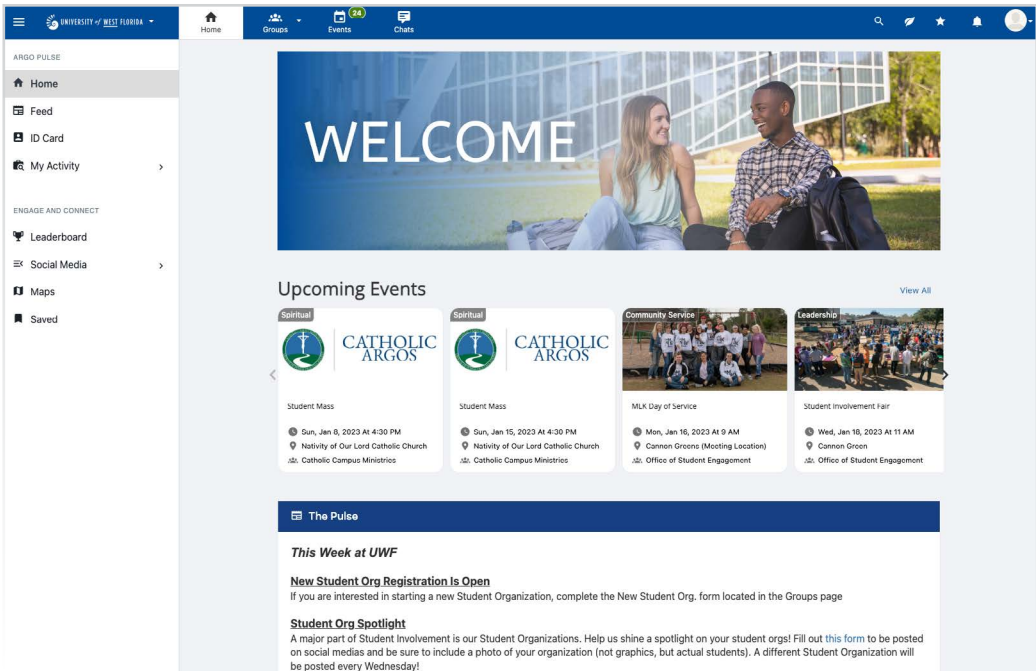
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Search by Target Audience

Call the Office of Student Engagement
850.474.3155

CCTV, DAESA REPOSITORY

L1 *Estimated timeline: Two weeks to proof*

ODC maintains a repository of existing closed-circuit television (CCTV) graphics that we either produced or approved for brand compliance. Anyone with a TV screen in their area can download the graphics and upload them to play.
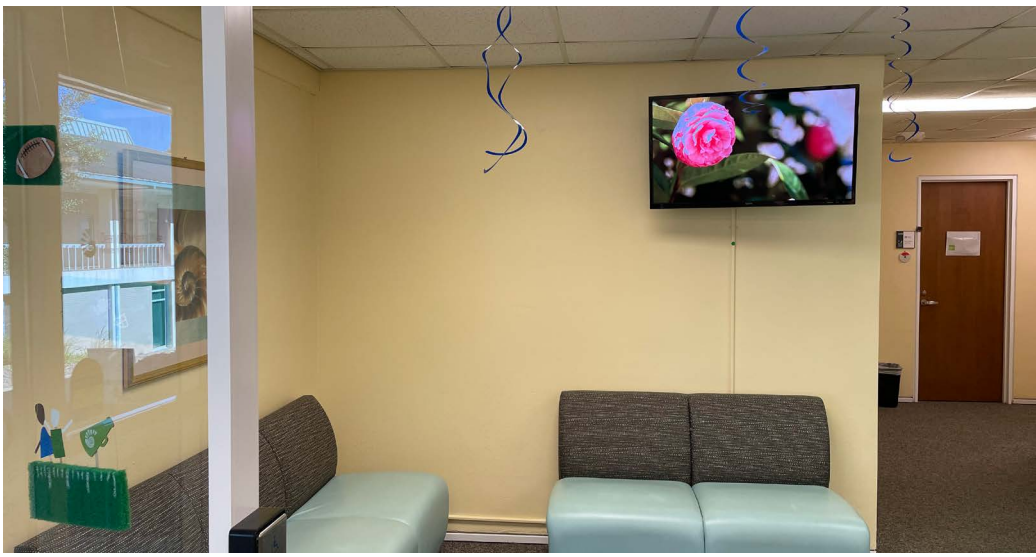
SIZES

- **1920x1080 | 72 ppi**
  lower resolution
- **1920x1080 | 300 ppi**
  higher resolution

BEST PRACTICES

Please do not leave content running past its date of relevance. For example if a slide advertises an October 21 event, it should be removed October 22.

🔗 **Access the CCTV repository**

🔗 **Request an existing CCTV image be added. Ask for brand compliance review**

🔗 **Request for ODC to create a CCTV image for the repository**

UWF | Jira

DIGITAL

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- **Yard Signs**
- **Other**

CCTV, COMMONS

L1 *Estimated timeline: Two weeks to proof*

University Commons and Event Services operates two vertical digital signage displays in the Commons concourse: one by the Nautilus Market and one near the entrance to the Argo Galley. Images can be displayed for a fee and run for two weeks at a time.

SPECIFICATIONS

- **768x1366 | 200 ppi**
- **RGB color**
- **.jpeg**

BEST PRACTICES

ODC will create the image and provide a .jpeg file. Please work with UCES to schedule your image to play and to process payment.

🔗 **UCES Digital Signage webpage**

🔗 **Request this format via Jira**

UWF | Jira

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- **Yard Signs**
- **Other**

DIGITAL INVITATION/EVITE

L1 *Estimated timeline: Two weeks to proof*

Digital invitations are reserved for community-facing initiatives and high-level division-wide events only. To market your event online, please choose from the other options listed under Digital in the list to the right.

SPECIFICATIONS

- **600x800 | 72 ppi**
- **RGB color**
- **.jpeg**

BEST PRACTICES

Do not share digital invitations on social media or on the web as images. This is not accessible and excludes members of UWF's audience with disabilities.

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HoliDAESA
P A R T Y

Tuesday, December 13
9:30-11:30 a.m.
Commons Auditorium

Enjoy brunch, games and giveaways with your DAESA family to celebrate the holiday season!

RSVP
by November 18

Save the Date

NEW STUDENT CONVOCATION
2022

Friday, August 19

Doors open 2:30 p.m.
Event begins 3 p.m.

uwf.edu/**Convocation**

Invitation to follow.
*If you have questions about New Student Convocation, please contact Patti Spaniola at **pspaniola@uwf.edu**.*

UWF | Jira

🔗 **Request this format via Jira**

EMAIL, ALL STAFF

⭐ *Restricted, for high-level, DAESA strategic communication only*

Sending out an email to all UWF staff requires approval from the Provost, the Office of Institutional Communications (OIC) and the DAESA Vice President. The approval process is initiated by the DAESA VP when they contact the Director of Strategic Communication and Assessment in the Office of Design and Communication (ODC), Shelley Henseler.

DAESA VP → ODC → OIC → Provost

DIGITAL

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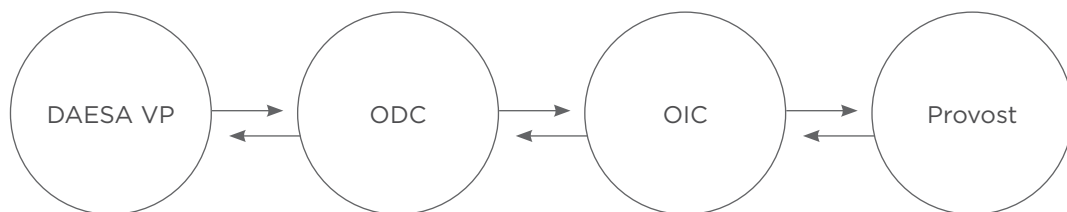Search by Target Audience

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Yard Signs

Other

EMAIL, ALL STUDENTS

⭐ *Restricted, for high-level, DAESA strategic communication only*

Sending out an email to all UWF students requires approval from the DAESA Vice President. The approval process is initiated when a department's leadership personnel contacts the DAESA VP to request the communication. The VP will loop in the Director of Strategic Communication and Assessment in the Office of Design and Communication as needed.

Department Leadership → DAESA VP → ODC → DAESA VP Executive Assistant
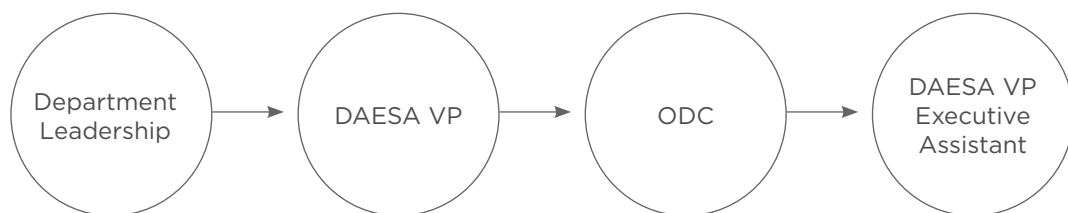
EMAIL, DAESA LEADERSHIP

⭐ *Timeline corresponds to the degree of urgency of the request*

ODC sends monthly updates to DAESA leadership. Contact the Director of Strategic Communication and Assessment in the Office of Design and Communication with the information that you need disseminated to leadership.

Email Shelley
shenseler@uwf.edu

DIGITAL

Argie Bot text message

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CCTV, DAESA Repository

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FACEBOOK, UWF PAGE

⭐ *Restricted, for high-level, DAESA strategic communication only*

The Office of Institutional Communications (OIC) manages the main UWF Facebook page. Please contact the DAESA/OIC liaison, Shelley Henseler at **shenseler@uwf.edu** with inquiries about having your content posted to this page.

DIGITAL

Argie Bot text message

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CCTV, DAESA Repository

CCTV, Commons

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Email, All staff

Email, All students

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Email Shelley
shenseler@uwf.edu

FACEBOOK EVENT

DIY *Done through your own department's Facebook page*

If your target audience uses Facebook, consider making a Facebook event to spread the word. Include the date, time and location of your event, as well as if there's a cost or registration process associated with participating. Visit SmugMug or use your own photos to show your audience what your event or activity will look like so they know what to expect.
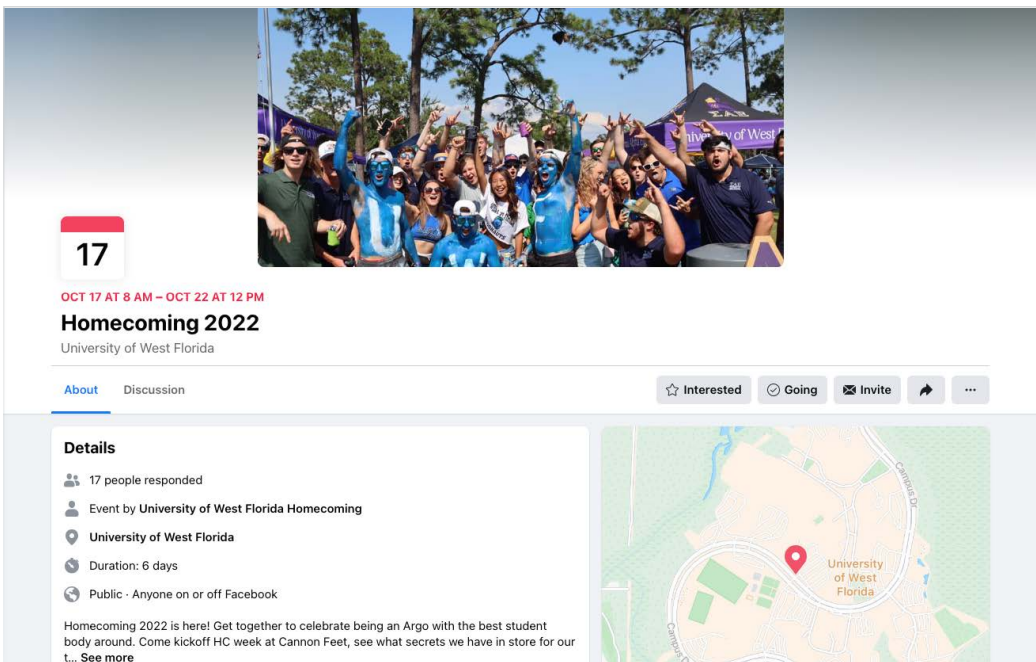
🔗 **SmugMug**

EVENT PHOTO SIZE

- **1920x1005** recommended
- **470x174** minimum

BEST PRACTICES

DO NOT post digital invitations, print marketing or visuals with more than a sentence of text online with the intent of having a person read it in order to participate. This is not accessible and excludes audiences with disabilities.

OCT 17 AT 8 AM – OCT 22 AT 12 PM
Homecoming 2022
University of West Florida

About   Discussion   ☆ Interested   ⊘ Going   ✉ Invite   ↪   ⋯

Details
- 17 people responded
- Event by **University of West Florida Homecoming**
- **University of West Florida**
- Duration: 6 days
- Public · Anyone on or off Facebook

Homecoming 2022 is here! Get together to celebrate being an Argo with the best student body around. Come kickoff HC week at Cannon Feet, see what secrets we have in store for our t... **See more**

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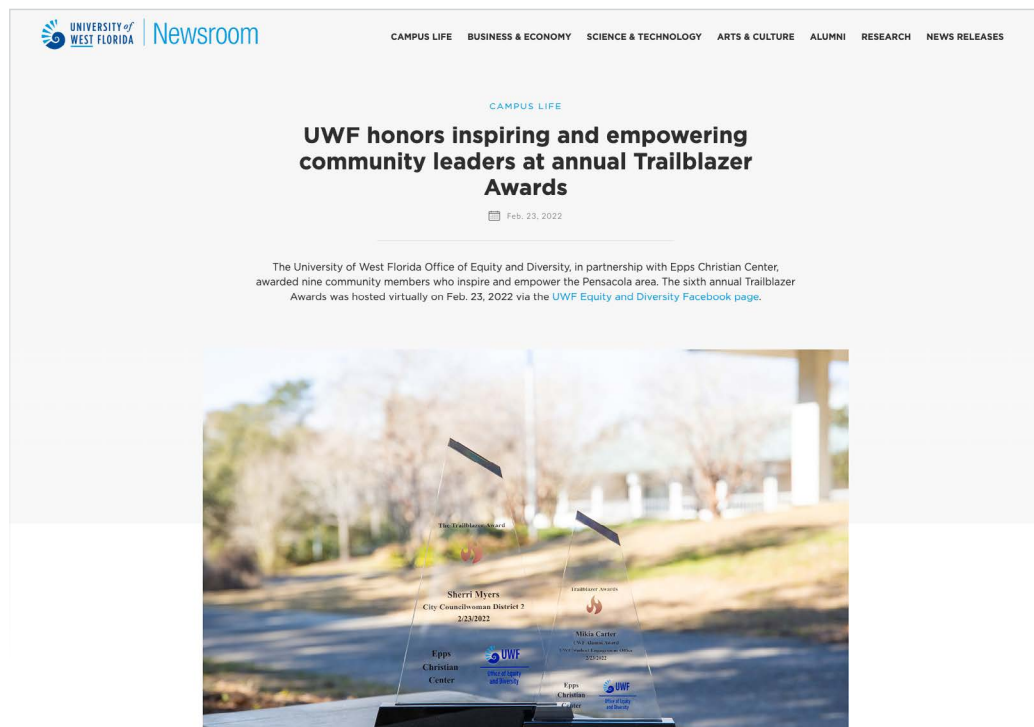
PRESS RELEASE

⭐ *Restricted, for high-level, DAESA strategic communication only*

Press releases fall under OIC's scope of work. For DAESA news that needs a press release, please work with the OIC liaison Shelley Henseler to submit the request for a press release to OIC.

If a member of the press reaches out to you, please do not respond on your own, OIC handles all media relations for UWF. Email Shelley Henseler (**shenseler@uwf.edu**) and OIC (**pr@uwf.edu**) to provide background information and allow for OIC to handle next steps.

Email Shelley
shenseler@uwf.edu

DIGITAL

Argie Bot text message

Argo Pulse

CCTV, DAESA Repository

CCTV, Commons

Digital Invitation/Evite

Email, All staff

Email, All students

Email, DAESA Leadership

Facebook, UWF page

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Stickers

Trolley Shelter posters

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Wallet schedules

Wind feather

Yard Signs

Other

NEWSLETTER, DAESA

DIY | *Submit content the Monday before publication*

All DAESA Staff receive a newsletter via email every two weeks. Staff is encouraged to contribute timely and relevant information about their areas. It's a great place to ask for volunteers and to give a shout out to a colleague or recognize someone's birthday.

🔗 Submit Google Form

PUBLICATION CYCLE

DAESA News comes out on Tuesdays every other week

BEST PRACTICES

Keep content brief and to the point. Limit to 85 words per entry.

NEWSLETTER, @UWF

DIY | *Submit content using the @UWF form*

The @UWF Faculty & Staff Newsletter highlights campus announcements and is distributed to faculty and staff every Monday and Thursday.

🔗 Submit @UWF Form

PUBLICATION CYCLE

Every Monday and Thursday

BEST PRACTICES

Keep content brief and to the point. Limit to 85 words per entry.

DIGITAL

- Argie Bot text message
- Argo Pulse
- CCTV, DAESA Repository
- CCTV, Commons
- Digital Invitation/Evite
- Email, All staff
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Search by Target Audience

SOCIAL MEDIA ACCOUNTS

DIY

UWF SOCIAL MEDIA BEST PRACTICES

- Assess whether your target audience is using the platform you're posting on or not. (Facebook vs. Instagram vs. LinkedIn)

- Avoid posting images with text on them; they're not accessible.

- Under no circumstances should print materials be posted as an image meant for people to read online.

- As an alternative to creating and running your own account, you can ask other departments to publish something on your behalf.

Are you thinking about creating a new social media account? UWF has a lot of social media accounts, and not all of them are active. This creates white noise online, and students question if something is legitimate or not. To cut through the noise, you'll need to plan to post often and consistently. If you're thinking about creating a new account, please meet with ODC to talk through your goals and strategies.

RESOURCES

🔗 UWF Social Media Directory

🔗 SmugMug UWF Photo Library

🔗 Brand Portal Social Media Resources

🔗 OIC Photography Request Form

DIGITAL

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Argo Pulse

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Yard Signs

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SOCIAL MEDIA STRATEGY

L1 *Estimated timeline: Two weeks to proof*

ODC can help assess your current social media efforts or create a strategy for a new account. Please submit a Jira request to get started.

Are you thinking about creating a new social media account? UWF has a lot of social media accounts, and not all of them are active. This creates white noise online, and students question if something is legitimate or not. To cut through the noise, you'll need to plan to post often and consistently. If you're thinking about creating a new account, please meet with ODC to talk through your goals and strategies.

RESOURCES

🔗 List of UWF social media accounts
🔗 SmugMug UWF Photo Library

UWF | Jira 🔗 Request a social media strategy

DIGITAL

Argie Bot text message

Argo Pulse

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UWF EVENT CALENDAR

DIY *Submit events six to eight weeks in advance*

Institutional Communications manages the UWF Event Calendar, which provides a one-stop resource of event information for students, faculty, staff, parents, alumni and the local community. Visit the UWF Event Calendar webpage for more information.

🔗 UWF Event Calendar webpage

🔗 UWF Event Calendar submission form

DIGITAL

Argie Bot text message

Argo Pulse

CCTV, DAESA Repository

CCTV, Commons

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WEBSITE UPDATE

Estimated timeline: Varies by scope of the request

Our websites are accessible to the world, so how we present ourselves matters immensely. Websites should be audited regularly to ensure they include the most current and accurate information and that content is concise and relevant to that external audience.

Departments can make small changes like text and image updates to their pages. More extensive edits like layout changes, new pages, page title changes should go through ODC in coordination with OIC (as applicable).

Departmental Contributors

Departmental Moderators

ODC Staff
UWF | Jira

Updated Website
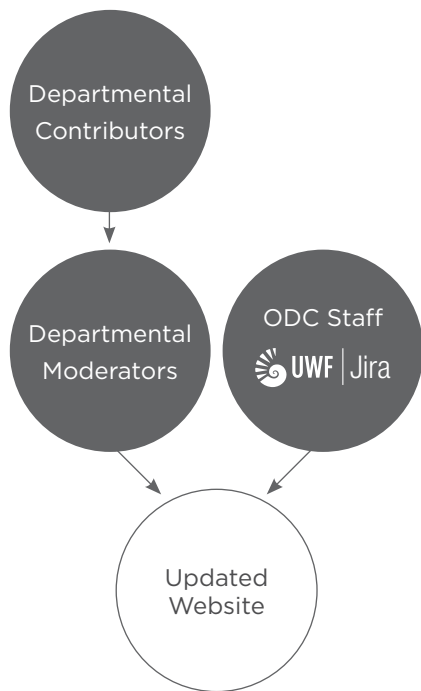
HERE IS HOW YOU CAN MAKE CHANGES TO YOUR WEBPAGES YOURSELF

1. Complete OIC's CMS training. Info about how to sign up is on OIC's Web Services page.

2. Become either a *moderator* or *contributor*.

   • *Moderators* can make and approve changes. They also review changes that contributors have made, and push those changes to go live.

   • *Contributors* can make changes, but cannot publish them to go live.

3. Make the change and approve it.

RESOURCES

🔗 CMS Guide

🔗 SmugMug UWF Photo Library

🔗 Headshot Request

UWF | Jira

🔗 Request website assistance

DIGITAL

Argie Bot text message

Argo Pulse

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Search by Target Audience

OTHER

Don't see what you need listed here, or would like to talk to someone? Schedule a consult meeting with us: submit Jira ticket.

EVEN MORE RESOURCES

OTHER ODC RESOURCES

🔗 ODC Homepage
🔗 Scope of Work Confluence Page
🔗 Submitting and ODC Project Request

Event / on-campus spaces photography	Fill out the OIC photography needs assessment form. Only check 'yes' if you've talked to your liaison Shelley Henseler, otherwise please check 'no'. If your event is modified or canceled remember to notify the photographer asap. For outdoor events, check weather reports and communicate with the photographer about weather plans or the possibility of canceling the shoot. If you're including people / models in your photos, please have them complete the model release form prior to the shoot.
Limited Video Support	Email Shelley at shenseler@uwf.edu *For high-level, UWF strategic projects only. Inquire at least three months in advance of need*
Staff Headshot request	Schedule appointment with OIC photographer
Digital Letterhead Request	Submit Digital Letterhead request form
Logo Signature Request	Please submit an ODC Jira project request
Sport Club mark Request	Sport Club Pro-staff only: Please submit an ODC Jira project request
Incoming / Prospective Students messaging	Email Melissa Puckett (mpuckett@uwf.edu), cc Shelley Henseler (shenseler@uwf.edu)

DIGITAL

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BANNERS

L1 *Estimated timeline: Two weeks to proof*

Banners greet UWF visitors as they come onto campus. We typically recommend getting two: one for the main entrance and another one for the East entrance. Because people see them as they're driving by, please limit the amount of copy you include so it can be read at a glance.

SIZE
8x3 feet

BEST PRACTICES

Before ODC starts working on a proof for the banner, it's recommended that you reach out to facilities to submit a facilities work order request for it to be put up.

🔗 Facilities Work Order Request

🌀 UWF | Jira

🔗 **Request this format**

DIGITAL

Argie Bot text message

Argo Pulse

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BOOKLETS

L2 *Estimated timeline: Four to six weeks to proof*

Please provide final content in a shared Google Doc when you submit the Jira request for a booklet. Once the design has started, making changes to copy becomes very challenging.

POPULAR SIZES

- **8.5x11 inches**
- **5.5x8.5 inches**

UWF | Jira 🔗 **Request this format**

DIGITAL

Argie Bot text message

Argo Pulse

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BROCHURES

L2 *Estimated timeline: Four to six weeks to proof*

Brochures are great for presenting a lot of content in a digestible way. It allows us to really break down content and categorize it in the design. We can recommend different types of brochures based on your budget and content.

Please provide final content in a shared Google document when you submit the Jira request for a brochure. Once a format has been chosen, and the design has started, making changes to copy becomes very challenging.

POPULAR BROCHURE FOLD TYPES		
• Gate fold	• Tri-fold	• Map fold
• Bi-fold	• Z-fold	• French fold

DIGITAL

Argie Bot text message

Argo Pulse

CCTV, DAESA Repository

CCTV, Commons

Digital Invitation/Evite

Email, All staff

Email, All students

Email, DAESA Leadership

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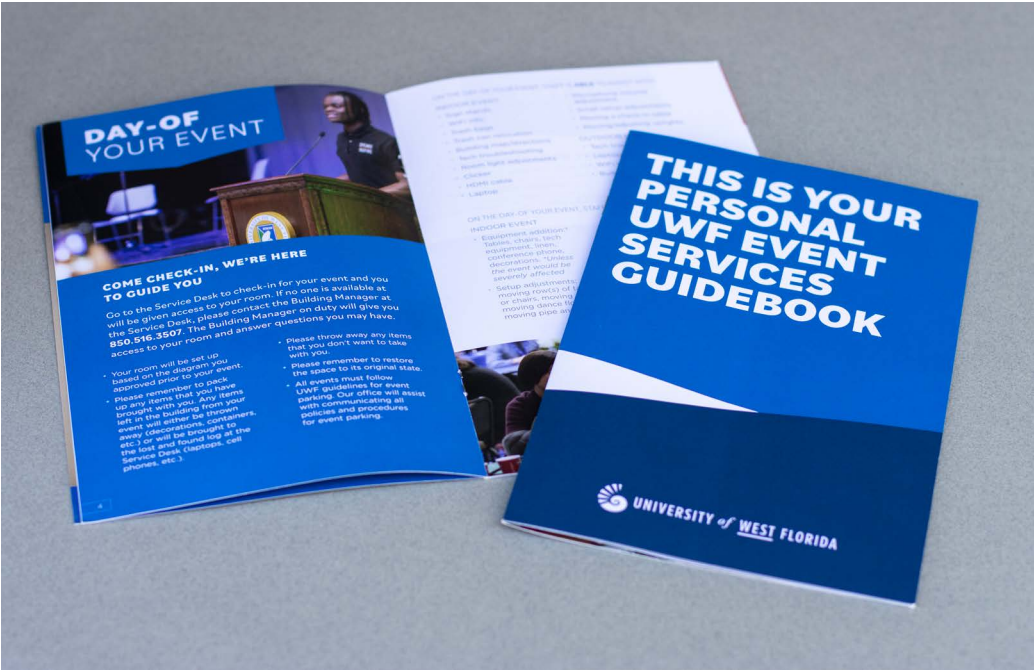T-shirts

Wallet schedules

Wind feather

Yard Signs

Other

UWF | Jira 🔗 **Request this format**

DOOR HANGERS

L1 *Estimated timeline: Two weeks to proof*

Door hangers are a great way to reach students in on-campus housing. If you'd like to use them there, please consult with Housing and Residence Life to get permission and quantity information before requesting this format from ODC.

They don't have to just go on doors, these would also make great goodie bag tags!

SIZE
4x11 inches

UNIVERSITY *of* WEST FLORIDA

ARGO // ARRIVAL 20 22

Kick off the new school year, have fun, explore involvement opportunities and meet new people at Argo Arrival! A UWF tradition for new and returning students.

FREE FUN
Argo Arrival is **FREE** for UWF students, so don't forget your Nautilus Card.

ARGO INFO
During Argo Arrival and year-round, the Argo Info text line is here for you: 850.266.7750. Ask questions. Get answers.

8.19-26
UWF.EDU/ARGOARRIVAL

SCHEDULE OF SIGNATURE EVENTS ON BACK

#ARGOARRIVAL ARGO // ARRIVAL 20 22

Funded Through UWF SGA

If aspects of our programs hinder your full participation, reasonable accommodations can be arranged based on documented needs. You must first register with Student Accessibility Resources: sar@uwf.edu | 850.474.2387.

UWF | Jira

🔗 **Request this format**

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Argo Pulse

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DIY MATERIALS

DIY OIC has created a plethora of brand templates for the UWF community to use. Follow the decision tree below to see which publication process (DIY or ODC) fits your audience demographic and size.

audience

You need to reach staff or fewer than 20 students

You need to reach an external* audience or more than 20 students

UWF | Jira

🔗 Request ODC Project

start your project

Visit the Brand Portal and download the template that you want to work with

Create your marketing using whatever software you prefer (Canva, Word etc.)

design

Manipulate the template until you're happy with it, and are confident that it follows brand compliance standards

design

Work on the design until you're happy with it, and are confident that it follows brand compliance standards

review

if

You're creating marketing materials for **external** publication, ie: they'll be posted in public areas or given to an audience other than DAESA staff

then

Submit the final design for brand compliance review to the ODC Jira desk before producing and distributing it

UWF | Jira

🔗 Request Brand Compliance Review

if

You're creating marketing materials for **internal** publication, ie: they'll be shared in a way that only UWF staff will see them

then

Do not submit it for brand compliance review, you can share it now

External is defined as community members, parents or alumni. (Anyone outside of DAESA)

DIGITAL

Argie Bot text message

Argo Pulse

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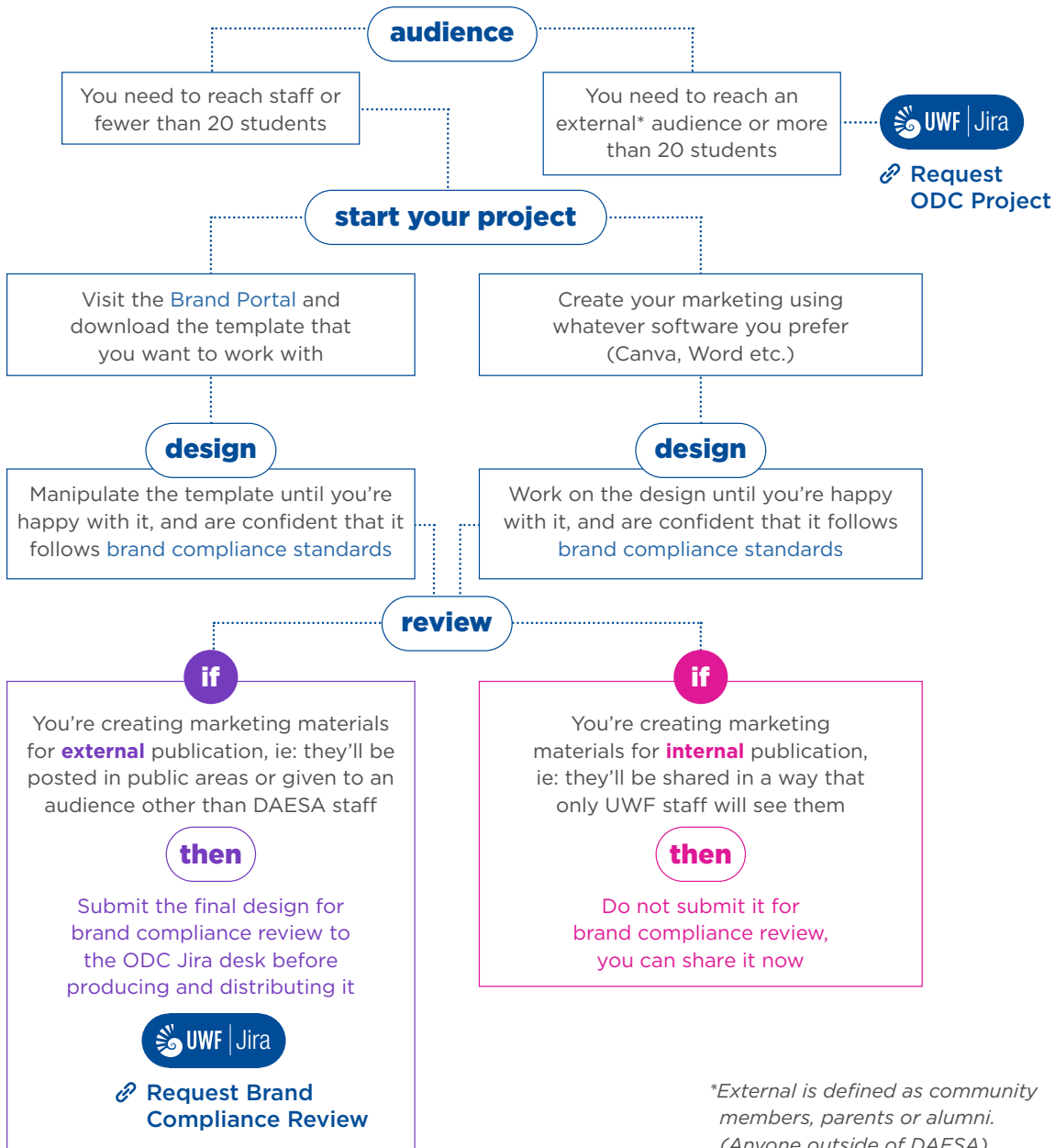Search by Target Audience

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FLOOR DECALS

L1 *Estimated timeline: Two weeks to proof*

We've used floor decals during Argo Arrival to welcome students with fun messaging and to promote events in areas on campus where there's a lot of traffic, but no places to put posters.

BEST PRACTICES

For safety reasons, they need to be the skid-proof kind, and be checked and removed if the tread begins to erode.

DIGITAL

Argie Bot text message

Argo Pulse

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Other

UWF | Jira

🔗 **Request this format**

FLYERS 8.5X11

L1 *Estimated timeline: Two weeks to proof*

Flyers are the most over-requested items for DAESA. Only in very few instances does a flyer actually meet communication goals. In the table of contents on the right, there are lots of other formats, designed to reach your target audience where they are and yield a higher return on investment (ROI).

TYPES OF FLYERS

Print flyers - professional printing: If you need a flyer, request it via Jira, but please note that it needs to be professionally printed for ODC to work on the design.

Print flyers - desktop printing: If printed in-house, departments should create the flyer themselves using brand portal templates and submit it for brand compliance review. Desktop printed flyers tend to curl, making them look old and undermining the credibility of the message they're meant to communicate. We recommend using very little ink in your design to slow this process so they stay looking nice longer.

See DIY Materials for information about this process.

Digital flyers: ODC does not usually create digital flyers because they are not accessible and exclude members of our target audience with disabilities. Exceptions to this are digital flyers we create for orientation (target audience of 2,000+). We have to manually tag each photo and piece of text to make it accessible. It's a time consuming process and thus reserved for large audiences.

Other exceptions may apply, talk to an ODC staff member if you have questions.

UWF | Jira

🔗 **Request this format or brand compliance review**

DIGITAL

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MAGNETS

L1 *Estimated timeline: Two weeks to proof*

Magnets are fun! When you order them, we recommend choosing a thicker magnet material. Thin material curls and does not stick to surfaces.

UWF | Jira

🔗 **Request this format**

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MINI-FLYERS

L1 *Estimated timeline: Two weeks to proof*

Mini-flyers are small flyers printed on one letter sheet that's cut into quarters. These are great for handing out during tabling. We recommend a simple design, with limited content that includes a really clear call to action or a link to somewhere else to learn more. You can DIY these, or if they're part of a larger suite we're working on for you, we can make them to match.

SIZE
4.25x5.5 inches

UWF | Jira

🔗 **Request this format**

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PENNANTS

L1 *Estimated timeline: Two weeks to proof*

To get more creative and diverse with our marketing formats, consider pennants. There's an oversaturation of flyers and posters on campus...what can wemake together that is new and exciting to students and can cut through the noise?

DIGITAL

Argie Bot text message

Argo Pulse

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Email, All staff

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Email, DAESA Leadership

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Booklets

Brochures

Door hangers

DIY Materials (OIC Brand Portal Templates)

Floor decals

Flyers (8.5x11)

Magnets

Mini-flyers

• **Pennants**

Pins

Posters (11x17, 24x36)

Postcards/mailers

Promo Items/giveaways

Pull up banners

Rack-cards

Stickers

Trolley Shelter posters

T-shirts

Wallet schedules

Wind feather

Yard Signs

Other

🔗 **Request this format or something else super fun**

UWF | Jira

PINS

L2 *Estimated timeline: Four to six weeks to proof*

Students love pins, please note that they can be expensive. We have to use a licensed vendor for these, so the production process is trickier than for other items. If you're interested in a pin, let's talk! Submit a Jira ticket to get started.

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POSTERS

L1 *Estimated timeline: Two weeks to proof*

Posters come in two sizes: 11x17 inches (tabloid) and 24x36 inches. When deciding which size and what quantity you need, consider the display options below for where you're trying to reach students. Custom quantities are also available.

- **60 tabloid posters** - Bring them to Housing and Residence Life's office in building 19, and they will put your posters up in each of the residence halls. Please check with them about availability and permission to put your posters up before you request posters from ODC.
- **15 tabloid posters** - Follow the process outlined on the UCES posting services website to have the University Commons Service Desk put your posters up on the 15 UCES-managed posting boards around campus.
- **24x36 inches posters** - If you have space in your building or if there's space in other buildings (ie: the Commons breezeway) that you have permission to use, these can go there.

BEST PRACTICES

Display posters about two weeks before you need students to perform the action you're asking of them.

Take posters down the day after the information on them expires.

Our research shows that leaving posters up for too long invalidates their information because students get used to it being there. It becomes decorative to them.

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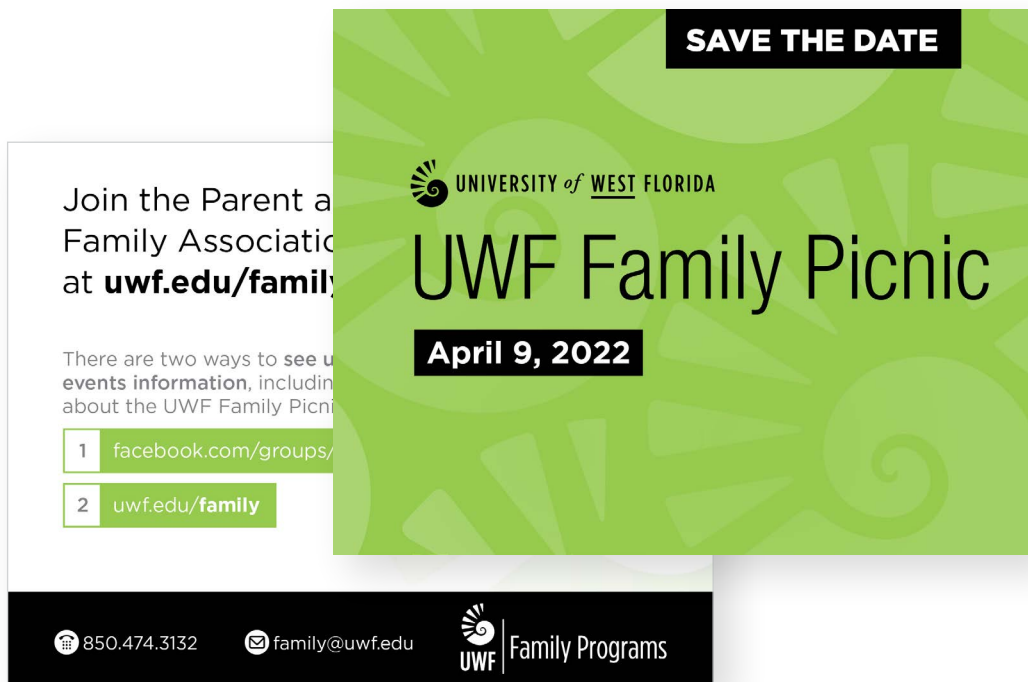T-shirts

Wallet schedules

Wind feather

Yard Signs

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POSTCARDS/MAILERS

L2 *Estimated timeline: Four to six weeks to proof*

Timeline: Add time for printing and mailing to ODC's four to six week production timeline. It's important that mailers hit mailboxes right when the message of your piece is most relevant, so we want to be strategic about timing.

Content/FERPA: When working on copy for your mailer, do not use language that identifies any person as an enrolled student unless the mailer is sealed and addressed only to them. See FERPA and Student Records for more information.

Join the Parent a...
Family Associatio...
at **uwf.edu/famil**

There are two ways to **see u...**
events information, includin...
about the UWF Picni...

1 facebook.com/groups/...

2 uwf.edu/**family**

SAVE THE DATE

UNIVERSITY *of* WEST FLORIDA

UWF Family Picnic

April 9, 2022

850.474.3132   family@uwf.edu   UWF Family Programs

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PROMO ITEMS/GIVEAWAYS

DIY

Promo items mostly fall under DIY for our division. Because of how long promo items are usually used, and the large quantity that's usually purchased, they need to go through a brand review process with ODC. See below to determine when ODC should be looped in.

item

Your item has an imprint area smaller than 10x10 inches

Your item has an imprint area larger than 10x10 inches (T-shirt), or is for a high-level program and is complex to construct (enamel pin)

start your project

Find a licensed vendor to produce your item and get production specifications from them (size, color restrictions etc.)

design

Make the design. If you're using your logo signature, it can be found on the brand portal along with the brand rules about how to use them.

review

Submit the final design for brand compliance review to the ODC Jira desk before producing and distributing it. Depending on the item, ODC may ask to see the vendor proof to make sure they didn't alter your design.

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🔗 **Request Brand Compliance Review**

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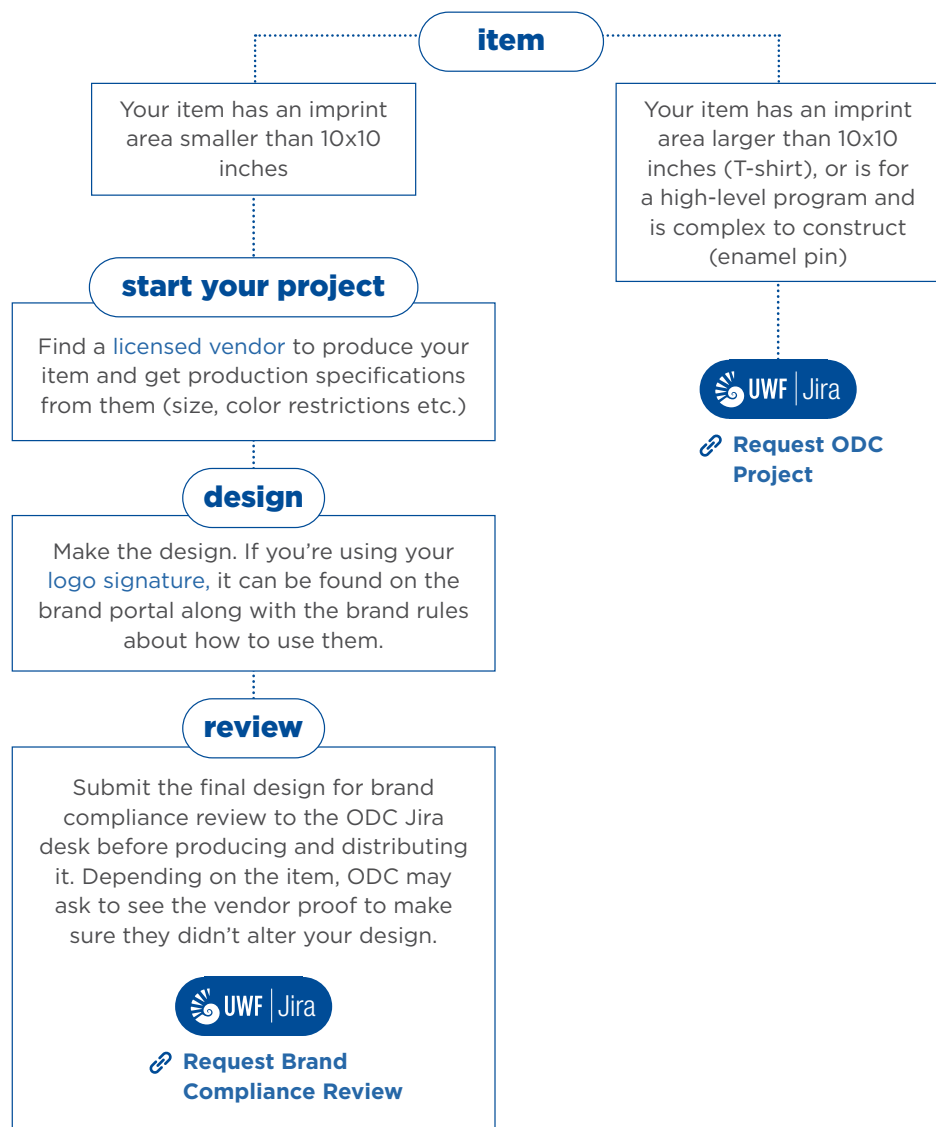Social media strategy

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PULL UP BANNERS

L1 *Estimated timeline: Two weeks to proof*

This format is ideal for information that's 'always true'. Because of cost, they're great for theme messaging, but not ideal for information that expires (deadline driven messaging such as "apply by October 18").

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RACK-CARDS

L1 *Estimated timeline: Two weeks to proof*

Rack-cards are a great format for displaying information at a front desk, or to hand out at tabling.

SIZE
4x9 inches

WELCOME TO THE COMMONS

The Commons is home to the University Commons and Event Services offices and many other campus resources.

First Floor

FOOD
• Nautilus Market
• Chick-fil-A
• Twisted Taco
• Which Wich

STUDENT LIFE
• African American Student Association

ENTERTAINMENT
• Argo Galley and Game Room
• Auditorium
• Great Hall

SERVICES
• ATM
• Bookstore
• Commuter Hub
• Dining Services
• Post Office
• Snack and Drink Vending
• WEPA Printing Stations

SERVICE DESK / TICKET CENTER
• Faxing
• Game Checkout
• Nautilus Card Deposits
• Printing Services
• Student Football Ticket Pickup
• Vending and Game Room Refunds

• Drink Vending

CONTACT US
850.474.2406 Main
850.516.3507 Building Manager
servicedesk@uwf.edu
@uwf_commons
/UWFUCES

WiFi Network: uwfvisitor
Password: GOARGOS

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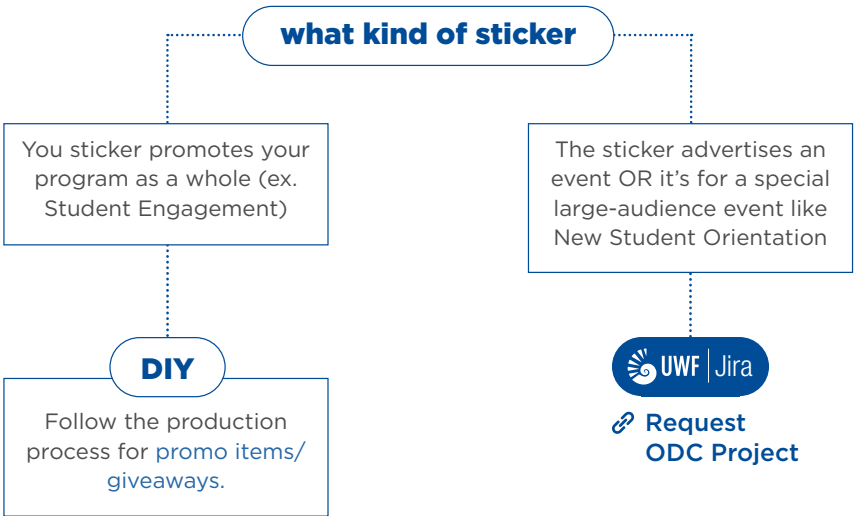Social media strategy

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STICKERS

L1 *Estimated timeline: Two weeks to proof*

Depending on sticker size and how they're used, they're either a promo item (see Promo Items), or a marketing item. You can use the decision tree below to see what process your sticker should follow, and if you're still unsure, please submit a Jira ticket to ask.

what kind of sticker

You sticker promotes your program as a whole (ex. Student Engagement)

The sticker advertises an event OR it's for a special large-audience event like New Student Orientation

DIY

Follow the production process for promo items/giveaways.

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TROLLEY SHELTER POSTERS

L1 *Estimated timeline: Two weeks to proof*

Business and Auxiliary Services manages the trolley shelter posters, but ODC should create the poster design for DAESA materials. Please review the Trolley Shelter webpage for cost and scheduling information and submit a Jira ticket for the design after you've confirmed with B&A that your poster can be up when you need it to run.

🔗 **Trolley Shelter Display webpage**

🔗 **Request this format**

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EVENT T-SHIRTS

L2 *Estimated timeline: Four to six weeks to design proof*

Students love free T-shirts. They keep them forever and wear them on and off campus. T-shirts with a design beyond a logo signature or simple 'staff' shirt require a more involved pre-press process and technical skill to create. Because of this, and the longevity and visibility of shirts, commemorative shirts and event shirts should not be created by individual departments. When you submit a ticket to have your event or commemorative shirt produced, you can include creative direction and examples of other shirts that you like so we can create something unique to your department that also represents the UWF brand.

Staff shirts or shirts that are a re-order must go through the brand review process (see DIY).

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WALLET SCHEDULES

L1 *Estimated timeline: Two weeks to proof*

These are great for information or resources students may want to refer back to over a period of time. We've created these for event schedules and also as a 'who to call' portable summary sheet.

SIZE
2x3.5 inches

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YARD SIGNS

L1 *Estimated timeline: Two weeks to proof*

There are two types of yard signs in terms of function: drive-by and walk-by. Information that's on yard signs that are by a roadway should be minimal so that the call to action can be easily read at a glance. Yard signs that are placed where people walk by them can have a little more information but should still feature just one clear call to action.

SIZE

18x24 inches

🔗 **Request this format**

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