



2019 – 2020 Marketing Resource Guide

Please note the information provided here is subject to change.

Marketing & Communications: Frequently Asked Questions

How do I contact the MarCom team?

For general questions, please contact our team by email at marketing@rrcc.edu or by phone at **303-914-6272**. All marketing requests should be submitted via the service request form on our website. Due to the amount of requests we receive and the internal request process, we do not accept marketing requests by email or by phone. All marketing requests are documented and serve as key data analytics for our department.

Can you help market my program/area?

Yes. Our primary objective as your MarCom team is to market and promote the college collectively. Secondly, we provide marketing services for all departments, programs, and areas. We do not provide marketing services for individual courses and/or workshops.

How do I request marketing materials and services?

All marketing requests should be submitted via the service request form on our website. Due to the amount of requests we receive and the internal request process, we do not accept marketing requests by email or by phone. All requests are documented and serve as key data analytics for our department.

What type of marketing services do you provide?

Here is a comprehensive list of the marketing services we provide. You may request any of these services via the service request form on our website. In addition to these services, we approve your original marketing materials i.e. marketing materials we did not create for you (including all video content), prior to duplication and distribution.

Event Promotion
Website Editing
Photo/Video Services*
Press Release/News Item Distribution
New Marketing Materials/Advertising
Printing
Reprinting/Updating Marketing Materials
Social Media (our channels include Facebook, Instagram, LinkedIn, and Twitter)
Digital Monitors
The Portal ("The Rock")
Formstack
Promotional Items
Catalog/Course Schedules
Name Badges
Business Cards

**Photo/Video services are provided based on the availability of a team member. We provide these services for events and programming that specifically promote the college. We do not provide these services for individuals, i.e. staff and faculty headshots. We are happy to provide resources for these types of services when and if we are unable to fulfill a request.*

Can I create my own marketing for my program/area?

Yes. All departments, programs, and areas are permitted to create their own marketing materials. When creating your marketing materials, we highly recommend using the Marketing Resource Guide as your primary reference. A digital copy of the guide is available on our website.

Please note the new college-wide marketing policy per our system office:

All marketing materials **not** created by the MarCom team (including all video content) must be submitted for approval via the marketing request form on our website prior to duplication and distribution. All marketing materials that contain the college's name, the college logo, and/or the college mascot are subject to approval by the MarCom team. To ensure the consistency and integrity of our college's brand and identity, you will be contacted by a member of the MarCom team if you distribute materials that are not approved and/or do not meet the college's branding and identity guidelines and the materials will be subject to removal.

Where can I find the college's branding and identity guidelines?

The college's branding and identity guidelines are available in our Marketing Resource Guide, which also includes our college's style guide, our college's social media guidelines, frequently asked questions, and a press release template. A digital copy of the guide is available on our website.

I need to send out a press release. How does this happen?

Please submit your information via the service request form on our website. You will then receive a press release template to complete and submit. We will then distribute the press release for you to all Denver metro area media contacts. We are also happy to send your press release to industry-specific publications if this additional information is provided. **All press releases should only be distributed to the media by the MarCom team.**

I need promotional items. How do I get them?

All requests for promotional items should be submitted via the marketing request form on our website. An inventory and price list is available upon request via email at marketing@rrcc.edu. Please note that we highly recommend having the MarCom team order promotional items for your program/area, as your ordered items will meet the college's branding and identity guidelines.

Can the MarCom team create a marketing plan for my program/area?

No. However, we are happy to review your marketing plan and provide you with feedback. You can submit your marketing plan via email at marketing@rrcc.edu.

Can I create an original logo for my program/area?

No. However, the MarCom team can create a variation of the official/approved college logo that incorporates the name of your program/area. Please submit your request for a program/area logo via the marketing request form on our website.

Can I order apparel for my program/area?

For specific information regarding apparel purchases, please contact us via email at marketing@rrcc.edu.

Can I create a social media account for my program/area?

Yes. However, we highly recommend letting us market your program/area/event via the college's social media channels instead of creating your own account. If you do create your own accounts, we ask that you tag the college in your posts so that our Social Media Specialist and our system office can retweet/repost your information. We also recommend reviewing the college's Social Media Guidelines, located in our Marketing Resource Guide. Our Social Media Specialist can also advise you on current hashtags that are being used by our team. Please contact us at marketing@rrcc.edu for more information.

I have a story idea. Who do I contact?

We are always looking for story content. Please submit your story ideas to us via email at marketing@rrcc.edu.

I want to buy an ad for my program/area. Can you help with this?

Absolutely. We are happy to design your ad for you and help you with the ad purchasing process. Please submit your information via the service request form on our website.

I need to have a low-enrolled class promoted. What should I do?

Unfortunately we're not able to provide marketing services for individual classes and/or workshops. We recommend creating your own marketing materials utilizing the Marketing Resource Guide as your primary reference. Once you do, please submit these materials for approval prior to duplication and distribution. You can do this via the service request form on our website.

I would like a promotional video created for my program/area. How do I make this happen?

To ensure the consistency and integrity of our college's brand and identity, the MarCom team appreciates the opportunity to produce all promotional videos for all departments, programs, and areas. To get this process started, please submit your information via the service request form on our website. The MarCom team also serve as the managers of the college's official YouTube channel. **All video content must be approved by the MarCom team prior to distribution.**

I need changes made to the webpages for my program/area. What should I do?

The MarCom team is happy to help with making edits to your webpages. These requests are processed in the order they are received. We also offer training sessions for website contributors. Please submit your information via the service request form on our website.

Do I have to have permission to take someone's photo or film them on campus?

Yes. However, anyone appearing on camera should complete and sign a photo/film waiver release. A digital copy of this form is available by request. The exception to this is/are photos taken and/or filming occurring in public spaces on campus, i.e. the Great Hall, the Grand Foyer, graduation, etc. If you have questions about this, please contact us via email at marketing@rrcc.edu.

Are news channels/networks allowed to be on campus?

All members of the media cannot enter any of our buildings on either campus without prior written permission. If a network is covering a story connected to the college (including classes), our team should be notified before this occurs so that a MarCom team member can be present while members of the media are on campus. **Anyone appearing on camera in connection to or in representation of the college must have a signed photo/video waiver on file in the MarCom office.**

Can student filmmakers/photographers use the campus for photo taking and film production?

Yes. However, written permission is required prior to production. Please contact us via email at marketing@rrcc.edu for more information.

I need new business cards. What should I do?

We are happy to help you with the ordering process. Please submit your information via the service request form on our website.

I need a new name badge. What should I do?

We are happy to help you with the ordering process. Please submit your information via the service request form on our website.

Where can I find letterhead? A Power Point template? The college logo? The approved fonts to use? The approved mascot?

All of these branding resources can be downloaded from our website.

Have additional questions? Please contact us via email at marketing@rrcc.edu or by phone at 303-914-6272.

Social Media Operation Guidelines 2019 - 2020

Adapted from the CCCS Social Media Operational Guidelines.

Social media is a strong tool used to communicate and engage with the community. It is a robust technology that makes an impact. With that, RRCC's social media platforms are to be used with great responsibility.

Be human. Be respectful. Be thoughtful.

Be human. To be human is to have real, authentic relationships and communications with people on all channels to give RRCC a face and a voice.

Be respectful. Treat students, faculty, staff and the community with respect. Avoid insulting, being negative or impolite.

Be thoughtful. As you post, comment and communicate with others as RRCC, remember you are the voice of the college and speaking on behalf of RRCC.

Setting up a RRCC social media account

All accounts must have more than one employee assigned the role as an administrator at all times. If an administrator leaves, it is their department's responsibility to designate another employee to also be the account administrator and remove the former employee's administrative permissions.

Publishing on social media platforms

If you are posting, commenting and/or communicating on behalf as RRCC, you must have required approval to serve as a spokesperson.

If you make an error on a social media post, be the first person to respond to your own mistake.

Understanding potential impact

Be thoughtful when communicating about RRCC in your official capacity.

Protecting RRCC and yourself

Media Requests: If a member of the media contacts you about RRCC-related social media postings or requests RRCC information of any kind, get in touch with the Marketing and Communications Team at marketing@rcc.edu.

Confidentiality: Always maintain RRCC's private and confidential information.

- Do not post internal reports, procedures or other internal business-related confidential communications.
- Do not disclose confidential information as part of a social media post. Ex. Information regarding revues, expenses, profits, costs and bids.
- Do not reveal confidential or proprietary information about RRCC students, employees or alumni.
- Use common sense and do not publicly post information about RRCC that is meant to be private.

Security: Always think twice before downloading a file or following a link. Social media sites are one of the top ways to inject malicious software and viruses into a computer and/or an organization's network.

Negative Content on Social Media: If you have concerns of negative content on social media please get in touch with the Marketing and Communications Team at marketing@rrcc.edu.

Illegal or Noncompliant Posts or Comments

Based on different social media platforms terms and conditions to use their site, certain content is illegal and/or inappropriate. This includes such things as abusive language, obscenity/nudity, hate speech, threats and violence. See [Facebook's Community Standards](#).

If you find content that someone has posted on our social platforms page that you feel is illegal or in violation of applicable terms and conditions, please contact the Marketing and Communications Department.

Additionally, other content may not be compliant with RRCC established standards. Off-topic posts may be removed.

Unfavorable Posts or Comments

Engaging in meaningful discussions around contentious issues is a potential opportunity to build credibility and trust with our audience however it is a very sensitive matter.

If you become aware of unfavorable content posted on a RRCC social media site or unfavorable comments concerning RRCC posted on an unaffiliated site, please contact the Marketing and Communications Department. Please do not respond directly to, hide, delete or block unfavorable comments on social media rather, notify the Marketing and Communications Department.

Other Notes

Respect images of other RRCC employees/students: Did you get permission of the individuals in the photograph?

Always take a moment to think before posting: You cannot take back what you post online, the internet is forever so think about what you are posting.

Use good judgement: If it does not make sense, do not publish it. You are personally responsible for what you publish. Do not represent your personal opinion as being endorsed by RRCC.

Some topics are strictly off-limits: Certain things should never be posted publicly such as confidential information, student data, legal information, and copyrighted materials.

RRCC reserves the right to visit and monitor public social media sites to ensure that employees are not violating this or other RRCC policies.

Red Rocks Community College Style Guide 2019 - 2020

Abbreviations and acronyms

An abbreviation is a shortened or contracted form of a word or phrase used to represent the whole: RRCC, SRC, FYE, IPE, TRiO, STEAM, IDEA course prefixes should follow the same format. An acronym is an abbreviation that is read as a word.

Use abbreviations and acronyms in moderation. When using uncommon abbreviations or acronyms, on first use spell out the full name and follow it by the abbreviation or acronym in parentheses. (If the abbreviation or acronym is not used after the first mention, do not abbreviate it.) Do not assume readers are as familiar with our college as we are.

EXAMPLE:

Red Rocks Community College (RRCC) is hosting an art exhibit in the Susan K. Arndt Art Gallery. Exhibits hosted by RRCC are free to all students.

Academic degrees:

Do not use periods when abbreviating academic degrees: AAS, AA, AS, AGS, BA, AADWD, ASDWD, etc.

Articles (a, an, the) with acronyms and abbreviations

Use the article that you would use when speaking. Sometimes, no article is necessary.

EXAMPLES:

an AA degree, a PhD degree

Dates:

Per AP style, spell out month names that stand alone. Abbreviate month names when used with a specific date: September 2019; Dec. 14, 2019

For all month abbreviations, see MONTHS in the AP Style Guide.

Street names:

Per AP style, spell out street names without a number and abbreviate street names in a complete address: Grant Street; 1350 Lawrence St.

Academic degrees

Instead of courtesy titles (Dr., Prof., etc.), use degree names. Do not capitalize the names of degrees. Use an apostrophe in bachelor's degree, associate's degree, etc. Do not use an apostrophe in associate of arts, associate of science or bachelor of science.

Areas of study (e.g. music, genetics, physical therapy, electrical engineering) are not capitalized unless used as part of a proper name.

EXAMPLES:

He is working toward a bachelor of arts degree in Water Quality Management.

She earned an AA in biology last year. They all had associate's degrees in engineering.

For academic degree abbreviations, see ABBREVIATIONS AND ACRONYMS.

Commas

Please use a serial/Oxford comma in a series or list, as needed for clarity or understanding: students, faculty, and staff

Composition and publication titles

Per AP style, use italics for publication names (newspapers, periodicals, academic journals) and quotation marks for composition titles (books, movies, music, etc.).

EXAMPLES:

The Denver Post, *American Journal of Sociology*, *U.S. News & World Report*

"Casablanca," "The Catcher in the Rye," "Let It Be"

Course titles

Capitalize all important words. Do not use quotation marks or italics.

EXAMPLES:

She took the Astronomy of Ancient Cultures course in an Associate of Arts program. Introduction to Creative Writing is offered in the fall.

Dashes

Use an en dash with a character space on either side to mark a break in thought or to indicate a range, replacing the words “through” or “to.”

EXAMPLES:

He will travel to Europe this summer – if he passes all of his classes. They rated the course on a scale of 1 – 10.

NOTE:

Mac keyboard shortcut: Option + Minus sign

PC keyboard shortcut: Control + Minus sign on numeric keypad (not hyphen)

Hyphens

Use hyphens in compound modifiers (two or more words that modify the same noun), to avoid ambiguity or if the word that follows a prefix begins with a capital letter. Do not hyphenate words with prefixes and suffixes (exception: pre-health).

EXAMPLES:

world-class college, full-time student

small-business owner, special-education teacher

un-American, mid-March

campuswide, nonresident

303.315.2157

Job titles

Whether preceding a name or not, job titles should be capitalized. Longer titles should be placed after the name. Use degrees instead of courtesy titles.

EXAMPLES:

President Michele Haney

John Smith, Director of Emergency Services

Jane Smith, PhD, Professor of Education

Numbers

Per AP style, spell out numbers one through nine; use figures for numbers 10 and up.

For times, denote a.m. or p.m. with lower-case letters with periods, no spaces between. Use a colon to separate hours and minutes. Do not add a colon and zeros for on-the-hour times: 10 a.m., 4:30 p.m.

Use periods in phone numbers with no spaces on either side.

Spacing

Do not double space at the end of a sentence; please use a single space at the end of a sentence.

College names

Capitalize only the official and complete names of colleges, schools, departments, divisions, offices, buildings, and official bodies. Do not capitalize semester names or seasons. Do not capitalize college unless using the complete proper name of the college. To conserve space, whenever possible omit terms like "Office of" and "Department of."

For schools and colleges, use full official name on first reference (some use an ampersand and some use "and"). Subsequent references may use the appropriate school abbreviation or acronym, which should be indicated in parentheses after the full name.

EXAMPLE

Physician Assistant Program (PAP)

Capitalize the educational facility and organization Lakewood Campus and Arvada Campus

For more on abbreviations and acronyms, see ABBREVIATIONS AND ACRONYMS.

Gender

In order to operationalize our value of inclusion, we do our best to honor the pronouns of each member of our community.

When writing about a specific person, first use their name. In successive references, you can use “he” or “she” if you are clear on the person’s gender identity, or use whichever the person’s preferred pronouns are. If the pronouns may be unfamiliar to your readers, consider also putting in a brief parenthetical explanation.

If you are not certain of the person’s gender identity, you have several options.

1. Ask. If you are writing about someone, it is likely that you may have asked other questions, such as the spelling of their name. In the same series of questions, you can ask what pronouns they use.
2. Rewrite. Use the person’s name in place of a pronoun, or otherwise reword the sentence
3. Use They. In some cases, using the singular they would be the best option. As with any unfamiliar pronouns, you may need to clarify the use for the reader as singular.

If you have any questions about which pronouns to use in a piece of writing, you may contact Jen Macken, Director of Inclusion and Diversity, at 303.914.6309 or jen.macken@rrcc.edu.

Voice and Tone

What is Voice and Tone?

At RRCC, we speak with a consistent voice across all publications and platforms. This voice is how we convey our brand and our personality to the world. Our tone adapts to our audience and the purpose of writing. For example, social media writing may be more conversational and use shorter sentences, while writing for a potential foundation donor may call for longer, more dynamic sentences. However, it should always sound as if the same person is speaking. This consistency is the RRCC voice.

The RRCC Voice and Tone

The voice of RRCC is friendly, familiar, optimistic, helpful, and straightforward. Our words are simple, concise and conversational. Less is more — we say what we mean in the simplest way. Our priority is to help our audience get the information they're looking for and the support they're seeking.

In writing, our voice is created through our word choice, sentence structure, and point of view. When writing in the RRCC Voice, a few key things to remember are:

Be inclusive

After first reference, use first person plural pronouns such as we, our, and us.

Instead of "RRCC offers degrees and certificates," say "We offer degrees and certificates."

Be personable

Create closeness to your audience by speaking directly to them. Use pronouns such as you and your.

Instead of "Students can register today," say "You can register today."

Be helpful

You may be an expert, but avoid coming across as bossy.

Instead of "You must login to The Portal to register for classes," say "Trying to register for classes? Login to The Portal."

Be positive

Instead of "You can't sign up for classes without taking the online orientation," say "Take the online orientation to get started on your course registration."

Be friendly

Create friendliness through the use of warm, conversational words. Though informal words are great, carelessness such as spelling and grammar errors are not.

Use our Style Guide to help answer any questions.

Be simple

When possible, choose simple, easily understandable words.

In the world of academia, there are many institutionalized words that should be used, even if they are a bit more “complex.” Don’t dumb down the language. Instead, provide context to make it understandable.

Use our Style Guide to help determine the correct academic words to use.

Be clear

Use clear language. Avoid jargon and idioms, which may be confusing to your readers. Write in the active voice, avoiding the passive voice when possible.

Instead of “Club applications will be collected by Student Life,” say “Student Life will collect club applications.”

Be Empathetic

Your goal as a content writer is to help users complete their tasks and understand information. When writing, be aware of this and make sure what you are saying is helping them reach that goal.

Consider why users are reading your content and how they are likely to be feeling. Are they current students, frustrated because they can’t figure out which classes to take? Are they new students, excited because they just finished applying to RRCC? Perhaps visiting community members, confused about where to park. When writing, adjust your tone to be conscientious of the wide range of emotions your readers are probably experiencing.

Commonly used words

advisor (not adviser)

campuswide (no hyphen)

campus's (possessive, apostrophe and "s")

fundraising (no hyphen or space)

health care (two words, unless part of a proper noun)

OK (not okay)

post-baccalaureate (hyphenated)

pre-health (hyphenated)

semester hours (not credit hours)

collegewide (no hyphen or space)

Web and electronic references

e-commerce, e-book, e-newsletter (all compound e-words, other than email, are hyphenated)

email (lowercase, no hyphen)

email addresses all lowercase (first.last@rrcc.edu)

login (noun); log in (verb); log in to RRCC Portal

internet (lowercase)

online (one word)

Twitter (uppercase), tweet (lowercase), retweet (lowercase, no hyphen)

website, webcam, webcast, webmaster (single word, lowercase, no space or hyphen)

the Web (capitalized, short for the World Wide Web)

Language Associated with Pathways

The Career and Academic **Pathways** at RRCC are organized into 8 **communities** (Business, Computer Information Technology, Creative and Performing Arts, Health Sciences, Humanities and Social Sciences and Education, Manufacturing and Technical Trades, Outdoor Leadership and Emergency Services, Science and Technology and Engineering and Math). Within each community are career and academic **pathways** leading to successful completion of a degree and/or certificate program. Each individual pathway consists of an **academic plan**. For planning assistance, students are encouraged to meet with a **Pathway Advisor** and to utilize the many features available in the student resource tool **Navigate**.