

## Communication Guide for GHC

### A How-To-Guide for 'Getting the Word Out'

Please review the following suggestions for basic ways to help inform the most people about any upcoming events. Of course, as always, please notify the GHC PR and Marketing Office of all events as far in advance as possible.

#### I want to reach: FACULTY AND STAFF

**\*GHC INFORM** - This option can be found at ([ghcinform.highlands.edu](http://ghcinform.highlands.edu)). It collects submissions and sends a daily email digest to all GHC employees. To input a submission, click ADD NEWS and fill out the post. Keep in mind Inform will post the following day, so it's best to avoid posting on a Friday or Saturday.

**\*EMAIL** - Outlook can group a mass email to be sent to a specific group or department on campus, or to ALL faculty and staff. Only certain employees are allowed to use the group email features. **Please consult with your supervisor to determine who has permissions and when it is appropriate to use.**

**\*COMMUNITY SHARE** - An opt-in email distribution list for sending non-business emails. It is intended for employees interested in sending general information such as items for sale, announcements, general information, etc. that adheres to the GHC Acceptable Use and Email policies/standards. You can join the CommunityShare list by emailing: [communityshare-join@highlands.edu](mailto:communityshare-join@highlands.edu). Emails can be sent to the group by emailing: [communityshare@mail.highlands.edu](mailto:communityshare@mail.highlands.edu).

#### I want to reach: STUDENTS

**\*EMAIL & FLUSH FLASH** - To send a mass email to all students or students at a specific campus, please consult with the Student Life office at your campus to schedule an email and also to determine when it is appropriate to use this option. FLUSH FLASH is a bi-weekly poster for students printed by Student Life.

**\*DIGITAL SIGNS** - Send a non-animated power point slide in a 16x9 format to [DigitalSignage@highlands.edu](mailto:DigitalSignage@highlands.edu). Be sure to include start/stop dates and which campus you wish it to appear. These digital posters play on TVs across each campus.

**\*SIX MILE POST** - Contact the student newspaper at [6mpost@student.highlands.edu](mailto:6mpost@student.highlands.edu) about promoting your event.

**\*POSTERS/FLYERS/SOCIAL MEDIA** - If you are interested in creating original posters, handouts, bookmarks, table tents, etc. or would like to be put on a social media rotation, please consult with the PR and Marketing Office. Posters created by GHC Design and Print Services do not need approval before distributing. However, if you design your own posters for distributing then the PR and Marketing Office must approve the design for brand consistency.

**NOTE:** all design work or scheduling will need to be discussed ideally 6-8 weeks before the event.

#### I want to reach: THE GENERAL PUBLIC

**\*MEDIA/RELEASES/ADVISORIES & SOCIAL MEDIA AND/OR PAID ADVERTISING** - Please provide the PR and Marketing Office as much information as possible 6-8 weeks before the event, so that media can be notified and a release or advisory can be formed and submitted. Social media rotations and certain paid advertising may also be beneficial. Please consult with PR and Marketing to determine when it is appropriate. **NOTE: Please do not contact media directly.**

**ALWAYS work through the GHC PR and Marketing office.**

**\*LOCAL ONLINE EVENT CALENDARS** - Free online calendars (such as VenueDog) can be a great way to reach the general public for free.

# Branding Your Event!

## Marketing a Favorable Image for GHC

Please consider using the following tools to maximize opportunities to market a favorable image for GHC and to make the most of the GHC brand. Please consult with the PR and Marketing Office ideally 6-8 weeks ahead of your event so we can help you determine the materials that best suit your need

### Room Set-Up Guide

Since the size, location and nature of your event will vary, please consult with the PR and Marketing Office on how to best set up your area for an event.

### Retractable Floor Banners

We have several banners that can be used for any number of occasions. There are several logo banners, department banners, testimonial banners etc.

### Logo Table Covers

Need to set up a table display? Logo table covers are a great way to stand out among others at a crowded event. Use our branded table covers or some divisions may already have their own.

### Logo Backdrop

This backdrop is ideal for taking photos during an event or to use as a backdrop for a small stage or presentation.

### Podium Banner

A great way to remind the audience that the speaker and/or event is GHC-affiliated.

### Easels

Have large cardboard posters or signs? We have black easels that are best for most events or presentations and gold easels for more formal events or presentations.

### Event Tents

Planning an outdoor event? Use one of our 10x10 easy-up branded event tents.

### Velvet Ropes

We have black velvet ropes that connect to stanchions and may be used to rope off an area or direct foot traffic.

### Promotional Publications

Depending upon the nature of the event, GHC publications may be appropriate to hand out.

### Services

Photography, video and speech writing services are available with advance notice. Photography and videotaping should be requested in through the Digital Media Services office at [digitalmedia@highlands.edu](mailto:digitalmedia@highlands.edu) or call Jeff Brown. Contact Nick Godfrey (see below) for speech writing assistance.

## PUBLIC RELATIONS AND MARKETING OFFICE CONTACTS:

**SHEILA JONES**  
DIRECTOR OF PR AND MARKETING  
[SHJONES@HIGHLANDS.EDU](mailto:SHJONES@HIGHLANDS.EDU)  
706.295.6366

**NICK GODFREY**  
CONTENT COORDINATOR  
[NGODFREY@HIGHLANDS.EDU](mailto:NGODFREY@HIGHLANDS.EDU)  
706.368.7710