

ELECTRONIC COMMUNICATIONS



Overview

To ensure the College and University brand (including tone, style, respectability, etc.) remains strong and recognizable, emails and newsletters can include the help of Creative Services. Review the information below to determine what role Creative Services will play based on medium and target audience. Typically, we work with MailChimp and a few other vendors, for our email and newsletter services, which could reach all of our target audiences (see below).

■ Social Media Request

	Task	Completed By	Timeline
1	Depending on need, meet with Communications Director, Ryan Clark (ryan.clark@uky.edu), or Alumni Director, (caroline.arthur@uky.edu), to discuss topics like: audience, frequency of newsletters or emails, etc. We will also discuss style, tone, oversight and content creation. If a list of alumni needs to be pulled, additional time may be needed.	Requester	
2	Creative Services will review, respond and meet with requester (if needed).	Creative Services	Within 3-5 business days of request
3	Emails that are requested to be sent out on faculty/staff or student listservs should be edited for content and must also be approved by the Dean's office, contact: Meredith Houlihan (meredith.houlihan@uky.edu).	Creative Services	Within 3 business days of request
4	For newsletters, Creative Services can help to search for content, or in some cases, create new content (SEE: Public Relations – stories).	Creative Services	As needed
5	If this is an email campaign, rather than a newsletter, we can help review the arc of the campaign and advise.	Creative Services	2 days

If Design Work is needed, such as graphics:

	Task	Completed By	Timeline
1	Send request to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu). Include desired due date, how this project will be disseminated, and all text content (which Ryan Clark can assist with, if needed).	Requester	Determined by project and availability.

Target Audiences

- *Internal*: Primarily to be seen by faculty and staff of the College of Health Sciences
- *Current Students*: Primarily to be seen by current students of the College of Health Sciences
- *Prospective Students*: Primarily to be seen by prospective students and/or parents and guardians of prospective students
- *Donors*: Primarily to be seen by current and/or potential donors
- *Alumni*: Primarily to be seen by alumni of the College of Health Sciences
- *Friends of the College*: any other audience member who may see our content but does not fall into the above categories (i.e., parents of current, former or prospective students; counselors or other school administrators; or community members who are not necessarily alumni or donors).