

COMMUNICATIONS REQUEST HANDBOOK

For Flyer & Social Media Requests:



**SOCIAL
MEDIA**



**FLYER OR
GRAPHIC**

What We Need from You	What to Expect From Us	Lead Time
<p>JOB POSTINGS & CAREER EVENTS We're happy to share your opportunity with our audiences! Please make sure any job openings are listed on Mitalent.org (AKA "Pure Michigan Talent Connect or PMTC")</p> <p>HANDLES & HASHTAGS Please provide social media handles and hashtags for all partners involved in your post (e.g. LEO, JAMA, etc.). Handles will be preceded by an '@.' Hashtags will be proceed by '#.' This helps our partners share our posts to their networks.</p> <p>RIGHTS Please make sure you have permission from rights-holders to use any images or videos.</p>	<p>MINOR EDITING Twitter allows no more than 280 characters, including spaces, so we might have to adjust your message to fit in these restrictions.</p> <p>PARTNER REQUESTS If sharing on behalf of a partner or other external organization, we will find their original post on social media and share that.</p>	<p>1 Business Day</p>
<p>CLEAR PURPOSE AND VISION Please be prepared to answer these questions: WHY are we making a flyer or graphic? HOW will it benefit MWSE and our customers? WHO is the target audience? WHERE will the flyer or graphic be shared? WHAT is the call to action? (e.g. "Register today," "visit this website," etc.)*</p> <p>METRICS Please provide <u>quantifiable</u> goals whenever possible (e.g. "10% increase in enrollments," "5 new participants," etc.)</p>	<p>FOLLOW UP A member of the Communications Team will reach out to you for more information if needed.</p> <p>REVIEW A draft will be shared with you and the Communications Manager for approval. <u>Please give as much feedback as you can!</u> Multiple rounds of revisions will result in delays.</p> <p>DEPLOYMENT Once approved you will receive your flyer or graphic to share. We'll help you plan outreach.</p>	<p>5 Business Days</p>

COMMUNICATIONS REQUEST HANDBOOK

For Events:



**MWSE
EVENTS**



**PARTNER
EVENTS**

What We Need from You	What to Expect From Us	Lead Time
<p>CLEAR PURPOSE AND VISION Please be prepared to answer these questions: WHY are we hosting this event? HOW will it benefit MWSE and our customers? WHO is the target audience? WHERE will the event take place? WHEN will the event take place? WHAT outcome are you looking for?</p> <p>METRICS Please provide <u>quantifiable</u> goals whenever possible (e.g. "30 participants," etc.)</p>	<p>CLOSE COLLABORATION The Communications Team will help you develop a plan for logistics and outreach. Regular meetings with all stakeholders will be established.</p> <p>PLANNING PHASES 3 Months Out - Initial Concepts & Budget proposed 2 Months Out - Content finalized and Sponsors asked 6 Weeks Out - All plans finalized 4 Weeks Out - Outreach launched, Organize materials & location</p>	<p>*Minimum* 3 Months</p>
<p>CLEAR PURPOSE AND VISION Please be prepared to answer these questions: WHY are we co-hosting this event? HOW will it benefit MWSE and our customers? WHO is the target audience? WHERE will the event take place? WHEN will the event take place? WHAT outcome is the partner looking for?</p> <p>METRICS Please provide <u>quantifiable</u> goals whenever possible (e.g. "30 participants," etc.)</p>	<p>OUTREACH EFFORTS The Communications Team will develop an outreach strategy that mimics the efforts of the organizing host. <i>*However, we will not be the sole source of outreach efforts for partner events.</i></p> <p>MONITOR AND REACT The Communications Team will ensure our campaign is meeting event goals and adjust efforts accordingly.</p>	<p>*Minimum* 1 Month</p>

VIDEOS

Timeline	Minimum 2-6 Weeks (Can vary significantly depending on video)
What We Need from You	<p>CLEAR PURPOSE AND VISION Please have a well thought out vision and be prepared to answer these questions: WHY are we making a video? HOW will it benefit MWSE and our customers? WHO is the target audience? WHERE will the video be shared (besides YouTube and social media) WHAT is the call to action? (e.g. "Register today," "visit this website," etc.)</p> <p>CONTENT Imagine you are watching the finished video -- what do you see? What should the video say? Who is in it? What does it look like? The more information you can provide us, the faster and better we can make the video. A script and/or references to other videos you like are highly recommended.</p> <p>RIGHTS & PERMISSIONS All persons appearing on camera or voiceover MUST provide a signed media release. Please ensure you have licensing rights for all music or images used.</p> <p>LOCATION If filming in-person, please secure a quiet, well-lit, and visually interesting location (to the extent possible).</p>
What to Expect from Us	<p>PRE-PRODUCTION Communications Specialist (Media) will connect with you to discuss the vision and logistics of the video, including a date, time, and location for filming. <u>Please have all stake-holders at the table from conception to completion.</u></p> <p>PRODUCTION Communications Specialist (Media) or Videographer will need AT LEAST 30 minutes of setup and teardown of equipment at each location.</p> <p>POST-PRODUCTION Communications Specialist (Media) or Editor will create a rough cut of the video and send it to you and the Communications Manager for approval. <u>Please provide as much feedback as you can!</u> Excessive revisions will dramatically increase turnaround time for completion. Multiple rounds of edits will result in significant delays!</p> <p>EDITING TIME Generally, 1 minute of recording amounts to an hour of editing time. However, editing times can vary significantly by complexity. Text, graphics, animations, additional shots, music, etc. all take a long time to edit regardless of final video length.</p> <p>COMPLETION Once approved, Communications Specialist (Media) will provide you a video file or YouTube link for you to share. We'll help you plan outreach.</p>