

Marketing and Promotions

policies and procedures

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GENERAL COMMUNICATIONS POLICY

Pillsbury United Communities will produce and disseminate **quality messages that are accurate, consistent, and positively represent the PUC brand** in formats oral, written, visual, and otherwise.

MARKETING DEPARTMENT APPROVAL

It is the agency's policy that the following materials are to be **approved by the Development and Marketing Department prior to printing or release:**

- Flyers or posters
- Postcards
- Brochures
- Invitations
- Signage or advertising announcing any agency event program or policy
- Newsletters
- All contact with media representatives, including Press Releases and Letters to the Editor
- Additional paraphernalia (i.e. t-shirts, mugs, pens, mouse pads, etc.)

NOTES

- This does not include internal communications or simple communications between staff and clients (i.e. letters, memos, forms, etc.).
- Materials produced by affiliated organizations are not subject to review by the agency's Development and Marketing Department, unless there is significant reference to Pillsbury United Communities or its programs. When referencing PUC, standards of Pillsbury United Communities' "Brand Guidelines" must be followed consistently.

GENERAL PUBLIC/MEDIA RELATIONS POLICY

Only the President has been authorized by the Board of Directors to describe a position the Agency has taken on any issue related to the Agency and its work. Staff members are encouraged to speak about the activities of the agency, but are not to state the agency's position on specific issues.

For example:

- A staff person may say "Pillsbury United Communities provides housing services to over 1,000 families each year," but not "Pillsbury United Communities believes that the housing shortage in Minneapolis is the result of local government's passivity regarding this issue."
- If the agency President has made an official position statement on an issue, it is acceptable for agency staff to repeat that position.

REQUESTS FROM THE MEDIA

If a statement or request for information is made of a particular center/department/program, the media representative should be referred to the Development and Marketing Department at which time, the Department will:

- Schedule an interview with the President; or
- Contact a staff member or Director identified as an expert in the particular subject area of interest and schedule an interview or statement.
- Even if a staff member has been previously interviewed by a news outlet, new requests for interviews must be referred to the Development and Marketing Department.



SOCIAL MEDIA/ ONLINE REPRESENTATION POLICY

OFFICIAL SOCIAL MEDIA OUTLETS

The Development and Marketing Department oversee PUC's official social media outlets. This includes, but is not limited to, Blogger, Facebook, Twitter and YouTube.

No employee, volunteer or participant may operate a social media page, website or identity representing or promoting a PUC center, program or issue.

Any and all participation in social media must be approved and posted by the Development and Marketing Department utilizing only PUC's official social media outlets.

EMPLOYEE USE OF SOCIAL MEDIA

Employees are welcomed and encouraged to utilize social media to promote programs, centers, etc. All promotions must be submitted to the Development and Marketing Department to be posted on the appropriate social media site for the promotion.

(See pages 10 and 11 of this document to learn more about submitting social media requests.)

EMPLOYEE USE OF PERSONAL SOCIAL MEDIA

Employees are encouraged and welcomed to utilize personal social media pages to cross-promote Pillsbury United Communities events, programs, etc. by re-posting and sharing messages posted on PUC's official social media outlets.



REPRESENTING THE AGENCY EXTERNALLY

COMMUNITY SERVICE GROUPS

Staff members who serve on external committees, boards, or other community groups as representatives of or spokespeople for Pillsbury United Communities **should not express personal opinions, viewpoints, problems etc. as the opinions, viewpoints or problems of the agency.** Failure to follow this policy may result in a staff member being undesignated as an official representative of or spokesperson for the agency on any external committees or groups.

ACTING AS SPOKESPEOPLE

Staff members who wish to participate in neighborhood/ community groups as spokespeople for or representatives of the agency must adhere to the following procedures:

- Request permission to participate from his or her Director or Supervisor. If request is approved, it should be forwarded to the Development and Marketing Department.
- The staff member should contact the Development and Marketing Department to request agency materials to distribute to community/group members.

PRODUCTION OF PRINT PIECES AND COLLATERAL MATERIALS

As much as possible, **anticipate your marketing, communications and public relations needs.** While it is understood that emergency situations do come up, most projects can be planned ahead of time.

IN-HOUSE PRINT PRODUCTION

The Development and Marketing Department is able to fulfill many Marketing, Communications and Public Relations needs in-house with both design and print services.

- Notify the Development and Marketing Department in advance of your project's due date.
- Utilize the guidelines outlined on the "Project Request Form" (found online) for all requests.
- Upon receipt of the "Project Request Form," you will receive an estimate of the project's completion date and detail of any expenses related to the project.

EXTERNAL PRINT PRODUCTION

Staff members may utilize external designers/consultants to complete marketing/promotion projects.

- Any expenses for these services are the responsibility of the program or person who requests them.
- Staff are encouraged to consult the Development and Marketing Department in contract negotiations.
- Design/Marketing/PR work contracted to an external source must be reviewed and approved by the Development and Marketing Department before it is printed or released.
- **External sources must be supplied with a copy of the Pillsbury United Communities' "Brand Guidelines" Manual and adhere to all guidelines as described.**



HOW TO: REQUEST DESIGN SERVICES

Staff are expected to plan design requests well in advance.

- Submit request **at least one week** for all requests 1 page or less in length (ex: flyers, postcards, certificates, etc.)
- Submit request **at least two weeks** in advance for all pieces longer than 1 page (ex: brochures, newsletters, detailed invitations, etc.)

STEP 1

Access the "Design Request Form" at www.puc-mn.org/Marketing.aspx

STEP 2

Fill in all fields. Include as much information as possible on the item you wish to have included.

STEP 3

Click the 'Submit' to send your completed form to the Development and Marketing Department.

STEP 4

Send any additional collateral documents (photos, press releases, logos, etc.) directly to the Development and Marketing Department at twetem@puc-mn.org.

HOW TO: REQUEST PRINT SERVICES

Print projects must be submitted 3 business days in advance.

STEP 1

Access the "Print Production Form" at www.puc-mn.org/Marketing.aspx

STEP 2

Fill in all fields. Include as much information as possible on the item you wish to have included.

STEP 3

Click the 'Submit' to send your completed form to the Development and Marketing Department.

STEP 4

Send any additional collateral documents (photos, press releases, logos, etc.) directly to the Development and Marketing Department at twetem@puc-mn.org.

IN-HOUSE PRINTING COSTS

The Development and Marketing Department are able to print both black and white and color prints on 8.5x11, 8.5x14 and 11x17 paper. The following costs will be charged to your cost center for in-house printing:

- Black and white cost per page: 5¢
- Color cost per page: 11¢
- Additional charge for large paper (8.5x14 or 11x17): 1¢

EXTERNAL PRINTING RECOMMENDATIONS

The Development and Marketing Department can recommend commercial printers for larger print jobs including brochure printing, posters, etc.

UTILIZING EXTERNAL DESIGNERS/CONSULTANTS

MATERIALS TO PROVIDE DESIGNERS

When contracting with an external graphic designer or consultant, staff must provide the consultant with:

- PUC's "Brand Guidelines" Manual
- PUC's current Strategic Plan
- PUC's current Annual Report

MARKETING DEPARTMENT APPROVAL

The Development and Marketing Department should become a part of the design process **no later than the second draft of any piece.**

The Development and Marketing Department reserves the right to make changes to any design project to ensure the document remains consistent with PUC's brand and messaging strategy.

PROPRIETY OF DESIGN FILES

Whenever possible, external designer should provide the PUC Development and Marketing Department with both PDF and raw design files upon project completion.

PUC retains the rights to any project completed by an external designer and reserves the right to complete basic edits and reproduce the piece at any time.

SUBMITTING TWITTER UPDATES

Twitter is a social media tool that simply asks "What are you doing?" Users respond in what are called "Tweets" of 140 characters or less. Utilizing Twitter, PUC will be able to update friends and donors on our daily activities.

EXAMPLE TWEET

Drive over to Cedar-Riverside to check out the amazing mural painted by the kids at Brian Coyle and Waite House!
<http://tinyurl.com/ntkxhx>

STEP 1

Access the "Twitter Form" at
www.puc-mn.org/Marketing.aspx

STEP 2

Fill in all fields. Tweets are less than 140 characters. The form will end at 140 characters.

STEP 3

Click the 'Submit' to send your completed form to the Development and Marketing Department.



SUBMITTING FACEBOOK OR BLOG UPDATES AND IDEAS

The PUC Facebook Fan Page and Blog give more detailed updates on what's happening at PUC. Appropriate posts would highlight key:

- Events
- Accomplishments
- News Items
- Specific calls to action for donors, volunteers, etc.
- Specific needs

EXAMPLE POST TITLES

- Join Waite House at Mujeres en Liderazgo Graduation
- PUC Youth Enhance Neighborhoods with Murals
- You're Invited: 2009 Be the Change

STEP 1

Access the "Facebook/Blog Form" at www.puc-mn.org/Marketing.aspx

STEP 2

Fill in all fields. Include as much information as possible on the item you wish to have included.

STEP 3

Click the 'Submit' to send your completed form to the Development and Marketing Department.

STEP 4

Send any additional collateral documents (photos, press releases, logos, etc.) directly to the Development and Marketing Department at twetem@puc-mn.org.



SUBMITTING WEBSITE CHANGES/UPDATES

The Pillsbury United Communities website is a powerful tool for information and marketing. The website represents our brand and should be updated at all times. If there are changes in your programs, staff, etc. please submit updates to the website immediately.

STEP 1

Access the "Website Updates Form" at www.puc-mn.org/Marketing.aspx

STEP 2

Fill in all fields.

STEP 3

Click the 'Submit' button on the bottom of the form.

STEP 4

Send any additional collateral documents (photos, press releases, logos, etc.) directly to the Development and Marketing Department at twetem@puc-mn.org.



**For questions related to marketing and communications
and approval of print publications, please contact:**

Marcy Twete
Donor and Public Relations Manager
Pillsbury United Communities
1200 37th Avenue North
Minneapolis, MN 55412

612-302-3405
twetem@puc-mn.org