

UNIVERSITY BRAND GOVERNANCE GUIDELINES



Governors State
UNIVERSITY

Ensure the success of your Governors State University marketing project.

This governance document should serve as a guide for engaging the Office of Marketing and Communications. From promoting an event to updating a webpage, the instructions and helpful tips found here will ensure a successful project.

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PROJECT INTAKE

All requests for services through Marketing and Communications must be placed in the department's project management tool Workzone. Every department in the university should have a Workzone liaison. If you need to identify your department's liaison, or if your department requires a new liaison, please email Sarah Hirsch (shirsch@govst.edu).

Step 1: Begin Your Request.

Every project, no matter the scope, requires a request. This step is the most vital, as it ensures that your project will not be lost.

Start by requesting -- or asking your department's Workzone liaison to request -- a project. Your project type will dictate the type of form you use.

GENERAL MARKETING REQUEST FORM - 3 WEEK TURNAROUND

- This form is useful for projects that can include one or more components, including flyers, posters, eblasts, mailers, and external advertisements.
- Please note: the scope of your project will dictate your turnaround time. On average, MarComm recommends allotting 3 weeks for a general request.
- Important - ADA laws require all digital materials to be accessible to screenreaders. Please request both eblast and flyer if you plan to email your promotion.

SOCIAL MEDIA REQUEST FORM - 1 WEEK TURNAROUND

- Use this request for a standard social media post on university platforms such as Facebook, Instagram, LinkedIn, and Twitter.
- Please note: not all posts are approved to post on the main university platforms. In such a case, please utilize your departmental social media pages.

FACEBOOK LIVE REQUEST FORM - 3 WEEK TURNAROUND (4-6 WEEKS RECOMMENDED)

- Live virtual events can be scheduled through the university's Facebook page if they meet specified criteria.
- Please note: these events require careful coordination and MarComm approval.

PROJECT TYPES INCLUDE:

- General Marketing Request Form
- Social Media Request Form
- Facebook Live Request Form
- New Webpage Request Form
- Webpage Update Request Form
- Public Request Form

COMMON CAUSES FOR PROJECT DELAYS INCLUDE:

- Incomplete or insufficient information.
- MarComm can assist in both writing and image selection, but these may add to your project timeline and are contingent upon writer and photographer availability.
- Undisclosed project approvals required.

NEW WEBPAGE REQUEST FORM - 2 WEEK TURNAROUND

- If your department requires a new webpage, please first check that one does not already exist on govst.edu. If it does not, use this form to request a new page.
- Please note: the scope of your project will dictate your turnaround time. The 2 week turnaround is based on a single page – larger-scope projects will require longer project timelines.

WEBPAGE UPDATE REQUEST FORM - 1 WEEK TURNAROUND

- If an existing page needs to be updated, please use this form for MarComm assistance.

PUBLIC REQUEST FORM

If your department does not have or require a Workzone liaison, you may use the Public Request Form. Please note - the project may be accepted but not accessible to public users, at which point the liaison will be able to provide you with an update of the project status.

Step 2: Provide complete information.

To ensure a successful and timely project, you must provide complete information, including (as applicable):

- Text - can be linked as a Google doc or Microsoft Word file
- Images
- Registration link
- Webpage link
- Event date and time
- Production information
- All project approvers/stakeholders

Step 3: For large-scope projects, schedule a kickoff meeting.

If your project is large in scope -- if it requires a broad reach, lengthy document, or MarComm's production of multiple elements -- a kickoff meeting will help ensure its success.

The meeting will include the project manager and all production team members needed, including designer, writer, web editor, and/or social media manager.

If additional approvers beyond yourself are needed for this project, please invite them to the kickoff meeting to ensure the project is aligned with their needs.

Step 4: Provide timely updates within your project.

Once complete project information has been provided (see list above), MarComm will create a draft for your review and/or approval.

Please respond to drafts in a timely manner to ensure your project is completed within your desired timeframe.

Depending on the project type, you may provide feedback in the following ways:

- Use Workzone's image markup tool
- Create sticky notes on a pdf and upload to the project files

Please do not use email to send project feedback, as it may easily be lost and will not provide a record in Workzone.

Step 5: Final approval.

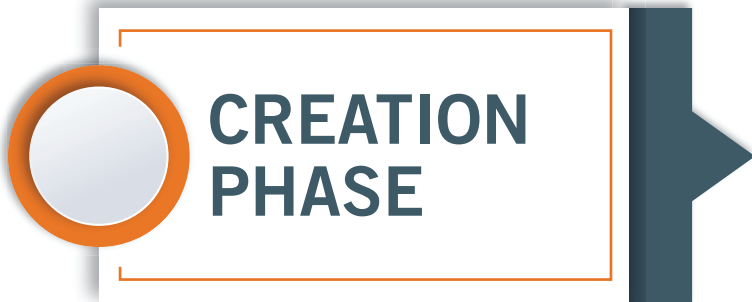
Once you and all stakeholders approve of the project, please mark the draft in Workzone as "approved."

At this point, your document's format will depend on the next step:

- Digital documents may be downloaded for use
- Eblasts may be sent to appropriate audiences
- Print materials will be sent to campus print shop or vendor
- Files for branded materials (t-shirts, water bottles, etc.) can be sent to vendor
- Social media post/event will be scheduled
- Webpage will be launched

A graphic for the Definition Phase. It features a white rectangular box with a thin black border and a dark blue arrow pointing right on the right side. To the left of the box is a dark blue circle with a white center. The text 'DEFINITION PHASE' is written in bold, dark blue, uppercase letters inside the box.

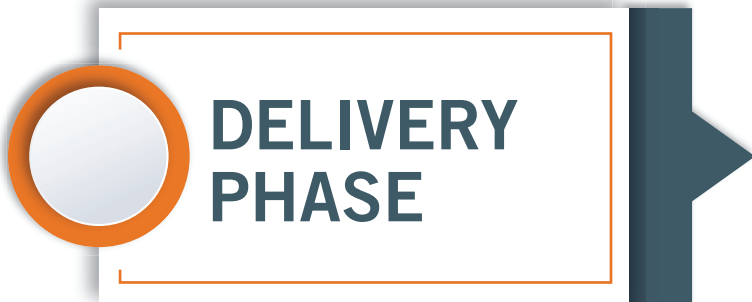
DEFINITION PHASE

A graphic for the Creation Phase. It features a white rectangular box with a thin orange border and a dark blue arrow pointing right on the right side. To the left of the box is an orange circle with a white center. The text 'CREATION PHASE' is written in bold, dark blue, uppercase letters inside the box.


CREATION PHASE

A graphic for the Feedback Phase. It features a white rectangular box with a thin black border and a dark blue arrow pointing right on the right side. To the left of the box is a dark blue circle with a white center. The text 'FEEDBACK PHASE' is written in bold, dark blue, uppercase letters inside the box.

FEEDBACK PHASE

A graphic for the Delivery Phase. It features a white rectangular box with a thin orange border and a dark blue arrow pointing right on the right side. To the left of the box is an orange circle with a white center. The text 'DELIVERY PHASE' is written in bold, dark blue, uppercase letters inside the box.

DELIVERY PHASE

- 
- A vertical dotted line runs down the right side of the page, with four white circles of varying sizes positioned at the start of each phase's step list.
- STEP 1:** Define goals of your project
 - STEP 2:** Define text and assets needed
(Schedule a kickoff meeting if project is large in scope)
 - STEP 3:** Submit request in Workzone

- STEP 1:** Project request is reviewed
- STEP 2:** Call meeting if needed
- STEP 3:** Create and submit for review

- STEP 1:** Project is reviewed
- STEP 2:** Edits defined and submitted
- STEP 3:** Designer edits

- STEP 1:** Project is approved
- STEP 2:** Project is sent for output
- STEP 3:** Project is closed

VIDEO PRODUCTIONS

The Department of Digital Learning and Media Design (DLMD) is the university's video production unit, offering production resources. Marketing and Communications works in alignment with DLMD to ensure videos are appropriately branded for external viewers.

If you plan to disseminate your video externally, including on university social media channels, please involve MarComm in your pre-production plans to ensure brand compliance. (It is a greater challenge to change the video in post-production.)

Here is a guideline to a typical video production timeline.

Video Production Timeline

PRE-PRODUCTION

- Meet with producers - DLMD and, if needed, MarComm
- Cast “actors”
- Write script(s) in A/V format
- Schedule video and photoshoots
- Decide on branding: colors, fonts, use of logo or triad, titles of speakers (e.g. John Sowa, Professor of Chemistry, or Dr. John Sowa, Governors State University Chemistry Professor?)

PRODUCTION

- Actual filming of your video

POST-PRODUCTION

- Producer edits footage based on initial concept
 - Review / edits if needed
 - Caption for accessibility
 - All approval(s) granted
- * Provide ample time for downloading/uploading/posting to social media

BRAND VOICE

GSU Brand Voice:

- Welcoming and community-focused
- Student-centered and always helpful
- Genuine and humble, with a touch of humor
- Experts, yet speak to our audience at their comfort level

Write *to* students but not *at* them. Bring students into the dialogue and keep them at the center of the conversation.

Instead of:

“Governors State’s Nursing Labs and simulators are top of the line.”

Say:

“At your fingertips will be top of the line Nursing Labs...”

THINK OF THE STUDENTS YOU ARE WRITING FOR. JAGUARS ARE:

GRITTY

ENERGETIC

AUTHENTIC

AGILE

INCLUSIVE

RESILIENT

PREREQUISITES TO REQUESTING WRITTEN MATERIALS

While the GSU voice will remain the same throughout all copy, the tone of the writing will change based on who the intended audience is, where the copy lives, and what the goals of the copy are.

- Determine what students are the target audience for your copy. Are you hoping to draw in perspective transfer students with a story on the successes of the DDP? Are you trying to instill excitement in potential incoming freshmen by displaying the interactive classes available to them?
- Consider where the copy will be located (Newsroom, Social, Website, etc.) this will help you better ascertain where in the admission's funnel the perspective student audience falls so the writing can suit the intended audience.
- Finally, reflect on the overarching goals of the piece. Which of the three pillars would the material be improving: Governors State's relationships, reputation, or revenue?

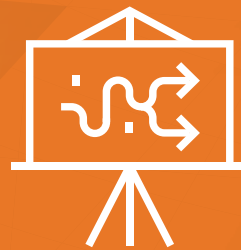
WHEN REQUESTING MATERIALS, THE REQUESTS NEED TO INCLUDE:



All relevant details, including target audience



The goal of the written piece/ overarching goals of the subject matter discussed



Where the material will need to be located



Points of contact if interviews are necessary

If your request for written marketing materials is part of a larger project, please refer to the project request procedural guide.

All written pieces require a **2 WEEK** turn around. Therefore, stories that you wish to propose for the Agora need to be submitted by no later than the 20th of the month.

Email Communications

University communications are vital to the operation and success of the organization as a whole and each of its parts. Effective communications can make the difference between siloed work and team work. This communications policy covers internal and external communications, including targeted and mass messages.

INTERNAL OUTLOOK

The university's ITS team processes more than 30,000 emails per day. Anecdotal evidence suggests many of those emails are unopened/ignored due to overload. An internal mass email policy is under review to streamline the number of mass emails sent. Until the policy is approved please consider:

- Redirecting event and/or announcement emails to campus calendars such as 25Live or Jaguar Connection
- Working with the Office of Communications to template and distribute mass emails

CONSTANT CONTACT

The Constant Contact platform allows visually engaging emails to be sent to targeted lists such as College of Business Annual Report or College of Arts and Sciences bi-annual newsletter. Users should contact Lauren Healy at lesolato@govst.edu for access.

the AGORA *The GSU Newsletter*

March 2021

STUDENT SHOWCASE

GSU Chemistry Students in The Fight Against COVID

COVID-19 UPDATES

Governors State University is committed to providing a safe environment to continue delivering high-quality education during the global pandemic.

Will County Department of Health (WCDH) is no longer offer COVID tests on campus, effective Feb. 24, 2021.

For more information about testing, please contact the WCDH.

Read More.

Distinguished Alumni

Read more.

Governors State UNIVERSITY

Additional Dates Added: Sign-Up for your University Portrait

Dear Faculty and Staff,

It's a new year and the perfect time to take a new (or refresh) an old official university headshot. The photo marketing & communications uses for promotional purposes.

Please use the link below to reserve a 10-minute slot of between 2 and 5 p.m. on Feb. 8-10, or Feb. 17-18 on campus in the Hall of Governors.

Additional dates will be added once all slots are filled.

To ensure a safe event, please observe masking and social distancing guidelines. Photos will be taken by Van Siersted.

[Schedule Your Photo](#)



Media Research Institute Fellowship Program

Call for Proposals: Media Research Institute Fellowship Program

[Click for Community Media Initiative](#)

Open to faculty and staff of GSU, this academic (or long-term) fellowship program aims to stimulate research projects that through incorporating social justice, democratic engagement, increase the awareness, and amplify the diverse voices of our region, leading to publication or broadcast.

Download Application Materials [Click here](#)

fellowship Snapshot
 application opens — February 16, 2021
 information session for interested applicants — February 26, 2021 (12:30pm)
 proposal deadline — March 13, 2021
 interview with finalists (if applicable) — March 22-25, 2021
 final decisions made by committee and fellows announced — April 1, 2021
 program begins — As early as August 13, 2021
 program ends — May 1, 2022



EXTERNAL

SLATE

Slate is a comprehensive customer relations management (CRM) platform for Admissions and Enrollment Management, student success and Advancement.

Slate communications fall into two categories: marketing emails and transactional emails.

- Marketing emails promote programs, services, successes
- Transactional emails inform - next steps, missing documents, upcoming deadlines, etc. These are usually plain text, without promotional graphics

Slate communications include multimedia options such as:

- Emails
- Text Messages
- Voicemails

Slate access and training is offered by the Office of Admissions. For questions about access or training, please contact admission@govst.edu.

OUTLOOK

When using Outlook, the university's email system, users should use standard signature lines that contain their name, title, email, and phone number.



Aaron transferred to Governors State University with a passion for science and helping others. As a Jaguar, he has been an active campus leader. This year, Aaron graduates from GSU with a Bachelor of Science in Biology.

Aaron says,

"While researching the institution, I discovered that GSU had an Environmental Biology program—my dream subject—and an enthusiastic staff of employees ready to assist me in accomplishing my goals. Because of this nurturing environment, I evolved from an anxious prospective student to a proud leader at GSU.

"After earning my bachelor's degree, I plan on pursuing my master's degree. Over the course of my graduate program, I want to study the effects of plastic material in soil to determine how it negatively impacts plants, as well as uncover methods of preventing its presence in the environment. At GSU, I found my desire to empower the Earth."

Follow Aaron's Jaguar journey on Instagram @GSUJaguarAaron

{{First}},
You've worked hard for your college credit hours, and GSU is here to make sure they count toward your bachelor's degree. Learn more: <https://www.govst.edu/transfer-new/>



Dear {{Preferred}},

Governors State University values transfer students. In fact, we offer [AIM HIGH scholarships](#) specific to transfer students. That means if you have earned your associate degree, meet GPA and income requirements, you'll automatically receive scholarships that cover up to 1/3 of your tuition.

AIM HIGH scholarships are stackable with other GSU scholarships, including athletics, creative talent, and GSU Foundation scholarships.

Your application to GSU serves as your AIM HIGH scholarship application—there are no extra steps! Simply apply today to be considered for your award.

[APPLY NOW](#)



Dear {{First}},

With a graduate degree from Governors State University, you'll be armed with the knowledge and skills needed to succeed in today's rapidly evolving job outlook—all with affordable graduate tuition and flexible course scheduling designed for working professionals.

Pursue a master's or doctoral degree in programs with top accreditations, in fields such as business, healthcare, education, counseling, technology, science, and the arts.

Request information to learn about academic programs, admission requirements, and deadlines, as well as how to make your graduate degree even more accessible through graduate assistantships and scholarships.

[REQUEST INFORMATION](#)

{{First}}, we'd love to see you and discuss our programs. You can set up a virtual admissions appointment online by visiting apply.govst.edu/portal/virtualappointments.

GSU NEWSROOM STORIES

The GSU Newsroom is a web-based platform that organizes and houses all promotional content (stories) created by the university's Marketing and Communications team. Items usually appear in the monthly Agora newsletter, as well as on social media platforms. This content also is re-purposed and distributed to local media, where appropriate. All members from the community are encouraged to suggest stories to agora@govst.edu by 20th of month prior to publication.

Successful submissions will:

- Demonstrate campus-wide impact
- Demonstrate the university's mission and values
- Highlight student or faculty achievement
- Offer strong visual elements
- Be time-sensitive

The collage displays various content from the GSU Newsroom, including a multimedia series banner, a featured news article about a new Ph.D. program, campus news articles, social media tweets, and event listings.

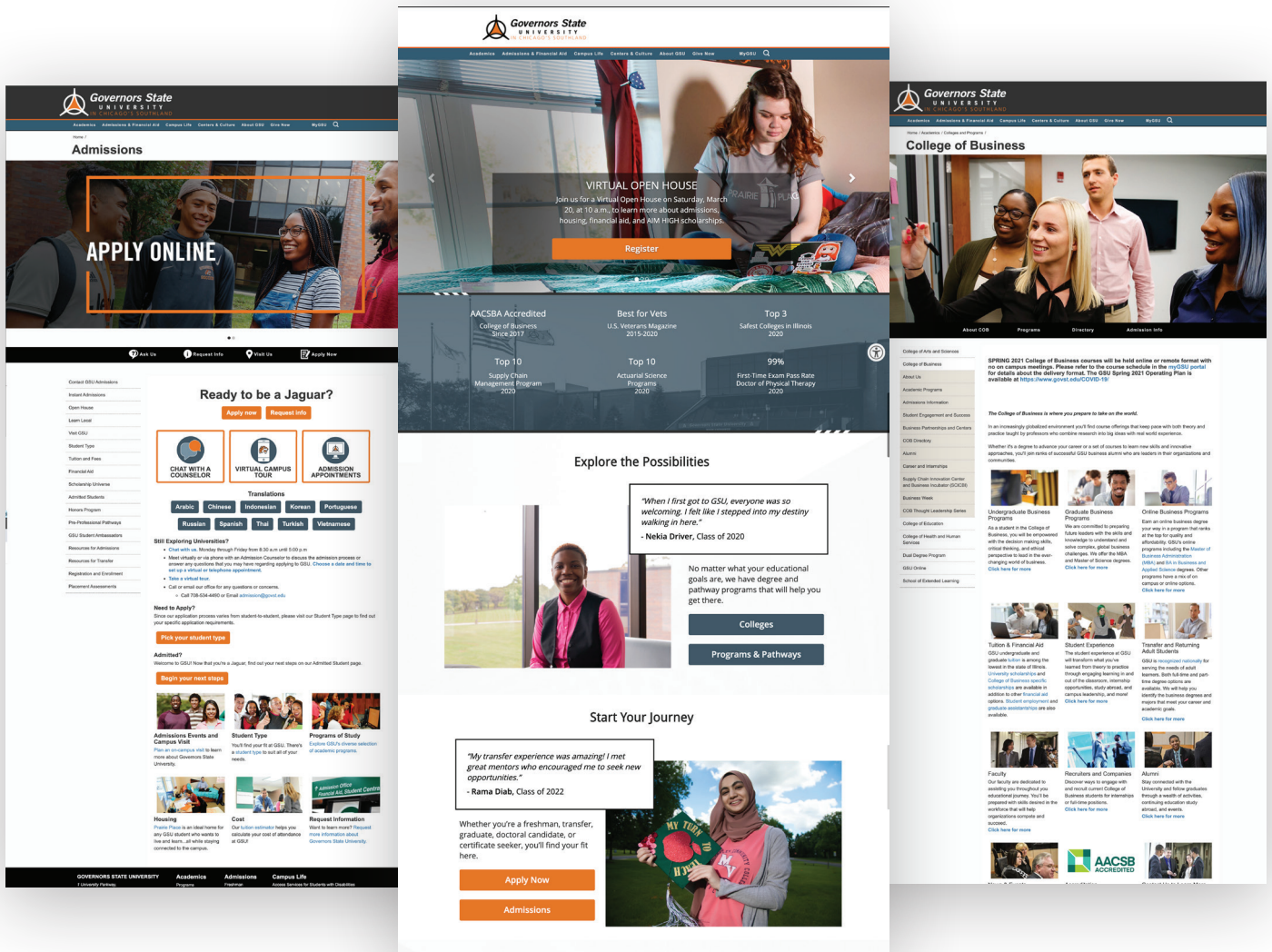
WEB GOVERNANCE

Web Brand Governance Guidelines

The enrollment, retention, and success of students at Governors State is dependent on the efficacy of the university's website. Because of this, it is the responsibility of all Governors State employees to adhere to the university website brand guidelines. By following the guidelines listed below, you will help ensure the website is functional and accessible for all users.

Design

From the layout of an individual webpage to the user journey across all webpages, an intuitive design is critical to an effective website. When submitting a request or making an edit involving web design, remember to observe Governors State's web guidelines encompassing all design-related elements.



USER JOURNEY (USER EXPERIENCE)

The number one priority for any website is a comprehensible user journey that allows everyone to easily navigate from webpage-to-webpage and access the content they need to engage with. Bearing the importance of the user journey in mind, please consider these questions when submitting a request to any sort of web content:

Does the content I wish to add already exist on a current webpage?

- If so, is the content justified to live in multiple locations on the website?
- Is the content substantial enough for its own webpage or set of webpages?
 - If not, can it be added to an existing webpage?
- Is there a relevant location for the new content so it can be easily located by any user?
 - If not or unsure, please discuss a potential location that is appropriate for the content with the Office of Marketing & Communications.

Remember, as webpages in specific sections of the website are added and/or removed, the organization of those updated sections of the website are subject to change in order to enhance the overarching user journey.

The Office of Marketing and Communications must approve all web-related requests or edits that might alter the user journey.

PAGE LAYOUT (USER INTERFACE)

In order for users to successfully engage with a website, each page's content must be organized in an accessible and strategic manner so that all information and call-to-actions can be identified and interacted with by everyone. When requesting, adding, removing, or reorganizing any assets to a page, consider the following questions to guide the process:

How critical are the page's assets to the users?

- Should they be higher or lower on the page?
- Larger or smaller?
- Brighter or dimmer?

If adding an asset, is there a relevant section currently on the page that would make sense to the user if it was added there?

- If not, refer to the questions above dealing with content importance to determine a new location for the assets.
- If assets are being removed, should content be re-prioritized on the page to improve the layout for the usability?

The Office of Marketing and Communications must approve all web-related requests or edits that might alter the page layout.

COLORS

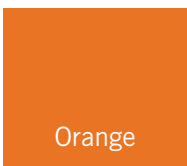
The appropriate usage of colors on a website is vital towards enforcing Governors State’s brand standards and accessibility guidelines. When requesting—or implementing—the employment of different colors for web assets (e.g., buttons, copy, backgrounds, etc.), ask these questions to ensure color usage is compliant to Americans with Disabilities Act (ADA) and Governors State standards.

- Do the colors being request for the page -or being added to the page -follow ADA standards?
- Are the colors being requested for the page—or being added to the page—part of Governors State’s brand palette?
 - The Office of Marketing and Communications must approve all web-related requests or edits that might change the employment of colors.

Color Palette

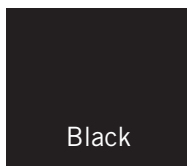
Primary Colors

The university’s primary colors are Triad Orange (PMS 152C), Black (PMS Black C) and Dark Blue (PMS 7545C). These colors should most often be used at 100 percent but can be screened as an accent color if used for smaller amounts.



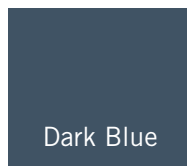
Orange

PMS 152C
CMYK: 5, 65, 99, 0
RGB: 233, 119, 38
HEX: e97726



Black

PMS BlackC
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231f20



Dark Blue

PMS 7545C
CMYK: 78, 57, 45, 24
RGB: 64, 88, 102
HEX: 405866

Secondary Colors

In addition to the primary color palette, GSU brand also includes a secondary color palette to expand and complement the overall look and feel of the brand. These colors should only be used in a supporting role and should not overpower the Primary Colors.



Magenta

PMS 7648C
CMYK: 37, 100, 34, 9
RGB: 157, 29, 100
HEX: 9d1d64



Chartreuse

PMS 393C
CMYK: 9, 0, 68, 0
RGB: 240, 236, 115
HEX: f0ec73

If you are unsure about screens or correct color usage, please contact the Office of Marketing and Communications at: officeofcommunications@govst.edu.

FONTS

The consistent and strategic use of font styles, sizes, and weights throughout a website helps users identify an organization’s brand and locate important information on every webpage. When adding or editing text on the website, remember these font-related questions to ensure Governors State’s web brand guidelines are enforced and crucial content is easily found:

Does the webpage’s text utilize Governors State’s brand font style?

- Our content management system (CMS) is designed to automatically convert any font to the correct one; however, double-checking the updated page once published is always good practice.
 - The Office of Marketing and Communications must approve all font styles, sizes, and weights utilized on the website.

Web Typefaces

**Arial or Helvetica —
can be used in place of Trade Gothic LT Std**
Arial or Helvetica can be used for headings or body copy. They are available on all computer systems.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Italic

**Georgia or Times New Roman —
can be used in place of Adobe Garamond Pro**
Georgia or Times New Roman can be used for headings or body copy. It is available on all computer systems.

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Times New Roman Regular

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

Content

All websites contain some type of content for users to engage with, such as photos, copy, videos, and calls-to-actions. The way these types of content are produced, placed on the website, and stored in the university's CMS is critical to student enrollment, retention, and success, as well as Governors State's internal processes for employees.

STORAGE

In order for all employees to access content in the CMS easily and quickly, all assets must be uploaded in the correct fashion consistently.

- **Photos** must be uploaded in their own content folder in the CMS. If assistance is needed in adding a photo to the CMS, please contact the Office of Marketing and Communications.
- **PDFs** must be uploaded to the CMS library in their own folder. If assistance is needed in uploading a PDF to the CMS, please contact the Office of Marketing and Communications.

PHOTOS

The photographs displayed on a website can tell a user so many things about the organization they are researching (e.g., their brand personality, quality standards, target audience, etc.). To guarantee Governors State is providing its best visual representation to all users, remember to consider the following questions when adding—or requesting to add—a photo to the university website:

- Does the content and quality of the photo meet Governors State's brand standards?
- Does the content of the photo relate to the contents of the webpage and/or the specific section it is being added to?
- Do the dimensions of the photo fit the design of the page?
 - In some cases, the desired photo can be cropped and resized to fit. Please consult the Office of Marketing and Communications if you have any questions or concerns.
- Is the photo optimized for page functionality?
 - Even if a photo fits within the design of the page, the size of file must not be exceedingly large since it can decrease the page's load time and hamper the user experience.
 - If uploading a photo, make sure that all filenames for photos are brief descriptions of the image's content, utilize lowercase letters, and have no spaces between each word.
 - If uploading a photo to the website, remember that all photos added must include alternative text (alt text) to meet ADA standards. Alt text is a short description of what the photo entails.

The Office of Marketing and Communications must approve all photographs added to the website. Please refer to Governors State's accessibility guidelines for more details.



COPY

When requesting or producing copy for the web, its best to keep in mind that simplicity and concision are key. In order for Governors State to increase enrollment, copy across the website must be short, comprehensible, and welcoming to make sure everyone who visits our webpages feels welcomed and can quickly understand the content provided. When creating, or requesting, copy for the website, please keep the following questions in mind to adhere to the university's brand standards:

Are any words or sentences in the copy redundant or unnecessary?

- If unsure, please consult the Office of Marketing and Communications to help streamline any text.

Could a middle school student comprehend the copy?

- In order to successfully enroll students, all web copy must be readable so any prospective student, or their parental guardian, can understand the information being given to them.
- If assistance is needed to simplify text for the website, please consult the Office of Marketing and Communications.

Is the wording of the copy welcoming to everyone?

- Governors State welcomes people from all backgrounds so all copy on the website must reflect that value.
- If assistance is needed to ensure copy represent inclusivity, please consult the Office of Marketing and Communications.

The Office of Marketing and Communications must approve all website copy.

VIDEOS

Web videos can be a great supplementary method for users to learn about Governors State. Unfortunately, the university's current CMS does not allow video uploads so all videos must be added via YouTube, then embedded to a webpage. The following questions can help determine if the video is appropriate for a Governors State webpage:

Is the content within the video appropriate for all users?

- Is the content offensive to anyone? (racist, homophobic, transphobic, xenophobic, sexist, ableist, etc.)
- Is the language inappropriate or vulgar?
- Is the imagery appropriate for our audience?

Is the visual quality and presentation up-to-par with university standards?

- Is the video too blurry, too bright, or too dark?

Is the audio quality up-to-par with university standards?

All videos must have captions for ADA compliance.

- Must be reviewed by a human editor for accuracy.
- For further information, please refer to Governors State’s accessibility guidelines.
 - If assistance is needed to embed a YouTube video to a webpage, please contact the Office of Marketing and Communications.
 - The Office of Marketing and Communications must approve all YouTube video uploads to the website.

CALLS-TO-ACTION

All good, engaging websites utilize strategically placed calls-to-action (e.g., buttons, hyperlinks, etc.). To ensure users are interacting with the most important content, calls-to-action must be employed in logical, easy-to-find locations on every webpage. When requesting or adding calls-to-action to the website, remember the following question during the process to determine the best route:

How important is the call-to-action?

- Calls-to-action of higher importance
 - Should utilize buttons (generally, these should usually a profound color when compared to elements of lower importance).
 - Should be placed higher within the webpages layout.
- Calls-to-action of lower importance
 - Can utilize hyperlinks within paragraph text, but buttons may be used as well (usually the button will be a less prominent color to avoid distracting the user from other elements of higher importance).
 - Should be placed lower within the webpages layout.
- All text for buttons and hyperlinks must describe where the link is going to for ADA compliancy. Please view the guidelines for web accessibility for more information.

Governance

Behind every successful, operational website is a solidified governance structure. With an established governance structure that details the correct procedures for web project management, maintenance, web team structure, and training, all employees will know where to go and who to contact when anything web-related needs to be accomplished, thus greatly streamlining the majority—if not all—of Governors State’s internal processes.

PROJECT MANAGEMENT

The Office of Marketing and Communications utilizes the project management tool Workzone for all web-related requests. To learn more about the project management procedure for the Office of Marketing and Communications’ web team, please refer to the project management brand guidelines.

MAINTENANCE

To guarantee a fresh and relevant web experience for users, all webpages must be maintained on a regular basis by their designated web content editors.

- If there is no designated web content editor for a specific department, please consult with the Office of Marketing and Communications to identify a candidate for training.
- A back-up editor should be identified for each designated section of the website to ensure all webpages are still updated accordingly during vacations or emergencies.
- Web content editors will not have access to all facets of the CMS. In those scenarios, please contact the Office of Marketing and Communications for assistance in inaccessible areas.
- All webpages must be checked and updated by designated content editors and/or their department's leads once a month to ensure all of their webpages' content is up to date—in order to avoid confusing users.
- Quarterly check-ins with the Office of Marketing and Communications will be required to ensure all webpages are up to brand standards and contain relevant information.

ORGANIZATIONAL STRUCTURE

To determine the point of contact for specific web-related inquiries, please refer to the Office of Marketing and Communications' organizational chart to identify the web team's content specialist for your questions.

TRAINING

- All designated web content editors must undergo CMS training to ensure they know the correct procedures to edit their assigned webpages.
- To schedule a web training, please contact the Office of Marketing and Communications to set up a date.
- To address any lingering questions or new developments, “refreshers” may be necessary as well. Refresher appointments may be scheduled in a similar fashion to trainings by contacting the Office of Marketing and Communications.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the procedure of tailoring a website's structure, content, and functionality to increase its user traffic. With the ever-growing reliance on search engines—namely Google—for web users to find new sites, employing best SEO practices for the university website is vital for Governors State's success as an institution. Here are a few questions to consider when creating, or requesting, a new webpage, that will ensure the best SEO practices are being followed:

Does the page have ADA compliant pictures?

- Do the images on the webpage have alt text?
- Are there any words on the images that a screen reader would not be able to pick up?

Does the page have a meta description?

- A meta description is a short summary that details the contents of a page, which usually shows up below the title tag in a search engine's results.
 - For example, the meta description for the Bachelor of Arts in Social Sciences with a Concentration in Teacher Education program page should look something like this: "Lead the next generation of change agents by earning your Bachelor of Arts in Social Sciences with a Concentration in Teacher Education at Governors State University."

Does the page have a title tag?

- A title tag is a concise header for a page that shows up in a search engine's results.
 - For example, the title tag for the Master of Social Work program page should look like this: "Master of Social Work – Governors State University."

Does the page have keywords?

- These are words or short phrases that relate to a page's content, which makes the webpage easier to find in a search engine.
 - For example, the program page for Bachelor Science in Biology would use a keyword such as "biology."

Does the page have a short alias?

- Every webpage should utilize the shortest alias possible that relates to the subject at hand.
 - For example, the program page for the Master of Business Administration should have an alias of "MBA" (www.govst.edu/MBA).

Accessibility

Governors State's goal is to provide an exceptional education that is accessible to anyone—no matter their background. With that mission mind, the university's website must comply with ADA standards to ensure every user can access the information they need to enroll, graduate, and achieve their professional and/or personal goals. To learn more, please refer to Governors State's accessibility guidelines.



ADD ALT TEXT FOR ALL IMAGES

Alt text must be used to describe the content of all images.



ENSURE THE CONTRAST OF ALL TEXT IS DISTINGUISHABLE

Users who are visually impaired need all text to utilize proper contrast for readability.



UTILIZE ADEQUATE HTML

Instead of inserting styling inside HTML, make sure to use CSS.



AVOID COMMUNICATING WITH COLOR

Since screen readers can't recognize color, content must not depend on color usage so users with color blindness can interact appropriately.



EMPLOY RESPONSIVE FONTS

All text must change in size relative to the screen size being used.



REFRAIN FROM USING COMPLICATED LANGUAGE

Keep your audience in mind when writing to ensure everyone can understand your message.



SOCIAL MEDIA

Social Media Brand Guidelines:

SOCIAL MEDIA

When posting content, it's vital to consider both the audience and the content itself. Content does not necessarily translate from platform to platform. Content can be posted between platforms, but best practice allows copy to be tweaked for best platform response and platform audience. Make use of the university hashtag #GovState. If you have any questions on best practices for various social platforms (Facebook, Twitter, LinkedIn, Instagram, Snapchat, Tiktok, and others), reach out to the Governors State social media coordinator at: ihollingsworth@govst.edu.

Before filling out a form to have an official #GovState social media account, (mandatory for all university departments and affiliated student organizations) consider the following:

Building a Social Media Profile:

If your team has a designated social media manager and is ready to start creating content they must first fill out a social media request form at www.govst.edu/socialmedia-request/. Once a request has been submitted, you will receive a follow-up within 42 hours. A form must be submitted for each new social media profile even if you already have an existing presence on another platform.

Ex: Already have a Facebook page but would also like a TikTok.

Before filling out a form to have an official #GovState social media account, (mandatory for all university departments and affiliated student organizations) consider the following:



There are so many social media platforms available, it's better to focus attention on crafting to your audience via the choice of platform and content. Consider whom you are trying to reach and where they already are.



Getting recognition on social media is all about the frequency of posting. You should already have content ready to post before publicly starting a page to ease into a branded experience.

Mandatory Trainings:

If your request to create a social media page has been approved, you will need to attend mandatory training with the social media coordinator and all social managers of the page. This first training will focus on best practices for each platform including proper branding, accessibility, and security. All managers are also required to frequently attend MarComm social media trainings to stay up to date with best practices on social media. These are held at the beginning of each semester.

Adding a New Social Manager:

Each time a new social media is added to a page on any social media platform - they must attend training on how to manage a social media page/s.

Moderating a Social Media Page:

As a public institution of higher learning, Governors State University and all affiliated pages must allow public conversation of topics. The First Amendment of the U.S. Constitution forbids deleting, hiding or removing comments on GSU pages. If comments are hateful, violent, or spam then they should be reported to the platform. Please reach out to ihollingsworth@govst.edu for more information.

SHARING CONTENT ON YOUR PAGE:

If your request for a page has been accepted and you have trained on how to manage it - it's time to start posting. Remember, when you're managing a page at Governors State, you're representing an online entity of Governors State. All posts should be properly branded, accessible, and appropriate. The MarComm office has the right to reach out if there are any concerns with the page and request edits or changes.

Social media is a great way to get in touch with students, faculty, staff, and the greater community and share the Jaguar message. Best practices include collaborating with organizations within the university to create one active page with a lot of content as opposed to many smaller inactive pages.



If you don't have a social media manager prepped for the page, it might be better to take a pause. Running an effective branded page requires time and effort to make it successful. Content (photos and videos), captions, and interactions are essential in successfully running any social media platform. Find someone willing to take that responsibility to heart before creation.



The logo is an official representation of the university and should be used scarcely. Creating content from the brand is more than just using the triad. Using our brand colors and fonts speaks more creatively and engages the audience. Consider using software such as Canva to incorporate brand colors into the content.

REQUESTING A SOCIAL MEDIA POST FROM THE MAIN GOVERNORS STATE UNIVERSITY PROFILES:

At GSU, we have an expansive social media presence on platforms such as Facebook, LinkedIn, Instagram, Twitter, Pinterest, VSCO, and TikTok. If your department would like a post created and published on our main social media accounts a Workzone request is required. Requests will be accepted or edited to align with best practices on social media.

Ex: A GSU Department requests that an article linked to bestcollegesusa.com is shared on Facebook, LinkedIn, and Instagram. Our team will most likely accept Facebook and LinkedIn but not Instagram because Instagram is not a link-friendly platform.

FACEBOOK LIVE:

Stream live on the main Governors State University Facebook page! If you're interested in sharing a promotional session for a program, student club, or event from the GSU Facebook page a workzone request is required and subject to the approval and availability of MarComm staff. This is a great way to highlight the most exciting parts of your program or showcase expertise through a topical chat. Facebook is about the why of a program and not the how.

Please note that Facebook lives are not generally available during the week of major university events such as commencement, welcome week, homecoming, and the GSU Birthday.

TAKE OVER OUR INSTAGRAM STORY OR TIKTOK!

Our main university Instagram and TikTok page are available for student takeovers! If you have a student club/organization or are a student looking to share a "day in the life of a Jaguar" then you're able to submit a request via email to ihollingsworth@govst.edu. These takeovers are dedicated to showing a behind-the-scenes view of GSU.

*This is also available for departments but told through the view of student workers such as the Center for the Junior Year, New Student Programs, and for alumni.



APPROVALS AND RESOURCES

Document approval

In order to make sure that we maintain brand consistency, the Marketing Department reviews any item that uses the Governor State University's standard and Athletic logos. If you have a document that need brand approval, please send them to graphics@govst.edu. We will review the item and give guidance on whether it is approved or denied. For a refresher on brand guidelines, please visit the brand room at www.govst.edu/brandroom.

For items that Marketing needs to approve for Purchasing, please add Graphics@govst.edu as one of the emails for confirmation. This will notify Marcomm that there is an item in the queue and will allow us to make sure that your item is on track to be ordered in a timely manner.

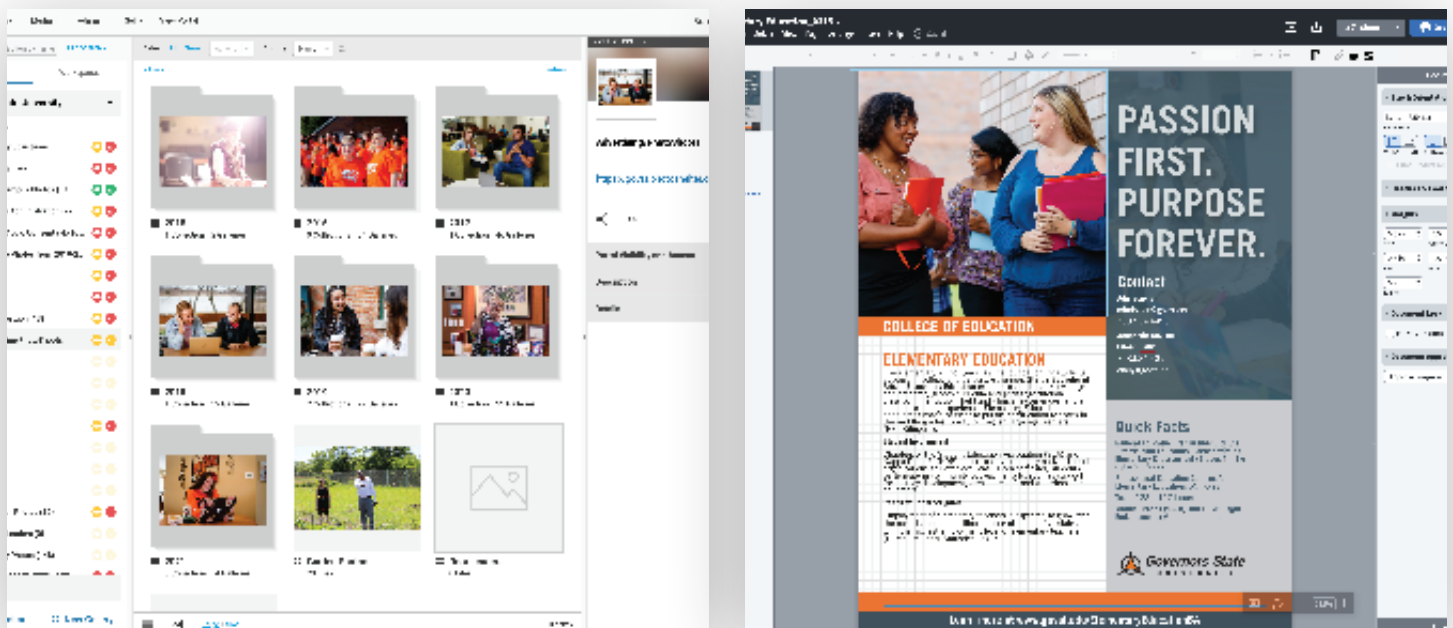
LucidPress Training

The Office of Marketing & Communications will be implementing the use of a templating program called Lucidpress. LucidPress is a design templating program that can be used to create flyers, posters, and other documents. Branded Templates are available for campus use.

If you are interested in learning about Lucidpress and would like to participate in a training, or if you have any general questions about Lucidpress, please contact please contact graphics@govst.edu or Rahsaan Taylor at rtaylor9@govst.edu for more information and access.

Photoshelter - Photography Archive

Since 2018, the Marketing department has been growing its photography archive. If your department would like access to the archive, please contact graphics@govst.edu or the Design Manager, Rahsaan Taylor, at rtaylor9@govst.edu for more information and access.



STANDARD PHOTOGRAPHY WORKFLOW:

Pre-Shoot

- Identify subject of the shoot
- Create meta data list
- Check out equipment
- Create a shot list (Photos that you need to capture)
- Check equipment (battery charge, lens, memory card, tripod, etc.)
- Take a notepad to write down important names (take release forms if necessary)
- Arrive early

During Shoot

- Be Friendly and Professional
- Take test shots of the area (to check lighting and location)
- Identify any people of interest and complete your shot list

Post Shoot

- Select photos to edit
- Process/retouch
- Organize images into an image library, with keywords and virtual photo albums
- Output images for clients, printing, or Web sites



