

Communications Strategy and Policies 2019-2020

University of Maryland, School of Architecture, Planning and Preservation

Goals:

- **Effectively communicate** news, achievements and information about the school with respect to its faculty, staff, students, alumni and friends; its programs in Architecture, Community Planning, Historic Preservation, Real Estate Development and Ph.D. (Urban and Regional Planning and Design); and its institutes and centers, the Colvin Institute for Real Estate Development, the National Center for Smart Growth and the Environmental Finance Center.
- **Maintain and expand** critical connections with alumni and friends of the school through online, print and social media.
- **Aggressively promote** top level achievements and news to the university at large, including the Office of Strategic Communications publications (*TERP Magazine*, *UMD Right Now*, *Maryland Today*, *Research Roundup*) and other schools and programs (Office of Sustainability, Office of Research, Office of the President, etc.) to increase the School's profile and stature.
- **Effectively promote** top level achievements and news to local, regional, national and international news outlets and platforms.
- **Accurately and enthusiastically promote our story** to prospective students and their parents to attract top students to our programs.

Mediums/Platforms:

Website:

Frequency: Ongoing

Audience: prospective students, university community, alumni and friends, public and external media

The website will feature school news, student, faculty and alumni work, along with events that engage prospective students, alumni and friends. It will also serve as a "home" for larger pieces (i.e., alum profiles, stories on achievements, projects, news, reports, publications, etc.) that link through e-news or social media.

E-news:

Frequency: Twice monthly (once in summer months)

Audience: alumni and friends, school faculty/staff, university community

E-news will feature the current activities of the school community including topics of interest to the target audiences, such as job opportunities, alumni profiles, school news, industry news, etc.

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Social Media: Facebook (school page and alumni group), Twitter, Instagram, LinkedIn

Frequency: ASAP and Ongoing

Audience: prospective students, alumni and friends, faculty/staff, students, university community, the public and the professions

Social media will feature “breaking” events and activities—including faculty, staff and student announcements, achievements, research, publications and the like—and help push out stories featured in the e-news and on the website. It will include additional content that does not make it to the e-newsletters, particularly related to coverage of events. It is a good spot for short alumni or industry partner news, applicable current events and university news.

We will consistently incorporate hashtags in all announcements to allow prospective students, alumni, the public and the professions to track a variety of achievements within the school. Hashtags provide a searchable index online by linking like stories in one place.

Monitors:

Frequency: Ongoing

Audience: students, faculty, staff and visitors

The monitors will display internal and external announcements, upcoming lectures/events and slideshows of our school’s recent awards, featured graduate programs, competitions, student projects and events; in the future, campus emergency information will be displayed. The school’s graduate programs, including dual degree options, will be featured for a week on a revolving basis.

School Bulletin Board (outside main office:)

Frequency: Ongoing

Audience: prospective students, students, faculty/staff and visitors

The large bulletin board adjacent to the Main Office entrance will feature an image-based poster to highlight recent events such as student awards/competitions, final student projects, large school events, faculty research projects and study abroad trips.

Print newsletter:

Frequency: Annual - distributed in fall to cover prior academic year

Audience: Alumni, faculty/staff, friends, university at large

We will maintain our standard newsletter once yearly for now, generally releasing during the summer months; it will contain a school news round-up, larger alum stories, student achievements, faculty achievements, etc.

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General Policy Information:

Hashtags: We will use the hashtags below for Twitter, Facebook and Instagram, which will allow people to find us by topics or areas of interest. The table below includes the school’s “official” hashtags as well as generic and widely-used hashtags. We will add hashtags as needed.

School Hashtags	Generic or Widely Used Hashtags
#UMDbuiltenvironment	#architecture
#UMDarchitecture	#planning
#UMDplanning	#preservation
#UMDpreservation	#realestatedevelopment
#UMDrealestatedevelopment	#builtenvironment
#UMDdualdegrees	#interdisciplinary
#UMDinterdisciplinary	#affordablehousing
#MAPPcreates	

Required Lead Times and Materials:

Lead times are estimates; if multiple edits and redesigns are requested, please add an additional week for completion. For social media, include number of times item will appear.

What is needed	Where it will go	Lead time
Ready-made announcement (a story that does not have to be written)	Facebook, Twitter, Website	2-24 hours
Announcement requiring an accompanying paragraph (approx. 250-300 words)	Website, UMD Right Now, social platforms	24-48 hours <i>with advance notice</i>
Calendar Listing for campus	UMD Calendar	1 to 2 weeks
In-depth story on project or announcement (1 page+)	Website, Maryland Today, Campus publications	5 business days <i>Interview availability</i>
Press release in advance of event	Media outlets as possible	5 to 7 days
Press release distribution time	Media outlets as possible	24 hours <i>post writing</i>
Poster (small for lecture)	Around building, online	3 to 5 days
Large signage/poster	In building	3 to 8 days
TV Monitors, ready-made	Monitors	1 day
TV Monitors, create or reformat	Monitors	2 to 3 days
Advertising meeting/lecture - ahead of the day you want it to appear	Internal poster, electronic	5 to 7 days
If we need to find image	Any	3- 10 days
Outside Graphic Designer work	External print	Varies (2 to 4 weeks)

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Communications Team Requests:

In general, the Communications Team requests that faculty, staff and, when appropriate, students keep them informed about recent and upcoming news, events, lectures, achievements and related items.

Please send requests and updates to this address: mapp-communicate@umd.edu

- **Images:** When possible, please include a high-resolution photo and any pertinent links containing the announcement/story info. If it is a large story, we will arrange for photos to be taken. A story cannot be considered for the splash page without a photo. Specifications for images are listed here:

For monitors:

Minimum resolution of 150 dpi

Horizontal orientation, 1280 x 720 pixels (jpeg, png or gif formats)

For the splash page we need the photo to have a 16:9 ratio

For print:

Minimum resolution of 300 dpi

Horizontal or vertical orientation

- **Press releases:** The communications office will craft and distribute press releases for stories of major initiatives/news with input from an administrative team. We will reach out to industry publications for story pitching and publicity whenever possible. We continue to build a media contacts list but also appreciate connections to contacts we may not have.
- **University publications:** The Communications Team will pitch stories (about the school, alumni, etc.) regularly to the university publication editors. If a story is chosen, the communications team will notify the directors/faculty/staff ASAP.

Points of Contact:

- **School, alumni and friends, faculty, student, staff news and information:** Chris Hinojosa and Maggie Haslam
- **Industry news/events:** Chris Hinojosa, Maggie Haslam and Jelena Dakovic
- **Lectures/Events, UMD Calendar, Social Media:** Chris Hinojosa, Jelena Dakovic, Robyn Craig
- **MAPP Calendar:** Mary Lee Seaman
- **Program updates:** Program Directors and Administrators
- **Jobs and Careers:** Kristen Tepper
- **The Kibel Gallery:** Ronit Eisenbach
- **Diversity and Inclusion:** Ariel Bierbaum
- **Recruitment, Admissions:** Brent Hernandez, Dana Kobrin
- **Student events:** Brent Hernandez, Dana Kobrin and Program Directors and Administrators