

# Marketing & Public Relations

The communications office is responsible for marketing, public relations, public website, social media coordination and branding for the college. Projects include recruitment material, press releases and constituent communications.

## Social Media Guidelines

### Starting a new social media account:

1. Complete checklist:
  - Platform: Facebook/Twitter/Instagram
  - Audience: who will you be targeting
  - Management: who will be posting/who will provide oversight
  - Purpose: what is your message/what are your goals
2. Meet with Director of Public Relations
3. Discuss best platform options
  - Facebook – page or group
  - Twitter
  - Instagram
4. Communications Office will provide next steps

## Resources

[Social Media Guidelines and Best Practices](#)  
[Detailed Plan and Expectations – Campus](#)  
[MC Internal Social Media Workflow](#)

# Communications Project Guidelines and Production Process

[Communication Project Guidelines rev10-2024](#)

## Employee Information & Resources

### [Directory Information](#)

Submit your info for use on the college's website.

### [Order Business Cards & MC Stationery](#)

Employees can order cards, letterhead and envelopes the Baker Bros Printing online portal. Credit card required to place order. Login with: user= **mcpersoncollege** password= **printorder1**

### [Order Nametags and Office Signage](#)

Contact Atelier Design & Print for MC magnetic nametags, office and cubicle signs.

### **Publicity Photo**

Communications will email out a schedule for faculty and staff to get new photos taken at the start of each semester.

### [MC Digital Letterhead](#)

## MC Graphic & Logo Standards

### [McPherson College Brand Guidelines \(June 2019\)](#)

*Please refer to the brand guidelines for appropriate use of logos.*

Logos for print use (CMYK):



Logos for online use (RGB):



## **[MC Bulldog Graphic Standards 2017.pdf](#)**

To request Bulldog artwork for vendors, please contact [marketing@mcpherson.edu](mailto:marketing@mcpherson.edu) with details of the application including size and number of colors.