

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):



McPherson
COLLEGE



McPherson College



Logos for online use (RGB):



McPherson
COLLEGE



McPherson College



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

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