

FACS COMMUNICATIONS CHANNELS

Updated February 2021

Overall objective: The mission of the FACS Communications team is to disseminate timely, factual and relevant and diverse information about the college to a broad base of constituents that includes alumni, current students, prospective students, faculty, staff and the University of Georgia community at-large as well as local and regional/national media.

CHANNEL	CONTENT CREATORS	AUDIENCE	OBJECTIVES	SCHEDULE/STANDARDS
FACS Website	FACS Director of Communications Cal Powell, OTIS web developer Jimmy Hansen, Departmental staff, External Relations team members including Student Success and Advising Center (SSAC)	All constituents: Faculty, staff, alumni, students, parents of current/former students, prospective students/parents, UGA faculty, staff, media members, donors	Serves as the primary communications vehicle for the college. The website should be updated with news, events, research, etc. All FACS employees have a stake in ensuring a quality website. Events should be linked to UGA Master Calendar (calendar.uga.edu) as appropriate.	Should be updated and monitored daily. Posts should be timely, accurate and thorough, with easy-to-find contact information. News stories should follow AP Style. Highest-quality, professional photos strongly encouraged. Check FACS Flickr page for high-res images: www.flickr.com/ugafacs Guidance: www.fcs.uga.edu/otis/facs-website-development-expression-engine
Social Media <i>Primary platforms: Facebook, Instagram, Twitter</i>	FACS Director of Communications Cal Powell Development and Alumni staff, SSAC *several departments have separate social media pages not monitored daily by Dean's Unit staff. To request a social media post, visit: https://t.uga.edu/6JK	All constituents: Faculty, staff, alumni, students, parents of current/former students, prospective students/parents, UGA faculty, staff, media members, donors	Engage our audience with news and features in a more interactive, informal way. This material can be both traditional news involving research, for example, but also "light" content that promotes engagement.	Should be updated regularly; suggest three times a week for Facebook. Follow UGA social media guidelines: https://brand.uga.edu/social-media/ Links: Facebook.com/ugafacs and Facebook.com/ugafacsalum Twitter: FACSSUGA / Instagram: ugafacs and ugafacsalumni / Flickr.com/ugafacs / LinkedIn: UGA FACS Alumni
Alumni E-Newsletter & VIP Newsletter	Alumni Director, Cal Powell, students, SSAC staff VIP Newsletter is overseen by the Director of Development and Alumni Relations with content provided by External Relations team members	For alumni newsletter: FACS alumni, faculty, staff, donors For VIP Newsletter: Select donors	As a direct contact with our alumni base and a few select constituents, the alumninewsletter serves as a rundown of top stories, events and opportunities for alumni engagement. The VIP Newsletter provides timely information on college events and initiatives.	The alumni e-newsletter is published quarterly through GAIL. To suggest content, contact FACS Alumni Director Alexis M. Randall at alexis.morgan@uga.edu The VIP Newsletter is a print piece mailed in May, August and December.
Digital Signage	Cal Powell Dean's Unit Departmental staff	Students, faculty, staff, visitors to Dawson Hall and other FACS buildings such as Barrow Hall, Hoke Smith Annex, etc.	Informs visitors of news and upcoming events primarily relevant to students (deadlines, awards announcements, scholarships, guest speakers, student opportunities, new faculty hires, etc.).	Should be updated and monitored daily and follow UGA brand guidelines. FACS Director of Communications and OTIS staff have provided training, standards and templates to ensure consistency across college. Most slides should be set to expire after 10 days, with only occasional exceptions. High-res images featuring FACS content can be found at our Flickr page: www.flickr.com/ugafacs
FACS Magazine	Cal Powell Dean's Unit Departmental staff	Primarily alumni FACS faculty, staff UGA administration, faculty and staff Donors	The magazine/annual report is a direct contact with our constituents and includes in-depth features, a message from the dean, financial reports, donor spotlights, alumni updates, etc.	Published annually Sept. 1. Most recent mailing list is 19,000. Much of content should be re-purposed for the FACS website and, where appropriate, for other UGA outlets (website, Columns, social, etc.) Magazine also will be available online via facsmag.uga.edu and issuu.com/ugafacs
Dean's Update	Primarily Dean Fox; also occasionally Dean's Unit staff with input from department heads and director of communications	All FACS faculty, staff and grad students via fcs@fcs.uga.edu Also select UGA administrators, donors, FACS alumni Board alumni-board@fcs.uga.edu and Extension FACS Agents extfacs@listserv.uga.edu	Includes news and "kudos" To submit information for inclusion, email facsdean@uga.edu	Dean's update sent bi-weekly by Dean Fox. Posted and archived on the FACS website: http://www.fcs.uga.edu/news/tag/dean's+update
UGA Today/UGA website, Columns, Georgia Magazine, UGA Research Magazine (online), CAES Weekly E-News Roundup	UGA Marketing and Communications staff Dean Fox, Cal Powell Dean's Unit staff Extension faculty and staff (CAES Weekly e-news)	FACS faculty, staff UGA administration, faculty and staff UGA constituents statewide Media members Donors, FACS alumni Board and UGA Alumni Board, GACS representatives	Columns is a faculty-focused print piece of UGA MarComm. CAES News is a news roundup involving Extension faculty that is managed by CAES communications. We also strive to place FACS content in UGA publications Georgia Magazine and UGA Research magazine, which is published online	Columns is published weekly and distributed on campus on Monday. CAES Weekly News is distributed via email on Friday morning. Georgia Magazine is published four times annually. UGA Research Magazine is published twice a year, online only. Please send story ideas for these and any other publications to FACS Director of Communications Cal Powell at jcpowell@uga.edu