

From: NNMC Communications & Marketing (NCAM)
Part 1: Guidelines for Broadcasts and Social Media

Greetings Northern Community,

NNMC's Communications & Marketing team (NCAM) is committed to serving the needs of students and the College community. We truly enjoy sharing important and interesting College news and events and accommodating requests for email broadcasts and social media posts.

Given the volume of requests we receive every day, we ask for your partnership in creating effective, timely communications that people want to read. Good communication is a shared responsibility.

Guidelines for email broadcasts and social media posts:

- **Please include a subject line and specify target audience** (e.g. students, faculty, staff).
- **For ADA Compliance (Americans with Disabilities Act), flyers and images cannot be posted alone.** Every broadcast and social media post must include all key information in plain text that can be read by a text reader. A jpg or png image is *not* readable. A pdf is not sufficient alone.

It is the responsibility of those requesting a broadcast or social media message with an image to also provide a text version with all important information.

- **For Flyers/images:** repeat the key information in text to accompany the image, and include a brief intro sentence or two for context, and details regarding who, what, where, when, etc. where applicable.
- **For memos and long text heavy documents:** place the entire text in the body of the email and attach a pdf (if necessary). A screenshot or image of text heavy documents is *not* accessible and is often too small to read on mobile.
- **Learn more about Digital Accessibility best practices here, courtesy of Princeton University:** <https://accessibility.princeton.edu/how/content/images-text>
- **Timing & Frequency:**
 - **We try to limit broadcasts** to two a day for college-wide communications, and one to any particular audience (e.g. just students).
 - **For most events & announcements** we recommend an initial broadcast a few days or a week prior, then a second broadcast the day before the event or deadline.
 - **Major event or extended campaign:** The Communications Team will develop a communications calendar with you.

Questions? Contact us at communications@nnmc.edu