

Marketing and Communications Staff Procedures

Purpose: To outline procedures for employees

Scope: Marketing Staff

I. Training:

- a. All Recreational Sports Marketing & Communications student employees must complete required onboarding and training before performing independent work. Training is designed to familiarize employees with departmental expectations, university policies, branding standards, equipment use, and marketing workflows.
- b. The following must be completed before first official shift:
 - i. Onboarding training with the Assistant Director for Marketing and Communications and/or Graduate Assistant
 - ii. Review of specific marketing training guidelines for respected area position
 - iii. Shadow shifts

II. Scheduling:

- a. Student staff must send their semester schedule to the Assistant Director for Marketing and Communications by the deadline they were given. Proposed schedule should be 10 hours per week within the hours of 8am-6pm Monday through Friday. The schedule will be posted in the marketing office so the entire team knows when to expect team members to be in the office.
- b. Weekly hours are expected to be 10 hours; however this may vary some weeks due to special events (Ramsey Palooza, Champ Nights, BeWellUGA Fests, etc.)

III. Marketing Systems:

- a. Basecamp (Project Management)
- b. Marketing Server (All files and main database)
- c. SmugMug (Photo and video main storage)
- d. Buffer and Meta Business Suite (Social Media post scheduling)

IV. Branding

- a. Student staff are expected to regularly review the [UGA Brand Style Guide](#) to ensure they remain up to date on all University of Georgia branding, photography, accessibility, and visual identity standards. All marketing materials produced for Recreational Sports must comply with the current university brand guidelines.

V. Accessibility

- a. Student staff are responsible for ensuring all social media content is accessible and aligns with University of Georgia and WCAG (Web Content Accessibility Guidelines) best practices. Employees **must** review the [University's Accessibility Handbook](#) prior to beginning work and periodically throughout the academic year to remain current on accessibility standards and platform best practices.

VI. FERPA

- a. Before filming or photographing identifiable patrons for marketing or promotional purposes, staff must ensure the appropriate FERPA/photo-video release form has been completed in accordance with University of Georgia policies. If there is any uncertainty about whether a release is required, consult the Assistant Director for Marketing & Communications before capturing or publishing content.