



AUGUSTA UNIVERSITY

Division of Enrollment
and Student Affairs

COMMS TEAM SOP

Overview of services:

web

updates
edits



photo

headshots
events



video

filming
editing



flyer

creation
modification



media

articles
newsletters

Who does what?

Communications Strategist

- Script writing
- Copy editing
- Media/PR liaison
- External/Internal communications
- Talent

Digital Specialist

- Photography
- Videography
- Website updates
- Graphic design (flyers, posters, etc.)

Contact:

Communications Strategist
desaprojectrequests@augusta.edu
706-737-1411

Digital Specialist
desaprojectrequests@augusta.edu
706-737-1411

Guidelines:

All requests *must*:

- be made 2+ weeks before date needed
- be related to Enrollment and Student Affairs departments
- be approved by management in advance

Deliverables timeframe:

- begins after all raw content is collected
(photos, videos, images, information, graphics, etc.)
- may vary depending on project size

ESA Comms vs. AU Comms & Mktg

Goes to Enrollment and Student Affairs Comms if:

- Project falls under department in Division
- The primary audience is ESA team or specific students

Goes to Augusta University Communications and Marketing if:

- Event/purpose targets entire University, represents Dr. Keel
- Event/purpose does not fall under department in Division

Help us help you!

Video



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Division of Enrollment
and Student Affairs

Submit Project Request Form
30 days in advance

Comms Team Responds

If content needs to be filmed

Digital Specialist
requests content or
schedules filming
within 2 business days

Interviews/filming
are completed
time varies

If script is required

Comms Strategist will
begin writing

Script proofs sent to
department

Department approves
script
please respond within 2 business days

Digital Specialist begins editing
~2 week turnaround time begins

Confers with Comms Strategist to proof.
Edits made if needed.
within 10 business days

Draft sent to department to approve
dept: please respond within 2 business days

**If changes needed,
Comms Team reviews and edits**

Comms Team sends to department
for final review
within 3 business days

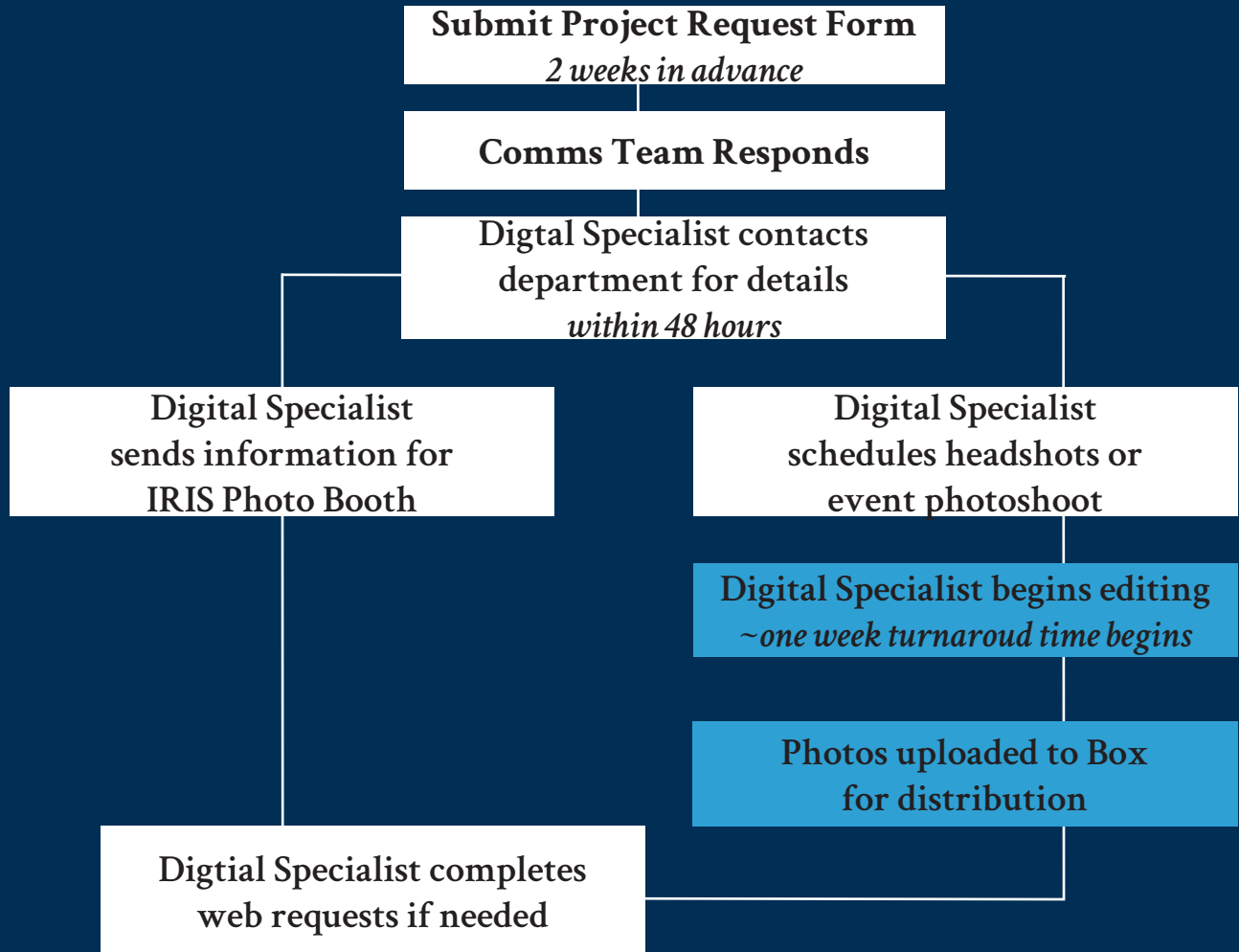
**If no further changes needed, final
video is published and sent**

Help us help you!

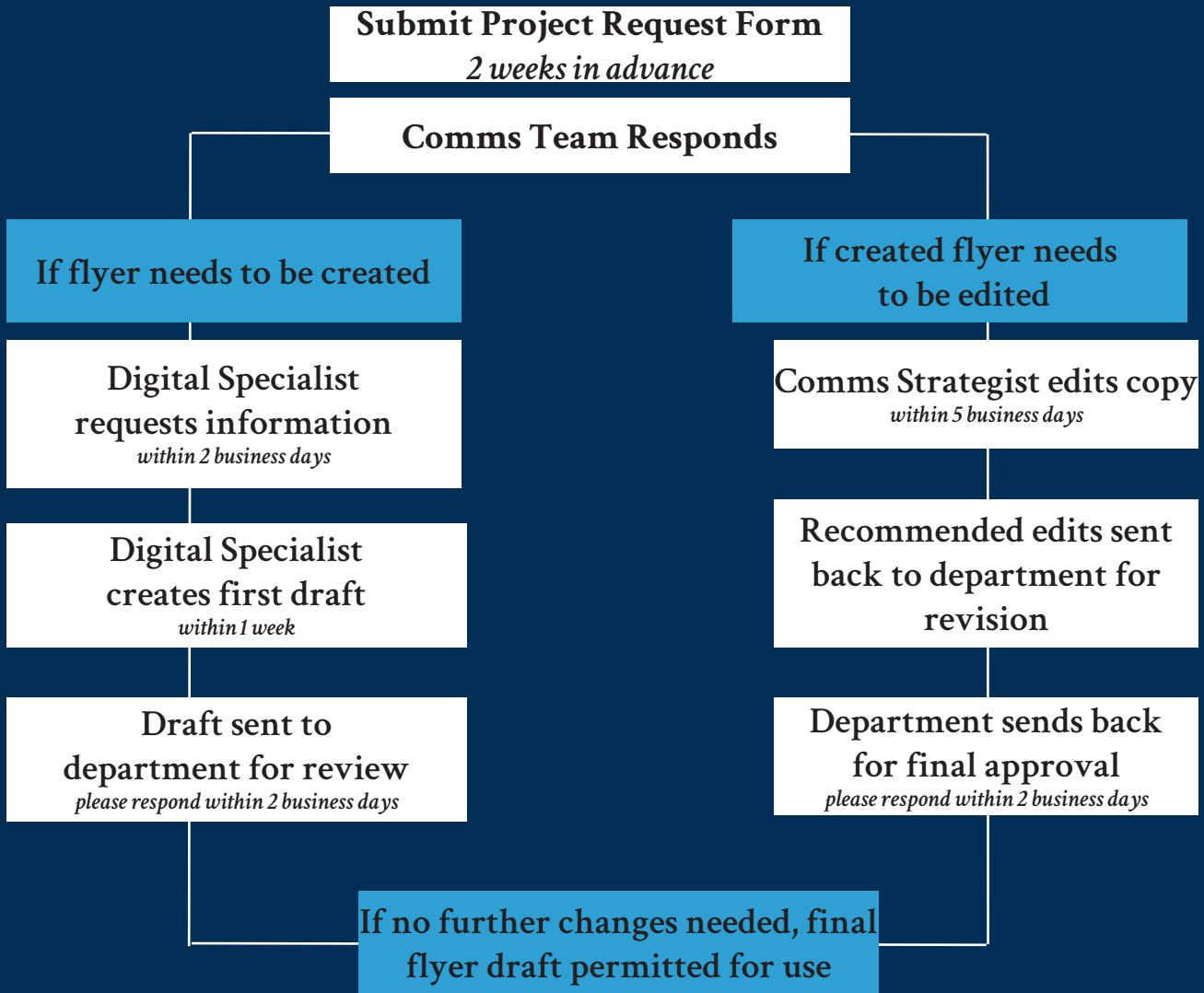
Photo



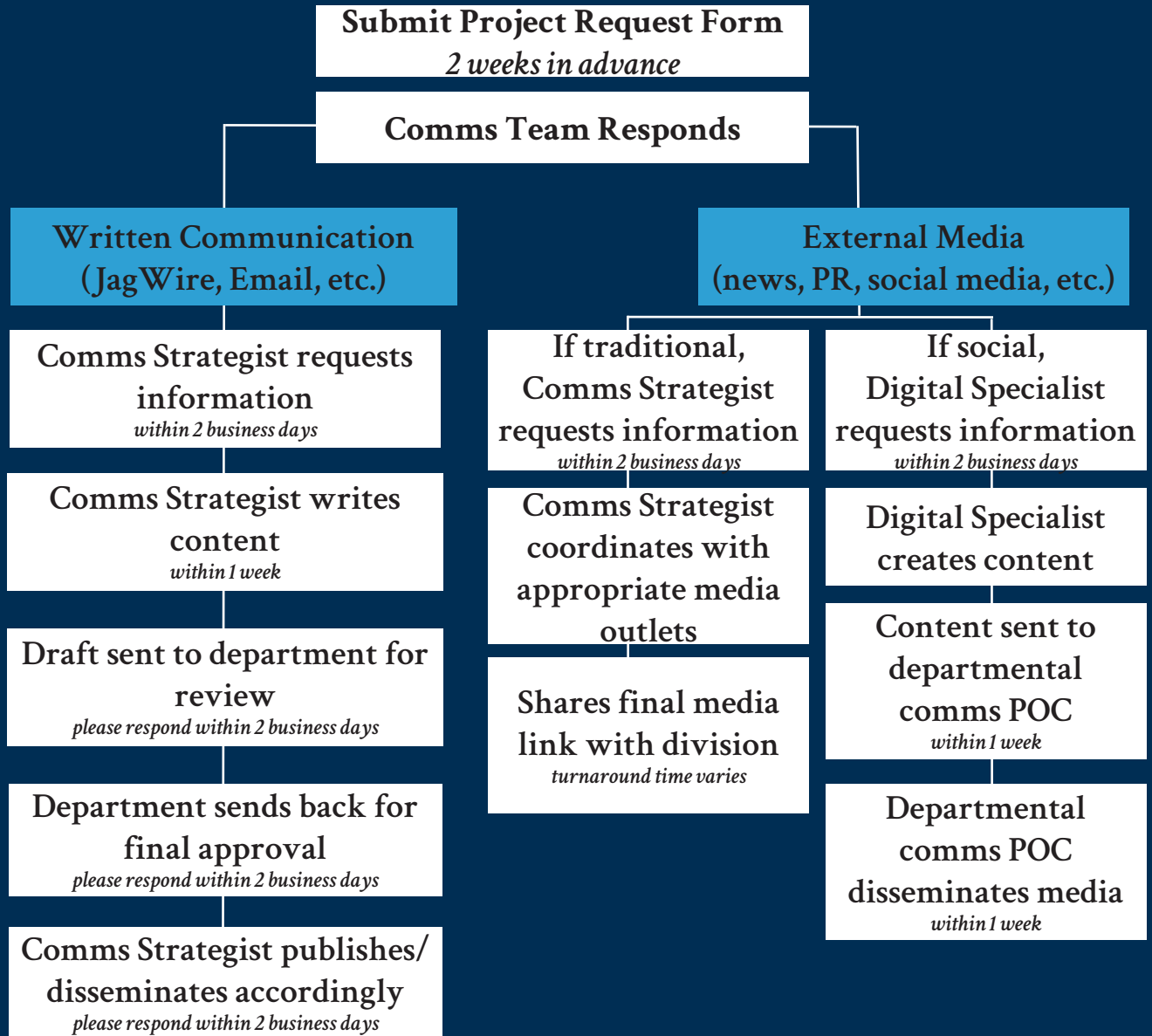
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Help us help you!



Help us help you!



Help us help you!

Website



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Submit Project Request Form

2 weeks in advance

Comms Team Responds

If complete overhaul needed, Digital Specialist connects POC to web services

within 48 hours

Digital Specialist makes changes

~1 week turnaround time begins

Comms Strategist reserves the right to edit website copy content if needed

Website link sent back to department for review

If changes needed, Comms Team reviews and edits

Comms Team sends to department for final review

within 3 business days

If no further changes needed, final website is published and sent

Help us help you!