

Communications Instruction Guide

There are three ways to place a request through InMotion Ignite. These forms allow us to help your unit:

- develop a more targeted communications plan with higher quality, on-brand communications.
- declutter the communications landscape for students.
- cross-promote with other projects and coordinate Divisional communications themes.
- focus Divisional resources on high level strategic goals.

There are three dedicated forms for three different types of projects:

1. Promotions requests
2. Collateral requests
3. Website requests

Promotion requests

The promotion request form should be used to request strategic planning, promotion and outreach for:

- workshops, panels and events
- conferences and retreats
- program promotion
- launch of a new service or change to an existing service
- campaign creation for a theme or topic

When you select the promotions request form, you will be asked to select a service package. A communications plan will be developed by our team using your selected package as a guide.

Note: Website edits (event listings, event pages, registration forms) and print production can be requested on the Promotions form. Please put everything on one request.

All material and content created by Student Life Communications is guaranteed to meet AODA requirements.

[Accessibility for Ontarians with Disabilities Act \(AODA\) Compliance](#)

Blue package

Promotion for large scale events, initiatives or programs

These are typically large, one-off initiatives or program launches designed to reach a large volume of students.

Lead time: Six weeks

Graphic design: Full support (posters, logo, design, postcards, digital assets, event programs, banners and signage, etc.)

Print: Full support

Content: Full support (development of key messages, copywriting in conjunction with programming staff)

Social media: Full support (campaign development, Facebook event, digital assets, promotion of event on all channels, live tweeting, live instagramming, social media wall/hub, possible live streaming, Snapchat promotion, may include filters.)

Web: Full support

On-campus outreach: Newsletters (subject to editorial decisions), Just in Time slides (subject to editorial decisions), digital slides, identification of key resources and contacts/ channel distribution, washroom frames if appropriate

Media: Bulletin Brief/U of T News/ liaison with Central Communications if appropriate.

Event logistics: Support available upon request if appropriate.

Photography: Subject to availability.

Video: Subject to availability. Depending on availability and nature of video request. Speak to communications team.

Promotional items: Evaluated on a case-by-case basis.

Examples of projects that would be selected for the Blue package include:

- HealthyU month
- Mental Health Framework launch
- First Nations House 25th anniversary
- Multi-Faith Centre 10th anniversary
- Learning Abroad campaign
- Research catalogue

- Launch of off-campus housing finder
- Career Information Days

Orange package

Promotion for standard events and programs

Lead time: Three weeks

Graphic design: 8.5 x 11 flyer, digital slide, poster

Print: Evaluated on a case-by-case basis

Content: Copy for posters and slides, website copy

Social media: Facebook events if appropriate, Twitter and Instagram promotion, live coverage on a case-by-case basis

Web: New page on website if appropriate, events listing on website, calendar listing, updates to current program page

On-campus outreach: Newsletters (subject to editorial decisions), Just in Time slides (subject to editorial decisions), digital slide

Photography: If event provides unique opportunities or good action-orientated photos, subject to availability.

Examples of projects that would be selected for the Orange package include:

- Fun, food and friends
- Leadership programs/workshops/conferences
- Dream Job Academy
- Fresh Start conference/program
- Study Hubs
- Mentorship week
- Mindful Moments
- Grad Escapes/Grad Talks

Purple package

Promotion for recurring workshops/events

These events are repeated several times throughout the course of the year. Communication strategies will be designed based on the series rather than individual occurrences.

Lead time: Two weeks

Graphic design: Grouped with a series of similar events and included on all print material for that group term calendars and creative for each area/series.

Print: Series material only.

Content: Series material only, editing, proofreading

Social media: Promotional posts (subject to editorial decisions). Will be grouped into series wherever possible.

Web: Series/bucket material only, calendar listings, updates to current program pages.

On-campus outreach: Series material in e-newsletters/Just in Time slides and digital slides (subject to editorial decisions).

Examples of projects that would be selected for the Purple package include:

- Career Exploration and Education workshops
- Academic Success workshops
- Centre for International Experience
- Immigration/visa workshops
- Housing workshops

Teal package

Digital promotion only

Lead time: Two weeks

Social media: Promotional posts (subject to editorial decisions)

On-campus outreach: Newsletters, Just in Time slides, digital slides (all subject to editorial decisions)

Examples of projects that would be selected for the Teal package include:

- Requests for inclusion in Nine New Things/International Nine New Things
- Social media promotion
- Posting of digital slides (once slides have already been created)
- Promotion of external events/programs through Student Life channels

Communications collateral requests and timelines

- requests for business cards or stationery items
- print or reprint requests
- photography requests not related to a program or event

- writing of reports or articles
- banners and signage (wayfinding)

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Print design

- business cards/stationery: 2 weeks
- posters (8.5x11 or 11x17): 2 weeks
- postcards: 2 weeks
- one pagers/handouts: 2 weeks
- event program: 2 weeks
- invitations: 2 weeks
- logo design: 4 weeks
- promotional brochure (with copy): 4 weeks
- reports/guides/books (with copy): 6-8 weeks

Print requests

- postcards, posters, flyers in quantities less than 5000: 3-5 business days
- postcards, posters, flyers in quantities more than 5000: 5-7 business days
- die cut or folded items: 2 weeks
- large books or reports: 2 weeks

Print times vary depending on the complexity of the piece and the quantities. Please consult the Communications team for exact timelines.

Banners/signage

- banners: 4 weeks
- event signs: 2 weeks

Writing

- reports/book copy: 4 weeks
- copyediting: 2 weeks
- article: 2 weeks

Promotional items

- swag: 4-6 weeks
- t-shirts: 4-6 weeks
- copyediting: 2 weeks

Digital communications

- digital assets (web or social media graphics): 2 weeks
- digital slides: 2 weeks
- Just in Time slides: 2 weeks
- social media campaign: 3 weeks
- newsletter template: 3 weeks
- electronic invitations/email letters: 2 week

Website requests and timelines

For web requests related to your **services** or **general information**, either to update existing content or to add new web pages, please submit a **website request**.

For web requests related to a **program** or **event**, please complete the **website edits section** of the Promotions Request form.

Timelines:

- **Small content changes e.g. news items or minor changes to existing pages:** 24-48 hours
- **Forms:** 24-72 hours, may be longer at peak times
- **Changes to the information architecture and/or major content changes:** require a meeting with the Manager, Information Projects; turn-around times will be established then.

The review process

This process is designed to streamline production and allows us to get materials to you faster to maximize your promotion time.

Copy

- Project copy has one (1) client review (make sure all relevant staff have also reviewed it).
- Limit revisions to informational or inaccurate content. The language and tone are designed to be on brand, and are the appropriate length for the mediums selected.
- Reviews must be returned within 24 hours (and copy is final after this review).
- The second proof must be approved before moving on to the design phase.
- The 24-hour turnaround of reviews ensures that deadlines are met. When reviews take longer, due dates cannot be guaranteed, because other departments' project deadlines will be compromised.

Graphic design

- All graphic designs have a maximum of two (2) client revisions.
- NO COPY CHANGES ARE PERMITTED AT THIS PHASE OF THE PROJECT.
- The colours and fonts are chosen based on the Student Life brand and cannot be changed.
- The third proof must be approved before items can be posted or printed.
- Reviews must be returned within 24 hours.
- The 24-hour turnaround of reviews ensures that deadlines are met. When reviews take longer, due dates cannot be guaranteed, because other department's project deadlines will be compromised.

For information on how to complete a review, please [watch this video tutorial](#) or visit the [Review and Approval Help Documentation](#) about the inMotionNow Review environment.

Receiving your files

- Once you have approved your proofs, final files can be downloaded from your dashboard.
- Click on the request in your dashboard and download the requests from the deliverables section.
- Please allow up to 24 hours for files to be uploaded (documents must be made accessible before they can be delivered).