



2023-24 MARKETING & COMMUNICATIONS DEPARTMENT

Process & Protocols

Our Purpose

Inform, influence, and inspire our Viewpoint Community:

Inform community about all TK-12 events, activities, programs, celebrations, accolades, and more

Influence a call-to-action among the community (attending, participating, volunteering, donating)

Inspire community about the mission, vision, and values of Viewpoint School

IMAGINE new or expanded ideas, programs or campaigns throughout the year!

Our Philosophy & Protocols

- Our department is a service unit for the school, with prioritization and collaboration being key to our success
- We appreciate partnership, planning, and patience
- The earlier we know about activities, events, initiatives, and programs, the better
- Adhering to our brand guidelines is required as it relates to swag, merchandise, or graphics
- Copy for dedicated push pages must be submitted to the Marketing & Communications team via a Google doc.
- Items and any corresponding visuals for the Weekly Mailer must be submitted to: weekly.mailer@viewpoint.org
- **The deadline for Weekly Mailer submissions is Wednesdays at Noon**

Guidelines at a Glance:

CATEGORY	PROCESS + REQUIREMENTS	TIMELINE
Weekly Mailer	<ul style="list-style-type: none"> We source information from the master calendar Submit additional information and visual assets immediately upon confirmation of details Make best efforts to adhere to weekly deadlines 	Distributed every Thursday by end of business day Deadline for submissions is Wed. at Noon – send to weekly.mailer@viewpoint.org
Dedicated Push Pages and Marketing Major Initiatives Digital Sign Content	<ul style="list-style-type: none"> Schoolwide or divisional, department or parent volunteer events (in-person or Zoom) and major initiatives (e.g., Homecoming) will be communicated via one dedicated push page with follow-up promotion in the Weekly Mailer <ul style="list-style-type: none"> Please submit copy via a Google doc Send content requests for the digital sign to tanner.wilson@viewpoint.com (all-community events only) 	Optimal: provide information and visuals 4 weeks out from the event; sample content calendar: <ul style="list-style-type: none"> Week 1 = dedicated push page/social Weeks 2-4 = inclusion in Weekly Mailers with key updates/new news; social media considerations Post-event = news story on website
Social Media	<ul style="list-style-type: none"> Ideas for social media posts and images are welcome, but usage can't be guaranteed. Images also can be showcased in the Weekly Mailer albums 	Ongoing; send images/suggestions directly to aj.hernandez@viewpoint.org tanner.wilson@viewpoint.org
Documenting Events/Sports	<ul style="list-style-type: none"> Best efforts will be made to cover events with photography/video; outsource when needed 	Ongoing; send requests to Christy Salcido, A.J. Hernandez or Francisco Espinoza
Use of our Viewpoint and Athletic logos + branding	<ul style="list-style-type: none"> All designs for merchandise, swag, graphics and signage must be submitted to CMO for approval. 	Ongoing; send designs to: christy.salcido@viewpoint.org

Who to Reach Out to for What

<p>Christy Salcido, Chief Marketing Officer christy.salcido@viewpoint.org (818) 591-6628 Planning, messaging, creative ideas, local press, community relations, public affairs, thought leadership, issues and crisis communications <i>The Viewpoint Magazine</i>, annual reports, news stories, traditional advertising (until we replace Monica Case with a Manager)</p>
<p>A.J. Hernandez, Director of Digital Marketing & Communications aj.hernandez@viewpoint.org (818) 591-6116 Website, social media (main Viewpoint pages), content creation/design, lead photographer + photography and video requests, Podcast producer, Weekly Mailer, push pages Please copy A.J. on all requests for Tanner's support</p>
<p>Tanner Wilson, Content Marketing Specialist tanner.wilson@viewpoint.org (818) 591-6265 Photography and video, social media content, website support, design support, assistant Podcast producer; Weekly Mailer, digital sign management</p>
<p>Extension of team for marketing - Francisco Espinoza, Assistant Director of Athletics & Sports Information Director francisco.espinoza@viewpoint.org (818) 591-6446 Athletics social media, contributing sports photographer, sports marketing and promotion, managing the Navy app</p>