DIGITAL CONTENT UPDATE PROCESS

College of Fine Arts

Digital content produced by the College of Fine Arts, including websites, news stories and social media should fulfill the Marketing and Communication goals for the college as well as communicate accurate and relevant information.

**TCU Marketing and Communications Goal: Strengthen TCU’s academic reputation**

* **College of Fine Arts Goal:** Position College of Fine Arts as a leader in arts education and performance, known for quality and excellence
* **College of Fine Arts Goal:** Position College of Fine Arts faculty as thought and performance leaders in their respective fields

**TCU Marketing and Communications Goal: Develop deeper internal understanding of TCU’s strategic direction and brand**

* **College of Fine Arts Goal:** Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as integral part of a liberal arts education

**TCU Marketing and Communications Goal: Increase the University’s visibility with key student segments**

* **College of Fine Arts Goal:** Support recruiting efforts to attract the best and the brightest as well as diverse students

**TCU Marketing and Communications Goal: Raise TCU’s visibility to be comparable with that of other national universities**

* **College of Fine Arts Goal:** Elevate the distinctive educational experiences at TCU and in the DFW metroplex
* **College of Fine Arts Goal:** Stimulate favorable critical reception of performance scholarship and creative activity
* **College of Fine Arts Goal:** Build robust audience profile comparable with that of other national university fine arts programs

**WEBSITE**

The College of Fine Arts websites exist to fulfill the goals of the college, provide accurate and relevant information and to promote the college and its units.

If there is a change to be made due to incorrect information on the College of Fine Arts website or a unit website on a tcu.edu domain, please follow the process below.

* Director, Chair or Marketing Working group member from the unit will send Meredith Shanks ([m.shanks@tcu.edu)](mailto:m.shanks@tcu.edu)) an email with the following information (please be as detailed as possible)
  + Describe the error or the change that needs to be made
  + Copy and paste the page URL underneath this description
  + Provide the corrected content – mark your changes in red to clarify your request
  + Include any other details about this change that Marketing should know about
* Meredith will compile the information in a Word document to submit to the web team through Zendesk, the web team’s ticketing system.
* A ticket will be created, and a timeline will be determined. Meredith will email the individual who submitted the request with the timeline information and will work with the web team until completion of the update.
* Meredith will let the individual who submitted the request know when the ticket has been completed.

Functionality and content enhancements will be addressed during the web redesign. Web standards will be presented in January 2017, with a web redesign in the following months.

**NEWS AND EVENTS STORY/TCU THIS WEEK**

Through TCU This Week and News and Events, the College of Fine Arts can promote its newsworthy information. TCU This Week is a weekly email sent out to the TCU Faculty and Staff, informing the community of TCU news for that week. It contains top stories and quick hits of information. TCU This Week is housed on thisweek.tcu.edu. News and Events are news stories housed on <https://newsevents.tcu.edu>. This is a way to leverage newsworthy content to be visible across and outside the University. Think of it as a press release housed on TCU’s website.

TCU This Week

In order to be featured in TCU This Week, please send Meredith Shanks ([m.shanks@tcu.edu)](mailto:m.shanks@tcu.edu)) an email with the following information. **Please allow up to three weeks for writing and publishing.**

* What type of story are you submitting? (choose all that apply)
  + Individual accomplishment
  + Student/group success story
  + Research news/Creative activity
  + Community partnership/outreach
  + Prominent event
  + Other interesting news/hot tips
* Brief summary:
  + Who, what, where, why and when
* What College of Fine Arts Marketing and Communication Goal does it fulfill?
* Additional details: Why is this important? Does it mark a milestone for the person or TCU as a whole? How does it help tell the TCU story?
* Send any photo that could apply to this submission. Please give stated permission to use the photo.

Meredith will work with Shelley Hulme in the Office of Strategic Communications on the submission. Meredith will notify the submitter on whether the item will be featured in TCU This Week or if there is a need for more information.

News and Events

In order for a news and events story to be written, please send Meredith Shanks ([m.shanks@tcu.edu)](mailto:m.shanks@tcu.edu)) an email with the following information. **Please allow up to three weeks for writing and publishing.**

* What type of story are you submitting? (choose all that apply)
  + Individual accomplishment
  + Student/group success story
  + Research news
  + Community partnership/outreach
  + Prominent event
  + Other interesting news/hot tips
* Brief summary:
  + Who, what, where, why and when
* What College of Fine Arts Marketing and Communication Goal does it fulfill?
* Additional details: What makes this newsworthy? Does it mark a milestone for the person or TCU as a whole? How does it help tell the TCU story?
* Send any photo that could apply to this submission. Please give stated permission to use the photo.

Meredith will work with Shelley Hulme in the Office of Strategic Communications on the submission. Meredith will notify the submitter on whether the item will be turned into a News and Events story or if additional information is needed.

**SOCIAL MEDIA**

College of Fine Arts and its units have a presence in social media. For a list of the current social media pages, processes and strategy, please reference the College of Fine Arts Social Media Plan.