



UNIVERSITY OF  
**SOUTH CAROLINA**

College of Hospitality, Retail  
and Sport Management

## **HRSM Communications Office Menu of Services**

Staff in the HRSM Communications Office are here to support you. Our team manages print, web, social media, communications, as well as video and photography services on behalf of the college, its faculty and staff. Our goal is simple: to promote the vision and ongoing achievements of the College of HRSM, led by its faculty, staff, students, alumni and industry partners.

### **Protocol for new projects:**

- Please submit project requests 2-3 weeks before your deadline.
- Communications projects are accepted based on the priorities of the college and guided by the HRSM Blueprint.
- If your project deadline and/or budget does not permit our team to work on your project, we will assist you in contracting one of the University's approved professional service vendors.
- For revenue-producing events, expect to work with both HRSM Communications staff and approved vendors.
- All university faculty and staff are required to follow the branding and marketing guidelines outlined by the USC Division of Communications here: [sc.edu/toolbox](http://sc.edu/toolbox).
- The development of any public-facing materials (print or online) representing the college and/or university must be approved by HRSM Communications before being published. This includes items donated to HRSM faculty or students (posters, flyers, logos, brochures, websites, billboards, etc.).
- Tickets may be placed by visiting [comm.hrsm.sc.edu](http://comm.hrsm.sc.edu). Please use your username and password used to log in to your USC computer. Bookmark this link!

Questions about protocol? Still not exactly sure what defines an “approved USC vendor?” Call HRSM Communications at **803.777.6491**.

\* \* \* \*

## **HRSM Communications Menu of Services**

*\*\*Please note: All services provided by the HRSM Communications team that require production costs MUST be approved by appropriate department chair or supervisor prior to submitting request.\*\**

### **Print Materials**

#### ***Publications***

HRSM Communications plans, publishes and manages distribution for annual print publications called *HRSM Mini-zines*. Publications are distributed to nearly 13,000 HRSM constituents and given to prospective students/families when they visit campus.

#### ***Brochures***

HRSM Communications helps plan, write and publish brochures. These brochures include, but are not limited to, support for the areas of recruitment, advisement, development and alumni.

#### ***Posters***

HRSM Communications helps design posters to promote activities such as research, internships, study abroad, guest speakers, hosted conferences and workshops. Our team also reviews and approves student-produced posters related to college events and/or HRSM student club activities.

### **Online Communications**

#### ***Web Design and Web Development***

HRSM Communications manages all web design and web development for [sc.edu/hrsm](http://sc.edu/hrsm) and its related online subpages.

#### ***Website copywriting***

HRSM Communications assists faculty and staff with planning, writing and publishing online content for the HRSM website.

#### ***Blogging***

HRSM Communications is available to assist with blog strategy and site recommendations. The overall blog management and blog publishing should be overseen by the individual faculty member, staff, student or alumni.

#### ***PowerPoints***

HRSM Communications plans and creates PowerPoint documents in support of college level presentations and special projects approved by the Dean. A majority of PowerPoint presentations support HRSM recruitment, advisement, development and alumni. Templates can be found at [sc.edu/toolbox](http://sc.edu/toolbox).

## ***Social Media***

HRSM Communications manages five social media websites on behalf of the college: 1.) **Facebook** 2.) **Twitter** 3.) **YouTube** 4.) **LinkedIn** and 5.) **Instagram**. Social media channels promote activities and successes of HRSM faculty, students, staff and alumni. HRSM Communications is also available for social media training upon request and acts as a liaison between the college and the university's social media staff.

**\*\*Please incorporate the use of hash tag (#HRSM) in your social media posts so that we can help promote and track mentions! If you have a hashtag in mind to promote an event or course, let us know!\*\***

## ***E-Newsletters***

HRSM Communications plans, publishes and manages distribution of multiple college-wide e-newsletters sent annually. E-newsletters promote upcoming events and successes tied to HRSM and are distributed to college faculty, staff and alumni as well as friends of the college. E-news blasts can also be produced to promote new academic course offerings, development campaigns and upcoming HRSM events. Ticket requests for e-communication should include a comprehensive list of recipients that must be verified (which we can submit on your behalf) for authenticity before any design work or communication can be sent out. Our Email verification and authenticity third party company charges one cent per email.

## ***Video***

HRSM Communications plans, records, edits and publishes videos. The videos are shot in high definition and featured on the HRSM website and the HRSM YouTube Channel. Videos promote activities and successes of HRSM faculty, students, staff, alumni and friends of the college. Some videos, based on length and overall production requirements, are outsourced for a fee to an approved external vendor.

## **Media Relations**

### ***Media Relations & Interviews***

HRSM Communications coordinates media interviews for HRSM faculty, staff and students. All media requests should run through HRSM Communications and involve the USC News Department. This includes interview requests for print publications, online publications, television and radio. If you are contacted directly by any media, please be sure to inform the HRSM Communications team immediately so that we can assist and help to promote media collaborations.

### ***Press Releases***

HRSM Communications plans, writes and manages the distribution of press releases to promote newsworthy HRSM announcements and upcoming HRSM related events.

### ***Speech Writing***

HRSM Communications is available to support speech writing for college-level events.

### ***Op-eds***

HRSM Communications is available to support college-level articles written for newspapers and/or trade publications. The team proofs, edits and reviews op-eds written by faculty.

### ***News Clippings***

HRSM Communications tracks online and print news clips mentioning and/or quoting HRSM faculty, staff, students and alumni.

### ***Advertising***

HRSM Communications assists with the planning and placement of advertising. Requests should be made at least 2-3 weeks in advance and in accordance with the publication's advertising deadline. Funds should be approved by the appropriate administrator prior to this request.

### **Photography**

HRSM Communications is available to shoot photography of students, faculty, staff and alumni as well as HRSM related events. Formal photography, including headshots, is outsourced to USC Creative Services or an approved USC vendor.

### **Development/Fundraising Support**

HRSM Communications supports marketing materials and events tied to college development and fundraising activities. Support can include, but is not limited to, print materials, marketing, social media, video and photography.

### **Event Promotions**

HRSM Communications supports promotions for events hosted by the college as well as events hosted by HRSM schools, departments and programs. Event promotions can include, but is not limited to, posters, flyers, web copy, social media announcements, press releases and media outreach. These events typically include conferences, seminars, workshops, guest speakers, and HRSM related ribbon cuttings. For revenue producing events, faculty and staff should expect to work with both HRSM Communications and approved USC service vendors.

### **Campus Communications**

#### ***Internal Communications***

HRSM Communications publishes several internal documents, including a weekly "HRSM Events" e-blast as well as e-blast updates promoting successes by the college, and its faculty, staff, students and alumni.

***College Announcements and Communications***

All correspondence, requests, announcements, opportunities, guest speakers, events, etc. to the entire College of HRSM faculty and staff should be submitted to the HRSM Communications team for distribution.

***USC Campus Communications***

HRSM Communications is the central liaison between the college and USC News Department. Our team helps promote activities and successes to USC News staff as well as other stakeholders on campus.

***Do you have a project that needs communications support?***

Place a project request online at: [comm.hrsm.sc.edu](http://comm.hrsm.sc.edu)

Or contact the HRSM Communications Office at [HRSMCOMM@mailbox.sc.edu](mailto:HRSMCOMM@mailbox.sc.edu) or call 803.777.6491.