

# **Communications Handbook**

**Office of the Provost  
Strategic Communications**



University of  
**Pittsburgh**

Office of  
the Provost

## Who We Are

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Effective communication with any audience means planning and implementing creative strategies to maximize your message.

Strategic Communications leads the overarching communications and visibility strategy for the Office of the Provost; advances key priorities of the Provost to broad and diverse audiences; and connects those priorities to larger local, regional, and national conversations.

We also manage the daily operation of the office's central communications channels, including websites and social media accounts; guide media engagement; and provide strategic and executive communications counsel.

Our overall focus spans:

- Strategic marketing/communications counsel and collaboration with partners across campus
- Media relations and crisis communications expertise
- Writing and editorial development
- Management of a range of social channels and content that drives engagement
- Oversight of video, photography, and audio content
- Design for creative collateral
- Analytics for websites, social media, and email

Strategic Communications expertise within the Office of the Provost includes Associate Provost for Strategic Communications Louise Cavanaugh Sciannameo, Communications Director Amy Woodall, and Digital Project Manager Olivia Albert.

## Reach Out to Us

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For our colleagues in the Office of the Provost, we work in partnership with you to conceptualize, write, design, plan and execute your project within University brand guidelines.

Include our team early on in the planning of your initiatives, programs, events, and projects when you know a communications plan will be needed. This helps us to have a fuller understanding of the scope of the project itself, as well as to be aware early on of the timeline, milestones, and overall expectations.

### *Contact Us*

Olivia Albert  
[ola60@pitt.edu](mailto:ola60@pitt.edu)

Louise Cavanaugh  
Sciannameo  
[lscianna@pitt.edu](mailto:lscianna@pitt.edu)

Amy Woodall  
[awoodall@pitt.edu](mailto:awoodall@pitt.edu)

### **Feeling Unsure? Come to Us First**

If you're uncertain whether the project you're considering should come to us, you should still reach out. If it's not something we can handle ourselves, we can advise you about who can.

## What We Do

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The following pages outline some of the specific ways our award-winning, professional team can assist you.

## Project Collaboration

### **Brand and Identity Guidance:**

University marks and “logos,” unit and sub-brand marks, brand colors and fonts, office-branded PowerPoint templates

### **Content Development:**

Editorial consulting, writing, editing, proofreading, University style alignment

### **Crisis Communications:**

Managing office responses that are sensitive, urgent, or challenging in nature

### **Event Collateral:**

Coordination of invitations, programs, signage, banner stands, posters, table drapes

### **Leadership, Executive, and Unit Communications:**

Announcements, dedicated messaging, newsletters, media availability and visibility

### **Media Relations:**

Strategy, content development, placement, inquiry response management with internal and external partners

### **Project Management:**

Scheduling, timelines and calendars, monitoring deadlines and deliverables, coordination with UCM

### **Project Strategy and Consultation:**

Your trusted advisor during creative planning, development and execution

### **Publications and Graphic Design:**

Brochures, flyers, programs, reports, pamphlets

## Digital Marketing / Media

### **Accessibility Strategies:**

Ensure inclusive user experience for web content and digital documents

### **Campaign and Website Analytics:**

Reporting on social and newsletter or email activity and engagement as well as search, traffic, and engagement for websites

### **Campus Digital Screens:**

Preparation of graphics and distribution to screen manager networks

### **Email Messaging:**

Copywriting, editorial review of unit newsletters and mass communications, Campaign Monitor management

### **Multimedia Planning and Coordination:**

Podcast development and management, photography, video

### **Online Content:**

Events calendar listings, including ticketing and registration; website carousel features; online programs; accolades

### **Social Media:**

Strategy and planning, content development, social graphics, scheduling, execution, management

### **QR Codes:**

Generate targeted codes with ability to track scans and usage

### **Websites:**

New site and page construction, maintenance and updates, targeted content development, search optimization

## Come Prepared!

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To help us help you, here are a few things to think about when preparing to discuss an upcoming project.

Be prepared to share information about:

- ✓ What your project is about and why it's needed
- ✓ The format/channels you're interested in, if you know; otherwise, leave that up to us!
- ✓ The intended audience: Who are we talking to?
- ✓ The intended message to the audience: What needs to be said?
- ✓ Specific details that should be included in messaging
- ✓ Your thoughts on overall look and possible graphics
- ✓ Key desired takeaway(s) for your audiences
- ✓ Desired calls to action, if applicable
- ✓ Expected results of campaign or outreach
- ✓ Timelines and due dates: When does it need to be sent, published, or available?
- ✓ Key people who should review proofs

### *Take Note:*

*If you get a query from the media, let Louise Sciannameo know before you respond.*

## Materials Guidelines

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### Content Tips

- ✓ Provide your text content to us in a Word document.
- ✓ The text you provide us should be as complete as possible. Later rewrites, content additions, and additional review cycles will extend the delivery time for the final piece.
- ✓ Keep “Track Changes” on during the editing and review processes.

### Image Tips:

- ✓ Don't download images from other websites for use.
- ✓ Provide high-resolution (300-dpi) artwork and photos for print projects.
- ✓ For digital projects, make sure your images are large enough (file size and dimensions) to reproduce well.
- ✓ Submit images as individual files—not embedded in a Word file.
- ✓ Don't have photos? We'll source University-owned photos or licensed stock photography for your project needs.
- ✓ Using a QR code? They're best applied for access on the go or when users are away from their computers. In emails and on social posts and webpages, stick with the classic hyperlink.
- ✓ Use of the University Seal and Pitt Script spirit mark are reserved for particular applications and audiences. Use the shield and signature institutional mark instead.

# Allow Enough Time

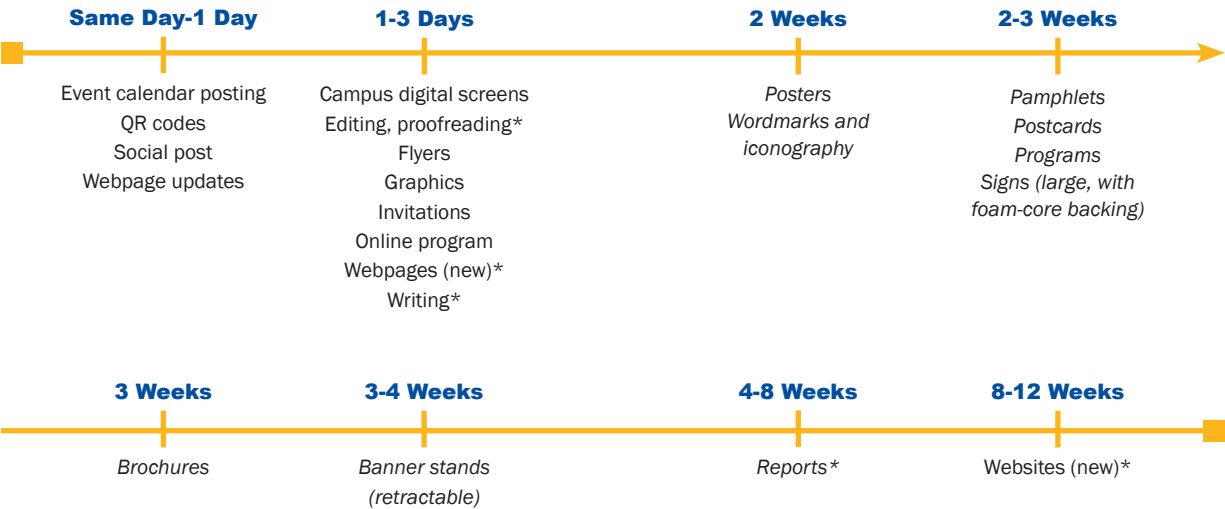
There’s always a lot going on in the Office of the Provost, so make sure you plan ahead for any projects. Keep the timelines below in mind.

If your project will require graphic design and print production, please be sure to build in time for the whole process, from design request to delivery.

Note: Italicized items below indicate those that will likely have involvement by University Communications and Marketing.

These time frames should be considered estimates. And don’t forget: The number of rewrites and other revisions requested during the proofing review process can extend this time.

Turnaround time for items with asterisks (\*) may be affected by amount of content provided.



## Brand Resources

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Sometimes you may decide to create a quick informal report or graphic yourself. You'll still want to make sure it aligns with the Pitt brand and uses approved assets. Please share with us for review, or follow the instructions provided at [brand.pitt.edu](http://brand.pitt.edu). Some useful items there include:

### University Writing Style Manual

Following the University's writing style helps to ensure consistency in communications across departments, offices and schools.

### University PowerPoint Templates

Three University Powerpoint presentation templates are available for download—but come to us for the approved Office of the Provost versions!

### Institutional Marks

If you download the “shield and signature” mark (aka the “logo”), make sure you refer to the Brand Guidelines PDF to understand the right way to use which visual identity marks, including position, size, and other details.

The Office of the Provost's formal unit mark and sub-brand marks are available by request from our Strategic Communications team.

### Visual Identity

Find the official color palettes to support Pitt's brand identity. For example:



**Pitt Royal = HEX #003594**



**Pitt Gold = HEX #FFB81C**

## Current Messaging Channels

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### Newsletters

- Graduate Studies
- Educational Outreach Center
- Faculty Affairs, Diversity and Development
- Pre-Health Resource Center
- Student Success

### Podcast

- From the Office of the Provost

### Social

- Facebook:  
/PittFDD • /PittEOC
- Instagram:  
@pitt\_fdd • @pitteducationaloutreach •  
@pittgradstudies • @pittstudentsuccesshub
- LinkedIn:  
Pitt Faculty Diversity & Development •  
University of Pittsburgh Office of the Provost
- TikTok:  
@pitteoc
- X (twitter.com):  
@pittfdd • @pittgradstudies • @pittprovost

### Websites

provost.pitt.edu • analytics.provost.pitt.edu •  
art.pitt.edu • catalog.pitt.edu • datascience.pitt.edu • eoc.pitt.edu • facultydiversity.pitt.edu •  
facultyhandbook.pitt.edu • facultyunionization.pitt.edu • gradstudentunionization.pitt.edu •  
gradstudies.pitt.edu • ir.pitt.edu • pathways.pitt.edu • postdoc.pitt.edu • studentsuccess.pitt.edu •  
sustainabilityinstitute.pitt.edu • tutor.pitt.edu • undergradstudies.pitt.edu

**University of Pittsburgh**  
Self-Study  
2022

Approved by The Middle States Commission on Higher Education

University of Pittsburgh

University of Pittsburgh Office of the President

How to Join the First-Generation College Celebration Week: Join us for the week of the first 400 graduates (which includes students and graduates) who are the first in their families to attend college. Join us for the week of the first 400 graduates (which includes students and graduates) who are the first in their families to attend college.

Join now at [firstpitt.org](http://firstpitt.org) [www.pitt.edu/firstpitt](http://www.pitt.edu/firstpitt)

## First-Generation College Celebration Week

September 10 - 16, 2014

Date	Event
06	First-Generation College Celebration Week Kick-off
07	First-Generation College Celebration Week: Day 1
08	First-Generation College Celebration Week: Day 2
09	First-Generation College Celebration Week: Day 3

**FIRST PITT**

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The Vice-Chancellor (Academic) and the Vice-Chancellor (International) of the University of Edinburgh have been elected to the position of Vice-Chancellor of the University of Edinburgh. The Vice-Chancellor (Academic) is responsible for the academic affairs of the University and the Vice-Chancellor (International) is responsible for the international affairs of the University. The Vice-Chancellor (Academic) is also responsible for the academic affairs of the University of Edinburgh. The Vice-Chancellor (International) is also responsible for the international affairs of the University of Edinburgh. The Vice-Chancellor (Academic) is also responsible for the academic affairs of the University of Edinburgh. The Vice-Chancellor (International) is also responsible for the international affairs of the University of Edinburgh.

 **University of Pittsburgh** Graduate Studies  
**Office of the Provost**

**October 2023**



Dear Graduate and Professional Students,

We are pleased to share the following opportunities for engagement on campus and beyond. As you settle into the fall semester, you can find resources on our website and on our X (formerly Twitter) account.

Additionally, please note the following **Academic Calendar** dates:


- **October 8:** Fall Break (No Class)
- **October 13-14:** Homecoming
- **November 19-20:** Thanksgiving Recess (No Classes)

**USING DATA SCIENCE TO INFORM DECISION-MAKING**

Data science is key to realizing our ambitions—from data governance to data collection. Data is an enabler of research in every field—and the understanding of and ability to utilize data is essentially a universally needed skill set. Learn more about data science at PIR by visiting [datascience.pitt.edu](http://datascience.pitt.edu).




Scan for information about the Data Science Task Force.



*The* **RACE**  
*and* **SOCIAL**  
**DETERMINANTS**  
*of* **EQUITY,**  
**HEALTH** *and*  
**WELL-BEING**

Cluster Hire and Retention Initiative  
at the University of Pittsburgh

 University of Pittsburgh

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