



COLLEGE OF THE
SEQUOIAS

MEDIA KIT

MISSION

Sequoias Community College District is dedicated to student learning, success, and equity by providing transfer education, basic skills, and workforce development for our diverse student population.

VISION

The entire College of the Sequoias community works in an environment of mutual respect to realize the following vision:

COS students achieve their full educational potential. The College strives to provide an educational pathway for every student with regard to background, disability, location, culture, learning modality, and preconceived time frames.

COS promotes an environment that creates a positive attitude among COS employees that carries over to the students and into the community.

COS is a community leader whose contributions positively impact the lives of the population it serves.

Educational programs at COS are aligned to meet the constantly emerging economic and workforce development needs of the community through partnerships with business, government, industry and labor.



Representing The Strategic Plan Website Content

Website content represents the entire Sequoias Community College District and the primary target audience includes current, new and returning students. Website content should include content that is visually engaging, specific to the event or daily activities and represent the COS mission and vision.

Website Content should include the following:

- Description of what to expect in the respective area.
- Contact information.
- Updated and relevant information that represents the current academic semester.
- Relevant and current links to subpages or additional resources.
- Live photos that represent the respective area.

COS [District Goal 4 is Sustainability](#). Assure the District Website is current and relevant. Respective areas of the District should assign a content manager. The content manager will monitor that area's webpages and work with their direct supervisor to assure content is current. For assistance and/or website training, contact laurenfi@cos.edu.

Social Media Content

Content shared on social channels should be relevant to College of the Sequoias events, activities, and [District Goals](#). Social platforms should include content that is visually engaging, specific to the event or daily activities, and represent COS mission and vision.

COS [District Goal 3 is Equity](#). Social channels should represent a diverse student, staff, and Faculty population. Viewers should be able to see themselves attending class, events, and activities at COS.

COS Social channels should represent the entire District. Additional Social Media Guidelines can be located on [page 10](#).

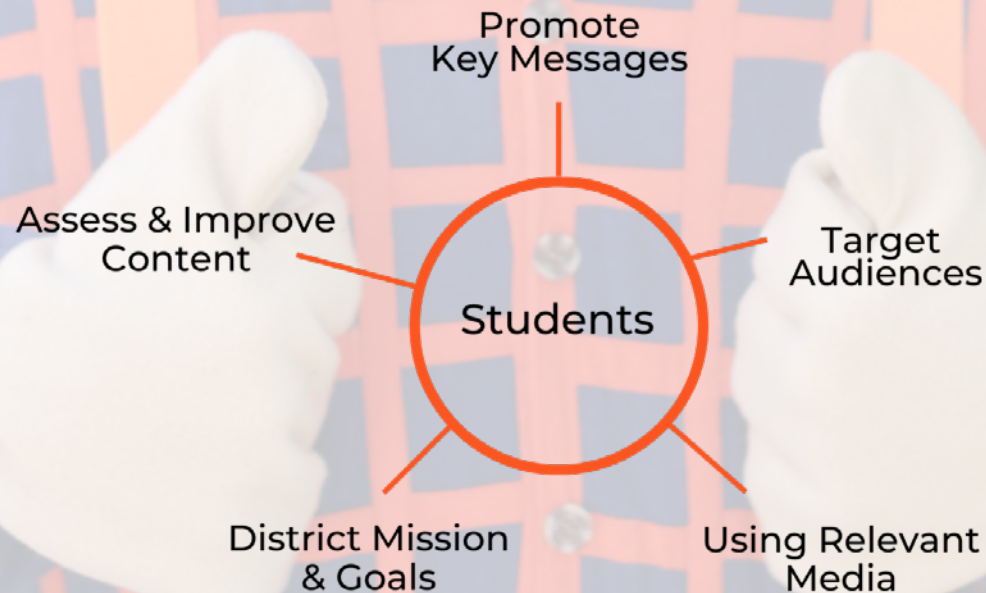
DISTRICT COVERAGE

The COS Marketing & Public Information Office is responsible for the District's image and brand management, strategic marketing and official external communications that represents all three campuses: Hanford, Tulare and Visalia. The Marketing Office promotes internal and external awareness of the many opportunities offered by the Sequoias Community College District and works under the direction of the District Superintendent/President. The District's marketing goals are informed by the District's 2021-2024 Strategic Plan and Mission Statement.

SUSTAINABILITY

Marketing & Public Information monitors the District's use of foundational practices and resources put in place by the Master Plan, Strategic Plan and Annual Report on the Strategic Plan.

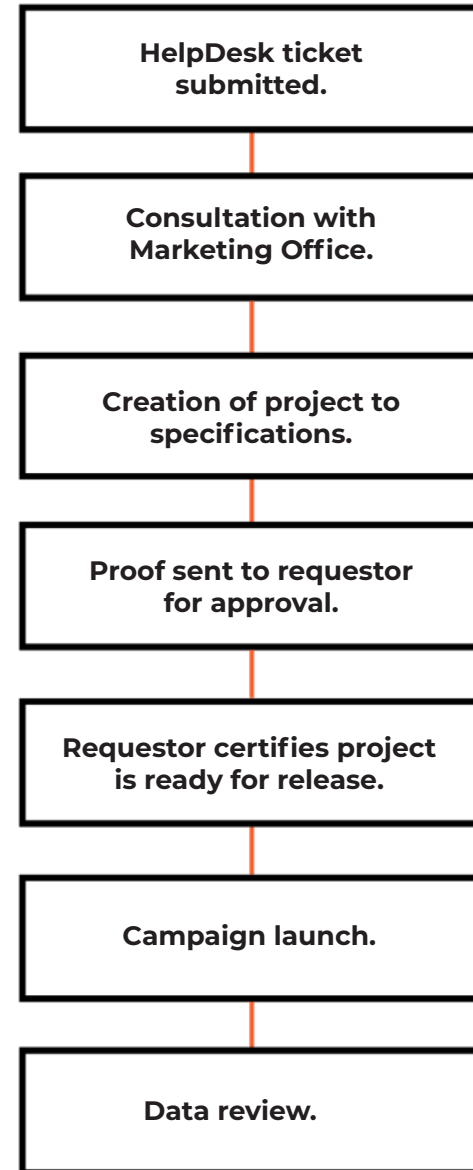
KEEPING STUDENTS AT THE CENTER





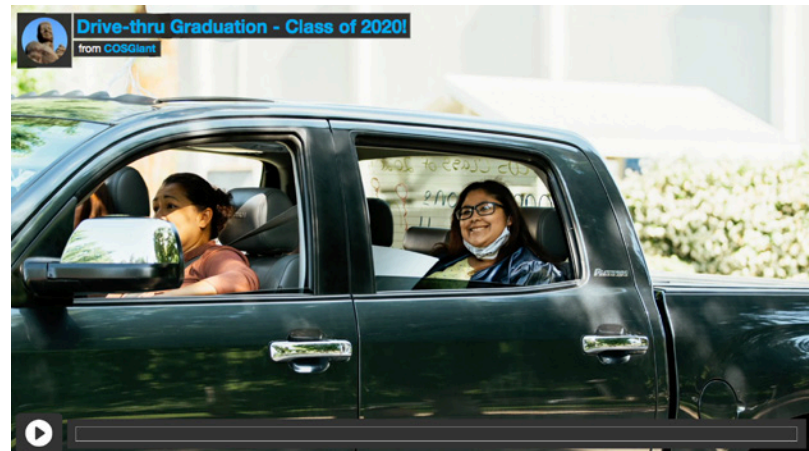
THE CREATIVE PROCESS

Taking ideas from concept to completed campaigns.



STORY DRIVEN CONTENT

Humans generally make decisions with the emotional parts of their brains. We crave connection and common experiences. Storytelling content is critical and can make a greater impact on the target audience.



AUDIENCE DRIVEN ADS

Print or digital advertisement should focus on the target audience.



YOU BELONG!

JOIN THE GIANT FAMILY TODAY

REGISTRATION FOR SPRING 2021 OPENS NOVEMBER 2ND | COS.EDU

Breathe Magazine



LifeStyles Magazine



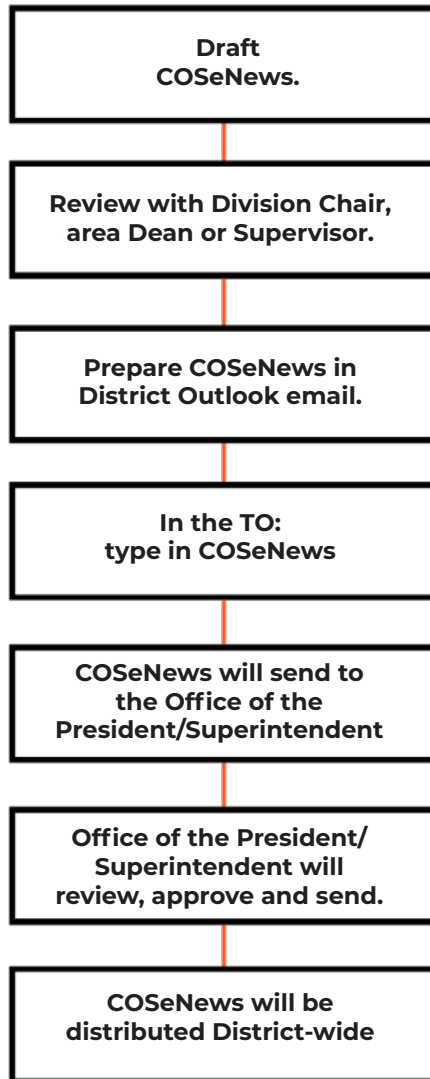
Postcard Mailer



Lemoore Base Guide

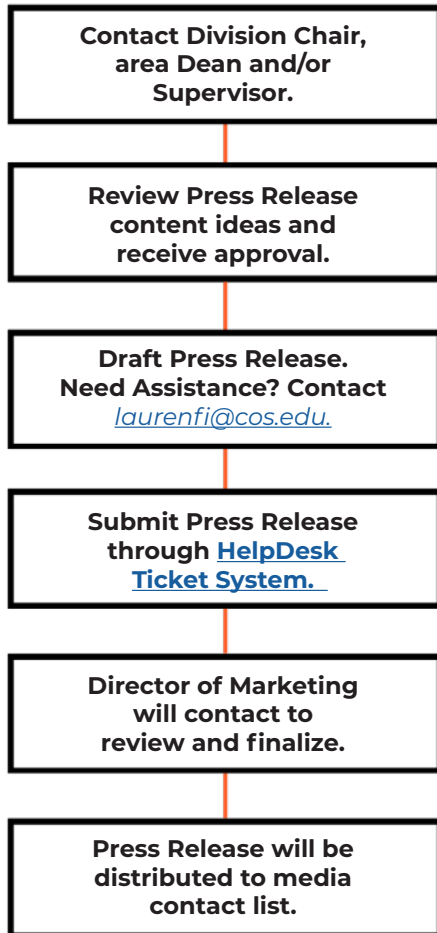
DISTRICT COMMUNICATION & COSENEWS

The Sequoias Community College District utilizes COSeNews, an internal communication email system that is distributed to all COS employees. COSeNews is available to share District-wide information. Staff and Faculty should work with their Division Chair, area Dean or supervisor to determine appropriate and/or relevant content to share via COSeNews.



PRESS RELEASE

The Marketing and Public Relations Office can assist with Press Release distribution. Press Releases represent District-wide announcements, story driven content, and awards.



SOCIAL MEDIA GUIDELINES

College of the Sequoias encourages departments, programs and services District-wide to utilize social platforms through the Marketing Office to promote College activities and connect with students and the community.

The following guidelines are to reference when posting social media content. Social platforms are consistently changing and the guidelines are subject to change.



GOALS

College of the Sequoias purpose for social media channels include:

- Connecting with students, District staff/faculty, and community.
- Motivate and inspire engagement on social platforms and to attend District-wide workshops, events, and activities.
- Communicate important information including semester dates/deadlines, events, and activities.
- District-wide student success stories that align with District Goals.
- Relevant content, easy to read/navigate, and concise information.
- Consistent brand recognition across all social platforms.

AUDIENCE

College of the Sequoias target audience for social media channels includes:

Primary Audience

- New, current, and returning students.

Secondary Audience

- Faculty and staff District-wide.
- Community constituents; i.e. Board Members, Community Service Clubs, Business Partners, neighboring communities to all three campus locations.

College of the Sequoias attempts to meet the social network needs of all audiences listed above, however the predominant focus for the District's social media channels is the primary target audience.

MANAGING CONTENT

The COS Marketing Office manages all social media channels including Facebook, Instagram, Twitter, YouTube and Vimeo. The Marketing Office manages the content posted to all platforms. Specific staff, managers or administrators may be granted access to post on social platforms. These individuals will undergo a training to better understand content creation, branding, and standards. The Marketing Office holds editorial rights discretion determining the frequency and focus of material posted on social channels.



CONTENT STRATEGY

Content shared on social channels should be relevant to College of the Sequoias events, activities, and District Goals. Social platforms should include content that is visually engaging, specific to the event or daily activities, and represent COS mission and vision.

Published content should include the following:

- Appropriate and relevant live photo.
- Event or activity description - using catchy language to engage audience to read more.
- Event or activity details if applicable: date, time, campus, building, room, cost, contact information.
- COS [District Goal 3 is Equity](#). Social channels should represent a diverse student, staff, and Faculty population. Viewers should be able to see themselves attending class, events, and activities at COS.
- COS Social channels should represent the entire District.
- All campuses, programs, services, departments, and events are equally important and represented as equally as possible.
- Specific Program, Department, or Student Club Handles.

District-wide there are program, department, and student club specific social platforms; i.e. [@cospuente](#), [@cosathletics](#), etc. As a content contributor, you are not responsible to posting content on these accounts.



CREATING NEW SOCIAL ACCOUNTS

The Marketing Office encourages the District to not create any new individual social media accounts.

Please set up a meeting with the Marketing Office to strategize social efforts on the current social accounts.

The Marketing Office can be reached at 559-730-3921 or in the Administration Office, Sequoia Building, Visalia Campus or email [Lauren Fishback at laurenfi@cos.edu](mailto:Lauren.Fishback@cos.edu).

MONITORING SOCIAL CONTENT

The Marketing Office will monitor all social content and will determine the appropriateness of all posts. Social media contributors should be prepared and available to respond to questions or comments related to their posts as needed and if appropriate.

Negative Comments

The Marketing Office will determine an appropriate response prior to responding. Inappropriate comments will be deleted if related to racist, sexist, or homophobic language. Contact laurenfi@cos.edu for additional support related to negative engagement. Refer to Administrative Procedure 3721 under the header Content and Disclaimer.

Scholarships

Any discussion that is partisan of donations or scholarships will be directed to the COS Foundation which is classified as a 501 (c)(3) non-profit and is equipped to engage in these discussion.

Discussing Elections

Refrain from any dialogue related to Board, community, local, state, or national candidates running for office positions.

Complaints

Refrain from any dialogue related to staff, faculty, community constituents, and students. COS has a formal grievance process for students. Please find additional information related to [filing a grievance here](#).

All responses to comments must be professional, neutral, friendly, and helpful. If necessary, ask clarifying questions.

SOCIAL ENGAGEMENT IS FUN

Social channels are used to engage students providing FUN engaging tag lines and information that entices students, staff, faculty, and community to participate in the GIANT family!



LOGOS & BRANDING STANDARDS

The Sequoias Community College District Logo represents a visual identity for the College. Official logos can be utilized with the campus, program or department name listed underneath the logo. Department and Program specific logos are available through a [HelpDesk request](#).

All College of the Sequoias Community College District Logos are [available to download here](#).

COS BLUE
#24337a
R:36, G:51, B:122

COS ORANGE
#f05423
R:240, G:84, B:35

COS GREEN
#7fbe41
R:127, G:190, B:65



COS ORANGE
#f05423, R:240 G:84 B:35

COS BLUE
#24337a, R:36 G:51 B:122

WHITE

GIANTS

S S S

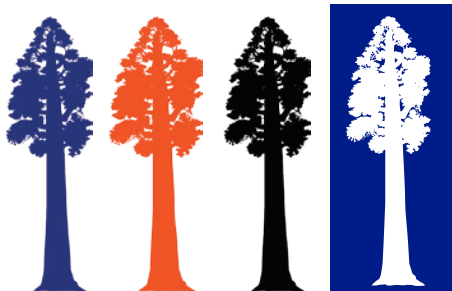
COS
ATHLETICS

COS
ATHLETICS

COS
ATHLETICS

COS
ATHLETICS

COS SOFTBALL
COS SOCCER
COS BASEBALL
COS CROSS COUNTRY



Sequoias

Sequoias

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For other color combinations or program specific graphics, please submit a [HelpDesk request](#) or contact [Lauren Fishback at laurenfi@cos.edu](mailto:laurenfi@cos.edu) or [Vanessa Lamb at vanessal@cos.edu](mailto:vanessal@cos.edu).

OFFICIAL TEMPLATES

College of the Sequoias Community College District Templates, including official letterhead, PowerPoint, thank you notes and envelope templates; are [available to download here.](#)



HANFORD | TULARE | VISALIA

COS.EDU | 559.730.3700 | HANFORD, TULARE, VISALIA

TYPOGRAPHY

College of the Sequoias uses the following fonts District-wide.
Primary fonts include Bank Gothic and Formata.

BANK GOTHIC MED
BANK GOTHIC BOLD
BANK GOTHIC LIGHT

[Download Font Here](#)

Formata Regular
Formata Bold
Formata Italic

[Download Here](#)

Montserrat
Montserrat Bold
Montserrat Light

[Download Here](#)

Eurostile Regular
Eurostile Demi

[Download Here](#)

HELPDESK REQUEST SYSTEM

Please use the [HelpDesk request system](#) for all marketing requests. We will do our very best to fulfill your requests in a timely manner. If your request is time sensitive, please submit a ticket and follow up with an email.

1. Go to [COS.EDU](#).
2. Click on [MyGiant](#) (the large orange button in the top right-hand corner).
3. Login.
4. Select [WebHelpDesk](#).



WebHelpDesk

5. Select the drop down menu to find Marketing Services.

Request Type

- Access/Account
- Banner/Reporting
- Computer/Support
- Email/Phone
- Marketing Services**
- Media Support
- Student System Support
- Teaching Support
- Websites

6. After choosing Marketing Services, determine what service is needed. Choose from artwork, business cards, campaign photography, videography, marketing consultation, or social media post.
7. Add a description, the deadline of the project, any supporting attachments, and click submit.

Request Type:

Request Detail: Describe what type of service you need, the due date of the project, and any other important details. Add any supporting attachments.

Please note: All new video content must be closed captioned for ADA compliance. There may be a cost for outside captioning services.



CONTACT US

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& Public Relations

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Media Content Specialist

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vanessal@cos.edu

COS

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