

Communications Guidelines

Maintaining a clear and consistent MICHHR style and voice helps us convey our core values and plays a key role in our success. A cohesive identity helps shape the narrative around MICHHR and can help ensure others are seeing us in a positive light. The below guidelines will help us maintain orderly and consistent communications to the benefit of all MICHHR programs.

All Communications

- | Graphic Design | Communications |
|---|--|
| <ul style="list-style-type: none">• Communications requests must be submitted via the appropriate form (see below) no less than five business days before needed. Allow longer for more detailed projects or projects that may require multiple rounds of edits and feedback or review by additional MICHHR leadership. | |
| <ul style="list-style-type: none">• There are templates available on the server at Public/Communications & Impact Team/Design Templates.• Once you've entered your information into a template, Sara can review and help polish the design.• If you need something more customized than the templates, reach out to Sara Blakely via the Graphic Design Intake Form.• Examples of graphic design include event programs, flyer design, poster design, infographics, and more. | <ul style="list-style-type: none">• The MICHHR editorial style guide is on the server at Public/Communications & Impact Team/Style & Branding Guides.• MICHHR boilerplate language (including for individual MICHHR programs) is available on the server at: Public/Communications & Impact Team/Boilerplate Language/MICHHR Boilerplate_May 2024.• A communications plan template is on the server at Public/Communications & Impact Team/Communications Templates.• Once you've entered your information into a template, Liz can review and edit text.• For other communications requests, reach out to Liz Fisher via the Communications Intake Form.• Examples of communications include advertising an event or opportunity, |

Emails/Newsletters

- | 100 or fewer recipients and internal audience | More than 100 recipients and/or external audience |
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| <ul style="list-style-type: none">• Review by the communications manager is not required but is available at your discretion if needed | <ul style="list-style-type: none">• Review by the communications manager is required before sending• Must use header and template provided by communications manager and graphic designer and adhere to MICHHR brand standards (for existing newsletters, we will be working with senders to update headers and templates in the coming months)• Must include footer linking to MICHHR website and socials |

Posters and Presentations

- The presenter should create using a MICHHR template
- After creation, if the slides or poster(s) are being presented publicly or to a large group, they should be routed to the MICHHR communications manager and/or graphic designer before using

Event Advertising

- Events should be submitted via the [communications intake form](#) as soon as date is confirmed so they can be listed on MICHHR website
- The event coordinator should create a communications plan for the event using the MICHHR communications plan template and share that plan with the MICHHR communications manager Liz Fisher at egf@umich.edu
- Flyers/images
- The MICHHR communications manager will assist with advertising the event via the appropriate MICHHR channels (this could include MICHHR Twitter, LinkedIn, Breakthrough, website, etc.) as well as the appropriate Michigan Medicine-wide channels (this could include Michigan Medicine social media, Headlines, etc.), the program event coordinator will be responsible for sharing with any program-specific email lists, collaborators, etc.

Communications Plans

- All events and initiatives that will be advertised external to MICHHR should have a communications plan.
- The event or initiative coordinator should create a communications plan for the event using the MICHHR communications plan template and share that plan with the MICHHR communications manager Liz Fisher at egf@umich.edu.
- The MICHHR communications manager will assist with advertising the event or initiative via the appropriate MICHHR channels (this could include MICHHR Twitter, LinkedIn, Breakthrough, website, etc.) as well as the appropriate Michigan Medicine-wide channels (this could include Michigan Medicine social media, Headlines, etc.), the program event coordinator will be responsible for sharing with any program-specific email lists, collaborators, etc.

Communications Calendar

- Emails and newsletters sent externally and/or to over 100 people need to go on the [shared communications calendar](#). We should plan ahead to ensure that more than one communication isn't sent to overlapping audiences in a week unless under special circumstances. If it's unavoidable, please contact Liz Fisher at egf@umich.edu to discuss.

Media Inquiries

- All media inquiries (requests for quotes, etc.) should be routed to Liz Fisher at egf@umich.edu who will route through leadership and Michigan Medicine Communications as needed.