

**From: NNMC Communications & Marketing (NCAM)**  
**Part 1: Guidelines for Broadcasts and Social Media**

Greetings Northern Community,

NNMC's Communications & Marketing team (NCAM) is committed to serving the needs of students and the College community. We truly enjoy sharing important and interesting College news and events and accommodating requests for email broadcasts and social media posts.

Given the volume of requests we receive, we need to ask for your partnership in creating effective communications that people will want to read. Good communications are a shared responsibility.

We ask everyone to please observe the following guidelines.

**Guidelines for broadcasts and social media posts:**

- **PLEASE INCLUDE A SUBJECT LINE and specify the audience** (e.g. students, faculty, staff)
- **FLYERS CAN NOT “FLY SOLO” – ADA COMPLIANCE (Americans with Disabilities Act)**  
We want all audiences to be able to access our messaging. Every broadcast and social media post must have “real” text that can be read by a text reader. A jpg or png image is *not* readable. A pdf is not sufficient alone.

**It is the responsibility of those requesting a broadcast or social media message with an attachment** to also provide a text version of all key information.

- **For Flyers/images:** repeat the key information in text to accompany the image, and include a brief intro sentence or two, and applicable details regarding who, what, where, when, etc.
- **For memos and long text heavy documents:** place the entire text in the body of the email and attach a pdf if necessary. A screenshot or image of text heavy documents is *not* accessible and is often too small to read on mobile.
- **Learn more about digital accessibility best practices here:**  
<https://accessibility.princeton.edu/how/content/images-text>
- **TIMING & REPEATS:**
  - **For most events & announcements** we suggest an initial broadcast a few days or a week prior, then a second broadcast the day before the event or deadline.
  - **Major event or campaign:** The Communications Team will work out a communications calendar with you.

**Questions?** Contact us at [communications@nnmc.edu](mailto:communications@nnmc.edu)