SAHP Digital Marketing Reference Guide

LOMA LINDA UNIVERSITY
School of Allied Health Professions

Compiled by Cerise Bender
SAHP Deans Office

April 2017

Digital Marketing

The School of Allied Health Professions (SAHP) engages in digital marketing efforts to promote the mission and values of the Seventh-Day Adventist Church, Loma Linda University, the School of Allied Health Professions and the various healthcare professions they provide education

Our School's purpose is to prepare our graduates to be employees of choice for premier health care organizations around the world by providing them with practical learning experiences through partnerships with those open to sharing our vision. We specialize in healthcare related academics in a wide variety of health care professions. Students transfer in with most of their general education completed and can then focus on their chosen health careers.

We recruit globally to current and future health care professionals in the fields of

- Allied Health Studies
- Natural or Basic Sciences
- Cardiopulmonary Sciences
- Clinical Laboratory Science
- Communication Sciences and Disorders
- Emergency Medical Care
- Health Informatics & Information Management
- Healthcare Administration
- Life Support Education
- Nutrition and Dietetic Sciences
- Occupational Therapy
- Orthotics and Prosthetics
- Physical Therapy
- Physician Assistant
- Radiation Technology
- Rehabilitation Sciences

We offer the following educational **degree offerings including:**

- Limited General Education course options
- Associate of Science Degree options
- Bachelor of Science Degree options
- Master of Science Degree options
- Doctorate and PhD Degree options
- Professional Certificate options
- Continuing Education credits (CE's)

We also use digital marketing to maintain relationships with our alumni and donors and to foster new relationships with those interested in our mission.

We inform by providing news and updates of our day to day endeavors.

Contact Information

Cerise Bender
SAHP Web Manager
cebender@llu.edu

(909) 557-8608 cell (voicemail and texting)
*Cerise telecommutes from out of state but available via teleconference, phone or email.

Art Kroetz
SAHP Associate Dean of Educational Technology
ext 85799
akroetz@llu.edu

Anthony Fisher
Web Center Business Analyst:
websupport@llu.edu
(Please contact Cerise first for all SAHP projects. Any submissions to the web center directly may be rerouted or completed on their timeline.

SAHP Department Web Representatives:

Alumni Melisa	Admissions Dana Helen	CLS Rodney Teri	CMSD Karen Mainess
CPS Abdullah	HIIM Steve	LSE Staff	NUTR Mary K Je Je
OT Madge	O&P Ralph	PA Kena	PT Heather Sondra Jeannine
Rad Tech Brenda	Brochures/Transfer patterns Karen Cerise	SAHP Social Media Cerise Art Melisa Yara	SAHP Core Pages Cerise Research Cerise Yara

Submitting a Web Edit or Change

Please submit all web edit requests through Cerise Bender, SAHP web manager, by email: cebender@llu.edu or call or text 909 557-8608 if you need to speak directly with her. For voice mail, Please leave your name, call back number.

Content Management Software

LLUH is currently using Drupal for our web management needs. LLUH has established guidelines and standards that we must now follow.

SAHP Web Structure

The SAHP Web Manager works from within the Deans office and answers to the Associate Dean of Educational Technology, Dr. Arthur Kroetz and the Dean of the School, Dr. Craig Jackson. The web manager is responsible for the maintaining the main website and online representation for the School of Allied Health Professions.

The school has chosen to limit the number of contributors within the school. The contributors currently have advanced knowledge in web development and have attended the mandatory Drupal training. They have limited access and are only responsible for designated areas they represent. Any other contributions or access on SAHPs behalf have not been authorized by the school.

Cerise Bender- SAHP Manager
Abdullah Assail- Cardiopulmonary Sciences Department
Timothy Seavey- Rad Tech and General Education
Karen Westphal- Transfer Patterns and Brochures
Melisa Aree-School and Deans Blog only
Brenda Boyd- Rad Tech*

Web Responsibilities

Department representatives will be responsible for providing department content and changes that are submitted. Edits need to be official and ready to publish from the department upon submission.

All academic content changes (found on the University student or explore microsite) will need to be made through the recruitment office.   (Karen)

All academic content changes found on the SAHP web pages will need to be made through the web manager. (Cerise)

Some areas of the web are maintained by the web center. These include: The main front page, slider photos, and navigation. All changes or edits to these areas will need to be submitted to the web center.

Photography related to SAHP can be captured by Dr. Art Kroetz. Contact. 85799.

Photos need to be copyright free or have a signed consent of each person in the photo on file.   Faculty and staff are fair game since they are employees.   They also need to be sized and saved correctly. See cheat sheet for sizing.

We attempt to protect our student's identities by not publishing their full names on our website. You may use general captions for photos or first names as long as the student is aware.   We do have students who have confidentiality or privacy issues.

We ask all departments to have their students sign media releases during orientation. Departments are encouraged to keep copies in student files and provide Dr. Kroetz with a picture panel with any students who have confidentiality holds.

Social media is a shared responsibility until further clarification from the Deans office and digital services. Currently the access and responsibilities are shared between the Web Manager, Alumni officer, and Associate Dean of Technology. Some departments maintain a social media presence.

Accreditation Guidelines

If you have an impending accreditation, please let web manager know as far ahead as possible. More and more accreditation bodies are incorporating web guidelines into their accreditations. Please do not wait until the final phases of your accreditation process. We will be establishing accreditation pages for each department where this information will available and easily assessable.

Online School Calendar

Departments are encouraged to provide upcoming events open to the public that can be placed on the online school calendar. This calendar will also be populated from the official academic calendar and the SAHP Daily Planner by the web manager.

Priorities

Web submissions are prioritized by the web manager. The goal is to complete simple edits within 24 hours depending on time and work load and urgency. Any request that cannot be completed by the web manager will be forwarded to the web center and submitted for completion.

Online Surveys

Online surveys can be done through Qualtrics. You will need an account set up if you don't already have one. Contact edtech@llu.edu to request an account. The web manager is able to assist you with questions and collaborate within the software.

Transfer Patterns

Accurate Transfer Patterns or important. Please contact Karen Westphal to start the update process.

Brochures

Department and program brochures are typically updated annually but can be done if there are significant changes. Contact Karen Westhpal for more info.

Marketing your new SAHP program or course

Congratulations on starting your new Allied Health program. We have created this step by step process to help improve our communication between ourselves and our departments. Here is a checklist to help get your program on our school website. All LLU & SAHP programs must be officially approved by the University and through Ad Council and only marketed through a llu.edu website.

When developing the following information think like a prospective student or parent seeking information instead of a program director. What info would be helpful to know? What questions would you ask? Remember the more complete your program info is the less time you may spend answering the same questions over and over.

To begin notify Cerise Bender, SAHP Deans Office, SAHP Web Manager at cebender@llu.edu and send the following information. You may also contact Dr. Kroetz in Nichol Hall.

Please give as much advanced notice as possible. Advanced marketing is best practice.

-----Cut and Paste the remainder into an email or doc and complete------

We will need answers to the following questions:

Question	Your Response
Has your program been officially approved yet? Both by the University and by SAHP Adm Council. This will determine how quick we can proceed. If it's pending approval we will do a one page announcement (until approved) and will to add a pending approval statement. Once the program is approved and we have all the following elements we can then proceed and build a complete program site for you.	
Is your program going to be online, on campus, or offered offsite? (make sure you add these options to your request for the online application)	
Who is your target audience? Specific AH professionals, Any student etc	
Would you like an alias email for your program? (Ex: advisorofanyprogram@llu.edu) With all the mail can be directed to your outlook box. (Intithar creates these)	
How many students are you willing to accept into your program?	
What questions do you anticipate (or have already gotten) from prospective students? Frequently asked Questions with Answers.	
Do all program prerequisites need to be completed before acceptance? Yes or No	
Would you like a shortened URL once the page is built? llu.edu/alliedhealth-program-name (something that people can identify with and remember)	
What course initials will you be using?	
Are you affiliated or recognized with any professional or accredited organizations that we can cross link with? If so, who:	
Will your new program need to be added to our Transfer Patterns? Y N (Contact Karen in Marketing)	

LLU and SAHP items needed to be completed:

Completed	Item
	Is your program officially recognized by University Records. They will add your program to the online application. (Contact Helen in Admissions.)
	Once the program is recognized by University Records, the Director adds it to the online application and the explore site. This step is needed before we can officially begin accepting applications.
	Contact Karen to have a "marketing brochure" generated and also follow up with her if your program needs to be added to the next round of transfer patterns.
	Make sure you talk to recruitment and Karen about your program so they can talk about it when they go out to recruit.
	Talk to the ladies in Admissions and your department's administrative assistant so when they get phone calls they can help answer questions or transfer inquiries to you.

Please provide the following web elements to web manager cebender@llu.edu

Sent	Item	Sent	Item
	Page Description		Search Terms- Googling
	Program Info (overview)		Financials-Tuition & Program costs
	Start date and program length		Contact Info (Program Advisor & photo)
	Enrollment period for applications		Pending approval statement if not officially approved yet
	Prerequisites or requirements (Observation		Keywords that describe your program (to be used in search engines)
	Your Admissions Process		Min GPA needed
	Curriculum		Any program specific or additional info
	Accreditation Information		Clinical or Research info
	Any student forms or PDFs with additional info.		Proposed website completion deadline

Additional marketing your program:

We will automatically do special marketing for your program our main school site to announce your new program. You may want to think about doing some of these additional marketing ideas:

Announce your program in the Today Newspaper. (Heather R)
Announce your program in The Links News (Melisa A)
Announce your program in the LLUH Weekly Email or on the VIP page.
Announce your program on Facebook (Cerise)
Plan an information session to talk about it. (online, in the dept, etc)
Design an announcement flyer to email to introduce your new program within your profession.
Generate a formal press release from your department.
Create a poster board that can be displayed at various professional events or in the Rotunda.

- **Please let the web manager know if:**
  You plan to market your program at an event or in print, make sure the website is operational first before doing external marketing.
- You have a short notice deadline. It is very difficult to create sites overnight or in a short period of time. Please plan way ahead.

Good Luck with your new program!

Things to consider When Revising Web Pages:

- Keep all content relevant, clear, and current.
- Include webpage URL's when submitting or reporting issues.
- Submit only after it has been completed and approved.
- Use lowercase letters only and use hyphens in between words when naming attachment files. my-file.pdf. *See further directions for naming files.
- Avoid using special characters, numbers or dates in file names.
- When replacing a current file, use same file name and resubmit via email.
- Promote events before they happen and follow up after with news.
- Consider your web presence as your virtual business card.
- Notify Admissions & Recruitment for curriculum or application deadline changes.
- Maintain online accreditation requirement & standards.
- All new public or open social media pages or groups representing any LLUH entities must be officially approved by the LLUH social media director.
- Post responsibly when using any form of social media both in a professional or personal capacity.
- Contact staff development for web projects that involve CE's, credit card payments, or online registration.
- Submit web requests as early as possible to provide ample time for completion.
- Submissions after 3pm will be addressed the next business day.
- Is the content pertinent to the mission value and purpose and promotion of our school or program?
- Is the content properly placed or presented at the right time? Could it be presented later as a 'second helping' through more personal follow up?
- "Chunks" of information are best read online rather than long paragraphs. Refer or link to more information elsewhere if your page is getting to crowded and scrolling becomes an issue.
- Bullets are also a great way to cut content clutter.
- Spell out all acronyms like LLU, SAHP, and program and department names whenever possible.
- Make sure content is consistent with your "marketing brochures" and what you are telling prospective students on the phone.
- Not every piece of information needs to be on each department page.
- Consider what information would be important or interesting to prospective students when searching for a program. What makes your program better from the next? Highlight qualities and uniqueness.
- When rewriting content put yourself in the viewers place, what questions and answers would you find most beneficial?
- Link to content on other main pages (Ex. SAHP Admissions page) instead of adding content on each page. This eliminates the need to update later in various locations.

Naming Web Files (Including images and documents)

Help expedite your web edits by naming your files correctly.

1. Use only lower case characters.
2. Put a hyphen between words. my-file.pdf
3. Do not use special characters.
4. Do not include dates or years in file names.
5. Separate words with a hyphen in-between each word.
6. Keep your file name simple but descriptive. This will help our internal and SEO searches find your file.

If naming a file that is already on the website

1. Rename the file as the file online
2. Resubmit with a request to "republish existing file" in subject line.

How to Self Audit your Website

The following web content elements should be included (required) for consistency on each SAHP Department Website:
Accreditation Information
Admissions Requirements
Department Chair Info/ Welcome
Department Contact Info & Location with Map Faculty Listings
National Affiliated Professional organizations
Academic Offerings (Programs and Courses)
Unique qualities, selling points, events that sets your program apart from others
Contact info and Location

The following web content elements should be included (required) for consistency on each SAHP Program Websites:
Accreditation Information
Admissions Info (simple step process recommended)
Admissions Requirements
Clinical Information
Current Curriculum
Program Advisor
Contact Info
Location
Enrollment periods and deadline
Frequent Questions & Answers
Program Information
Program duration
Program Financials including tuition costs and fees
Program Requirements
Program Stats- How many applications/accepted/National Exam pass rates
Unique qualities, selling points, events that sets your program apart from others

The following web content elements should be required for consistency on each SAHP Office Websites: (Academic Affairs, Student Affairs, Deans Office, etc)
Official Name
Identify chair or director
List of office staff, titles and credentials Office hours
Contact info
Welcome Statement either from Chair or from office
Photos of Staff
Photo of chair or director
Photo of building or office
Mission of office
General services or responsibilities
Additional topics to be included on your site Established
Processes or direction
Forms or PDFs
FAQ
Additional Links

The main site page has required elements outlined by LLUH and maintained by the web center.

The following web elements are highly recommended to be included:
Key Search Words
Department or Office News & Events
Student & Faculty Research
Information Sample quarterly or weekly schedule
International Information
Potential graduate careers & earnings
Professions info
Clinical overview and recognition
Service Learning/Mission/Community Outreach
Student, Alumni and Faculty Experiences or profiles
Social Media

Online References and Guidelines

- School of Allied Health Professions- alliedhealth.llu.edu
- SAHP Facebook- https://www.facebook.com/llualliedhealth
- LLUH Logos & PowerPoint Templates- http://lomalindahealth.org/gig/downloads.page
- Web Center Guidelines- https://medical-center.lomalindahealth.org/web-center-standards-and-guides
- Social Media- http://home.llu.edu/about-us/social-media/social-media-policies