

*Evanced, Web, and Social Media*

**Content Submission and Approval Form**

*Use for NOLS events and/or announcements*

*(programs, classes, new services, collections, merchandise, art exhibits, upgrades, etc.).*

*Revised 12-13-13*

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| **Content Created by:** **PB** | **Reviewer initials and date approved:****Pb 2-14-14** |

***Instructions for Content Creators:*** *Fill out the applicable sections of this form. When finished, save your content submission form using the following naming convention:* ***posting date*** *(mm-dd--yy) followed by the Branch Code and a brief event name. When you are ready for Paula/Margaret to review and approve, send both of them an email containing links to the public communications you want reviewed.*

***Please make sure all images are in the correct size range; submissions with improperly sized pictures will be referred back to the creator by the web team.***

1. **Public Communications Plan.**  *Check all communication pieces you are planning to utilize for this event.*

[ ]  Evanced Events Calendar [x]  Website [ ]  Other (specify)

[ ]  News Release [ ]  Facebook

[ ]  Flyer [ ]  Twitter

1. **Evanced Calendar Content***. It is the responsibility of the Content Creator to enter the approved Event Description into the Evanced Events Module before “publishing” the event.*

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| **Event Title**:  | **Branch**: |
| **Event Date**:  | **Time**:  |
| **Event Description**:  |

1. **Web Page Content.**  *When Paula/Margaret approve this they will save a copy to the Zapproved folder, and the web team will post it on or about the indicated Posting date and take down on or after the Take Down date. It is the responsibility of Content Creators to monitor their own web content for accuracy and timeliness.*

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| **Date to Post**: 2/14/14 or asap | **Date to Take Down**: 2/28/14 |
| **Pages Content is to be Posted to**:  |
| **Slide Image**: [Y:\1\_BRANCHES\BRANCH\_SQ\Needs assessment feasibility study 2013\Final report\DSCN1286.JPG](file:///Y%3A%5C1_BRANCHES%5CBRANCH_SQ%5CNeeds%20assessment%20feasibility%20study%202013%5CFinal%20report%5CDSCN1286.JPG) |
| **Slide Text**: *(No more than 20 words.)* Port Angeles, Thu, Feb 27, 5:30pm. Needs assessment and feasibility report to Library Board on a larger Sequim Library. <Link to Board page; once the agenda and packet are online, link to them, please.> |
| **Home Page Blurb**: *(Branch. Date, time. Description in no more than 26 words.)*  |
| **Events Page Blurb**:***Title:*** ***Text:*** |
| **Other Page Blurb** (specify):  |
| **Images for webpages**:  *Images should be jpegs at least 400 pixels wide. Please insert a complete and accurate hyperlink to the file location on the Y Drive\*. Specify which image goes on which page.* |

1. **Social Media Content**:*Use this form for social media postings related to this event/announcement. For ‘non-event’ social media postings, please email content and images directly to the Social Media Team. If you checked FB/Twitter in Section 1above, but no content is entered below, Social Media Team will use Evanced or Web content provided above to develop social media postings for this event.*

***Do not shorten URLs or use hyperlinks in your social media content.***

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| **Facebook Event Photo**: *Please submit as jpeg image at least 400 pixels wide.* # |
| **Facebook Content**:  |
| **Twitter blurb**: *140 characters or less including hashtags and bitlinks.* # |
| **Additional Content**: *Related to event theme (but not specifically an event/date announcement).* |
| **Posting Date Range for Thematic Content**:  |

*\*For fast and easy insertion of a file path hyperlink: Place the cursor where you want the path/hyperlink to go.  Open the insert tab on the top tool bar and click on the Hyperlink icon.  Open the dropdown menu in the Look In field and select the Staff Share from the list of local drives, then click through the folder hierarchies until you find your file. Select your file or folder and click OK.  Your path should look like this:* [*Y:\Public communications\2-PubComm templates-graphics-logos-forms\Web forms\_templates\Revised web formFINAL11-25-13.docx*](file:///%5C%5Cinet.nols%5Callstaff%5Cstaff_share%5CPublic%20communications%5C2-PubComm%20templates-graphics-logos-forms%5CWeb%20forms_templates%5CRevised%20web%20formFINAL11-25-13.docx)*. Always test your links before submitting to make sure they actually open the correct folder or document.*

1. **Other Comments/Instructions**: