

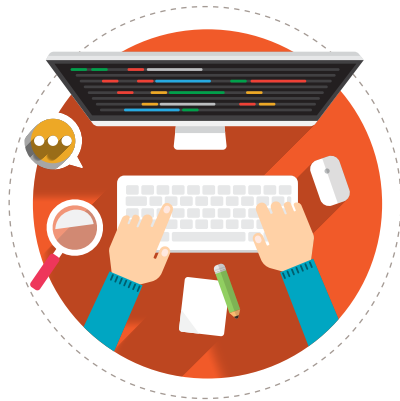
STEP-BY-STEP GUIDE FOR

WORKING WITH THE HOOD
MARKETING AND COMMUNICATIONS

Creative Team



THE PROCESS



1

Go to hood.edu/marcom
to request a project

A screenshot of the Hood College Marketing & Communications website. The page has a white background with a blue header. The main content area is divided into two columns. The left column lists various services, and the right column contains a paragraph of text and a 'Request Services' section with a list of links. A mouse cursor is pointing at the first link in the 'Request Services' section.

Marketing & Communications

- Project Basics
- Brand Guidelines
- Duplicating Services
- Faculty Experts
- Hood in the News
- #HoodProud Say it Loud
- Humans of Hood
- Hood College Student Media Team
- Hood Magazine
- Marketing & Communications Staff

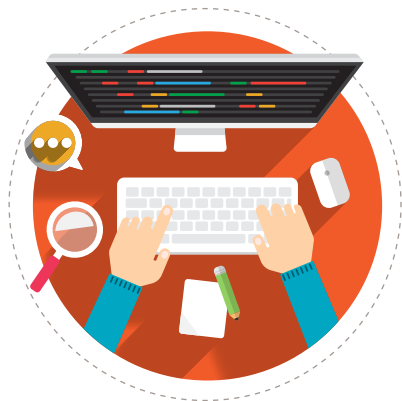
Offices & Services — Marketing & Communications

The Hood College Office of Marketing and Communications is a professional team of web designers, advertising specialists, photographers, marketing strategists, web designers, content specialists, print and production experts, and communicators. We are responsible for the overall integrated marketing communications efforts for Hood, and strengthening visibility and brand to both external and internal audiences.

- We maintain the Hood website and social media efforts.
- We create and distribute College publications, including Hood Magazine.
- Through press releases and on-campus experts, we work with media outlets.
- Through the duplicating shop and mail services, we are responsible for the print production and buying of all College publications and all mail services, incoming and outgoing.

Request Services

- [Request a project \(print publication, community mail\)](#)
- [Photography and camera request form](#)
- [Submit a story idea](#)
- [Request a website update](#)
- [Request a press release](#)



2

Fill out the Project Request Form

Project Request Form

For print publications, community email templates and photography

Title of Project (or Project Name) *

Project Type *

Project details, including the copy that should appear on your project here or as an attachment below *

What size(s) will you need for your project? Indicate if you will also need a PDF without crop marks to share digitally?

Attach files, if needed. (Copy should be condensed into one Word document, in the order in which copy appears.)

If you want an image on your project, please provide direction or examples. *

Deadline *

I acknowledge that I am the content owner and am submitting final copy, with all appropriate approvals for this contest. *

Yes

**GIVE US
LOTS OF
DETAILS!**

IMPORTANT!

Please leave your contact information

Name *

Email *

I'm not a robot 



Wrike

A job will be created for you in Wrike.

Wrike is a web-based, project management application.



A MARCOM professional will be assigned for you in Wrike.

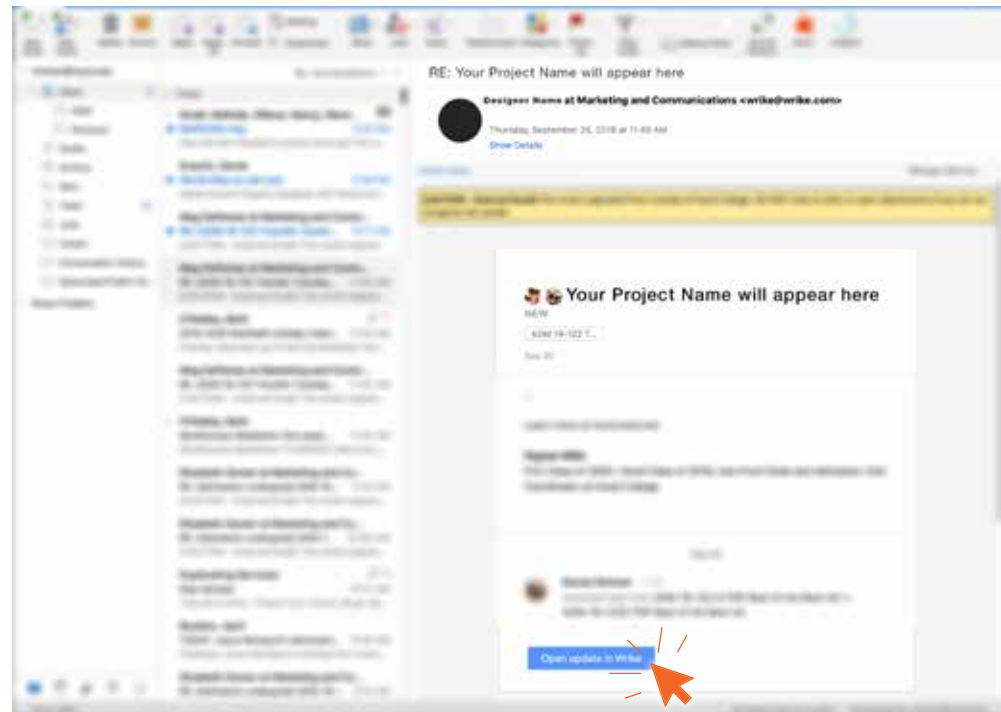
3a

Check your email.

The email will be generated from wrike.com but will appear with the name of your MARCOM professional.

Click “Open Update in Wrike”

A web browser will open to your project's page in Wrike.



3b

Or, go directly to your Wrike window

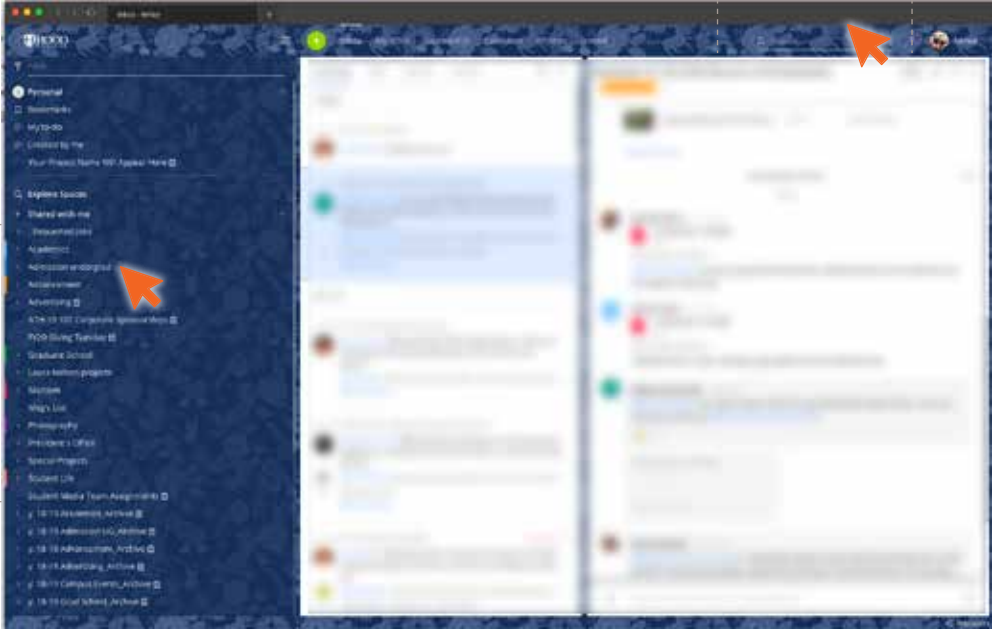
This may be done by going to wrike.com and signing in. (There is also a Wrike app.)

SEARCH HERE FOR YOUR JOB NAME

OR SEARCH BY DEPARTMENT

PROJECTS ARE CATEGORIZED BY DEPARTMENT IN THESE DROPDOWN MENUS.

You will only see the departments you have access to.





Getting to know how to effectively use Wrike

The screenshot displays the Wrike interface. On the left is a sidebar with navigation options like 'Home', 'My Work', 'Dashboards', 'Calendars', 'Reports', and 'Stream'. The main workspace is divided into two panes. The left pane shows a task list with a 'No Tasks matching filters' message. The right pane is a communication window for a project, containing a header with project details, a list of files (e.g., 'YourTextDoc.docx', 'Sample.pdf'), and a chat history with messages from users like 'Designer Name' and 'Your Name'. A yellow dashed box highlights the top portion of the communication window, and a yellow callout box on the right provides instructions on editing settings.

DO NOT EDIT THIS SECTION

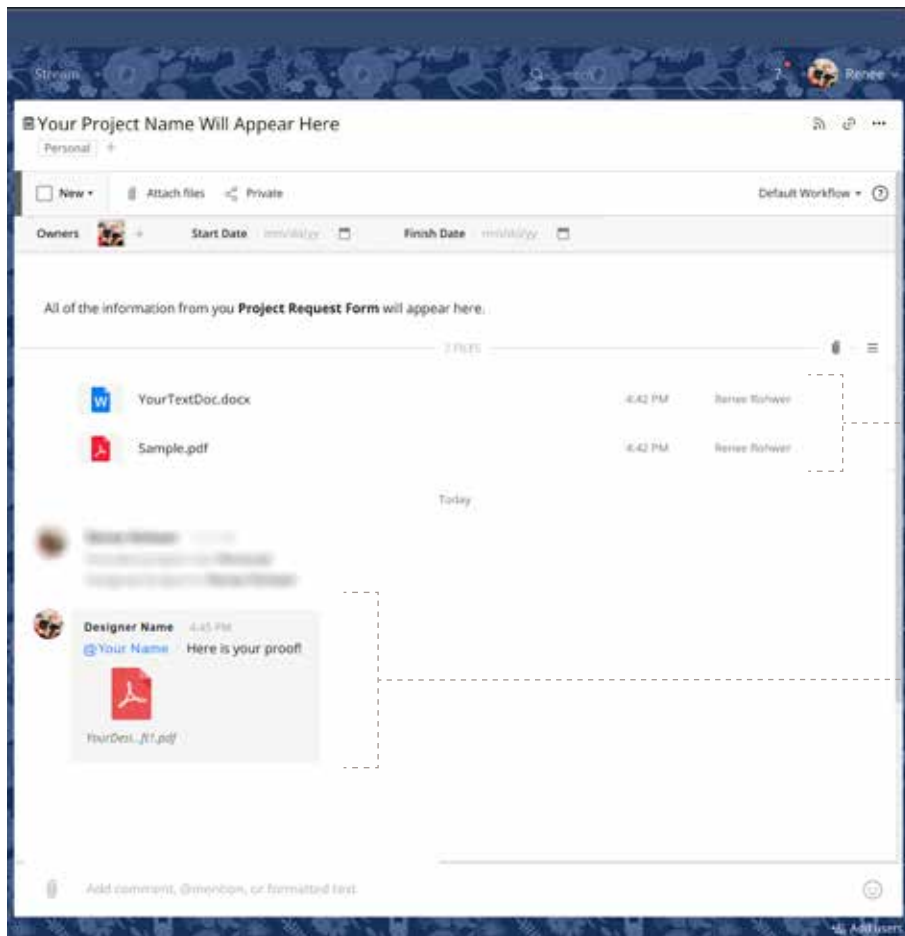
COMMUNICATION WINDOW

This is the only part of this page in Wrike you will type into.

DO NOT EDIT SETTINGS OR OTHER DATA OUTSIDE OF THIS PART OF THE WINDOW



Communication in Wrike



DOCUMENTS YOU ATTACHED TO YOUR PROJECT REQUEST FORM ONLINE

COMMUNICATION WITH YOUR MARCOM PROFESSIONAL

THEY WILL ATTACH YOUR PDF PROOFS IN THIS WAY. CLICK ON THE PDF TO ADD COMMENTS/EDIT MARKS (SEE STEP 4).

YOUR MESSAGE BACK TO YOUR MARCOM PROFESSIONAL

TYPE YOUR MESSAGES HERE.



WRITING MESSAGES IN WRIKE

IN ORDER FOR YOUR MARCOM PROFESSIONAL AND TEAM TO SEE A MESSAGE FROM YOU, YOU MUST "TAG" THEM WITHIN YOUR MESSAGE. CORRECTLY TAGGED NAMES WILL APPEAR BLUE.

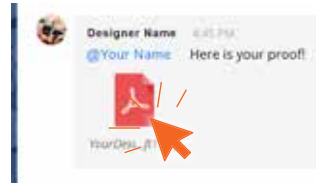
*TAG = @FIRSTNAME LASTNAME
EX. @John Smith*

Only people who are Wrike users will be able to be tagged.

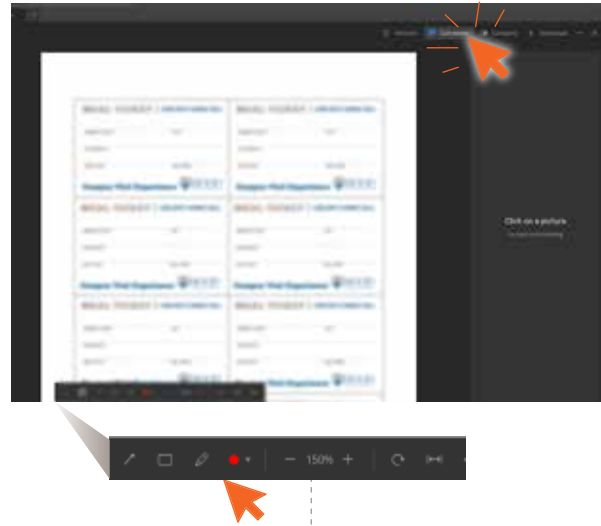
TIP: If you would like all people who were previously tagged with the project to see your message, type @followers.

4

Review and edit your designed document








IN THE COMMUNICATIONS WINDOW,
**CLICK ON YOUR PROOF TO
OPEN THE REVIEW WINDOW.**



**CLICK “COMMENTS” IN THE
TOP BAR**

*This will allow you to add your
comments directly on the proof
on the left.*

CHOOSE TOOL FOR MARKING UP

-  Highlight Text
-  Arrow Marker
-  Highlight an Area
-  Free Draw
-  Choose Color (of your marks)



**WRITE YOUR COMMENTS AND
CLICK “SEND”**



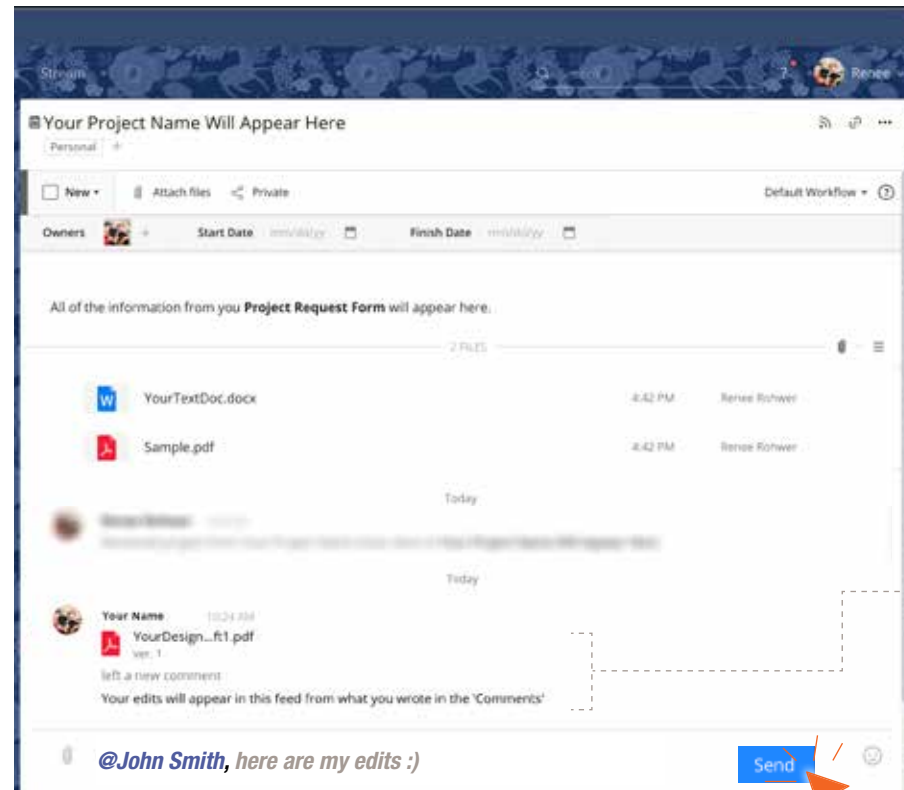
**CLICK THE “X” IN THE CORNER
WHEN YOU ARE FINISHED**

*This will take you back to the
communications window.*

**DON'T
FORGET
STEP 5!**

5

Post your comments
by tagging



IMPORTANT!

**YOUR EDITS
WILL ALSO
APPEAR HERE
AUTOMATICALLY**

*Tag your MARCOM
professional and/or team
to let them know edits
are ready.*

6

Wait to hear back via a Wrike email, and continue the process
until the project is complete with your MARCOM professional.

Upon completion, a *final file that is specifically set up for the printer** will be generated
by your designer and provided to you in Wrike.

Note: some jobs do not require printing and are digital only. Make sure you ask your designer for your final digital file.

The file will include **PRINT in the file name*

THANK YOU FOR COMPLETING THE GUIDE
WORKING WITH THE HOOD

MARKETING AND COMMUNICATIONS CREATIVE TEAM

Congratulations!

