



Association for Information Science and Technology

Marketing Policies

Introduction

Forward-looking nonprofit leaders recognize that marketing is essential. Marketing is a tool. It is a way to persuade, influence and motivate a targeted audience and generate visibility. A systemic policy ensures that every part of the organization is onboard and promoting the organization in a consistent manner. A consistent image is what makes people remember you. (Think the red bullseye logo for Target.) The following policies allows ASIS&T to speak with one voice and therefore meets one of the objectives of effective marketing branding. Branding defines your organization to the outside world. Companies invest heavily to have a recognizable brand. As a nonprofit, with limited funds, we have only each other's cooperation and support to expand our visibility and define who we are. The following policies are to ensure a consistent message and image for ASIS&T.

The goal of these policies is to:

- Promote ASIS&T's mission, goals and values
- Expand public awareness and increase visibility
- Develop positive public perceptions
- Drive marketing initiatives

Consistency in:

- The ASIS&T name
- ASIS&T Brandmark (logo)
- Typography
- Color palette
- Images/photography
- Signage

Marketing Tactics:

- Understand/know your audience
 - Segmentation allows for even further personalization
- Crafting messages that are succinct and motivate targeted audience to take the required action
- Determining the right vehicle (or combination of) communication tools to reach said audience

Current Communication channels

- ASIS&T Website
- SIG and Chapter websites
- Social Media (Facebook, Twitter, blogs, LinkedIn)
- Listserv
- Bulletin
- Webinars
- Brochures, giveaways, etc.
- Annual Meeting
- Contractual Meeting Planning events
- Email / blast emails

Policies

1. All external means of communication – print, electronic, verbal, etc. should be vetted through the Communications Officer to ensure consistency in message and imagery.
 - a. Please allow a minimum of a 2-day turnaround time.
 - b. If you are unsure if you are meeting policy guidelines, the Communications Officer is here to work with you and your group.
2. All communication needing to go to the whole membership must be vetted through the Communications Officer to ensure consistency in message and imagery.
 - a. Please allow a minimum of a 2-day turnaround time.
3. The ASIS&T logo must appear on all print, electronic and media produced by the organization. This includes any collateral developed with partnerships.
4. The logo must be in one of the approved colors and font. See branding guidelines for color options
5. No changes to the logo are allowed without the consent of the Communication Officer, Executive Director and Board President.
6. Key messages/elevator speech – will be created to provide a consistent message. Staff, volunteers, and officers are asked to use these messages when speaking about ASIS&T.
7. Taglines – taglines will be evolving and changing to meet current needs and should be used on ads, at the bottom of written communications, etc.
8. Diversity – when utilizing images that include people, please be conscientious that we are an international association and our imagery should reflect our policy of inclusion and diversity of the ASIS&T community.
 - a. Diversity includes – age, ethnicity, gender, culture and personal identity.
9. Website – the Communications Officer reviews and edits the website to ensure consistency in branding and messaging. They will research and add new features to engage members and ensure a visually dynamic website as the budget allows.

10. Email signatures – when sending emails on ASIS&T business, please identify your role in the organization. You are also encouraged to incorporate a tagline to your email signature block. If appropriate, add an ASIS&T tagline to your professional emails.

SIGs & Chapters

As vital branches of the organization, SIGs and Chapters are required to follow the above marketing and communication policies. All Chapters and SIGs must identify their affiliation with ASSI&T on all communication tools – website, FB, printed materials, and any communication intended for the whole membership or the external public by using the logo as defined by the branding guidelines. The Communications Officer will work with SIGs and Chapters to assist them with getting their website into compliance.