

Northern California Communications & Marketing Channels

Below are various forms of communication/marketing channels which can be utilized to get the word out for events, announcements, and much more. Please send the marketing team content for whichever form of communication/marketing asset you would like assistance creating. To ensure a more timely process, please send content (text) to the marketing team which has fully been vetted by you and your team.

Internal:

- *The Huddle*- weekly employee newsletter, sent out by area (Humboldt, Napa & Sonoma).
 - Best for: announcements and information for most/all employees in a given area (e.g. Sonoma County employees).
 - Deadlines: final copy due the Wednesday prior to the Monday *The Huddle* is distributed. Since we're never sure how much content we'll be given for specific editions, it's most helpful to get content two weeks ahead of time, especially if needed in a specific issue. If you would like a photo included, please attach the JPEG. **Please keep all submissions to 250 words or less.**
- E-blasts- emails sent to specific distribution lists.
 - Best for: announcements/information that is very important for employees to see. Also, timely subjects which need quick responses (such as a need for volunteers for a specific event).
 - Deadlines: as soon as information is available. Less lead time needed for this channel compared to the rest.
- Memos- often times sent on behalf of executives/leadership, usually distributed via email.
 - Best for: leadership announcements, operational changes, announcements affecting work flow.
 - Deadlines: two weeks, or as soon as information is available. Approval process is usually lengthy.

External:

- Press Release- sent to media for possible news coverage.
 - Best for: newsworthy stories that affect the community, stories that are first of its kind in our communities and/or stories that set us apart from other local health systems.
 - Deadlines: as soon as information is available. Press releases require multiple approvals. Even if you do not have all of the information yet, please notify the marketing team so they can appropriately prioritize and set aside time to research/write.

Both (Internal & External):

- Hospital Digital Screens- TVs displaying slides, placed throughout common areas; currently only at PVH & SRMH.
 - Best for: event information, or hospital news relevant to staff/visitors.
 - Deadlines: digital screens are usually changed at the first of every month, some exceptions.
- Social Media- different accounts for the three Nor Cal counties (Sonoma, Napa and Humboldt).
 - Best for: positive messages to community, event information, and more.
 - Deadlines: due to social media planning, please send a minimum of one week ahead of post.
- Website- different websites for the three Nor Cal counties (Sonoma, Napa and Humboldt), regional website and medical group website.
 - Best for: description of services provided by hospitals. Lay terms and not too wordy to avoid confusion by “lay” people. Only content can be changed (text on web), not design.
 - Deadlines: timeframes vary depending on complexity.
- Talking Points- written for specific departments/executives/leadership.
 - Best for: communications that need to have a succinct message. Can be used during rounding.
 - Deadlines: usually have to have a quick turn-around. Please provide info when you have it.
- Print Collateral- posters, brochures, cards, and any other form of printed handouts.
 - Best for: events, specific services provided by hospital. Not all information is best printed, some circumstances may be best to get the word out digitally.
 - Deadlines: from start to finish, may take a month (+), depending on complexity. Please provide content a minimum of two weeks prior to when you need first draft. Brochures take longest.

After receiving first draft: In order to best assist you and all other departments, we ask that edits to any form of communication/marketing assets be minimized to one round of edits. (After you receive the first draft of your communication/marketing asset, please forward for appropriate approvals and compile all edits/modifications in one email which is then sent to the marketing team. Then, the marketing team can modify appropriately and send the final draft to you.) This will ensure you receive your final piece in a timely manner and assist in saving the marketing team time by avoiding multiple rounds of edits.