



# COMMUNITY ENGAGEMENT

## Phase II: Establishing Community Engagement Infrastructure



### Activity 11: Consider Branding and Consistency Issues

#### Goals

1. Ensuring your community is finding accurate and consistent information across all platforms over which the program has direct control

#### Prerequisites

None

#### Who Should Participate?

Program staff (operational expertise), Community representatives

#### Length

60-90 minutes

#### Definition

A brand “is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.” Ashley Friedlein – Econsultancy

#### Instructions

Your program has a name and mission with an associated overall brand, logo and/or tagline. You need it to be properly used and maintained in multiple places.

1. Consider yourself as someone with a professional brand/logo. You have a presence in multiple places. Take 5 minutes and write down all the places you need to revisit and update if you were to change professional positions (i.e. your professional brand). Examples could include LinkedIn, GitHub, ORCID, Facebook, etc.
2. Create a list of platforms the program has control of the content on (e.g. website, wiki, GitHub README's, etc.)
3. Review consistency of branding on those listed platforms.
4. If consistency is lacking, consider creating a page on the program regarding branding guidelines.
5. Develop a regular schedule and who is responsible to review and confirm that the core messaging / landing pages / FAQs / what have you are internally consistent, passing along the most recent messaging, etc.
  - Consider creating a page on the program website/wiki with the official logo, tagline and how it should be used.
  - This is an opportunity to refer to/review/update/tweak the Communication and Engagement Plan (CE Activity: Create a Communication and Engagement Plan).