

MarComm Timeline

Project	Description	Timeline
Website	Updates, New Website Page, etc.	2 weeks. The request must include content, which we will review and approve.
Social Media	Content to be shared on Facebook, Instagram, LinkedIn or Twitter as posts or ads.	3-4 weeks. Our team will look at content and determine how often it needs to be re-circulated (example: reminders).
Marketing Collateral	One-pagers, invites, certificates, posters, flyers or anything requiring design.	1-2 months. This can be delivered sooner if it does not include substantial graphic design work. The request must include content.
Email Marketing	Announcements, email invitations, etc.	2 weeks' notice but preferably 1 month so the event/item can be added to our editorial calendar. Request must include content.
Motion Graphics	Animated Content.	2 weeks' notice with the approved copy to be added to the post.
Testimonial Video	Interviews with community/SAAFdn members regarding specific topics/events.	Give 2 weeks' notice and allow 2 weeks for the video to be produced.
Photography	SAAFdn or Community Events involving SAAFdn.	2 weeks' notice prior to event and 1 additional week for edit and uploading.
Blog Articles	Feature stories.	4 weeks' notice for requests that we need to develop/produce & 2 weeks notice for blog articles for which content has already been developed.
News Releases	Should primarily focus on SAAFdn activities/accomplishments/ developments.	In general please provide 3-4 weeks' notice for news release requests, which should come with background materials/links as well as clarification