

Outreach & Communications Department
Standard Operating Procedure
Content Development- Staff Participation

The What – This procedure will:

- Increase behind the scenes content/material to be utilized in future outreach materials and social media posts.
- Increase staff engagement.

The When –

This procedure applies to:

- All WAC Staff on an annual basis.
- Responsibilities will be assigned to all staff by the Communications Manager (CM) at the beginning of the fiscal year (July 1).

The How –

- Each staff member will provide the CM in electronic format the following:
 - A minimum of one photo in the field. This photo can be, but is not limited to the following examples: a BMP, BMP construction, staff in the field, farmers working/with animals, animals in the field/farm animals, working landscapes in the Watershed, forest land in the Watershed, forest life, Pure Catskills members or a WAC/PC event etc. A short video clip is also acceptable if it is clear and good quality.
 - A minimum of a 30-50 word description/caption accompanying the photo. The CM may ask for more information if the photo is to be used in an enews or Annual Report.
 - More than one photo/story can be provided a year but is not required.
 - The photo(s) will be archived for use in social media, enews, Annual Reports etc. Photo credit will be given to staff where appropriate; photos will however become property of WAC for future use.
 - Recognition will be given to exceptional submittals at the spring all staff day.
 - Participation will be reflected in staff's Annual Performance Evaluation. The CM will report to Program Directors prior to evaluations on staff's engagement, participation and quality of submission(s).

Best Practices –

- Photos (or video clips) may be submitted via email to: hmagnan@nycwatershed.org. Subject: Staff Photos
- Photos taken on smartphones are acceptable, please send in the largest file size possible. Please do not add filters to photos, photos should be in color. If a smartphone is not available, the Communications Department does have a camera staff can use to take their photo; availability will be limited so please schedule accordingly.
- If staff has a farm/forest/reserved right scene they think WAC should photograph/video for future publications, let the CM know so they can schedule a time to professionally do so.
- Staff is to be mindful of when their submittal is due, a reminder will go out quarterly, but it is the responsibility of staff to complete the task without continued requests.
- If in doubt, contact the CM with any questions.