THE
BRANDING
TEAM

YOUR GO-TO GUIDE TO BRANDING
BEST PRACTICES + REFERENCE GUIDE

UPDATED AUG 03, 2021

"

DESIGN IS THE
SILENT AMBASSADOR
OF YOUR BRAND.

- PAUL RAND

"

01
MEET THE TEAM

Our goal as the branding team is to highlight the high end personalized services we offer through innovative forward thinking, elevated design and strategy. We aim to not only showcase the brand consistently across 28 locations and 5 verticals but, to prove the success of our endeavors with metrics. Our mission is to always choose consistency and quality and continuously elevate the brand.

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MEET OUR TEAM

CHRISTINA *'CHRISSY'* EVERETTE
*VICE PRESIDENT OF
BRANDING + MEDIA*

With over 17 years of experience at Spring Hills, her primary role is to uphold the company culture and integrity across all of our brands. Chrissy oversees all integrated marketing communications including Website/SEO performance, marketing and community outreach, traditional advertising, digital/ social campaigns, content and video marketing, as well as reputation management and public relations. Chrissy analyzes metrics to develop annual strategic plans based off of company objectives. While leading internal and agency teams to create and execute all branding related initiatives for consistent messaging.

EMAIL
CEVERETTE@SPRINGHILLS.COM
PHONE
732.259.6841

KRYSTAL PRATT
*DIRECTOR OF
BRANDING + MEDIA*

Krystal is an award winning designer with over 14 years experience creating high-end editorial designs. At Spring Hills, her main goal has been to elevate and modernize the existing brand while staying true to its roots. Krystal works to create direct internal and agency designers to enhance and showcase the brand consistently, while making Spring Hills digitally competitive within the industry. She helps to strategize and implement new branding team procedures such as project management systems, communication tools, on-boarding and best practices. Within her short time at Spring Hills, she has helped to secure the team two GDUSA awards.

EMAIL
KPRATT@SPRINGHILLS.COM
PHONE
201.757.4527

BRITTANY BRINZA
*GRAPHIC DESIGNER +
DIGITAL MEDIA SPECIALIST*

With over 4 years of experience in creating brand identities, supporting initiatives and developing collateral across a wide variety of industries, Brittany's main focus at Spring Hills over the last 3 months has been to support and streamline the modernized foundation of the existing design. She works to create internal and external marketing products to communicate the company's culture, mission and purpose. She is excited about the opportunity to push the envelope to reach a wider audience, build on the company's success and elevate efforts to help reach and exceed company goals.

EMAIL
BBRINZA@SPRINGHILLS.COM
PHONE
479.422.9149

MEET OUR TEAM

CIARA PEROZZI
GRAPHIC DESIGNER +
DIGITAL MEDIA SPECIALIST

TAYLOR MORALES
SOCIAL MEDIA
+ CONTENT SPECIALIST

With over 4 years of experience in digital media and graphic design, creating content and implementing them in digital formats. At Spring Hills, his main goal is to bring the company's social platforms up higher than ever before - to revamp, enhance, and focus in on what makes Spring Hills different than others within the industry. He specializes and oversees the companies media platforms to better communicate with audiences while gathering the data needed to better serve each location and their residents.

JURNIE BELL
JUNIOR SOCIAL MEDIA
SPECIALIST

Joining us in her last year at Drexel University, Jurnie works part time to organize, schedule and engage on our social media platforms, as well as research social trends. Additionally, she helps to write blog content and send out templated eblasts as needed.

EMAIL
CPEROZZI@SPRINGHILLS.COM
PHONE
903.269.7036

EMAIL
TMORALES@SPRINGHILLS.COM
PHONE
347.791.7692

EMAIL
JBELLL@SPRINGHILLS.COM
PHONE
862.202.7015

Alexander C. Markowits
FOUNDER & PRESIDENT/CEO

BRANDING+ MEDIA TEAM STRUCTURE

WITHIN SPRING HILLS

CHIEF OPERATING OFFICER
ELENA ORTIZ

VICE PRESIDENT BRANDING & MEDIA
CHRISTINA EVERETTE

DIRECTOR OF BRANDING & MEDIA
KRYSTAL PRATT

GRAPHIC DESIGNER + DIGITAL MEDIA SPECIALIST
BRITTANY BRINZA

SOCIAL MEDIA + CONTENT SPECIALIST
TAYLOR MORALES

JUNIOR SOCIAL MEDIA SPECIALIST
JURNIE BELL

FREELANCE VIDEOGRAPHER
ANDRES

FIRST DAY

CHECK LIST

GENERAL

☐ Get Email + Kodiak Access

☐ Program Teams Phone Numbers

☐ Provide your phone number to the team

PROGRAMS
Make you sure have or download + log into

☐ Slack *(Computer + Phone)*

☐ ASANA

☐ MilaNote

☐ MS Word

☐ MS Excel

☐ MS Powerpoint

☐ MS Teams

☐ Dropbox

☐ Zoom

☐ inDesign *(Graphic Designer + Digital Designer)*

☐ Illustrator *(Graphic Designer + Digital Designer)*

☐ Photoshop

☐ After Effects *(Graphic Designer + Media Specialist)*

☐ Premier *(Video, Photo + Media Specialist)*

☐ HootSuite *(Social Media Specialist)*

TRAINING

☐ Brand Training *with VP Branding + Media and Director of Branding + Media*

☐ Branding, Dropbox, ASANA + Slack Training *with Director of Branding + Media*

MAKE SURE YOU...

☐ Read Branding On-Boarding document + ask questions

☐ Fill out On-Boarding documents on Excel Force for HR

☐ Drop headshot into dropbox

☐ Activate your Signature to be like the below.
*For ease, copy/paste Krystal's signature to ensure the request form link works. You **do not** need to include your cell phone number.*

Krystal Pratt
Director of Branding + Media

201.757.4527
[Spring Hills](#) | [Brand Request Form](#)
26 Main Street | Edison, NJ 08817

OPTIONAL THINGS TO CONSIDER

Use 'Shift' workspaces to organize multiple screens *($99/yr)*

GENERAL ACCOUNTS +PASSWORDS

ADOBE CREATIVE SUITE
Option 1
U | springhills17@gmail.com
P | 8rand1ng$H

Option 2
U | info@spring-hills.net
P | 8rand1ng$4

DROPBOX
U | coleary@spring-hills.net
P | 8rand1ng$4

MILA NOTE
U | info@spring-hills.net
P | SHBrand1ng

SURVEY MONKEY
U | SpringHillsSurvey
P | SHBrand1ng

BITLY LINKS
U | tromano@spring-hills.net
P | springh1lls

STAND-UP ZOOM
U | info@spring-hills.net
P | SHBrand1ng

SHERPA
U | coleary@spring-hills.net
P | SHBrand1ng%1%

MOXIE
U | jhutchens@spring-hills.net
P | Gotmoxie1

MAIL CHIMP
U | SpringHills
info@springhills.com
P | 8rand1ng$H

WEBSITE
U | coleary@spring-hills.net
P | $HBrand1ng

ISTOCK PHOTO
U | info@spring-hills.net
P | $HBrand1ng

INTERACTY QUIZ'S
www.interacty.me
U | tayromano2014@gmail.com
P | SHBrand1ng

EMAIL SUPPORT
Support@kodiaksys.com
908.687.4101

REDIRECT TO DROPBOX FOR THE COMPREHENSIVE USERNAME/PASSWORD LIST

SOCIAL MEDIA ACCOUNTS +PASSWORDS

FACEBOOK
U | springhills515@gmail.com
P | 8rand1ng$4

LINKEDIN
U | christina.oleary75@gmail.com
P | Cmj1cbcs%

TWITTER - SH
U | springhills
P | 8rand1ng$4

TWITTER - PW
U | poetswalksh
P | springh1lls

TWITTER - REN
U | renaissancehhc
P | 8rand1ng$4

INSTAGRAM
U | springhillscommunities
P | 8rand1ng$4

YOUTUBE
U | Springhills17@gmail.com
P | 8rand1ng$4

YOUTUBE DRE CHANNEL
U | drengage8@gmail.com
P | engage8!

HOOTSUITE
U | info@springhills.com
P | SHBrand1ng

REDIRECT TO DROPBOX FOR THE COMPREHENSIVE USERNAME/PASSWORD LIST

BRANDED COLORS

BURGUNDY ASSISTED LIVING SUCCESS	GREEN HOME CARE GROWTH	BLUE POST ACUTE CARE SPIRITUALITY	PURPLE MEMORY CARE EMPLOYMENT STABILITY	GOLD WELLNESS SELF + HEALTH	TAN GENERAL SH TECHNOLOGY UNDERSTANDING
PANTONE 491 or 1815	PANTONE 5757 or 581	PANTONE 5415	PANTONE 5185	PANTONE 7411	PANTONE 7536
HEX CODE 873237	HEX CODE 7c774b	HEX CODE 618096	HEX CODE 4d3140	HEX CODE deac27	HEX CODE a8a08a
CMYK 31.67 87.18 72.7 31.93	CMYK 49.80 41.56 78.03 18.43	CMYK 67.84 43.13 30.19 3.5	CMYK 60 77.64 51.37 47.05	CMYK 14.82 32.12 100 0.28	CMYK 36.6 32.25 47.89 1.54
RGB 135 50 55	RGB 124 119 75	RGB 97 128 150	RGB 77 49 64	RGB 222 172 39	RGB 168 160 138

BRANDED FONTS

PRINT/DIGITAL
(NOT WEB BASED)

Adobe Garamond Pro

GUIDELINES

Minimum 11 pt
Average 12 pt
Kearning between 70-150
Leading between 10-14
Regular + Italic
Semibold used sparingly

Titles + headings in caps
Body text in sentence case
Opt for '+' instead of '&'
'+' gets shifted up 1pt on a line

WE ARE **SPRING HILLS**
We are the *future* of healthcare.

WEBSITE/EMAIL

Georgia

GUIDELINES

Minimum 11 pt
Average 12 pt
Kearning between 70-150
Leading between 10-14
Regular + Italic
Bold used sparingly

Titles +headings in caps
Body text in sentence case
Opt for '+' instead of '&'
'+' gets shifted up 1pt on a line

WE ARE **SPRING HILLS**
We are the *future* of healthcare.

DOWNLOAD NOW

BRANDED FONTS

PRINT/DIGITAL
(NOT WEB BASED)

Scala Sans

GUIDELINES

Minimum 11 pt
Average 12 pt
Kearning between 70-150
Leading between 10-14
Regular + Italic
Semibold used sparingly

Titles + headings in caps
Logo use only.

WE ARE **SPRING HILLS**
We are the *future* of healthcare.

DOWNLOAD NOW

BRANDED GRAPHICS

When using graphic shapes we opt for squares. Additionally, circle elements can be used sparingly.

We use lines both horizontal and vertical lines to section a design, help align copy or outline a square shape.

Typically, the line is at a .5 stroke for copy and about a 4 pt stroke on square graphics.

SEE EXAMPLES

We have two branches. Linear 'bamboo' branch and a 'flowery' branch. Both are available in all branded colorways. We use only one element per design in a subtle way, often with an opacity at 60%

DOWNLOAD BRANCHES

BRANDING COPY

Taglines, common phrases and words we use and *do not use* throughout our materials

Caring with a Commitment to Quality
A Strong Support System is the Key to Happiness
Live Happy
Re-imagine Senior Living
Re-imagine Memory Care
Exceed Expectations
The New Standard of Care and Quality Living

Community *never facility*
Associates *never employee*
People *over seniors* (when talking about the continuum of care)
Seniors and/or Residents *when talking about Assisted Living*

We always showcase our website without the 'www'
SPRINGHILLS.COM

LOGOS

There are multiple logos that showcase a location, specific vertical or tag line such as Population Health, MSO, Senior Care, Post Acute Care, Live Happy. All are available in both a horizontal and vertical option.

When a design includes copy that mentions 'Spring Hills' frequently or we have a smaller amount of space to design within and the piece is not location specific, we opt to use the 'SH' icon logo in place of the full Spring Hills logo.

SPRINGHILLS
Morristown™

SPRINGHILLS | LIVE HAPPY

We use our multi-color (burgundy and green) logo as well as solid colored (in a brand color) logos interchangeably depending on how it will fit within the design piece it is being used. The logo is never showcased in black.

SPRINGHILLS

SPRINGHILLS

SPRINGHILLS

SPRINGHILLS

DOWNLOAD LOGOS

BRANDED ICONS

We use specific approved icons to help break up large bodies of copy and help explain
the patient journey in conjunction with infographics.

|								
ASSISTED LIVING	MEMORY CARE	HOME CARE	POST ACUTE CARE	SKILLED NURSING CARE	CARE COORDINATION	POPULATION HEALTH	RESIDENT/PATIENT	LOCATION
PARTNERSHIPS	DOCTORS	MEDICAL	SEARCH	RELATIONSHIPS	REHABILITATION	COMMUNITY SUPPORT SYSTEM	WELLNESS	CONVERSATION
CALL CENTER/ HOME CALL	ACCESS TO A NURSE	CARE FLOWER	ACTIVE	ADDMISSION	COMMUNITY ENGAGEMENT	COACHING	EDUCATION	FAMILY
LEADER IN HEALTHCARE	HOME DISCHARGE	SERVICES	SIGNATURE TOUCHES	INTELLECTUAL ACTIVITY	SPIRITUALITY	FLORIDA	NEW JERSEY	SOCIAL WORK
HOME CARE (NOT WITHIN CARE SOLUTIONS)	HOSPICE	HOSPITAL	INSURANCE / PAYER	VIRGINIA	OHIO	TEXAS	NEVADA	RSVP
TECHNOLOGY	PHARMACY	CLINICAL SUPPORT SYSTEM	PHYSICAL ACTIVITY	SERENITY/MINDFULNESS	HEART	EMAIL		

DOWNLOAD ICONS

KODIAK + SHAREPOINT

As designers, we won't primarily be using these programs. However, it is important that you know how to access them and where you can access certain things when the need arises.

Keep in mind any eblast or digital design that will be distributed to associates will need to be tested within the Kodiak system. All communities use Kodiak heavily.

KODIAK

Kodiak is your workspace provided by Spring Hills. On your first day of work you will be provided a username and password and set up in the workspace. If you are using creative programs you will not be able to use them inside of Kodiak. Kodiak has many restrictions and securities in place, as such permissions for certain programs and links may need to be requested.
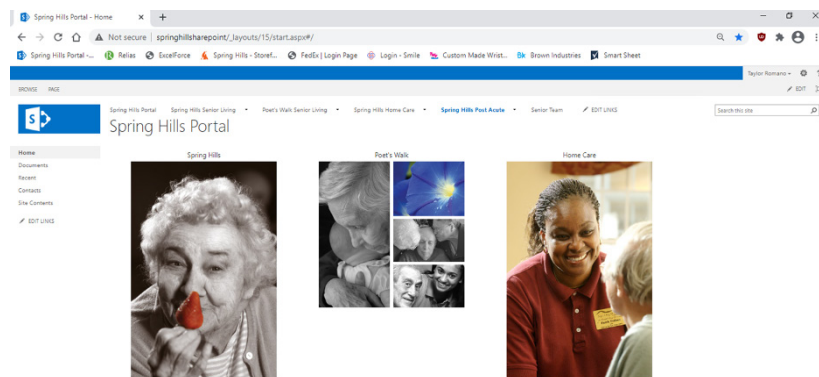
SHAREPOINT

SharePoint or *the 'portal'* is the Spring Hills Database viewable in Kodiak. It is separated by Assisted Living, Poet's Walk, Home Care, Post Acute and Senior Team. All associates have access to these folders except for the Senior Team. The Senior Team folder is specific to corporate.

Access the portal within Kodiak by going to Google Chrome. You will see the 'portal' bookmarked on the top left side.

- Choose your vertical at the top
- Scroll to the bottom and choose 'Branding Collateral'
- Scroll back to the bottom and choose ' Assets, Artwork and Branded Collateral'

Please note, files will need to be pulled from dropbox and dropped into the portal. You can't drag from your desktop. '

Additionally, our social metrics excel sheet can be found in the Senior Team folder under 'Reports'.

KODIAK SUPPORT | SUPPORT@KODIAKSYS.COM | 908.687.4101

LIFELOOP
FAMILY ENGAGEMENT SYSTEM

As a designer, we will not use Lifeloop for it's communication features however, we do create, update and maintain templates within in the program for our 28 communities to use. We create the templates in inDesign and then recreate them in Lifeloop allowing the communities to personalize and use them for communications with residents, families and associates.

LifeLoop is a signature technology. LifeLoop is used in our memory care and assisted living communities as a communication tool between residents, families and associates. Eventually it will be rolled out to all verticals for communication.

Communities create their monthly newsletters, calendars and signage in LifeLoop, using the templates that the branding team creates and implements.

All template creation is done first by designing a template within inDesign. Once approved, you will need to re-create the template in LifeLoop. You will have to recreate each element in the LifeLoop designer.

The LifeLoop designer is simple and easy to use, however it is not intuitive. You will be unable to crop images and change font case in a paragraph. For example, you can't BOLD or italicize a single word in a sentence. The entire text box will need to be the same font style and size.

HOW TO CREATE A TEMPLATE

Templates are created by selecting a template. A project name is required, and you will need to select 'Corporate' as your community.

Once a template has been re-created within Lifeloop you will need to contact Erin to create a universal template for all communities to access.

Once Erin makes the templates, you will need to speak with Rachel Helfand and request that she walk through templates with Erin to 'lock' elements of templates. For example, if we don't want people moving a logo or position of a text box it will need to be locked.
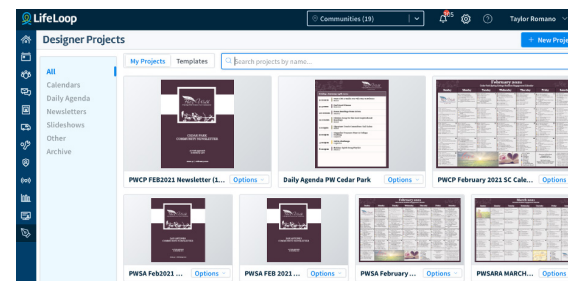
DROPBOX

The Branding Teams dropbox is where every video, photo, document and complete design package lives. Upon approval and completion of any project, it should be appropriately named and uploaded to the correct place in Dropbox.

The folder we utilize to best organize our *new* material is *SPRING HILLS BRANDING*.

Spring Hills › Christina O'Leary › *SPRING HILLS BRANDING*

Overview

Click here to describe this folder and turn it into a Space | Show examples

➕ Create ⌄ | ⬆ Upload ⌄ | •••

Name ↑		Modified
📁 *Sharing	☆	--
📁 *Spring Hills Company Files*	☆	--
📁 Blogs	☆	--
📁 Design Projects	☆	--
📁 Photography	☆	--
📁 Social Media	☆	--
📁 Spring Hills Website Files	☆	--
📁 Stand Up	☆	--
📁 Videos	☆	--

For older collateral *(created prior to August 2020)*, we need to use the 'search' feature.

WHERE TO SAVE FILES

Spring Hill Company Files
All branding assets, polices, reports, proposals, password list, headshots and letterhead.

Spring Hill Company Files > Branding Guidelines + Assets
All logos, branded graphics, icons, branded fonts, branding guide, social icons

Blogs
All final written blogs and content

Social Media
All social templates and assets

Photography or Video
Organized completed edited files (raw files should be saved on an external harddrive.)

Design Projects
Print, digitally interactive assets and eblasts should be *packaged* and organized into the correct folder.

MILANOTE

We use Milanote as a visual representation of all completed and approved work to enable us to make sure everything is on brand. We also use it to track our brand enhancement in addition to providing inspiration for upcoming projects.

Best practices for MilaNote is after each project is completed and approved to screen shot the design and upload it to the correct board.

It is suggested that you also view different boards prior to starting a project to ensure you have seen the newest designs others have created, so we can remain on brand and also utilize any new or different elements as inspiration.

In addition, there are boards specifically for inspiration that the Director of Branding + Media upload pieces for inspiration so be sure to check back frequently. You can also upload pieces for inspirational purposes to these board too and even add notes on specifically what you like about the inspirational piece.
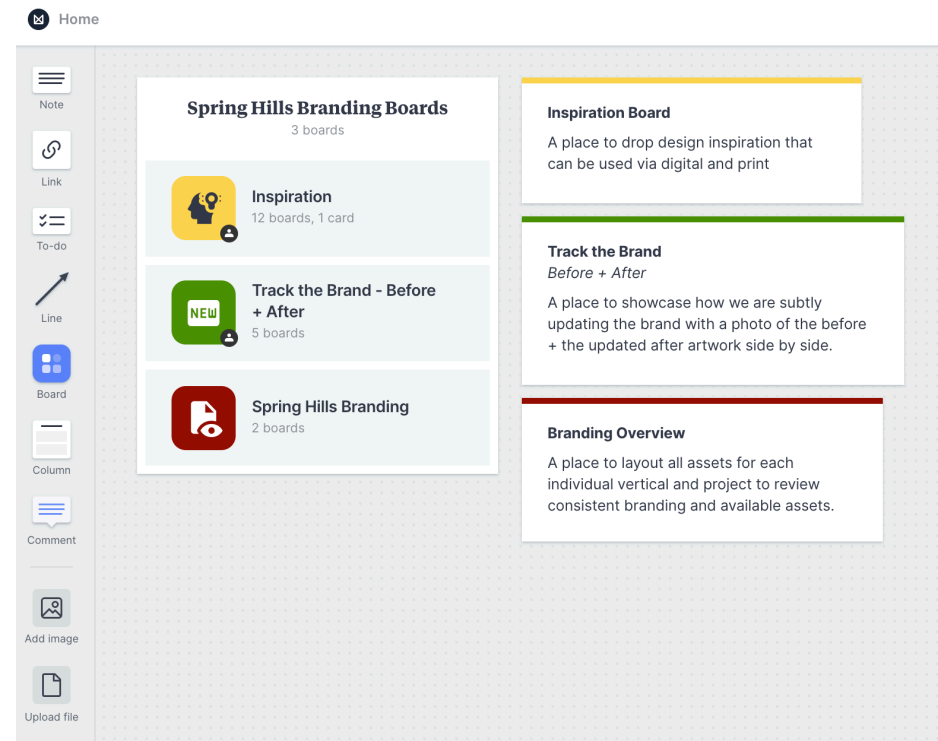
ASANA

ASANA is the branding teams project management system. The Director of Branding + Media uses ASANA to input every project that comes through our request form and assigns to the correct person along with a due date and project scope. ASANA should be used daily to track progress, proofing, approvals and anything related to the project at hand. It is advised that ASANA stay up on screen most of your day so you are aware of new projects and changes/additions/notes to existing projects.

CREATE A TASK

- Click 3 lines in upper left corner
- Click 'My Tasks'
- When list shows up, Click blue button 'Add Task'
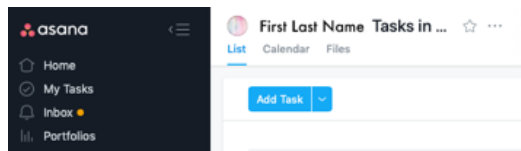
Note: All projects should be marked 'Public' but, you can create reminder tasks for yourself and click 'Make Private' when entering a new task.
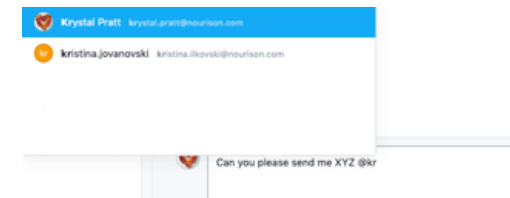
CREATE A SUBTASK

- Click on a task
- When task description shows on the right, click on upper right of the task
- A sub-task will now appear in the task
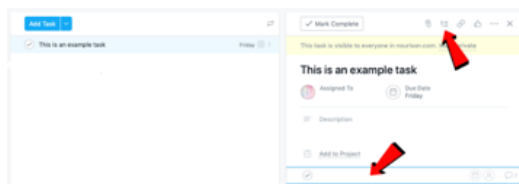
TAGGING PEOPLE

There are two ways to tag people that are relevant to the task.

1. Write a comment, use @ symbol and start typing their name

2. Click the + sign (edit followers) at the bottom of the task and begin typing a name.

Note: Any person who is tagged on the project must be in ASANA and will also get notifications anytime anything is edited on the project, comment made, or file uploaded. Out of courtesy, add only necessary people to projects.

ASANA CONTINUED

PROJECT TYPES

Add all individual tasks to the larger project grouping. If typed exactly as listed below, existing projects should pop up in ASANA:

Ads

Coordination

Cards/Flyers

Catalog/Brochure

Connecting Journeys

Social/Blog Content Calendar

Eblasts

Digital

Image Request

M&Ms

Newsletter

Photo/Video

Presentations

Signage

Stand Up

DEFAULT PROJECT FIELDS

Different projects will have different default fields set up within them, make sure they are all filled out appropriately. Some fields may be filled out already if submitted via the Branding form. The most popular are:

REQUESTED BY | first name, last initial followed by a period

DEPARTMENT | Choose the department from the requester

PROJECT STAGE | Change as you, start working on, complete or if the project is put on hold

DROPBOX | URL for where packaged file is saved in Dropbox

INTERACTIVE PDF | URL for the active interactive PDF

NAMING A TASK

Individual tasks under a project should have the same naming convention.

MAIN TASK

PROJECT TYPE | Defining Project Element

Examples

FLYER | Matawan (PAC) Outpatient Therapy

COORDINATION | Pull Stand-Up Attendance (2.15.21-2.19.21)

BROCHURE | Pulmonary Program

SOCIAL | Cherry Hill (AL) Winter Wonderland

Subtasks should be created under the main project if there are multiple steps in the project and/or approvals needed. These can be assigned out to other people and have their own due dates.

SUBTASK

PROJECT TYPE | Defining Project Element - Task

Examples

FLYER | Matawan (PAC) Outpatient Therapy - Approval

BROCHURE | Pulmonary Program - Infographic

SOCIAL | Cherry Hill (AL) Winter Wonderland - Cull Photos

SOCIAL | Cherry Hill (AL) Winter Wonderland - Edit Photos

ASANA CONTINUED

PROJECT TAGS

Occasionally, projects have things missing that are needed to be able to complete the project. Please use tags to indicate this. Make sure to remove the tag once you have passed that stage. Start typing the text below in the tag section and the existing tag should show up.

Pending Missing Information

DEADLINES

- Review a project as *soon as its assigned*. Additional questions/concerns should be asked/answered then. Use this time to plan the scope of the project so that you know how long it will take to complete and how to prioritize your task list to get the project completed by the due date.
- If you have an issue with the due date, please contact the Director of Branding + Media to discuss as *soon as possible*. <u>Do not</u> wait until the day the project is due and expect an extension.

COMPLETING A TASK

- Include the Dropbox URL in the ASANA tasks for the packaged design files within the default field of where the final and approved file can be found
- Complete a task ONLY when the final file has been approved, and delivered to the recipient.
- Make sure the final file is screen shot and put into Mila Note. If an old version is available, make sure to include that as well for comparison.
- Make sure the final file (if appropriate) goes onto the portal or Marketing Collateral page.

ASANA TASK RULES

- EVERY task should be marked as PUBLIC *(except personal projects which can be set to private)*
- EVERY task should have an assignee
- EVERY task should have a due date
- EVERY task should utilize the correct naming formatting
- DO NOT create extra default project fields
- DO NOT create or rename tags
- DO NOT change the due date on tasks without speaking with your manager about extending the date

DESIGNING BEST PRACTICES

Follow the best practices guidelines for naming conventions, and how all designers can keep their files clean and organized for others who may utilize the file in the future.

FILE NAMING

- Location + Community Type *(if applicable)*
- Project type *(flyer, brochure, post card)*
- Additional information if needed
- 2 digit month and year

Examples

Livingston_AL_AD_Jewish News_02.21
Spring Hills_Step Sheets_Overview of Verticals_02.21
Mattawan_PAC_Flyer_Outpatient Therapy_01.21

DURING APPROVAL

Prior to a project being approved, we use an ending of '**PROOF**' in all caps on exported PDF's for approvals so that all parties know this is not the final version.

Examples

Livingston_AL_AD_Jewish News_02.21_PROOF

AFTER APPROVED

Upon approval, you should export 2 version of PDF's along with the packaged file.

1 | PRINT READY
- Export as 'Press Quality' PDF
- Save with crop, bleed, color bars, doc bleed setting
- Save file as '**_PRINT**'

2 | EMAIL READY
- Export as Smallest File Size PDF
- Save with use doc bleed settings
- Save file as '**_EMAIL**'

Creating an additional PDF may be necessary if there is an 'editable' or 'interactive' versions created. These files should be named accordingly.

Examples

Livingston_AL_AD_Jewish News_02.21_PRINT
Livingston_AL_AD_Jewish News_02.21_EMAIL
Livingston_AL_AD_Jewish News_02.21_EDITABLE
Livingston_AL_AD_Jewish News_02.21_INTERACTIVE

DESIGNING BEST PRACTICES CONT'D

DESIGN FILE NOTES

- Keep file clean. Delete all proofs. Only final approved, unzipped, packaged file and PDFS should be in the folder on Dropbox.
- No folders in folders, in folders. Name the folder correctly per naming conventions and drop packaged content into it.
- New approved artwork should be put on the Mila Note Board upon completion/approval of each project.
- All text boxes should be made 'fit frame to content'

- All text should have 'no hyphenation' turned on.
  - Window > Type+Tools > Paragraph
  - Click 3 lines in upper right
  - Choose hyphenation
  - Make sure 'hyphenate' is unchecked
  - Click 'ok'
- Re-read your document and spell check everything prior to sending out a proof. (command-I in inDesign)
- Remove all widows.

- Make sure the URL to where the final approved document is saved on Dropbox is in the ASANA task.
- Make sure 'show hidden characters' is turned off.
- Make sure all excess files/copy are deleted from the surrounding art board.
- Make sure there are no errors in your document inlcuding missing fonts and/or links prior to packaging for dropbox.

BLOG + CONTENT WRITING

We write blogs every week to be shared on Tuesdays. In addition, in the first week of every month,
we write a blog specific to recruitment/careers to be shared on Wednesday's.
Content writing for Quarterly Newsletters will also be needed.

GENERAL PROCESS

Based off of the content calendar, you will already have a topic. From this topic, keyword search in Dropbox, SharePoint and the Design Folder to potentially find previously written topics. If you have success, download previous articles and read through for basic content. Re-purpose when you can.

If you find nothing – which may happen – ask Krystal or Christina for contacts who might be able to answer some of your questions and give you some direct quotes. (This is good to incorporate in general posts anyway) After sending out emails, google search. Look for resources and articles that are from a reputable source. If you take information from the source, add a hyperlink in the blog to show that content came from elsewhere. Stay away from competing companies.

Linking out to sources and ensuring you use relevant keywords also helps in SEO. Once you have a basis, you will need to tie in the topic to how it is done at Spring Hills.

For reference, the most recent post can be found in the Blogs folder on Dropbox.

FORMAT

Generally, start off with statistics and background on topic. In the following paragraphs, use examples and in the end, tie everything back into Spring Hills. Mentioning signature touches, and updated messaging such as Live Happy, exceed your expectations and Caring with a Commitment to Quality.

When you can, link out to pages on our own website might talk about services we offer in more detail.

APPROVAL

All blogs must be approved prior to posting. Best Practice is to provide word documents in ASANA task and request an approval from Krystal or Christina.

UPLOADING THE BLOG

We use Wordpress for the backend of our website and blog.
springhills.com/wp-admin

HOW TO ADD A BLOG

1 | Once signed into the backend of the website. Go to '**resources**' and select '**add new resource**'.

2 | Next, add a title and add a premade content block called '**paragraph**'.

No heading is needed but have its placement set to '**Top**'.

3 | Copy and paste the content.

4 | In the '**settings**', select a feature image and upload to the media library.

5 | Once complete hit '**publish**'. You can preview posts before hand to see how it will look.

Passcode: 6$4M#r5E

FOR TECHNICAL ISSUES WITH THE WEBSITE | MELANIE.CABRAL@FINNPARTNERS.COM
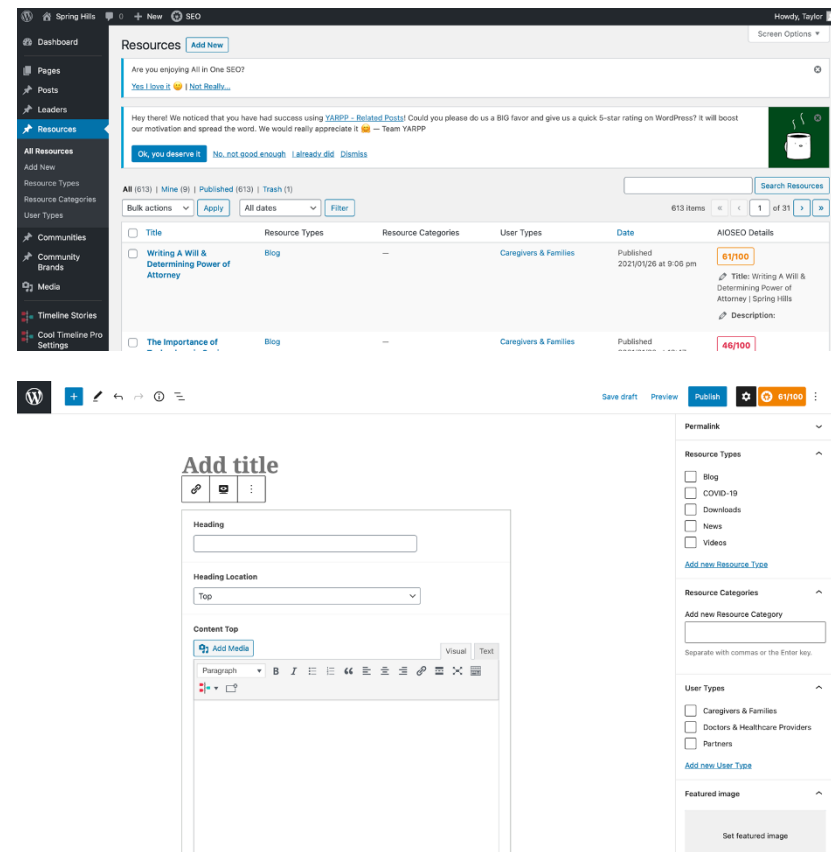
DIGITAL | SHERPA + MAILCHIMP

Sherpa is our CRM that holds all of our contacts. We pull lists from Sherpa and import them into Mailchimp, our email campaign platform.

SHERPA

Sherpa is the sales CRM system. This is where sales prospects and leads are input for each of our communities and metrics are measured.

Sherpa is where we pull lists for MailChimp – this is done **once per quarter**. You will have to download each list from each individual community, a master list is not available.

Courtney (csims@springhills.com) and Dominique (djackson@springhills.com) are a great help with list management.

MAILCHIMP

MailChimp is the program we use to send out our emails. The systems hold all of our lists for contacts and is integrated into our website. People the submit their email for our newsletter sign up are subscribed to our email lists.

Lists are pulled from various places such as Sherpa (prospects and influencers) and Excel Force (internal employees). Courtney (csims@springhills.com), Dominique (djackson@springhills.com) and Grace (gvitale@springhills.com) can help getting you lists.

HOW TO UPLOAD LISTS TO MAILCHIMP

1 | Select 'Audiences' on the side menu and select the list you wish to update.

2 | Select 'import contacts' in the dropdown menu.

Lists will need to be saved as a CSV file to be uploaded to MailChimp. If you are given an excel file, you will be able to save a copy as .CSV (Comma Separated Value)
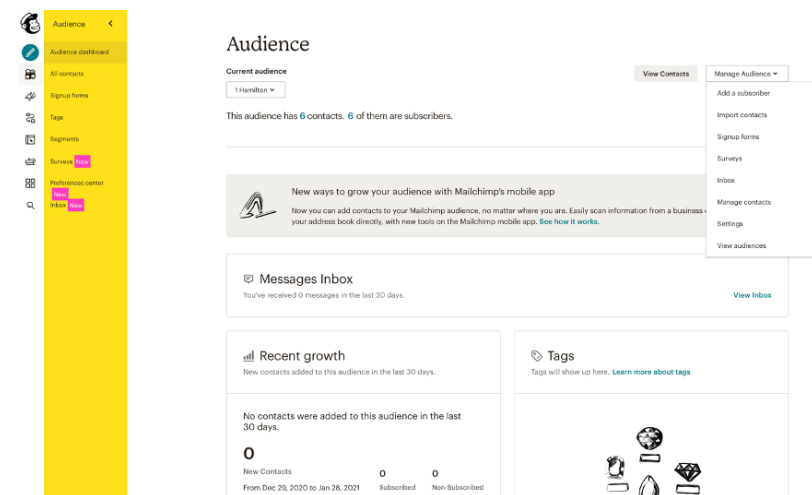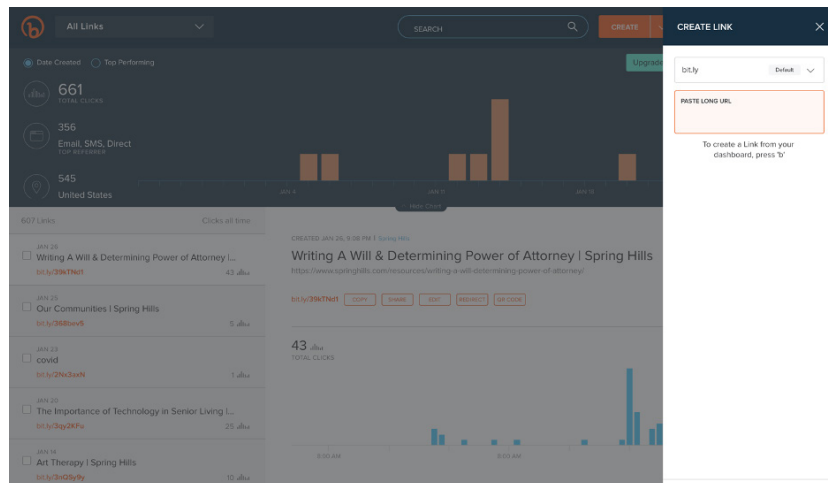
DIGITAL | BITLY + WEBSITE

BITLY

Bitly is a resource to track clicks on a link within a social media post. Additionally, it shortens URLs to be compact within a post. We should use this for all posts with links.

1 | Once logged in simply hit **'create'**

2 | Paste in the long URL and hit save.

3 | Copy and share the new link in your post.

SPRING HILLS WEBSITE

We use WordPress for the backend of our website and blog.

SPRINGHILLS.COM/WP-ADMIN

We use WordPress for the backend of our website. Generally, we will be adjusting content, adding blogs and creating posts and landing pages for newsletters.

For issues, larger fixes or implementations we should contact Finn Partners.

WATCH A RECORDING OF WEBSITE TRAINING

Passcode: 6$4M#r5E

DIGITAL | EMAIL CAMPAIGNS

MAILCHIMP

Each day weekday we send emails. It is easiest to replicate emails and replace content. Most content is pulled from weekly Stand Up. Stand Up is sent on Friday for the following week, which gives you time to plan ahead.

Under the '**Campaigns**' menu, you will see all of the emails we have sent. If you go to an email, there will be three dots to the right. Click the dots, you will be able to replicate and then edit a design.
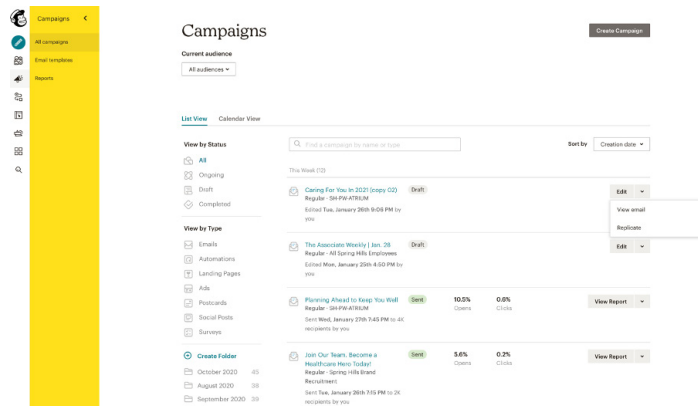
On the last day of each quarter, a Branding metrics sheet will need to be updated. This includes social/email metrics and sent to the Director of Branding and Media.

On DropBox
Spring Hills Company Files > **Reports** > **Branding Department Metrics**

SCHEDULE

Monday Email
Words of Wisdom, Happy Customer, quote from Stand Up

Tuesday Email
Recruitment Emails - Nurse List and General Position *(Nurse email same each week)* General recruitment positions are emailed each week to us by Nick Lynn on Monday's.

Wedensday Email
Weekly Blog post, Friday Wellness tips from Stand Up, HCS Virtual Wellness Classes *(Claire Ingram is contact for HCS)*

Thursday Email
Associate Weekly email includes the monthly recruitment blog, Alex Medium Posts, Images of Associates from social media, additional associate reminders.

Friday Email
Weekly Video, Weekly Social Posts from Communities, General Events, Other resources (COVID etc) and lunch and dinner submissions email reminder.

VIEW DETAILED SCHEDULE WITH SAMPLES

SOCIAL MEDIA

We utilize Facebook, Twitter, Instagram, LinkedIn and YouTube
and the content creation and maintenance of all these accounts.

FREE RESOURCES

Fee resources to get free images for social posts are:

unsplash.com | pexels.com | freepik.com

METRICS

On the first of each month we take screenshots of the
analytics of every social page between 8:30 am - 9:00 am.

After screen-shotting, the number should be recorded on
the Social Metrics sheet found in Kodiak on the SharePoint
Portal. It can be found under **'Senior Team'** and **'Reports'**.

*We will get a social scheduling platform that will change the
process of how you can pull numbers but, will still need to be
input into the Social Metrics sheet in Kodiak.*

On the last day of each quarter, a Branding metrics sheet will
need to be updated. This includes social and email metrics
and sent to the Director of Branding and Media.

On DropBox
Spring Hills Company Files > Reports > Branding Department Metrics

SCHEDULE

Monday
Happy Customers - *Facebook, Twitter, LinkedIn + Instagram*

Tuesday
Blog Post - *Facebook, Twitter, LinkedIn + Instagram*

Wedensday
Thought Leadership - Monthly Recruitment Blog/Medium Posts/
Other Press Releases/General Social as filler.
Facebook, Twitter, LinkedIn + Instagram

Thursday
Weekly Video - *Facebook, Twitter, LinkedIn, Instagram + YouTube*

Friday
Weekly Events/Success Stories/Case Studies/Recruitment
Facebook, Twitter, LinkedIn + Instagram

Saturday
Community Happenings - *Facebook + Instagram*

Sunday
Words of Wisdom - *Facebook + Instagram*

VIEW DETAILED SCHEDULE WITH EXAMPLES

PHOTO/VIDEO

SAVING FILES

- Raw Materials should be saved on an external harddrive that should be organized by date and video footage type
- Final completed files and/or approved clips should be saved within the dropbox and named/dated properly
- Re-purposed older files should be saved into the new Dropbox location and moved in the *Old for easy retrieval

FOLDER/FILE NAMING

- Date (in 2 digit format), followed by location and project specific information with '_' separating them.

Examples

10.19.20_Princeton_Photoshoot Day
03.02.21_Wayne View_Cardio Pulmonary Launch

Files will follow this same format but end in a '_' and the specific file number

The folder we utilize to best organize our *new* material is *SPRING HILLS BRANDING* and then 'Photography+Videography'

Spring Hills › Christina O'Leary › *SPRING HILLS BRANDING* › Photography+Videography

Overview

Click here to describe this folder and turn it into a Space   Show examples

⤒ Upload ⌄ | ＋ Create ⌄   🔊 Follow   •••

Name ↑   Modified

📁 Event Photo+Video Shoots   ☆ --

📁 Images   ☆ --

📁 Videos   ☆ --

Each folder is organized by year and then project/media type.

VIEW PHOTO/VIDEO GUIDELINES

WHERE/HOW TO ACCESS OLDER FILES + AGENDAS