

## Multimedia Protocol

### Purpose

This protocol outlines the steps for developing and producing all PaTTAN multimedia content, including PaTTANpods, Publications, Pop-Up Practices, Behavior Bytes, Literacy Quick Picks, Expert Insights, webinars, instructional videos, newsletters, social media campaigns, and email marketing via SendGrid. Multimedia content must be purposefully planned and integrated into training plans to align with the Bureau of Special Education (BSE) Vision for Systemic Alignment to ensure:

- Strategic alignment with systemic improvement goals, pillar outcomes, or systemic alignment targets.
- Development and maintenance of training plan projects in TAM to proactively plan and manage content.
- Consistency and reliability in newsletters, social media marketing campaigns, and email campaigns (using SendGrid as a centralized platform).
- Flexibility to address emerging needs while maintaining planned priorities.
- Timely updates to the PaTTAN website and YouTube channel to keep resources current and accessible.

### Multi-Media Development Process

#### *Stage 1: Initial Planning and Concept Development*

- ☐ Consultants identify purpose and objectives of the content
- ☐ Determine the format that best meets the purpose and objectives, such as:
  - PaTTANpod (conversational/interview-based)
  - Pop-Up Practices (strategy modeling)
  - Behavior Bytes (PBIS-focused strategies)
  - Literacy Quick Picks (short actionable literacy tips)
  - Expert Insights (expert presentations and interviews)
  - Instructional Webinars/Modules
  - Informational Publications
  - Newsletters (regular initiative-specific updates and summaries)
  - Marketing Campaign – social media and/or email campaigns via SendGrid (targeted, branded messaging)
- ☐ Align the content with pillars and foundations
  - Identify any PDE/BSE pillars, foundations, or *initiative priorities* the content addresses.
  - Check if similar content already exists; if so, consider refreshing or reusing vetted materials to reduce duplication.
- ☐ Integrate into Training Plans via Project in TAM
  - Create/Update a TAM project component for the planned multimedia.
  - Document release dates, topics, audiences, and refresh cycles.
- ☐ Assign Roles and Responsibilities:
  - Content Lead: Develop script/outline, ensure alignment with research and PDE/BSE guidance.
  - Technical Production: Recording, editing, and graphic design.

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- SendGrid (or Other Platform) Manager: Schedule email campaigns, handle list management, track metrics.
- ☐ Outline Content and Flag Sensitive Topics
  - Create a high-level outline (objectives, topics, key points, “call to action” (CTA), and visuals).
  - Identify supporting materials (e.g., graphics, research, attachments).
  - Flag any potentially sensitive or controversial issues (e.g., topics receiving heightened public attention).
    - If flagged, consult with the lead office for guidance before moving forward.
- ☐ Obtain Initial Approval
  - Submit the content outline and plan to the lead office director/assistant director for approval.
  - Standard Turnaround: Expect feedback within 10 business days (unless labeled “expedited”).
  - Expedited Path: If urgent or last-minute requests arise, label it “expedited.” The lead office will attempt to respond within 2 business days when possible.

### *Stage 2: Development and Production*

- ☐ Pre-Production
  - Schedule necessary *recording dates*, *writing deadlines*, or *graphic design timelines*.
  - Finalize scripts, outlines, and any relevant *accessibility* or *branding* considerations.
- ☐ Develop Content
  - Record or design final materials (video, podcast, newsletter, etc.) based on the approved outline.
  - Newsletters/Publications:
    - Use *concise sections* with updates, highlights, and calls-to-action.
    - Follow PaTTAN branding & accessibility guidelines (e.g., color contrast, font sizes).
  - Marketing Campaigns (SendGrid/Email Blasts):
    - Draft targeted messaging and subject lines.
    - Ensure compliance with email regulations and manage opt-ins/opt-outs.
- ☐ Initial Edits and Review
  - Confirm content aligns with PDE/BSE priorities and research-based practices.
  - Peer or Team Review for clarity, accuracy, consistency.

### *Stage 3: Post-Production and Approval*

- ☐ Draft Descriptions and Promotional Materials
  - Prepare titles, descriptions, or summaries for multimedia (videos, podcasts, and slides).
  - Draft email copy, social media posts, or newsletter sections to promote the new content.
- ☐ Submit for Final Approval
  - Provide the edited, near-final version to the lead office or assigned reviewer.
    - For specialized or niche content (e.g., DeafBlind, Sensory), involve state lead to ensure accuracy.
  - Confirm that any flagged issues (controversial, sensitive) have been resolved.

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- Check accessibility (captions, alt text, font sizes) and test links before final sign-off.

### *Stage 4: Publishing and Promotion*

#### ☐ Publish Content

- Upload finalized content to YouTube, PaTTAN website, and podcast platforms.
- Post to social media channels.
- Schedule newsletters or email campaigns on the chosen platform.

#### ☐ Promote Content and Track Performance

- Share content through:
  - Newsletters and targeted email campaigns.
  - Social media platforms.
  - PaTTAN's website and internal networks.

#### ☐ Track Performance

- Use analytics to track open rates, click-through rates, view counts, engagement metrics, bounce rates and unsubscribes
- Use insights to improve future communication strategies.

#### ☐ Update Multimedia Calendar

- Log the content release date, and any related initiatives, and plan for refresh or review cycles (annual or as needed).

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### PaTTAN Multi-Media Development Checklist

#### Initial Approval Checklist

- ☐ Purpose & Objectives: Clearly defined, aligned to PDE/BSE pillars/foundations.
- ☐ Format Selection: Chosen format is appropriate (podcast, video, newsletter, etc.).
- ☐ Sensitive Topics Flagged: Items that might be controversial have been escalated for extra review.
- ☐ TAM Integration: The project is documented in TAM with planned release date(s).
- ☐ Assigned Roles: Who's developing, producing, and scheduling the content?

#### Final Approval Checklist

- ☐ Edited and Accessible: Content meets quality, accuracy, and PaTTAN branding and accessibility standards.
- ☐ State Lead/Office Review: Specialized content has been vetted by the correct reviewers.
- ☐ Links and Functionality: All hyperlinks, attachments, or embedded media are correct.
- ☐ Multimedia Calendar Updated: Release date and refresh cycle scheduled.
- ☐ Approval Timeline: Approved by lead office director/assistant director within standard/expedited window.

#### Implementation Notes

- **Newsletters:**
  - Use newsletters to regularly share updates, initiative highlights, and resource summaries.
  - Schedule newsletters using the multimedia calendar for consistency.
- **SendGrid Email Campaigns:**
  - Centralize email distribution to resolve infrastructure inconsistencies.
  - Use SendGrid to ensure **dedicated IP addresses**, permissions management, and consistent branding.
  - Track performance metrics (open rates, click-through rates, bounces) to improve future campaigns.
- **Content Refresh:**
  - Plan to update newsletters, marketing campaigns, and multi-media content annually or as initiatives evolve to ensure relevance.
  - Note: While refresh is encouraged for relevancy, not *all* content needs redoing.
- **Permissions Management:**
  - Use SendGrid's tools to manage opt-ins, opt-outs, and ensure compliance with email marketing regulations.
- **One-Size-Fits-Most, with Exceptions**
  - Recognize that highly specialized or urgent content may skip or shorten certain steps. Mark as "expedited" and loop in lead office directors and state leads early.
- **Maintaining an Approved Archive**
  - Over time, build a central repository of *previously approved* newsletters, videos, or templates. If reusing, minor updates may not need full approvals.
- **Collaboration & Communication**
  - For multi-initiative content, schedule a brief collaboration meeting across offices to *align messaging*, share timelines, and avoid duplication.
  - If conflicting feedback emerges, the final decision rests with the lead office director in consultation with relevant state leads.

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