# SIOP

**SOCIETY for INDUSTRIAL and ORGANIZATIONAL PSYCHOLOGY** ®

SCIENCE FOR A SMARTER WORKPLACE

# SIOP Communications Guide

## Best Practices and Helpful Hints for Members Using SIOP Channels

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# SIOP Communications Guide
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**Administrative Office hours are 8 a.m. to 5 p.m. ET.**

*Note*: For all the channels included in this guide, opinions expressed are those of the writers and do not necessarily reflect the official position of the Society for Industrial and Organizational Psychology, the American Psychological Association, or the Association for Psychological Science, unless so stated.

# Introduction

In order for an association to be successful, members must be able to stay connected to others in the organization. Although there are many ways to stay in touch, leveraging the best method to convey a message can be challenging. Therefore, the SIOP Administrative Office has put together this guide to help our members and committees share their messages.

# Important Guidelines

The SIOP Administrative Office appreciates the submission of content for all our communication channels. To maintain SIOP brand standards and protect the organization's intellectual property, cooperation with our communications guidelines is crucial.

## The SIOP Brand

The SIOP brand manual contains all the information about the SIOP brand and its use. To protect this brand, SIOP requests that members and committees use ONLY SIOP official channels and not create new groups or channels for SIOP-based content. Members not honoring this request may be denied the right to use the SIOP logo/brand. The Quick Guide to SIOP Branding is available in the Appendix or [online](online).

SIOP members may use the SIOP logo in their content that will be shared by the AO through the official SIOP channels. However, there are rules for use that must be followed for content to be shared on any official channels:
1. Logo must be one of the official versions
2. No modification of the logo is allowed.
3. Logo must appear in the official SIOP colors

## Licensing

SIOP members are reminded to abide by all the rules and regulations regarding licensing. Just as you would not want someone using your content without proper permission and/or attribution, please be mindful of the rules regarding images and video when producing content, including:
1. Use of stock photography sites, to which SIOP or the author has a paid subscription with rights to use images;
2. Use of images labelled for reuse;
3. Asking for permission and paying any fees to license an image.

SIOP will NOT post any content displaying images that do not adhere to above guidelines. Graphics and images are as much intellectual property as the models and tools devised by SIOP members, so please be conscientious and courteous about their use. The Administrative Office can provide access to our stock photography site to search for images, which AO staff can then download.

## Exploring SIOP Channels

SIOP has an extensive array of communication tools for our members. From standard methods like books and reports to cutting-edge presentations via podcast or video, the SIOP Communications team can help you find the right media to highlight your message and reach the biggest and best audience. Picking the right channel can be difficult so please review the following when crafting your message. If you have questions about a channel that are not covered in this publication, please contact the Administrative Office.

## Web Pages

The SIOP website contains a wealth of information by and for SIOP members and the general public. The site, at www.siop.org, also contains microsites for important subsets of information: the SIOP Annual Conference, the Leading Edge Consortium, and the SIOP Foundation. These are designed to house all the information in one convenient location.

Individual web pages can be designed for initiatives that:
- Are of interest to a large portion of SIOP or the general public
- Are ongoing in nature, not one-off events
- Provide appreciable value to SIOP and the public

Committees should be prepared to create/assemble the content for any suggested pages. SIOP's website intends to be streamlined and user friendly, thus not every suggested web page can be approved. To suggest a page, please contact Mark Peterson at **mpeterson@siop.org**.

## Member Emails

The Administrative Office strives to keep the number of all-member emails low. Requests for all-member emails will only be honored for items that are truly of interest to all members, are extremely time sensitive, and cannot be conveyed using any other medium. Targeted emails to smaller segments of the member audience are more accepted but still limited in use and frequency.

Requests for emails may be honored through the use of *SIOP Source*, which was designed for the purpose of reducing the number of emails. Other options include social media and calls and announcements. Contact Amber Stark at **astark@siop.org** to discuss the options.

## White Papers

SIOP produces white papers through numerous committees and in partnership with SHRM. The basics of the construction of these papers is the same across sources. To propose a paper, contact Caitlin Demsky (**cademsky@oakland.edu**).

For more information on preparing a white paper, visit
https://www.siop.org/Research-Publications/SIOP-White-Papers/White-Paper-Instructions

If you are interested in creating a SIOP-SHRM white paper, visit
https://www.siop.org/Research-Publications/SIOP-SHRM-White-Papers

## The Industrial-Organizational Psychologist (TIP)

*The Industrial-Organizational Psychologist (TIP)* is the official publication of SIOP. It is posted online quarterly. The purpose of *TIP* is to provide news, reports, and noncommercial information related to the fundamental practice, science, and teaching issues in I-O psychology. *TIP* serves as a chief venue for communication with SIOP members and a forum for collegial discussion of trends in science, practice, and education.

### Information for *TIP* Contributors

*TIP* encourages submissions of papers addressing issues related to the practice, science, and/or teaching of industrial and organizational psychology. Authors may correspond with the editor, ./Steven Toaddy at **steven.toaddy@gmail.com**. For information on submitting to *TIP*, see https://www.siop.org/Research-Publications/TIP/TIP-Policies

Publication decisions are solely that of the Editor and it is at the Editor's discretion that all submissions will be considered for publication.

Article deadlines for each issue are:

Summer issue: May 1 deadline          Fall issue: August 1 deadline
Winter issue: November 1 deadline      Spring issue: February 1 deadline

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## *Industrial and Organizational Psychology: Perspectives on Science and Practice* Journal

*Industrial and Organizational Psychology: Perspectives on Science and Practice (IOP)* is an official publication of SIOP. *IOP* focuses on interactive exchanges on topics of importance to science and practice in our field. The journal features focal articles which present new ideas or different takes on existing ideas that stimulate conversation on an important issue for the field (or potentially a pair of papers taking opposite sides in a debate).

### Focal Articles

Individuals with ideas for a potential focal article they would like to write or with ideas about topics they would like to see addressed can contact Editor Ron Landis at **rlandis@iit.edu**. For information on preparing a focal article, visit https://www.siop.org/Research-Publications/IOP-Journal/Format-Submission

### Commentaries

For information on preparing a commentary in response to a focal article, visit https://www.siop.org/Research-Publications/IOP-Journal/Commentary-Guidelines

### Practice Forum

The purpose of the *IOP* Practice Forum is to advance the understanding of effective practice of industrial-organizational (I-O) psychology through the publication of original manuscripts focusing on I-O practice issues. Practice Forum articles are peer reviewed but do not receive commentaries, All author correspondence, ideas, and questions should be directed to Alexis Fink at **alexisfinkphd@gmail.com**.

## *SIOP Source*/Web Stories

This weekly member newsletter serves as a timely, relevant source of information current members need to know to make the most of their SIOP membership. Articles feature information about Membership, Research and Publications, Events and Education, the SIOP Annual Conference, Advocacy, Diversity and Inclusion, and more. Specifically, content highlights members and their work, informs members about grant and award opportunities, and invites conversation. Articles are intended to be quick reads with clear benefits or calls to action.

As space allows, the *Source* also includes links to mainstream media articles that feature or are written by our members. Members in the Media can also be found on social media by searching #SIOPMembersInTheMedia.

SIOP articles appearing in the *Source* can also be found on the SIOP website in one convenient *Source* feed.

Committees and SIOP members may request an article be placed in the *Source* by emailing Amber Stark at astark@siop.org. Inclusion in the newsletter cannot be guaranteed. Depending on the time of year, it may take several weeks for an item to appear, so please make your requests early.

Notes:
- The SIOP Source is sent on Wednesdays.
- Submissions and requests should not be commercial in nature. Advertising space is available by emailing Susan Rogers at srogers@siop.org.
- Feedback and questions can be sent to Amber Stark at astark@siop.org

## Calls and Announcements

SIOP posts calls and announcements for any related organization or event. Such calls should be submitted with sufficient time before any deadlines. Posts are limited to 300 words but may contain a link to more information housed elsewhere. Please send any calls to Mark Peterson at mpeterson@siop.org. Visit https://www.siop.org/Career-Center/Calls-and-Announcements for examples.

## Press Releases

SIOP disseminates press releases for members in good standing, through its media services and its Calls and Announcements web page (as appropriate).

### Format and Frequency

If the press release is prewritten, it can be disseminated in 3 to 4 working days after it is received. If the AO needs to write the release, please allow 7-10 working days for the release to be written, returned for approval, and disseminated.

### Rules for Submission

The subject of the release must be a current SIOP member. If team research is submitted, at least one team member must be a SIOP member in good standing. All members are welcome to submit items.

Your press release must fit with in the following categories:
- Research: This includes research results published in peer-reviewed journals or reported at scientific meetings; science policy news; information about substantive scientific, medical, or technological research;
- News: This includes news relating to the business or economics of I-O science or newly published books
- Events: announcements about scientific press conferences, meetings
- Grants and Awards: This includes announcements about grants and awards related to I-O psychology
- Upcoming meetings, conferences, or seminars related to I-O psychology

We will not accept press releases that fall in the following categories:
- Submissions concerning faculty appointments
- Administrative reports
- News and information about specific organizations' products or services
- Awards nominations

Each eligible press release will be reviewed to ensure it meets the following criteria:
- 400 words or fewer.
- High quality writing that matches the format of press releases
- Focus should be on the research and not include sales information.
- Rigor and quality of the research will be considered.
- We reserve the right to edit items for grammar and length, particularly during times when submission rates are high.
- Must include a title and subtitle, combined length not to exceed 150 characters.
- Must include a phone number and email for press contacts

## Submission Process

Submit to **astark@siop.org**. Please include the words "Press Release" at the start of the email subject line.

Before you submit, please read the SIOP's tips for writing press releases at
https://www.siop.org/Portals/84/docs/pressreleasetips.pdf

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## Media Mentions

Media mentions, or Members in the Media, showcases the hard work of SIOP members in many different publications. This can include articles that were written by or mention SIOP members, television interviews, or podcasts. Content should not be commercial in nature. The AO searches many media outlets for articles and features by and including SIOP members. However, some things will slip through the net. SIOP members are welcome to send their media mentions with a link to the webpage, publishing date, and a brief quote. Please send any such mentions with links to **astark@siop.org**. These items may be shared on social media, included in a *TIP* column or *SIOP Source*, or other channel.

## Social Media

SIOP social media channels are used to connect SIOP members and other interested parties with each other and with news disseminated by the SIOP leadership and Administrative Office.

The AO can assist in promoting committee content on the appropriate social media platforms. SIOP social media currently has a strong following, and we recommend working with the AO to use the SIOP channels instead of creating committee-specific accounts from scratch. Building a following takes time and consistent effort (daily or multiple per day posting). With news being time sensitive, we recommend using existing SIOP platforms.

### Submission Guidelines

SIOP Committees and taskforces are invited to submit items to the SIOP administrative staff to help raise awareness of official SIOP activities and other relevant events and initiatives.

There are no hard and fast timelines for social media. However, if you have an event or item you would like SIOP to share, submitting early (days or weeks, depending on the scope of the campaign) will allow the AO to schedule your social media events for the best return. All social media from the AO is scheduled so please keep this is in mind and do not assume we can post anything the day it is received.

### Different Uses for the Different Platforms

*Facebook:*
- Social networking site where users create profiles, upload photos and videos, send messages and keep in touch with family, friends and colleagues.
- Facebook is the most widely used social networking site.
- According to a 2020 demographic report, just as many 18-29 year-olds use Facebook as 30-49 year-olds. Among Americans 65+, 46% use Facebook. Overall, 69% of Americans use Facebook.
- SIOP has a Facebook "wall" that SIOP members or interested parties can post on using their personal account to start conversations pertaining to I-O psychology or the organization.
- Facebook has SIOP's largest follower count.

*Twitter*
- Social networking service where users send and read 280-character messages called tweets. Users must be registered to send tweets but anyone can read them.
- Twitter's strength lies in posting info in real time.
- Although only about 22% of Americans are using Twitter, they are more likely to follow brands or companies and check their Twitter feed frequently during the day.
- Twitter is centered on informal discussion, sharing information for members and by members. Retweets, likes, and replies to tweets drive the conversation on Twitter.

*LinkedIn*
- Business-oriented social networking service used to build connections and professional relationships.
- Because of the professional nature of the site, LinkedIn is especially popular among college graduates and employed people.

*YouTube:* SIOP maintains a channel (SIOPOfficial) and curates all content. Videos on I-O related topics may be submitted to the AO for review and posting. No commercial content will be accepted. Before beginning any video projects, please contact Mark Peterson at **mpeterson@siop.org** to discuss the processes and options. Preplanning will result in a smoother process as well as a better finished product.

*Instagram*
- Instagram is a visual platform used to share photos and short videos.
- SIOP has used its Instagram account to monitor SIOP hashtags, and promote the organization and events it holds.
- This account is most active during the SIOP Annual Conference and Leading Edge Consortium. SIOP members are encouraged to share their photos from these events and tag us for resharing.

|  | Character count | Followers as of 2/2021 |
|---|---|---|
| Twitter | 280 | 11,700 |
| Facebook | 2,000 | 19,000 |
| LinkedIn | 1,300 | 23,193 |
| Instagram | 2,200 | 1,509 |

## Submissions
AO staff is happy to collaboratively develop social media campaigns with committee and taskforce members, given enough lead time. Email **astark@siop.org** for information.

**SIOP Hashtags**

**Job announcements**
#SmarterWorkplace
#SIOPSmarterWorkplace
#IOJobNetwork

**SIOP Annual Conference**
#SIOP22
#SIOPConferenceMemories

**Members in the Media**
#SIOPMembersInTheMedia

**Misc.**
#SIOPConversationSeries
#IOPsych
#IOatWork
#WeAreSIOP
#SIOPMemberSpotlight

**SIOP Foundation**
#SIOPFoundation
#BuildingForTheFuture

**Managing a Social Media Account**

SIOP requires a solid plan in place before considering a new social media account. Many times, social media accounts are created and then left unmanaged, reflecting negatively on an organization. New accounts also take time and resources away from existing efforts and therefore must be critically evaluated for value and alignment with strategic goals before starting.

Before submitting your social media account request, please answer the following questions to best determine how it will benefit SIOP:

1. What is the goal/strategy of the account?
2. Who is your target audience?
3. What social media platform(s) would you like to use?
4. How will you build your audience?
5. Will you have enough content to post at least 2-4 times per week?

6. Will this content be posted on other SIOP accounts?
7. What types of images will best showcase your content? Do you have access to those images? Please be cognizant of copyright issues.
8. How will you plan out your posts?
9. How will you engage your audience?
10. What hashtag(s) will you use on a consistent basis?
11. How will you promote your page so that others can find it?
12. Who is going to be responsible for posting content and who is the backup?
13. What is your succession plan to address changes in committee membership?
14. What email address will be tied to your account(s) and who has access to it?
15. What are your proposed account handles?

If, after reviewing the above questions, you feel that you cannot provide content for a new social media account based on these expectations, the AO would like to work with you to feature content on an existing SIOP account on a regular basis: the SIOP Twitter account has 11,000+ followers, the SIOP LinkedIn page has 21,000+ followers, and the SIOP Facebook page has 19,000+ followers. The SIOP Instagram account has also been reactivated and is growing steadily.

If you feel like you have enough content and a solid strategy and plan in place for the account, please send your answers the above questions to your AO contact. A meeting will be set up to discuss a possible trial effort, how you will measure success and what your exit strategy will be before the account is created.

## Conversation Series

The SIOP Conversation Series (www.siop.org/Research-Publications/Conversation-Series) brings together thought leaders in academia and industry to participate in an "Ask Me Anything" style conversation about their work. Listeners will have the opportunity to ask real-time questions and interact with the speaker. Conversation topics will appeal to the public and raise awareness of I-O in the community.

Listeners can register for the live event and submit questions in advance for the guest to answer. Recordings of previous conversations are also posted to the SIOP Conversation Series page shortly after the live broadcast. Links to recordings of all the previous episodes are also available there. The SIOP Conversation Series is an initiative of the SIOP Visibility Committee, Students & Academia Subcommittee, co-chaired by Lisa Kath and Keaton Fletcher. Kelly Reed coordinates the events. Please contact them if you are interested in presenting or have an idea for a presentation.

## Books

SIOP has two book series and is in the process of developing another. These are handled by editors and committees, not through the Administrative Office.

### SIOP Organizational Frontiers Series

Contact the editors (Angelo DeNisi [**adenisi@tulane.edu**] and Kevin Murphy [**krm10@me.com**]) or visit https://www.routledge.com/posts/13529?utm_source=SIOP&utm_medium=website&utm_campaign=SIOPreferral&utm_content=SIOPreferral

### SIOP Professional Practice Series

To discuss writing for this series, contact Editor Elaine Pulakos (**epulakos@gmail.com**).

### Organizational Science, Translation, and Application Series

This series remains in development. Contact Editor Steve W. J. Kozlowski for more information (**swjkozlowski@gmail.com**).

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## Commercial Communications

SIOP offers many options for presenting commercial content. For such items, please consider the following. Find information on these options at https://www.siop.org/Partners

### Advertising in *TIP*

Any commercial content can be publicized using *TIP* advertising. Options include:

- Landing Page Premium Ad (only 1 per issue)
- Banner ads
- Standard Block ads (Limit 5 per issue)
- Premium Block ads

Deadlines
January issue: deadline December 1                April issue: deadline March 1
July issue: deadline June 1                         October issue: deadline September 1

### SIOP Annual Conference and Leading Edge Consortium

Susan K. Rogers, Business Development Manager, puts together a new prospectus each year of promotional opportunities for each SIOP event. You can find this information at https://www.siop.org/Partners or contact her at **srogers@siop.org**.

### I-O Job Network

The I-O Job Network is SIOP's I-O focused job board. Postings of various time frames are available, and internships can be posted at a reduced rate. For information, visit https://www.siop.org/Career-Center/I-O-Job-Network-FAQ.

### SIOP Source

SIOP Source, the weekly e-Newsletter is sent every Wednesday to approximately 8,000 SIOP members and non-member customers.

| Statistics | Global average for emails | US average for emails | Nonprofit emails | SIOP Source |
|---|---|---|---|---|
| Average open rate | 18% | 17.6% | 25.5% | 36.4% |
| Average click-thru rate | 2.6% | 2.6% | 4.1% | 7.9% |
| Average click-to-open rate | 14.1% | 14.9% | 15.8% | 21.6% |

- Ad deadline is the Thursday prior to the publication week.
- One ad per issue per advertiser.
- Maximum two ads per month per advertiser.

For more information, or to place an order contact Susan Rogers at srogers@siop.org, or visit https://www.siop.org/Partners/Advertising-Overview/SIOP-Source-Advertising

## The SIOP I-O Product & Services Guide

Gain a year-long presence with the SIOP audience, attract I-O psychologists to your organization, and meet the needs of those sourcing I-O products and services by advertising in this new guide.

- All ads are in color.
- All ads are allowed one web link per ad page.
- All ads are published in the guide for 12 months from the ad's start date.
- Advertisers have one opportunity during those 12 months to refresh the ad at no charge.
- The downloadable PDF guide will be posted on the SIOP website, updated as ads are purchased or updated, and actively promoted.
- Advertisers will be listed in alpha order up front with their ad's page number as well as indexed by industry keywords.
- Since its launch on January 4, 2021, the guide has been downloaded more than 330 times (2/16/2021).

Get more information at https://www.siop.org/Partners/Advertising-Overview/Guide or contact Susan Rogers, CAE, SIOP Business Development Manager, srogers@siop.org.

## SIOP Advertising Policy

The publication of any advertisement by the Society for Industrial and Organizational Psychology (SIOP) is neither an endorsement of the advertiser nor of the products or services advertised. SIOP is not responsible for any claims made in an advertisement. The publications of SIOP are published for, and on behalf of, the membership to advance the science and practice of the psychology of work. The Society reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of SIOP, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publication. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.

# Appendix

## Scenarios

### Scenario 1:
A member calls the SIOP Administrative Office and asks if the staff can send out an all-member e-mail announcing a new book. The AO denies the request based on the usage rules for all-member emails and the fact that the material is commercial in nature. However, the following options are provided:
- Post on social media channels and contact SIOP to share; use hashtags
- Buy an ad in the upcoming issue of *TIP* or *SIOP Source*
- Buy advertising at the next SIOP event (conference, LEC)
- If there are media mentions about the book, send them in for Members in the Media

### Scenario 2
A member has produced a very controversial study and wants to present it as a white paper. The committee refuses based on the content. The member calls the AO for help and other avenues for publication. They offer:
- Prepare a summary of the research as a focal article to submit for publication in the *IOP* journal
- Send the study to the *TIP* editor for consideration
- Submit the reseach to the Annual Conference

### Scenario 3:
A member has been featured on a recent edition of the *Inside the Beltway* TV program. Colleagues want to make sure that this appearance gets plenty of coverage as it will provide great visibility for I-O psychology. They call the AO asking for guidance.
- Provide information to Members in the Media
- Prepare a story to submit to the SIOP website and *SIOP Source*
- Provide a summary of the research and send it to the *TIP* editor with a link to the TV appearance.
- Share information on social media and use SIOP hashtags
- Contact the white paper organizers to gauge their interest in the topic.

### Scenario 4
A member calls the AO with an idea for a new SIOP service. It is untried before but the member thinks the key to success is a huge media push, complete with a new web microsite devoted to the initiative. The AO, wanting to help, suggests the following:
- Contact the relevant SIOP committees to get their help and buy-in.
- Once they are involved, clarify all the specs regarding the project: scope, budget, services, requirements for attendance, expected results, benefits, possible pitfalls.
- Present the service to the Executive Board for approval, if appropriate.
- The AO will then provide technical assistance as needed to help get the service going.
- Social media and possibly *SIOP Source* will provide publicity.
- The AO may consider adding a web page for for the service but no microsites will be created.

# A Quick Guide to SIOP Branding

## LOGO

Preferred: This is the "official" logo and should be our go-to logo.

Stacked: This format should be used when the preferred format will not fit or will look awkward.

Without Taglines: These are acceptable when space dictates, in order to keep consistent with other logo presentations, or when the logo would be presented too small to read the tagline.

Acronym:  The acronym should be avoided on its own for outside audiences who will not know who we are based on the context. The acronym is especially helpful for use in small spaces where it will be very small.

Icon: The icon can be used as a website favicon or other similar special circumstances (and with the approval of the AO).

- If you need to put the SIOP logo on a dark or patterned background, it may sometimes be acceptable to use the white version of the SIOP logo. If unsure, please contact Barbara Ruland at bruland@siop.org to decide when this is appropriate.

- There may be instances when a printer needs a two-color logo. This logo is available for such circumstances.

## COLORS

RGB:
dark red-(158,28,36)
light red-(234,29,46)
dark grey-(88,89,91)

CMYK:
dark red-(20%, 99%, 91%, 25%)
light red-(1%, 100%, 92%, 0%)
dark grey-(0%, 0%, 0%, 80%)

Web Colors:
dark red- RGB (176,18,32)
dark grey- RGB (89,89,89)
light gray-RGB(205,205,205)

## FONT

SIOP's official font is Gotham. The SIOP acronym is in a customized version of Gotham. This font should be used for all print pieces.

The font to be used on the SIOP website will be Proxima Nova. Verdana and Arial can be substituted for Gotham if absolutely necessary.

## BRANDED ITEMS

SIOP has branded letterhead and envelopes for any member needing them for official SIOP business. These can also be sent electronically. Branded brochures are also available for any member. Just call or email the Administrative Office at siop@siop.org to have these items mailed to you.

Periodically SIOP will make SIOP branded badges available for use by members. Members will be alerted of such via email or *SIOP Source*.

# <u>PRESENTER RELEASE</u>

**THIS PRESENTER RELEASE** (the "Release") is effective as of _____ (date), and is made and granted by the undersigned ("Presenter") for the benefit of the Society for Industrial and Organizational Psychology, a non-profit corporation ("SIOP").

SIOP is a non-profit corporation affiliated with the American Psychological Association that focuses upon industrial and organizational psychology as a specialty in professional psychology

On April 22-25, 2020, SIOP is presenting its Annual Conference (the "Conference") in Austin, Texas, at which various psychologists and other individuals (the "Presenters") will give presentations relating to industrial and organizational psychology, as well as other related matters.

In order to further the science, practice, and teaching of industrial and organizational psychology, SIOP publishes content relating to industrial and organizational psychology, and other related matters, in various digital, print, video, and audio formats. SIOP publications may be made available for member research and education and for promotional purposes to potential members and event attendees.

The undersigned hereby consents to SIOP's recording of Presenter's image, voice, and presentation at the Conference and subsequent duplication and distribution thereof, or any portion or portions thereof, by SIOP in any medium and hereby releases and discharges SIOP from any and all obligations and claims arising out of, related to, or in any manner connected with, either directly or indirectly, the recording, duplication, and subsequent distribution of the Presentation or any portion or portions thereof.

The Presenter hereby transfers to SIOP legal title and all literary property rights to the recording, including copyright. This grant does not preclude any use which the Presenter may want to make of information contained in the recordings.

The undersigned has executed this Release as of the date first above written.


_____ (SIGN)

_____ (PRINT)

# SIOP Color Palette - 5/27/21

**SIOP**

SOCIETY for INDUSTRIAL and ORGANIZATIONAL PSYCHOLOGY

SCIENCE FOR A SMARTER WORKPLACE

## Primary/Logo Palette

spot: PMS 185
rgb: 235/28/46
cmyk: 1/100/92/0
hex: #eb1c24

spot: PMS 7621
(or PMS 185 + 35% Black)
rgb: 158/28/36
cmyk: 20/99/91/25
hex: #9e1c24

spot: Cool Gray 11
(or 80% Black)
rgb: 88/89/91
cmyk: 80% Black
hex: #58595b

60%   25%   12%

## Contrasting/Highlight Palette

spot: PMS 129
rgb: 245/206/62
cmyk: 4/16/87/0
hex: #f5ce3e

65%   35%

spot: 3025
rgb: 0/77/113
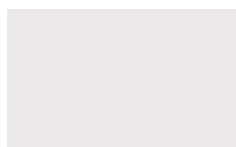cmyk: 98/69/35/18
hex: #004d71

60%   25%

## Secondary Palette

spot: PMS 2905
rgb: 141/198/232
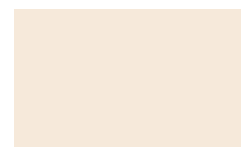cmyk: 42/9/2/0
hex: #8dc6e8

spot: PMS 368
rgb: 118/188/33
cmyk: 59/2/100/0
hex: #76bc21

## Background Neutrals

spot: 55% Cool Gray 1
rgb: 234/232/230
cmyk: 7/6/7/0
hex: #eae8e6

spot: 40% PMS 468
rgb: 240/232/216
cmyk: 5/7/14/0
hex: #f0e8d8

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# Quick Reference Guide for SIOP Communications

| Channel | Usage | Timeline | AO Contact |
|---|---|---|---|
| Web Pages | SIOP based information that is consistent over time | depends on the complexity: anywhere from a few days to several months | Mark Peterson |
| White Papers | Research that has been translated for general audiences | 2 to 3 weeks | Jen Baker |
| *The Industrial-Organizational Psychologist (TIP)* | Items of interest mainly to SIOP members | Summer issue: May 1<br>Fall issue: August 1<br>Winter issue: November 1<br>Spring issue: February 1 | Jen Baker |
| *Industrial and Organizational Psychology (IOP)* | Focal research articles with a point of view/ commentary responses to those articles | 6-12 months for focal articles from submission to publication; commentary publication depends on the focal article | Jen Baker |
| *SIOP Source/* Web Stories | Short items of interest to SIOP members and/or the general public | need to be scheduled at least 4 weeks ahead of publication; longer closer to the conference | Amber Stark |
| Calls for Papers | Requests from publication outlets and academia for new research | 2-4 days | Mark Peterson |
| Press Releases | Announcements of awards, accomplishments, and research publication of SIOP members | 1 to 2 weeks | Amber Stark |
| Social Media | FaceBook, Instagram, Twitter, LinkedIn | 2 to 3 days | Amber Stark |
| YouTube | Video presentations of research, topics of interest, or opinions. | depends on the amount of technical assistance needed from the AO. Anywhere from a few days to several weeks | Mark Peterson |
| Books | Extensive information/ research on a specific topic | discuss with series author | Jen Baker |

All timelines are estimated. Closer to the Annual Conference and the Leading Edge Consortium, lead times are increased. Although the Administrative Office serves the SIOP committees and members to the highest degree possible, publication of submitted items is not guaranteed.

If your event has a registration deadline, please use that date to create your timeline, not the event date.

The SIOP Administrative Office reserves the right to refuse to publish any items deemed too controversial, of limited interest, or for other reasons as appropriate.

# Special Conference Communications Information

| Deadlines/Timelines | |
|---|---|
| Social media mentions | 5 business days |
| Web stories/Newsbriefs | 6-8 weeks |
| Promotional items (swag) | Check with vendor |
| Shipping to GES | TBD |
| Shipping to hotel | TBD |
| Ribbon orders | TBD |
| The Commons time slot listing in Program Summary | TBD |

| Contacts | |
|---|---|
| The Commons (formerly the Committee Zone) | Jayne Tegge (jtegge@siop.org) |
| Promotional items (swag) | Jayne Tegge (jtegge@siop.org) |
| Social Media | Amber Stark (astark@siop.org) |
| Marketing | Amber Stark (astark@siop.org) |
| Ribbons/shipping questions | Jen Baker (jbaker@siop.org) |

## GENERAL INFORMATION

- To publicize your events, use the chart above to contact the staff person in charge of your specific interest area.

- For social media, please be aware that most is prescheduled. To guarantee your event or initiative gets the coverage you want, please submit your request to astark@siop.org *at least* 5 business days before you wish it to be posted.

- If you would like a web story, please contact the office to discuss the feasibility and schedule.

- In general, the AO does not send emails for individual events. We may be able to send notifications via *SIOP Source* or social media. The schedule for *Source* fills quickly so the earlier you submit a request, the better the chance your item can be included. During the rest of the year, *Source* is generally scheduled 4 weeks out, the volume of conference requests can make that 6 to 8 weeks. For conference items, we may also be able to place an item in the Conference News publication, which has a deadline usually around 4 weeks prior to the conference.

## CONFERENCE

- Any committee not participating in The Commons (formerly known as the committee zone) but wishing to have a flier or other promotional piece (postcard or the like, no promotional items) may do so and leave them at the hospitality desk.

- Committees are responsible for designing, printing, and shipping their own items to the conference. However, a proof must be sent to the AO for approval. EXCEPTION: Ribbon orders are handled through the AO so that the dies created for them can be kept in one location.

- Posters, handouts, swag, and so on should be ordered in advance and shipped either to the GES warehouse or to the hotel directly, depending on the time of delivery. Items should **NOT** be sent to the SIOP office.

The SIOP Administrative Office will provide shipping information as soon as it is available. In general, items may be shipped to the designated decorating and logistics company with who SIOP has contracted in advance of the event. Items may also be shipped directly to the hotel. However, items shipped to the hotel have a smaller time window during which they will be accepted and may incur handling fees.

- No matter which way you ship, please keep a tracking number so that your items can be found more easily.
- IMPORTANT! Your committee is responsible for keeping track of the items you send. Please take items back to your room or ask the AO for a secure storage location.
- ***No requests can be taken the week before the conference.***

## THE COMMONS

- Arrangements for The Commons (formerly known as the Committee Zone) are generally made beginning in January each year. Information and a schedule with the open time slots will be sent out to Committee Chairs for sign ups. The Administrative Office will manage the scheduling in order to optimize set-up and participation.
- Scheduling is done first come, first served and each committee will have an opportunity to schedule one time slot before other committees can reserve additional slots. Note when selecting your time that exhibit booths are only set up on Thursday and Friday of the conference, and the Hall is generally only used for poster sessions and coffee breaks on Saturday.
- The size of the Exhibit Hall changes yearly, so The Commons will also be differently sized and placed in the Hall each year. We expect to have space for at least 2-3 committees at one time.
- SIOP will provide a 6 or 8 ft. table and chairs. One free-standing board behind the tables will be provided for you to tape things up (like those used for poster sessions.) SIOP will also bring basic office supplies. Other items within reason (electric hook-up) may be available upon request. Please let Jayne Tegge at [jtegge@siop.org](mailto:jtegge@siop.org) know your needs as soon as possible.
- It is to your advantage that you utilize this space to connect with attendees. Be creative!
- A large poster and/or a display of your committee's work may be useful to draw attention. Drawings, games, puzzles, ribbons, and giveaways tend to attract a lot of attention. (See section on How to Order Promotional Items.)
- Bring handouts or flyers and make sure you have a good supply. Committees in prior years were surprised by how many members stopped by for information!
- The table must be staffed throughout your Committee's time slot. Utilize this time to your committee's advantage—we suggest a couple committee members be present at the table. This way you won't miss the opportunity to speak with anyone who stops by if one committee member is already engaged.
- SIOP will promote The Commons in conference marketing communications and post the schedule in the area. We will also provide a handout with the list of committees and an explanation of how to volunteer through the SIOP Volunteer Service webpage. We will not send out specialized emails for your committee regarding your participation in The Commons.
- Please bring your own 8x10 sign with your Committee name on it.  We will provide a tabletop acrylic holder for it.
- Think about ways to list the names of your committee members and promote their service to SIOP.  Use this as an opportunity to thank them. Some committees have held quick meetings after their session ends—it's a nice way for everyone to meet in person if you aren't already hosting your own committee meeting.

- **IMPORTANT!** Your committee is responsible for keeping track of the items. Please take items back to your room or ask the AO for a secure storage location.
- We will send out a map of the Exhibit Hall showing the location of The Commons so you can share it with your committee members who will be staffing the table

## PROMOTIONAL ITEMS (SWAG)

Some SIOP committees offer branded promotional items to conference goers. There can be value in such take-aways (who doesn't appreciate an extra pen, travel item, or tech gear?) but it can also be an ineffective use of organizational funds. There are no hard and fast rules about what makes good swag versus bad swag, but keep in mind the audience (travelers with limited luggage space and TSA restrictions), the purpose (give them a laugh, make something more convenient, help them to remember your initiative?), and the environment (will the SWAG be truly useful or will it wind up in the trash?)

## HOW TO ORDER PROMOTIONAL ITEMS

| Step | | |
|------|------|------|
| 1 | Budget | • Know your committee's budget for buying swag.<br>• Ask the AO Finance Manager for budget information if you are not sure.<br>• Don't forget about set up, imprint, and shipping fees! |
| 2 | Design | • Get logos from the AO<br>• Get final design approved by the AO before ordering |
| 3 | Order | • Find a reputable vendor (In the past committees have used 4imprint, Crestline, MARCO Promos, pc/nametag)<br>• Verify delivery dates |
| 4 | Verify | • Review your proof or sample carefully before finalizing the order<br>• Decide who will be responsible for receiving the items at the event and make sure their name is on the shipping labels. |
| 5 | Track | • Get tracking numbers from your vendor to make sure your items arrive and can be found<br>• Track your packages<br>• Send tracking numbers to Jen Baker at the AO at jbaker@siop.org |
| 6 | Distribute | • Plan your method of distribution<br>• Decide who will be in charge of any remaining items<br>• Make a plan for what to do with any remaining pieces after the event |
| 7 | Get reimbursed | • Assemble your receipts<br>• Fill out an expense report<br>• Submit report and receipts to Finance Manager at the AO |