

Checklist: Communications Guidance for ECA Recipient Organizations

The Bureau of Educational and Cultural Affairs' (ECA) Communications Guidance outlines requirements and recommendations for program external communications, including branding, websites, social media, and press, for recipients of ECA grants and cooperative agreements. All recipient organizations who receive 51% or more of their funding from ECA to run an exchange program are mandated to adhere to this guidance for that program's materials. This is an abbreviated checklist. To download the full document visit eca.state.gov/comms-guidance.

For any questions, please contact ECA's Office of Public Affairs and Strategic Communications (PASC) at eca_pasc@state.gov



Web

Requirements

- ✓ ECA program office and PASC approve all new websites and web pages
- ✓ Credit Dept. of State in website text and footer
- ✓ Comply with Section 508
- ✓ Optimize to be mobile responsive
- ✓ Add U.S. flag and Dept. of State seal where specified
- ✓ Add Google Analytics code



Social Media

Requirements

- ✓ ECA program office and PASC approve all account creation and closure
- ✓ Give ECA admin access to accounts and analytics
- ✓ Use program logo as profile photo
- ✓ Add Dept. of State Terms of Use to Facebook pages
- ✓ Add program information and Dept. of State affiliation in Facebook description area
- ✓ Add "An @ECAatState program" to Twitter profile description
- ✓ Follow community manager best practices

Recommendations

- Choose accessible social media platforms



Video

Requirements

- ✓ ECA program office and PASC approve all promotional videos
- ✓ Add closed captions
- ✓ Add U.S. flag and Dept. of State seal to video

Recommendations

- Tell a compelling story
- Start with a video plan



Print

Requirements

- ✓ ECA program office and PASC approve all print materials
- ✓ Credit Dept. of State in footer
- ✓ Add U.S. flag and Dept. of State seal where specified



Press

Requirements

- ✓ ECA program office and PASC approve all press releases
- ✓ Include ECA press contact information
- ✓ Obtain signed participant consent

Recommendations

- Keep releases short
- Create a local link
- Keep ECA informed on media interest



Crisis Communications

Requirements

- ✓ Coordinate with your ECA representative or ECA Public Affairs and Strategic Communications
- ✓ Delete any prescheduled content that has not yet been published

Recommendations

- Prepare crisis content ahead of time
- Correct, but do not delete, erroneous information
- Consistently post status updates

