

Construction Communications Guidelines

These guidelines were created to help ensure that there is a clear, consistent, and predictable process for communicating the impact of renovation, renewal, and new construction projects at Boston University.

General Guidelines

- Publicizing projects that Campus Planning & Operations (CPO) is involved in is always encouraged. However, the correct parties should be made aware. Press inquiries/releases, both internal and external, should be forwarded to the following parties for review:
 - Campus Planning & Operations (CPO) Communications team (Lauren Alzate)
 - BU Media Relations (Colin Riley)
 - BU project manager responsible for the project
- The [CPO Communications](#) team should be notified of any scheduled building and infrastructure issues, such as utility outages and construction impacts, via the [Scheduled Building & Infrastructure Notification Request Form](#). This allows the team to notify impacted parties via BU Alert (Everbridge). **Requests for notices related to planned work must be submitted three days before work is scheduled.**
 - Please contact the Facilities Operations Service Center or the BUMC Control Center directly for notifications related to emergency issues.

Adding Projects to the CPO Website

- Level 2 through 5 projects are automatically displayed on the [Campus Construction & Maintenance Projects Map](#). Projects are imported monthly from PMWeb.
- Please reach out to the [CPO Communications](#) team to add a project to CPO's [Projects & Initiatives](#) page. Generally, projects that are level 4 and 5 are shared. If you think a project you are involved with should be posted, please reach out.

Vendor Related Guidelines

- Third-party vendors should always be referred to as vendors in any communications, never partners to avoid the appearance of BU endorsement.
- BU affiliates and vendors may take photos of construction projects. However, they may not be used as a direct or implied endorsement by the University. This also applies to BU signage which will be seen as incidental and not promotional or an endorsement if captured in photos.
- Vendors may identify Boston University as a client but only with University approval and not in a way that suggests endorsement from BU. The University's name can only be included in a list of other clients, in the same size, font, and color, so that the name is not prominently displayed.

Weekly Update Guidelines

Informational updates on high-visibility construction projects at Boston University are communicated to the BU community and interested abutters on a regular basis to ensure that the surrounding community is aware of any potential impact from the project. The CPO Communications team sends routine updates about upcoming progress, on a schedule determined by the project team, via the CPO website and email. Anyone can subscribe to receive these construction communications on the CPO website. The following are communications guidelines for all construction updates.

- To ensure that communications are consistent between projects, follow BU and CPO branding guidelines, and are sent via MailChimp and the CPO website **by mid-day Friday**, all construction updates are due by Thursday at 12:00 pm. This allows time for validation of information, ensures that formatting is consistent, and guarantees the questions that arise from the proposed communications can be reconciled before dissemination mid-day Friday. If this deadline is not met, the communications team will distribute the communications at their discretion.
 - If the due date falls on a holiday, the update should be received no later than 12:00 pm **two days** prior to the holiday.
 - Holidays include but are not limited to Thanksgiving and intersession break.
 - If a construction communication needs to go out on a day other than Friday by noon, contact the communications team immediately, even if the communication has not been drafted, to ensure that the communications team is available.
- The text should be attached as a Microsoft Word document.
 - Construction updates should list work for the upcoming week(s).
 - The text should be spell-checked, grammatically correct, and in complete sentences.
 - Language should be written in layman's terms (no abbreviations, industry-specific terminology, etc.).

- Images should be attached as separate image JPG files. Image files should be named as the caption of the picture. Construction updates should include at least one image.
 - Images included should be reviewed and approved by all necessary parties (i.e. general contractor, construction manager, architect, etc.).
 - Images will be communicated via the CPO website: bu.edu/cpo/, email notifications, and social media accounts including Instagram [@bu.cpo](https://www.instagram.com/bu.cpo) and X (Twitter) [@bu_cpo](https://twitter.com/bu_cpo).
- The BU Campus Planning & Operations communications team edits construction updates for grammar, spelling, etc., and may be in touch throughout the project to request images and/or clarification as needed.
- Please check bu.edu/cpo/news/ to note any changes made to the construction update published for future reference and construction update examples.
- For more information about editorial style and how to correctly refer to Boston University entities in writing, please review the [BU Brand Guidelines](#).

Example Formatting

During the weekend of [Month, Day]:

During the week of [Month, Day]:

Floor-by-floor progress:

On the Ground Level

- [updates to the ground level here in bullet points]

On the 1st Level

- [updates to the 1st level here in bullet points]

On the 2nd Level

- [updates to the 2nd level here in bullet points]

Exterior

- [exterior updates here in bullet points]