

03.01 College Communications

Original Approval: DATE

Last Updated: DATE

Last Reviewed: DATE

Policy / Purpose:

It is the policy of Wallace Community College – Selma (WCCS) to comply with all Alabama Community College System (ACCS) policies and to ensure all media and external requests for information follow standards developed by the College and facilitated by the ADD POSITION TITLE.

Scope:

This policy applies to all WCCS students and employees during any activity involving the College, including the workday. In addition, visitors, vendors, contractors, and all other non-employees are expected to recognize and comply with College policies.

Definitions:

Brand: An intangible marketing or business concept that helps people identify a company or product.

Media Requests: Any requests for quotes, information, or interviews by any type of media outlet, including broadcast, print, etc.

Details:

1. **Brand Standards:** WCCS has specific marketing brand standards to be used for all types of college communications, including, but not limited to logos, colors, photography, graphic elements, fonts, and messaging.
2. **Communications:** ADD POSITION TITLE is responsible for promoting WCCS's brand but offers basic marketing needs to all of WCCS. Services available include design, public relations, photography, social media coverage, promotional items, media responses, etc. Any requests for coverage or for items such as business cards should be submitted to ADD POSITION TITLE.
 - a. **Media Requests:** All requests for information from the media must be forwarded to ADD POSITION TITLE for approval. No one representing the College should provide information to media outlets without first seeking approval. Any dealings with media organizations must be approved ADD POSITION TITLE.
 - b. **Event Publicity:** To ensure adequate public coverage of the many activities at WCCS, faculty and staff must relay noteworthy items to the ADD POSITION TITLE as far in advance of the event as possible. Requests for photography must also be requested as far in advance as possible.
 - c. **Publication Requests:** Publication dates vary for preparing copy and for mailing. A timeline for ordering and receiving items or publications can be provided by ADD POSITION TITLE upon request.

- d. **Branding and Promotion:** Any materials or items representing the College must follow the standards listed in the College's official Brand Guides. Materials include publications, flyers, brochures, promotional items, business cards, news stories, web pages and web posts, etc. This will ensure the public receives consistent and accurate information on behalf of the College. Any questions as to what materials need approval prior to dissemination need to be directed to **ADD POSITION TITLE**.
3. **Social Media:** Legal, professional, and ethical standards that apply to correspondence and other forms of communication generated by WCCS employees also apply to communications and statements made or publicized through social media (e.g., confidentiality requirements). Refer to the Standards of Behavior Policy and Student Code of Conduct Policy.

With that in mind, WCCS has established procedures for employees to ensure that personal use of social networking sites does not violate state or federal law or college policies and does not negatively impact their professional reputation or their ability to perform their duties.

4. **Use of College Name or Logo:** WCCS does not permit the use of its name or logo in any announcement, advertisement, publication, or report if such use in any way implies institutional endorsement of any person, product, or service.

The College does not permit the use of its name, logo, or likeness on social media platforms without express consent of the **ADD POSITION TITLE**.

Any firm or its advertising agency requesting the use of pictures or facilities of the institution or any likeness representing the College for sale or advertising purposes or requesting the use of any copy relating to such pictures or facilities, will be referred to the **ADD POSITION TITLE**.

5. **Employee Communication and Standards of Behavior:** Employees are expected to demonstrate moderation, restraint, and civility in interactions and communication with students, parents, co-workers, and stakeholders and, in general, to serve as ambassadors for the College in all behavior and demeanor.

Under no circumstances should employees engage in communication of any kind that constitutes, solicits, or suggests sexual, romantic, or inappropriately familiar interaction with students. Refer to the Standards of Behavior Policy.

Employees may not represent their political beliefs or positions on political matters to be those of WCCS, WCCS employees, the Alabama Community College System Board of Trustees or other Board officials, or to falsely assert or imply that their political activities or positions are endorsed by or undertaken in the name of Alabama Community College System Board of Trustees or other Board officials.

All employees will be subject to disciplinary action if their conduct relating to use of technology or online resources violates applicable college policy, Alabama Community College System Board of Trustees policy, statutory, or regulatory provisions governing employee conduct or the protection of confidential information; or if it impairs the

employee's job performance or effectiveness in the work setting whether or not their conduct is specifically addressed in these guidelines.

6. **Nondiscrimination:** ADD POSITION TITLE and all efforts and materials developed within are expected to refer to and follow the College's Nondiscrimination Policy.

Procedure(s):

1. For marketing services, contact ADD POSITION TITLE.

Additional Provisions / Information:

There are no Additional Provisions / Information applicable to this policy.