

3-29 Marketing and Communications

The Marketing and Communications Department provides graphic design, writing, editing, and proofreading services and coordinates the publication of a variety of college publications. The Marketing and Communications Department is responsible for all internal and external publications

Services provided by the Marketing and Communications Department are as follows:

- Designing internal publications, including but not limited to, brochures, flyers, programs, invitations, advertisements, posters, signs, displays, etc for specific instructional programs and for special programs and events within the college.
- Designing external publications for distribution off campus.
- Providing external communications for the college including marketing, advertising, and media relations.

To ensure all internal and external publications, documents and communications are of the highest quality and reflect favorably upon the college:

- External publications for distribution off campus must be approved by the Director of Marketing and Communications and must comply with all legal and institutional requirements before they can be printed.
- All media inquiries, requests, and story ideas must be approved by the Director of Marketing and Communications.
- All marketing and communications work requests should be made to the Director of Marketing and Communications at least 2-3 weeks prior to the date needed utilizing the MIS Support Ticket process.
 - Once logged into this system, choose “Marketing” and provide a brief description as to your needs (types of marketing materials, quantity, target audience, basic design concept). The Marketing Department will then set up a time to meet and discuss your needs. Any support ticket received with less than 2-3 weeks notice may not be processed by the department.

- Any department, office, or individual wishing to prepare their own marketing materials must submit the materials to the Marketing Department for review and approval prior to their distribution

Media Relations

The Marketing and Communications staff prepares and distributes public service announcements and press releases to newspapers and to radio stations in the surrounding area. All media releases must be released by the Director of Marketing and Communications as it is important that information reaching the public be clear, consistent, accurate, and appropriate. Employees are encouraged to suggest ideas for possible news releases to the Marketing and Communications staff.

The Director of Marketing and Communications is the initial point of contact for all media requests in any situation and should be contacted first. Official spokespersons for the college are the President and the Director of Marketing and Communications; either may authorize employees to speak as college representatives. Employees should not initiate media contacts without authorization and should report media requests to the Director of Marketing and Communications, prior to engaging or responding with any media source.

In matters relating to the Board of Trustees, the Board Chair will serve as the official spokesperson.

Advertising

College of The Albemarle advertises its programs and activities through newspapers, magazines, radio and television stations, flyers, websites, and other media outlets in the seven county service area and the surrounding area. Design and placement of all advertising is determined by the size and characteristics of the target audience and by the budget available for each advertising campaign.

Marquee Sign

Only registered student organizations, college governance units, academic units, college departments/offices, and college committees are permitted to submit content for the marquee sign.

All announcements and messages are to be concise, having no more than 15 words. All marquee sign requests should be made to the Director of Marketing and Communications at least 5-10 days prior to the date needed utilizing the MIS

Support Ticket process. Once logged into this system, choose “Marketing – Sign Requests” and provide the brief message that you want shown on the marquee sign. Please include the date the message should begin running and the date the message should stop running. The Marketing Department will then prepare your message and post it to the sign. Any support ticket received with less than 5-10 days notice may not be processed by the department. The Marketing Department may make slight adjustment to the message to best fit the marquee sign. The duration and dates content is displayed can also be adjusted by the Marketing Department if necessary.

The Marketing and Communications Department reserves the right to address concerns, make suggestions, and determine what content is displayed on the marquee sign as it relates to the educational mission of the college.

Marquee sign content must be related to College of The Albemarle business or it will not be approved. Such instances include but are not limited to:

- Advertisement of commercial products or services.
- Content that infringes on the copyrighted or trademarked works of others. Copyrighted and trademarked material may include, but are not limited to, logos, digital images, photographs, paintings, movies, videos, and written works.
- Content that violates marquee sign policy or does not meet the minimum requirements.

Social Media

Websites and Specific Uses

www.albemarle.edu

This is the college's main website and will be the primary source for information for the community, faculty, staff, and current and prospective students. Information will include news stories, calendar information, course schedules, information on programs, catalog, etc. Campus Cruiser, Facebook, and Twitter will contain some, but not all, of the information posted here. The Marketing Department maintains this site with content supplied from various sources within the college.

Campus Cruiser

This is the main resource for the college to communicate with students who are registered for classes. Students can access their grades, review unofficial transcripts, register for classes, establish a tuition payment plan, etc.

Announcements that provide students with college-related information will be posted on Campus Cruiser.

Facebook

This is a communication tool for current and prospective students. Only items of interest to these groups will be posted on Facebook. Postings will happen when there are items of interest to be communicated with students. When appropriate, links will be made back to www.albemarle.edu for more specific information (such as the full calendar of events on campus).

Twitter

This is a communication tool for current and prospective students. Tweets will be sent when there is news or information to be communicated with students. When appropriate, links will be made back to www.albemarle.edu for more specific information.

Blogs

This is a communication tool for the college community. Blogs will be updated when there is news or information to be communicated with students, faculty, and staff. A blog is centered on news and/or information from a specific department and should be managed by the appropriate Vice President. When appropriate, links will be made back to www.albemarle.edu for more specific information.

General Principles for the Use of Social Media

College of The Albemarle will maintain an official online presence on social media sites to support the college in accomplishing its mission and achieving its goals and objectives. The college encourages feedback and comments from fans, including prospective students, current students, alumni, faculty, staff, and members of the community. The college remains committed to maintaining these sites as a safe and family-friendly forum for sharing information. In the spirit of maintaining a positive environment to site visitors, the college reserves the right to remove any comments or wall postings from official college-sponsored pages that are inappropriate, inflammatory, or damaging to College of The Albemarle or any individual.

College of The Albemarle's departments may use Facebook, Twitter, You Tube, blogs and other social media tools to enhance instruction; inform constituencies about college activities and developments; build online communities of interested constituents; and provide a way for constituents to keep informed about COA and share thoughts, ideas, and experiences through discussions, postings, photos,

and videos. Constituencies may include but are not limited to current and prospective students, alumni, employees, potential donors, and members of the community.

Responsibilities and Usage

The Marketing Department is responsible for posting materials to the college's main social media pages. Individual clubs, instructors, program heads, student organizations, etc. may also maintain other social media pages (e.g., Facebook, Twitter, etc) for their specific needs and areas. If so, these should be approved by the Division Chair or Vice President and the Director of Marketing prior to establishing such pages. The last page of this document contains a form which should be completed, signed, and then forwarded to the Director of Marketing to be kept on file. The administrator in charge of that particular area is ultimately responsible for managing and policing content posted on that site. The content should be in good taste and in keeping with other provisions as detailed in other parts of the following procedures.

Procedures for Establishing Social Media Sites

1. Employees must consult their supervisors in advance of their intention to use their College of The Albemarle email accounts on social media sites or pages on which they are representing the college in an official capacity (non-instructional). These requests should be approved by the Division Chair or Vice President.
2. Departmental social networking pages will have a minimum of two administrators assigned. If an administrator leaves the college, he or she will be removed as a page administrator and another person assigned in his or her place.
3. Administrators for college social networking pages agree to check their pages daily during the normal workweek.
4. The following types of content are prohibited from College of The Albemarle's social media sites:
 - Derogatory language or demeaning statements about or threats to any third party.

- Inappropriate or incriminating images depicting hazing, sexual harassment, vandalism, stalking, underage drinking, illegal drug use, or any other inappropriate behavior; or inappropriate language.
 - Content that violates state or federal law.
 - Content that discriminates against any person on the basis of race, color, gender, national origin, disability, religion, sexual orientation, veteran status, or age (in accordance with state and federal laws).
 - Partisan political activity.
 - Online gambling.
 - Information or images that are obscene, untrue, or defamatory.
 - Content that harasses third parties.
 - Selling goods or services for personal financial profit.
 - Personal social relationships unrelated to College of The Albemarle business.
5. Administrators for College of The Albemarle's social media are responsible for removing comments posted in said media that do not meet the criteria outlined above.
 6. Outside parties can take legal action against employees for postings. College of The Albemarle will not indemnify employees for anything they write on social networking sites under a college email account or a private one.
 7. Material protected by copyright will not be used on College of The Albemarle social networking sites.
 8. Departments who are using any social media site are required to share all log-in user names and passwords with the Director of Marketing and Communications, which will be stored securely.

Individual Social Media Guidelines

All employees of College of The Albemarle shall be of character, habits, philosophy, and competence that their influence upon students, each other, and upon various publics of the college is wholesome and constructive. All situations that come into question are subject to review by COA's administration and may be subject to appropriate disciplinary policies approved by the Board of Trustees.

General Guidelines

Online communities like Facebook, Twitter, and blogs can help College of The Albemarle connect with its constituencies in many positive ways. At the same time, there are some cautionary lessons that have emerged from participating in online communities. Administrators for official College of The Albemarle social network sites should be aware of the following:

1. You are posting content onto the World Wide Web and you cannot ensure who does and does not have access to your information.
2. Information you post online may continue to stay on the World Wide Web even after you erase or delete that information from pages.
3. Before participating in any online community, understand that anything posted online is available to anyone in the world. Any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site.
4. By agreeing to the terms of use, online communities have your permission to republish your content worldwide and share information with advertisers, third parties, and law enforcement, among others.
5. Do not post information, photos, or other items online that could reflect negatively on you, your family, College of The Albemarle, or agencies affiliated with the college.
6. Be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar -- it DOES reflect on you professionally, as well as on the college.
7. Do not post any personal information, photographs or confidential information about the college or students, faculty, or staff associated with the college on a COA-sponsored social media site. Do not link to personal Facebook pages or any other social media networks.
8. Violations of these Social Networking guidelines may result in disciplinary action, such as loss of privileges to use the college's social networking site and/or dismissal.

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9. Use of social networking sites is subject to all aspects of COA's Information Technology Acceptable Use Procedure, COA's disciplinary procedures, and other COA policies and procedures.
10. Only COA-sponsored media sites may be used in conducting official business of the college.

Disclaimers

Official College of The Albemarle social networking sites will include a disclaimer link which will include:

Site administrator content

The comments and postings on this site are those of the site administrators' and do not necessarily reflect College of The Albemarle opinions, strategies or policies.

User-generated Content and Disclaimer

College of The Albemarle accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials or content generated by users and publicly posted on this page.

Inappropriate Content

Anyone who believes that this page includes inappropriate content should report it to the College of The Albemarle Marketing Director at webmaster@albemarle.edu.

Disclaimer for content on linked sites

College of The Albemarle accepts no liability or responsibility whatsoever for the contents of any target site linked from this page.

Terms of Use

By posting content on this page, you represent, warrant, and agree that no content submitted, posted, transmitted, or shared by you will infringe upon the rights of any third party, including but not limited to copyright, trademark, and privacy; or contain defamatory, discriminatory or otherwise unlawful material. College of The Albemarle reserves the right to alter, delete or remove (without notice) the content at its absolute discretion for any reason whatsoever.

Copyright

The content on this page is subject to copyright laws. Unless you own the rights to the content, you may not reproduce, adapt or communicate the content, or use the content for commercial purposes, without the written permission of the copyright owner.



College of The
Albemarle
Est. 1960

Request for Creating Pages on a Social Media Site:

Site: _____

Dept./Club/ Organization/Party Requesting Page: _____

Purpose of Page: _____

Primary site administrator: _____

Secondary site administrator: _____

URL for page: _____

Username for posting: _____

Password for posting: _____

**** Please note this document must remain current and up-to-date. If username and/or password is changed for site, this document must be updated. This information will not be used unless there is a problem on the site. ****

I agree to the terms and conditions contained in this document:

Signature of Primary Site Administrator: _____

Signature of Secondary Site Administrator: _____

Signature of Division Chair or VP: _____

Signature of Marketing Director: _____

Date: _____