

COASTAL ALABAMA COMMUNITY COLLEGE			
Policies and Procedures Manual			
Title:	College Communications		Approved by:
Insert:	03.01	Date:	04/01/2022
Replace:		Date:	06/01/2023
Reviewed:		Date:	06/01/2023
Remove:		Date:	



POLICY / PURPOSE:

It is the policy of Coastal Alabama Community College 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 Chief Communications Officer.

SCOPE:

This policy applies to all Coastal Alabama Community College students and employees during any activity involving the College, including the workday. In addition, visitors, vendors, contractors, and all other non-employees may be 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.

MARCO: Marketing & Communications Office.

DETAILS:

1. **Brand Standards:** Coastal Alabama Community College 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:** MARCO is responsible for promoting Coastal Alabama’s brand but offers basic marketing needs to all of Coastal Alabama Community College. 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 at the MARCO website at <https://www.coastalalabama.edu/marco/>.
 - a. **Media Requests:** All requests for information from the media must be forwarded to the MARCO and the Chief Communications Officer 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 through MARCO and/or the Chief Communications Officer.
 - b. **Event Publicity:** In order to ensure adequate public coverage of the many activities at Coastal Alabama, faculty and staff must relay noteworthy items to the MARCO as far in advance of the event as possible. Requests for photography must also be requested as far in advance as possible.

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- 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 MARCO upon request.
 - d. **Branding and Promotion:** Any materials or items representing the College must be approved by MARCO prior to ordering or distributing to the general public. 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 MARCO.
3. **Social Media:** Legal, professional, and ethical standards that apply to correspondence and other forms of communication generated by Coastal Alabama Community College 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, Coastal Alabama Community College 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:** Coastal Alabama Community College 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.

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, shall be referred to the Chief Communications Officer.

- 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 the Coastal Alabama Community College, Coastal Alabama 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

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undertaken in the name of Alabama Community College System Board of Trustees or other Board officials.

All employees shall 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 staff member's job performance or effectiveness in the work setting whether or not their conduct is specifically addressed in these guidelines.

6. **Nondiscrimination:** MARCO and all efforts and materials developed within follow the College's [Nondiscrimination Policy](#).

PROCEDURE(S):

1. For MARCO services, refer to <https://www.coastalalabama.edu/marco/>.

ADDITIONAL PROVISIONS/INFORMATION:

There are no additional provisions/information applicable to this policy.