



## Media & Advertising Procedure

WGTC covers an eleven county service area and our presence is very noticeable in all of South Georgia, not just the communities we serve. In order to ensure that the media attention we receive is positive and warranted, faculty and staff should review and adhere to the following information on the use of the logo, placing advertisements, and contacting the media.

### WGTC Logo

Any time the logo is used in a format that will be viewed by the general public and can be considered marketing or advertising, the format must be approved by the Office of Community and College Relations (OCCR). The Wiregrass Style and Standards Guide is to be used as a reference when using the logo on any material. It is posted on the website under Community and College Relations.

### Advertising

Any and all advertising on behalf of the college, a specific department, or program must be coordinated through the OCCR. This includes promotional items (i.e. pens, t-shirts, cups, magnets), flyers, advertisements in free publications, community news announcements, posters, web ads, radio, television, magazines and newspapers.

### Media

The purpose of this procedure is to preserve the accuracy and the confidentiality of information. OCCR is the only office through which official college announcements, activities, and statements may be communicated to the general public. This includes proactively obtaining coverage in the news media through news releases and other means; releasing information about emergencies, weather, crimes, official positions on issues involving the college, and other events to which the press has reasonable claim; and linking faculty or staff with reporters that may be seeking their expertise.

All contact with the news media is to be referred to the Executive Director of Community and College Relations. Any information to be shared with the public must be submitted to the OCCR for approval.

All media contacts for official college information or expertise must be directed to the Executive Director of Community and College Relations. Executive Director will coordinate the college response with appropriate administrators or employees.

Faculty and staff are encouraged to keep the OCCR fully and promptly informed about events, incidents, and developments in which there is current or potential public interest.

While only the president of the College can speak as the chief officer and official spokesperson, she has appointed the Office of Community and College Relations to release material dealing with college policy, practice, or events which may impact the position of the college to the community. If the president is unavailable during a crisis, the executive vice president or a vice president will serve as spokesperson.

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## Social Media

The OCCR maintains all official college social media accounts. A Wiregrass Policy and Procedure on social media usage is available and outlines the process and procedures related to social media usage in an official college capacity. Please review this policy and procedure regarding all social media use.

[http://www.wiregrass.edu/pdfs/about/social\\_media\\_policy.pdf](http://www.wiregrass.edu/pdfs/about/social_media_policy.pdf)

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