

Policy Approval/Review Form

This form is used for the approval, amendment, removal or review of a Gordon State College policy. Once authorized with the President's Signature, the policy will be posted to the Gordon State Website. This approval form will be filed in the Office of the President with Cabinet minutes noting approval.

Policy Title *	External Publications Policy
Department	Advancement External Relations and Marketing
Policy Editor	Montrese Adger Fuller
Request Type	New ☐ Amended ☒ Removed ☐ Reviewed ☐

OBJECTIVE (Briefly state your purpose.)

The External Publications Policy provides guidelines. Publications should reflect the quality of the programs and the character of the College. The following guidelines were developed to help ensure that we remain good stewards.

To ensure a common message and graphic identity for the College, all materials targeted to external audiences

RESOURCES AND CONSULTATION (Briefly describe the resources (i.e. website, link) used in developing, amending, removing, or reviewing the policy. Include names of other individuals who assisted with this change.)

The VPAERM viewed other policies across the USG to see how their policies were structured. The policy has been further expanded. The amended policy was reviewed by all Cabinet members, and there were no suggestions for any further edits.

COMMUNICATION PLAN (Identify how information about how the policy will be communicated to the college as well as training plans if applicable.)

The External Publications Policy will be communicated with the campus community during training work shops and listed on the College website for further reference.

Authorizations

Dean or Supervisor Signature and Date: _____

Cabinet Sponsor (VP) Signature and Date: Montrese Adger Fuller Digitally signed by Montrese Adger Fuller
Date: 2021.04.07 16:23:05 -04'00'

President Signature and Date: Kirk A. Nooks Digitally signed by Kirk A. Nooks
Date: 2021.04.16 14:05:42 -04'00'

***Policy Template must be submitted with this form.**

GORDON STATE COLLEGE EXTERNAL PUBLICATIONS POLICY

EXTERNAL PUBLICATIONS GUIDELINES

As good stewards of the State's resources, in all of its forms, we are responsible for the way in which we communicate with faculty, students, staff, and the greater community. What affects the reputation of Gordon State College affects the reputation of all of us. Publications should reflect the quality of the programs and the character of the College. The following guidelines were developed to help ensure that we remain good stewards.

To ensure a common message and graphic identity for the College all materials targeted to external audiences should be coordinated through the Office of Advancement, External Relations, and Marketing. The following guidelines are designed for Gordon State College employees preparing and distributing external publications as an official job function on behalf of Gordon State College.

Procedures:

- **The Office of Advancement, External Relations, and Marketing is responsible for publishing official information on behalf of Gordon State College.**
- **Report violations:** Any employee becoming aware of or having knowledge of a publication in violation of the provision of these guidelines shall notify his or her supervisor immediately for follow-up action.
- **Problems or concerns regarding a publication should be reported immediately** to the Vice President of Advancement, External Relations, and Marketing.
- You are responsible for publications that you create and distribute. **Be sure that what you create and distribute will not expose Gordon State College, the University System of Georgia or you to legal liability.**
- **Protect important information.** This includes anything that could conflict with HIPPA, FERPA, NCAA, or other regulations.

Be Accurate

- **Be Accurate.** Be sure that **content is relevant, credible and consistent** with your professional role and with Gordon State College's standards.
- Make sure **all of the details and facts are accurate and grammatically correct** before distributing.

- It's better to **verify information** with a source first than to have to provide a correction or retraction later.
- **Cite sources whenever possible.**
- **If you make an error, correct it quickly.**
- **Be responsible and judicious.**

Branding/Logo Usage

- **Follow branding guidelines** published in the Graphics Identity Manual and Branding Booklets. These documents are available on the website at this link <https://www.gordonstate.edu/departments/advancement/graphic-standards-manual-logo-downloads/index.html>
- **Use the official logos, taglines, mottos, etc.**
- **The name or logo should not be used to promote or endorse** any activity, event, product, cause, political party or political candidate, without approval from the Office of Advancement, External Relations, and Marketing.
- The Gordon State College logo **should not be altered** in any manner. For reproductions, seek approval from the Office of Advancement, External Relations, and Marketing.
- The Gordon State College logo is trademarked. The Office of Advancement, External Relations, and Marketing **must approve the use of the logo and branding.**

What Not to Do

- **Do not divulge information gained because of authority;** make any statements, or publish materials that could reasonably be considered to represent the views or positions of the college or department without express authorization.
- To not be **subject to civil litigation:**
 - Do not publish false information that harms the reputation of another person, group, or organization (defamation);
 - Do not publish private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person;
 - Do not use someone else's name without that person's permission for an exploitative purpose;

- Do not publish the creative work of another, trademarks, or certain confidential business information without the written permission of the owner.
- Generally speaking, do not use images without obtaining **prior permission from individuals whose images are identifiable**.
- **Do not publish detailed policy or procedure information** (for example, program admission criteria.) Rather, reference or provide links to official Gordon State College publications for such information.
- **Do not include sensitive personal information** unless the subject of the information has given express consent for the disclosure of that information.