

SECTION G MARKETING AND COMMUNICATIONS



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BLACKHAWK TECHNICAL COLLEGE SECTION G – MARKETING AND COMMUNICATIONS POLICY

G-100 – COLLEGE CATALOG

Authority	Executive Director of Marketing and Communications
Effective Date	October 30, 2019
Revision Date(s)	May 24, 2023
Reviewed Date(s)	
Related Forms	
Related Policies and/or Procedures	
In Compliance With	

The College will publish a catalog annually on blackhawk.edu that includes academic policies, procedures, programs, course descriptions, the Student Handbook, and the Student Code of Conduct.

The College reserves the right to make changes to the catalog's content, and when significant changes are needed, the Catalog Committee will determine if an addendum is needed.

It is the responsibility of the student to ascertain the requirements of their programs and for understanding and abiding by the policies and procedures outlined in the catalog.



BLACKHAWK TECHNICAL COLLEGE SECTION G – MARKETING AND COMMUNICATIONS POLICY

G-640 – SOCIAL MEDIA

Authority	Executive Director of Marketing and Communications
Effective Date	October 15, 2014
Revision Date(s)	November 20, 2018
Reviewed Date(s)	
Related Forms	E-210 – Public Records Law (Public’s Right to Know) E-610.1 – Acceptable Use of College Computer Equipment and Systems
Related Policies and/or Procedures	
In Compliance With	Wisconsin Statutes 19.31-19.39

Social media platforms have become increasingly important communication channels for supporting the College’s mission and vision. This policy exists to define social media guidelines for the College and to ensure that all social media platforms are representative of the College and its mission, follow the College’s branding and standards guidelines (policy to be developed), protect student and staff privacy, maintain confidentiality, and adhere to open record laws.

The purpose of the College’s social media accounts is to build community among stakeholders and promote the College’s story. The College’s official social media accounts are managed by the Marketing and Communications Department.

Employees of the College must abide by all college policies, including those pertaining to employee behavior, copyright, and technology use. Violations of **Policy G-640 – Social Media** or **Procedure E-610.1 – Acceptable Use of College Computer Equipment and Systems** may result in revocation of technology privileges and/or disciplinary action up to and including dismissal, as well as civil liability and/or criminal prosecution.

The College's social media sites are subject to the State of Wisconsin public records law. Any content maintained in a social media format that is related to college business, including a list of subscribers, and posted communication, is a public record. Content related to college business shall be maintained in an accessible format so that it can be produced in response to a request.

Content that is created for the College, used to conduct college business, used to maintain contact with college customers, and/or used to represent college products or services belongs to the College.

Wisconsin State law and relevant college records retention schedules apply to social media formats and their content.

Social media sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure. Users and visitors will be notified that public records requests shall be directed to the legal custodian of records.



BLACKHAWK TECHNICAL COLLEGE SECTION G – MARKETING AND COMMUNICATIONS PROCEDURE

G-640.1 – SOCIAL MEDIA

Authority	Executive Director of Marketing and Communications
Effective Date	November 20, 2018
Revision Date(s)	
Reviewed Date(s)	
Related Forms	Photo Release Form (Intranet)
Related Policies and/or Procedures	G-640 – Social Media
In Compliance With	

The Marketing and Communications Department reserves the right to deactivate a social media account if it does not meet the requirements of this Procedure and/or is no longer supporting the College's mission and goals. Every effort will be made to work with account administrators and the appropriate supervisor to keep the account active and notification will be made before any account is de-activated.

Departments and programs are discouraged from creating organizational or business pages. Social media accounts require consistent monitoring, responsiveness to end users, and regular content creation that is consistent with the College's brand. All college-affiliated accounts require prior approval of the Marketing and Communications Department, a minimum of two (2) administrators, and the addition of a staff member of Marketing and Communications as a page/group/site administrator and/or share appropriate login information.

All social media accounts must:

- Be administered and monitored by an employee. Students cannot serve as account administrators.
- Not contain inappropriate, offensive, libelous, or illegal content. Such content may be removed by college employees identified as account administrators or at the direction of the Marketing and Communications Department. Before removal, such posts must be documented and archived for records retention.
- Must be maintained by account administrators who are responsible for actively managing and monitoring the content on their social media accounts. If the account administrator(s) should leave the College or no longer wishes to serve as the account administrator, it is the responsibility of the appropriate supervisor to designate another employee as administrator and remove the former employee's administrative permissions on the account. If a suitable replacement cannot be found, or if it is determined the social media account is no longer necessary the account administrator must contact the Marketing and Communications Department.
- Have appropriate photo/video releases from any students featured in photos and videos posted to officially recognized social media accounts. A copy of the College's official photo release can be found on the intranet.

G-640.1 – SOCIAL MEDIA

- Include the following disclaimer in their page/profile information. “The postings on this site are those of the site administrators and do not necessarily reflect the College’s opinions or policies. The College accepts no responsibility for any content generated by users and posted on this page or linked to from this page. College students posting to this page are subject to college policies. The College reserves the right to remove content from the page at its discretion for any reason.”
- Not any content that may violate any existing college policies, such as FERPA, Affirmative Action, Sexual Harassment, Title IX, Copyright, etc.
- Not be used to sell goods and services for profit or express personal political views.

ACCOUNTS CREATED PRIOR TO THE REVISED POLICY (11/20/2018)

Account administrators for any existing social media account that has been established to represent the College, its programs, organizations, or students are required to add a designee of the Marketing and Communications Department as an account administrator. Existing accounts are also required to adhere to Policy G-640 – Social Media.



BLACKHAWK TECHNICAL COLLEGE SECTION G – MARKETING AND COMMUNICATIONS POLICY

G-650 – MARKETING STANDARDS

Authority	Executive Director of Marketing and Communications
Effective Date	February 13, 2019
Revision Date(s)	May 24, 2023
Reviewed Date(s)	
Related Forms	Branding Guidelines and Graphic Standards Form (Intranet)
Related Policies and/or Procedures	
In Compliance With	

The College shall maintain a specific visual identity to convey its brand in a consistent and professional manner. Established Branding Guidelines and Graphic Standards articulate logo usage, typeface, e-signatures, college seal, color swatches campaign logos, and the elements making up the visual identity of the College.

Staff and faculty will consult with the Marketing and Communications Department when creating any external-facing promotional pieces to ensure guidelines are followed. Promotional pieces include presentations, brochures, apparel, posters, flyers, signs (both print and digital), giveaways, etc.

The Print Center is the preferred source for printed materials. If an outside vendor is needed, a representative from Marketing and Communications will coordinate on behalf of the College.