



**DONNELLY
COLLEGE**
EST. 1949

Marketing, Publicity and Advertising

Approved Date: April 6, 2020

Reviewed/Revised Date: April 2020

Approved by: Administrative Council,

Dean of the College, President

Responsible Official:

Director of Marketing and Communications

Marketing, Publicity and Advertising

All publicity, external publications, digital media and public communication concerning the College is released through the Marketing and Communications Department.

All staff members report to the Marketing and Communications department such newsworthy material about themselves, projects carried on in their areas, or other items considered newsworthy. News of an academic nature is submitted first to the Dean of the College. The person who is the subject of a news release will normally have the opportunity of reviewing the release.

Website, social media and other digital initiatives - The Marketing and Communications department is responsible for publishing the College website and social media accounts with the most up to date information about the College they have. Department Directors are responsible for monitoring the content on the website pages they represent or that impact their departments and communicate the need for updates and changes to the Marketing and Communications department. Best practices would suggest that Department Directors review the public communications for their departments at least once every 3 months.

News Releases - The Marketing and Communications department will make all news and public information releases, as well as internal/external posting, for Donnelly College.

Internal/External Postings and Information - All notices, whether posted by College personnel or external advertisers must be cleared and stamped by the Office of Student Affairs.

Branded items - Any department, program, initiative or student activity group that wishes to have a designed item (ex. shirt, jacket, hat, cup, etc.) can request that Marketing and Communications department design the item using appropriate branding, and after approval place an order for that item utilizing existing institutional pricing with established vendors. If the department, program, initiative or student activity group designs and seeks their own vendor, Marketing and Communications must approve the design for appropriate use of Donnelly College brand including logos, colors and fonts prior to ordering.

Publication Info

Last published version of this policy was in the *Administrative Process and Procedures Manual*, April 23, 2016.

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Previous policy last revised July 24, 2017.

Currently revised policy is not published, but it will be included in next version of an applicable policy manual document and is distributed to staff and faculty as needed or upon request.