



Policy Source: Gwinnett Tech	Owner: Vice President of Communications	Effective: 1996
Division: Institutional Advancement	Reviewed: 6/2005, 1/2016, 3/2019, 1/2021 Revised: 3/2019	

9.2.1 GT Communications Department Purpose

The Communications Department is dedicated to providing best-in-class communications and engagement leadership to enhance accessible educational opportunities and support the Gwinnett Technical College vision and mission. College Communications provides communication guidance and materials to internal and external audiences.

Communications

Communications oversees all publications and communication materials from the College. It is the responsibility of the department to approve all communications (i.e., website, newsletters, brochures, flyers, etc.) going to external publics. For communications assistance, materials or approvals, submit a Job Request Form on the Communications SharePoint page.

Logo and Design Guidelines

Effective branding is achieved through presenting a consistent image of Gwinnett Technical College over an extended period of time. Consistent branding contributes to the public perception of the College's quality, service and warmth, as well as the integrity of our institution. Guidelines for using Gwinnett Technical College's logo, are in the Editorial and Graphics Style Guide located on the Communications SharePoint page.

Media Relations

An effective media relations procedure safeguards brand reputation and a consistent image. All preparation and release of information about Gwinnett Tech to the media is coordinated by Communications, unless otherwise authorized by the president of the college. It is in the College's best interest to be a reliable media source, and as such, all media inquiries should be addressed as quickly as possible. It is our aim to ensure that we are communicating to the media in one responsive voice.

- General Media Relations Guidelines: Gwinnett Tech's Communications Department provides a robust proactive media relations program. The department maintains relationships with local reporters and ensures that

information distributed to the media is accurate, timely, newsworthy and portrays the college in an appropriate manner.

- Preparation for Interviews: If a reporter contacts you, please notify Communications immediately. If you are asked to speak to a reporter, the Communications staff will work with you to prepare your remarks and help you gather appropriate information. Preparation is key to a good interview.
- Media Referrals for Faculty/Staff: All reporters requesting information about the College by telephone, email, letter, fax or personal visit should begin their inquiry in Communications. The department will refer the reporter to the appropriate source. To direct reporters to the Communications Department, please have them contact one of the following: Chuck McKinnon, Vice President of Communications or Melissa Smith, Director of Communications at 678-226-6828 or Communications@GwinnettTech.Edu.
- Media Visits: While the College welcomes news media to the campus, neither the public nor reporters have an indiscriminate right to access the College. Reporters should seek permission before entering school property (exterior or interior) for the purpose of reporting or filming. Such permission generally will be granted as long as the reporting activities, in the College's opinion, do not disrupt classes; interfere with the privacy of students, faculty or staff; or jeopardize the safety of school personnel or visitors. Access may be denied or limited in any situation if it is determined that unrestricted media access is disruptive or that it compromises the College's ability to carry out its educational activities with a reasonable expectation of privacy and normalcy for students, faculty and staff.
- Freedom of Information Act: As required by the Freedom of Information Act, Gwinnett Technical College will provide reporters with most forms of information. Such requests from the media, however, should come through the College's compliance officer, the Vice President of Communications.
- Crisis Communications: In the event of a crisis or emergency, notify the president's office immediately. The College's crisis management team will then begin the process of directing internal and external communications. Follow all guidelines in the Gwinnett Tech Crisis Plan and Crisis Communication Plan.

Social Media

An effective social media process assists in the establishment and preserves the integrity of the brand while improving the credibility of the College. Gwinnett Technical College supports the responsible and efficient use of social media (i.e., Facebook, Twitter, YouTube, Instagram, etc.) by College departments or programs to connect with our broader community. The College understands that social media is an important, yet emerging form of communication, one that offers opportunity but also requires responsibility. Specific guidelines, outlined in the Editorial and Graphics Style Guide, apply to the use of social media in an official capacity for the College.

Contact Communications

A primary goal of the Communications Department is to assist faculty and staff with any communications, marketing or public relations need. To submit a request for assistance, submit a Job Request Form found on the Communications SharePoint page