



ADMINISTRATIVE

POLICY

TITLE: ONLINE AND PRINT COMMUNICATIONS, MARKETING AND SOCIAL MEDIA

POLICY NO: 4-18

EFFECTIVE DATE: 02/18/2014

VCCS POLICY NO: N/A

REVISED DATE: 12/01/2022

I. Purpose:

To provide guidance for the creation and use of online and print communications and marketing collateral, channels, and tools for brand consistency.

II. Definitions:

Channels: the means by which organizations attempt to inform, persuade, and remind consumers directly or indirectly about the products and services they offer.

Collateral: a collection of media used to support the sales and promotion of a product or service.

Social media: a form of online communication or publication that allows for multi-directional interaction, and which includes blogs, wikis, podcasts, social networks, photograph and video hosting websites, crowdsourcing, and new technologies as they evolve.

III. Policy:

To assure that all communications and marketing collateral provides accurate information and brand consistency, the Office of Marketing and Office of Communications shall be used as resources. The [Reynolds Brand Identity Guidelines](#) shall serve as additional resources.

“Reynolds Community College” is the first usage name of the college in any nonlegal document or marketing piece.

“Reynolds” shall be used for the second and all subsequent usages in a nonlegal document or marketing piece.

The use of initials such as JSR, JSRCC, RCC, or RC or a shortened version such as “J. Sarge”, shall not be used for marketing purposes or in internal or external communications. “JSRCC” is acceptable for use in data tags, form names, and other situations where a parallel abbreviation to other colleges or state agencies is needed.

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The use of RCC or RC is never to be used in any marketing or communications collateral, channels, or tools. RCC is reserved solely for use by Rappahannock Community College within the VCCS.

In accordance with the Reynolds Brand Identity Guidelines, the integrity of the graphic elements (logos, typeface, etc.) must be maintained in publications and on websites, including social media sites. No changes may be made to their design, proportion, typeface or other attributes.

IV. Procedures for [Online and Print Communications, Marketing and Social Media, 4-18](#)

V. Other Information:

[Department of Human Resource Management \(DHRM\) Policy 1.75](#), Use of Electronic Communications and Social Media

[Reynolds Brand Identity Guidelines](#)