

**TITLE: ONLINE AND PRINT COMMUNICATIONS, MARKETING AND SOCIAL MEDIA**

**PROCEDURES FOR POLICY: 4-18**

**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. *The procedures for implementation of this policy are provided below.*

II. Procedure and/or Process 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. Procedures:

Creation of collateral such as brochures, flyers, posters, and presentations:

- A. Please consult the Reynolds Brand Identity Guidelines for proper templates for collateral.
- B. Please coordinate with the Marketing Office for review and internal or external printing of any print collateral, particularly for any piece using the Reynolds logo, tagline(s), or college name.
- C. Online communication and social media platforms (i.e. blogs, Facebook pages, Instagram accounts, etc.) will adhere strictly to the parameters outlined in this policy and in the Reynolds Brand Identity Guidelines. The Office of Communications and Marketing Office will serve as a resource for social media. In many cases, the main Reynolds social media accounts and its thousands of followers are a sufficient channel to promote content for an individual academic program, student support services, club, etc. The Office of Communications and Marketing Office has final approval of any new social media account that uses the college's formal name, logo, mascot likeness, or tagline(s).
- D. Employees are encouraged to read the [Department of Human Resource Management \(DHRM\) Policy 1.75](#), concerning the use of electronic communications and social media by state employees.

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E-Signatures:

- A. E-Signatures on official Reynolds.edu domain email accounts are subject to the same rules and guidelines previously outlined in this policy. For more information or for a sample e-signature, please consult the Reynolds Brand Identity Guidelines.

Reynolds Website Updates:

- A. Authorized users of the Reynolds website content management system (CMS) shall follow the Reynolds Brand Identity Guidelines when making updates to the Reynolds website. CMS administrators reserve the right to edit or remove any content that does not meet the Reynolds Brand Identity Guidelines or any content that is distasteful, partisan, or proselytizing in nature.

IV. Other Information:

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

[Reynolds Brand Identity Guidelines](#)