

ADMINISTRATIVE REGULATIONS

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MARKETING AND COMMUNICATIONS

Use of the College Name and Logos and Graphic Identity Standards

Owner-Director of Marketing and Communications

Contact-Director of Marketing and Communications

The College's name and logos are the official marks of the College and as such are required on most publications, printed or electronic, intended for dissemination on and off campus.

Campus units, departments, programs, and sanctioned student organizations in good standing are authorized to use the College name and official logos in accordance with college identity standards.

College departments, programs or offices may not create their own logos. Externally funded organizations or departments such as TRiO or Upward Bound, and the college-funded Daum Museum of Contemporary Art, may have their own logo; the college logo or name will also be used in accordance with college identity standards. Requests for use of SFCC logos should be made to Marketing and Communications.

The leadership, sponsor/advisor(s) or any member of a student club or organization may not use official SFCC letterhead in any of its communications without specific approval from the Director of Marketing and Communications.

Off-campus groups, organizations or individuals may not use the name of the College, official logos or refer to the College on letterhead, envelopes, handbills, posters or other printed materials unless authorized by the Director of Marketing and Communications and if authorized, use must be in accordance with college identity standards.

(Approved 3/18/13)

MARKETING AND COMMUNICATIONS

Marketing and Advertising

Owner-Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

Advertising

Effective, cost efficient advertising, i.e. print ads, radio commercials, online advertising, outdoor advertising, etc. is best accomplished through a centralized approach. Marketing and Communications is responsible for media planning and buying as well as the design and production of college advertising.

Requests for advertising should be made to Marketing and Communications according to production timetables found in college graphic identity standards and be approved by requestor's appropriate dean or vice president or the president. This will allow for quote request, ad/copy design and insertion order. Some timetable exceptions may apply depending on the type of request. In most cases, costs will be charged to the requestor's pre-approved budget.

All contacts from advertising sales representatives should be referred to Marketing and Communications. The college will not be responsible for payment for advertising placed without prior notification and authorization of Marketing and Communications.

Employment advertising is the responsibility of Human Resources.

Imprinted and Specialty Items

To take advantage of cost-sharing efficiencies and maintain a known inventory, requests for the purchase of imprinted and specialty items, including clothing, pens, mugs, supplies, etc. must be coordinated through the Campus Store.

All uses of the SFCC logo and related marks on imprinted and specialty items must be approved by the Campus Store Director prior to manufacture. The director may refer questions about use of the SFCC logo and related marks to the Executive Director of Marketing and Communications. Art and product approval will be based on the appropriate and proper use of college identity standards. SFCC does not condone the use of its identity on certain products, i.e. smoking or alcohol paraphernalia, etc.

If artwork is needed for imprinted or specialty items, the Campus Store will coordinate with Marketing and Communications to create appropriate artwork.

Funding for imprinted and specialty items must be provided by the requesting department, program or division.

(Approved 6/12/13)

MARKETING AND COMMUNICATIONS

Media Relations

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

Media Relations

Marketing and Communications plays a key role in publicity and communication for the college and is responsible for protecting and enhancing its reputation and leadership through the dissemination of coordinated, consistent and timely messages to the media.

Contact with news media should be coordinated with the Executive Director of Marketing and Communications, who serves as the liaison between the media and the college and its personnel, including responding to inquiries from media, pitching ideas to media, issuing news releases, and releasing records.

The Executive Director of Marketing and Communications serves as an official college spokesperson on issues of general collegewide impact or significance or controversial, emergency or sensitive situations. Inquiries from media about such issues are to be referred to the director.

The director may identify delegate spokespersons for function-specific media requests. When possible, Marketing and Communications will give delegates advance notice they will be contacted by a media representative.

Faculty and staff may respond to requests from the media regarding their specific program and professional expertise. In such cases, Marketing and Communications is to be notified as soon as possible to inform them of the contact. Marketing and Communications has created **guidelines** on how to handle media interviews.

All news releases emanating from the college are prepared and distributed by Marketing and Communications. Requests for news releases should be made to Marketing and Communications a minimum of three weeks prior to the event in order to adequately prepare the release and ensure its timely distribution to various media agencies. News releases are not be sent by anyone in the college without prior clearance from Marketing and Communications.

(Approved 6/12/13)

MARKETING AND COMMUNICATIONS

Publications

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

Design and Production

Marketing and Communications is responsible for the development and production of institutional and departmental publications including class schedules, course catalog, admissions publications, program collaterals, business cards, etc.

Requests for publications must be submitted to Marketing and Communications according to production timetables found in college identity standards and be approved by requestor's appropriate dean, vice president or the president. The office may not be able to provide technical assistance for all proposed publications due to time and priority constraints.

Review and Approval

Marketing and Communications is responsible for the approval of institutional and departmental publications that include the college logo and represent the college to the public or invites participation in a college program or event whether the publication is funded by a separate department or produced on or off campus. Publications must be submitted to Marketing and Communications according to production timetables found in college identity standards.

Submissions must be in alignment with college graphic identity standards before being approval is given.

Any publication not approved by Marketing and Communications is unapproved and unofficial.

College Identity Standards

Marketing and Communications has created college identity standards to protect the integrity of the college's logo and accompanying marks and to create a consistent brand identity.

These college identity standards apply to all visual communications produced by or for State Fair Community College. In order to successfully establish and maintain a strong graphic identity, the standards must be implemented consistently.

Stationary Package

The official college stationary package is designed by Marketing and Communications and items are available for purchase in the Campus Store.

Copies

Marketing and Communications does not generally provide copy/printing services. Departments or offices requiring copies of a publication or flier must request the copies from the Copy Center. In some circumstances, Marketing and Communications will provide small quantities of copies to a requestor.

Required Statements

All major college publications must include the college's current equal opportunity and Nondiscrimination and Accommodations Policy statements.

Student-produced publications are encouraged to include a disclaimer statement.

All required statements can be found in college identity standards.

(Approved 6/12/13)

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MARKETING AND COMMUNICATIONS

Indoor and Outdoor Signage

Outdoor signage

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

The Marketing and Communications Office is responsible for the oversight of permanent outdoor signage, including monument signs and the outdoor digital sign, in order to maintain a consistent and professional image of the college.

Outdoor digital sign

Philosophy and purpose—

The digital sign located at 16th and Clarendon streets will be used to display marketing and image-building messages to attract the attention of passersby to the mission of the college; to advertise new courses and programs for the purpose of promoting credit and noncredit enrollment; to welcome special visitors to campus; and to promote college-sponsored activities and events, as appropriate, to external and internal audiences. The Marketing and Communications Office is responsible for posting and managing messages.

Overview of allowable messages—

- A. The digital sign will be used to announce and/or promote the following, in order of priority
 - a. Selected events and dates associated with the academic calendar, e.g., messages promoting application and enrollment
 - b. New and/or special courses and/or programs
 - c. College activities and events on campus that are open to the general public, (this would include CTC, Melita Day, and Daum)
 - d. Marketing, public relations and image-building messages (this would include employees supporting United Way, general CMU messages)
 - e. Welcome messages for special groups and/or individuals to campus
 - f. College-sanctioned and/or foundation fund-raising initiatives, (would not include campus club fundraisers)
 - g. Congratulatory message to winners of college awards, and other professional/student awards (examples: Athletics Hall of Fame, MCCA winners, Honors Convocation, Instructors of the Year, SFCC grads, high school grads, etc.)
 - h. Specific holiday greetings, i.e. Happy Holidays (during December); Happy July 4th (on July 4); Happy Thanksgiving (on Thanksgiving Day only)
 - i. Special requests from the college president
- B. The digital sign will not be used for:
 - a. Happy birthday or similar personal messages

- b. Messages geared only to faculty and staff or only current students
 - c. Soliciting donations and/or sales for non-college sanctioned or foundation activities
 - d. Advertising position openings
 - e. Inclement weather or emergency messages
 - f. Holiday messages, except as specified in Section A
 - g. Community group messages
- C. The placement of temporary signs at the corner of 16th Street and Clarendon is prohibited.
- Requesting message postings
1. Requests must be e-mailed to the Marketing and Communications Office and be from an SFCC employee. Requests should include:
 - a. Requestor's name and department
 - b. Event name and suggested text (brief is best)
 - c. Date the message needs to appear and date it should stop. (Note: if the posting is to run one day, just give that day's date. Event-specific postings should not exceed one to two weeks.)
 2. Requests must be received a minimum of *five business days* before the day the announcement should be posted due to the time it takes to create, edit, test and schedule a message to the sign.
 3. The Marketing and Communications Office reserves the right to edit submitted messages for brevity and clarity, and to control the number of messages for maximum readability and visibility.

Indoor signage

The Marketing and Communications office is responsible for the oversight of permanent internal signage, including directional and way finding signs and named space signage, in order to maintain a consistent and professional image of the college.

(Approved 6/21/11)

MARKETING AND COMMUNICATIONS

Website and Portal Communications

Owner-Executive Director of Marketing and Communications

Contact-Executive Director of Marketing and Communications

Oversight

The Marketing and Communications Office coordinates and oversees the development and management of content on SFCC's website and portal, as well as the structure, design, navigation, training, policies, regulations, and standards and procedures

Content within the SFCC website and portal may be created for academic departments and programs, administrative departments, official student organizations and other content deemed appropriate for the college's stakeholders. When appropriate, additional content editors may be identified by vice presidents and the president for respective divisions.

Publication of any material on SFCC's website and portal must be consistent with the policies, regulations, standards, and procedures of the college and the MOREnet Acceptable Use Policy, as well as applicable state and federal laws.

SFCC reserves the right to control college resources, including but not limited to denying space on college-supported servers or removing any content or links that it perceives as not upholding college and MOREnet policies, regulations and procedures, as well as applicable state and federal laws.

SFCC believes that the principles of free speech and academic freedom extend to electronic communication; however, the college is not obligated to publish information or provide links to documents or external content that are deemed to be inappropriate.

Reasons that content, documents or linked pages might be deemed inappropriate for display on the website or portal include but are not limited to the following: publishing copyrighted or trademarked materials without written authorization, violating elements of the Family Educational Rights and Privacy Act (FERPA), receiving compensation for providing material to any party not entitled to use college resources, publishing organized political activities, opinions or solicitations, selling or buying products for profit enterprises, and incorporating advertising for promotion of non-profit or for-profit entities.

In general, college policies and regulations that apply to the content of publications and communications also apply to Web and portal content. In particular, all information included on Web and portal pages must:

- Comply with all laws governing copyrights, intellectual property, libel, and privacy;
- Not violate any policy, rule or regulation of the college;

- Not be used for non-SFCC commercial activities (for the purposes of this regulation, activities such as publishing textbooks and other academic works are considered to be SFCC activities); and
- Comply with MOREnet policies, rules and regulations

Any content editor who manages content on SFCC Web and portal resources consents to the provisions of this regulation, accepts full responsibility for the content and documents, and agrees to comply with all terms and conditions, all applicable local, state, and federal laws and regulations, and MOREnet's Acceptable Use Policy.

Any content editor whose actions violate this regulation, or any other college policy or regulation, may be subject to limitation or elimination of privileges, as well as other disciplinary actions.

Personal Web pages will not be linked to the SFCC website. Personal Web pages are defined as web pages or social media profiles that primarily provide personal information about an SFCC employee.

Accessibility

In compliance with Section 508 of the Rehabilitation Act, the Americans with Disabilities Act, and college non-discrimination policies, all electronic publications, to the extent feasible, must be made accessible to people with disabilities. If it is not feasible, alternative methods must be made available to complete the same tasks.

Advertising, Sponsorships and Partnerships

Advertising is prohibited in SFCC Web space and permitted elsewhere only when the college has a contractual agreement with an organization to provide services to the college or its students, or as authorized by MOREnet.

Co-branding, hyperlinked logos, link exchanges, and associate, affiliate and referral programs are among the items that will be considered advertising if compensation is exchanged or anticipated.

Text provided for informational purposes or as part of a comprehensive list of sources will not be considered advertising unless the purpose is to promote a product or service.

This regulation is not meant to prohibit SFCC auxiliary departments from providing appropriate information on their products and services.

Sponsors may be acknowledged on official college Web pages related to college-sponsored artistic, athletic or cultural programs, conferences, or special events. These acknowledgments must be supported by a written agreement between the sponsor and the college entity that specifies a limited term, typically concluding with the end of an event or series.

Acknowledgements may include the sponsor's corporate name but may not include a URL, street address, telephone number, email address, hyperlink to a Web page, product name or service information, call to action, or comparison. The acknowledgement must include a disclosure such as "The (program, conference, event) acknowledges the support of these sponsors" and may not imply endorsement by the college.

Official college sites and affiliated sites covered by this regulation may acknowledge business partnerships for services provided at no cost that assist the college in achieving its mission; for example, access to an online research service, free support services, associations, organizations, accrediting agencies, transfer institutions, or a search engine. Otherwise, all the provisions for sponsorships apply to partnerships, except that names and logos may be hyperlinked to the service provided.

Web and Domain Names

Requests by on-campus departments, programs, groups or organizations for SFCC Web domain names are treated similarly to other activities that require advance permission for the use of the college's name or marks.

Host and sub domain names are only created as required by Educational Technology Services. Requests for other SFCC Web names or friendly URLs must be made and approved through the Marketing and Communications Office.

Non-SFCC organizations or groups may not register any Internet address that includes "SFCC" or the name of any of its individual units or affiliated groups. Violations of this policy may result in legal action on the part of the college.

In order to accomplish their unit goals and objectives, academic and administrative units or organizations may require Internet functions and possible domain name registrations that includes "SFCC" or any form of an official college name or function that is outside of the sfccmo.edu domain (e.g. .com, .net, .org).

Requests for an SFCC non .edu domain name must be made through and approved by the Marketing and Communications Office prior to registering the name. Additionally, units must make arrangements to host the domain name on their own server (if available) or with a commercial Internet Service Provider. In such cases, the registering party will be responsible for any expenses associated with the registration or maintenance of the URL that are incurred.

If the domain name request is approved, requestors are required to notify and work with the Marketing and Communications Office and Educational Technology Services (ETS) on the implementation and branding of the site.

Owners of SFCC non .edu domains are required to comply with existing SFCC policies and regulations and college identity standards.

For more specific information regarding Web names please consult the Web Naming Standards.

Fund Raising

The annual fund and activities authorized by the SFCC Foundation or the SFCC President are the sole entities authorized to conduct fund raising via pledge forms or direct contributions to State Fair Community College on a public Web page.

Employees and official clubs and organizations may describe college-approved philanthropic or fund-raising efforts on the portal or website and provide a phone number and / or street address for contributions but may not conduct fund-raising campaigns on Web or portal pages, or link to a fund-raising page other than that of the annual fund.

Philanthropic or fund-raising activities conducted by on-campus groups or organizations must be approved in accordance with Policy and Regulation 1300 – College/Community Relations – Solicitation and Distribution.

Submissions

Any material, information or other communication transmitted or posted to Web pages will be considered non-confidential and non-proprietary communication. SFCC will have no obligations with respect to the communications.

SFCC and its designees will be free to copy, disclose, distribute, incorporate and otherwise use the communications and all data, images, sounds, text, and other things embodied therein for any and all commercial or non-commercial purposes.

Website and Portal Standards and Procedures

In addition to any requirements established under this regulation or other regulations and policies, Web and portal editors must comply with the website and portal standards and procedures and college identity standards.

(Approved 6/12/13)

MARKETING AND COMMUNICATIONS

Photography/Videography/Audio Recording

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

Outdoor/Indoor

Photography, videotaping and audio recordings are generally permitted in outdoor, public areas of college properties as long as it does not interfere with normal college business, previously scheduled events or disrupt academic programs. Special permission is not typically required to film or record for news stories and events in common outdoor areas on campuses.

Permission is required to film or photograph in interior spaces in most other circumstances. This includes but is not limited to dining areas, classrooms, laboratories, administration buildings, faculty offices, and other facilities. Coordination to photograph or film in these areas can be made through the Marketing and Communications Office.

For special events held indoors, approval must be obtained to film or photograph during the event from the event organizer. Faculty and students filming and photographing in their classes, gallery shows and other events as part of required class work can do so with the approval of their instructor and/or division chair.

Commercial Use

Unauthorized use of the college's name and the campus names, logo, unofficial seals, or trademarks for commercial use without the permission of SFCC is prohibited. Advertising that displays or lists SFCC as a user of any product or service or as the source of research information on which a commercial product, program or publication is based is prohibited. This prohibition extends to advertising using any name, picture, building or other indicia. SFCC reserves the right of review and denial for photographs, film and video taken on campus for commercial purpose.

Permission can be requested through the Marketing and Communications Office.

Adherence to Applicable Laws, Policies and Guidelines

Students, faculty, staff, media and the general public must adhere to all state and federal laws, and applicable college policies and guidelines when photographing, filming or making audio recordings on college property. These include but are not limited to:

SFCC Student Code of Conduct

SFCC's Standards of Professionalism for administration, faculty and staff

Family Educational Rights and Privacy Act Regulations (FERPA)

Copyright laws

Statutes concerning slander and libel

Furthermore, the use of images or likenesses of students, staff or faculty without the written consent of the individual is prohibited. Parental permission must be obtained for students under the age of 18. Release forms may be obtained from the Marketing and Communications Office.

Violation of Guidelines

Violation of the guidelines contained herein may result in disciplinary action or removal of the party or parties from college property.

Photography/Videography Services

Marketing and Communications provides photography services for college-related events when possible.

A request for services should be submitted to Marketing and Communications at least five working days in advance to schedule a photographer for your event.

Videography services are provided by the Brain Café in collaboration with Marketing and Communications. Contact the Brain Café to discuss and schedule services.

(Approved 6/12/13)

MARKETING AND COMMUNICATIONS

Employee Communication

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

Marketing and Communications is responsible for the development and implementation of the college's employee communication plan and for the coordination of communication activities that ensure the dissemination of accurate, clear and consistent information. The primary means of employee communication include broadcast email and the portal. Secondary means of communication include broadcast voicemails, campus mail, screen alerts, college website, publications, and social media.

Employee communication is defined as subject matter that is of interest and relevance to all SFCC employees.

Broadcast Email

The SFCC email account shall be considered the official means for communicating college business and may in some cases be the sole means of communication. Employees are expected to read and shall be presumed to have received and read all official SFCC email messages sent to their SFCC email accounts.

For acceptable use of email for SFCC business and expectations of privacy, please refer to Policy and Regulation 8700.

Portal

The portal is also considered an official means of employee communication, and all employees are expected to regularly check the portal for announcements and information.

Broadcast voicemail

Employees are expected to listen and shall be presumed to have received and heard, all official SFCC phone messages sent to their phones.

For acceptable use of college-owned phones for SFCC business, please refer to Regulation 8750.

Campus Mail

Employees are expected to regularly check campus mailboxes.

Screen Alerts

The screen alert system will be used to communicate to all networked PCs any campus closings and immediate emergency situations such as weather-related conditions and warnings, fires or dangerous situations affecting the college.

College Website

The college website is a repository for college news, events and activities. Employees may refer to news and events items as needed. The website is also used to communicate weather- or crisis-related information relevant to employees, students and the public.

For specific college closing information due to inclement weather, please refer to Regulation 4310.

Publications

Various publications are provided for employee consumption or specifically disseminated to employees.

Social Media

Marketing and Communications oversees and manages various social media sites that engage stakeholders and share information. For specific information about social media at SFCC, please refer to Regulation 9420 and the Social Media Guidelines.

Employees should refer to the Employee Communication Plan for the types of college communication that may be sent using primary and secondary communication mediums.

(Approved 6/12/13)

MARKETING AND COMMUNICATIONS

Social Media

Owner- Executive Director of Marketing and Communications

Contact- Executive Director of Marketing and Communications

State Fair Community College provides access to the World Wide Web for its employees as a privilege to meet the responsibilities of their job. This includes the use of social media, including networking sites, blogs and wikis, as part of one's professional duties and activities as approved by supervisors. The college defines professional duties and activities as those that advance the college's mission of teaching and learning. Social media activities not related to college business are prohibited and should not be done on college time using college or other state-owned resources.

Employees who use a State Fair Community College e-mail account must consult their supervisor and/or dean in advance of their intention to use social media on behalf of the college and comply with SFCC's Social Media Guidelines. In addition, employees using either an SFCC e-mail address or personal e-mail address to post comments to social media sites or blogs as a representative of State Fair Community College should also adhere to the Social Media Guidelines.

Social media usage at State Fair Community College is governed by the same policies and regulations that govern information technology resources. Employees should read and adhere to all relevant existing college regulations and policies including Appropriate Use (8200), Access (8300), Electronic Communication (8700), and Web Names (8840) before engaging in any social media activity as part of your official duties at SFCC.

Staff and faculty are personally responsible for the content they publish on social media sites, blogs, other websites, wikis, forums, or any other form of user-generated content, and there should be no expectation of privacy using social media sites. The college reserves the right to examine material stored on or transmitted through its facilities if there is cause to believe that the standards for acceptable and ethical use are being violated by a member of the college community.

(Approved 5/19/2008; revised 8/30/2011)

State Fair Community College Social Media Guidelines

Prepared by Marketing and Communications
Developed August 2011; last revised 10/1/12



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Overview

Social media is defined as the combination of technology and social interaction to encourage and create dialogue between the college and its target audiences. Social media and their ease of use make them attractive channels of communication; however, these tools also can open the possibility of unintended consequences. Users of social media who also are SFCC employees need to continuously be aware of how their actions or statements on social networking or blogs—even when at home and “off the clock” – affect both their personal images and the image and reputation of State Fair Community College. To enhance the effective use of these technologies, these guidelines draw upon examples of best practices from various institutions to outline the most appropriate use of social media. Due to the rapid changes in technology, these guidelines may be reviewed and updated as needed.

Social media provides State Fair Community College’s employees, students, alumni and others (“Users”) an opportunity to interact online to exchange thoughts, ideas and experiences through discussions, postings, photos, and videos through the use of social media. The information contained in this document is not in any way an endorsement of personal use of social networking sites on work time or on work equipment. All use outlined here is intended for the interactions and participation on our SFCC sites and pages to enrich our student’s and other stakeholder’s online social network experience with SFCC.

This document addresses the responsibilities and obligations associated with access to computer systems and networks owned or operated by State Fair Community College. Use of all social media through the college’s computer systems and networks shall at all times adhere to the college’s *Appropriate Use Policy and Regulation 8200*, other college policies and regulations, as well as social media sites’ communications standards, applicable local, state and federal laws, ethics, and privacy and intellectual property rights. These guidelines govern the use of the college’s computer resources for all social media activities in order to maintain standards of quality and relevance to our primary goals of teaching and learning, and our position as a community institution.

In professional roles, SFCC employees shall maintain the same behavioral standards online as are required in person. Therefore, the same policies, Standards of Professionalism (Policy and Regulation 4410) and guidelines for interacting with students, parents, alumni, donors, media and other college constituents apply online as well.

Questions regarding the use of social media or these guidelines should be referred to the Director of Marketing and Communications at (660) 596-7250. Questions regarding the *Appropriate Use Policy and Regulation* should be referred to Educational Technology Services at (660) 596-7213.

Guidelines for Use of Social Media on Behalf of State Fair Community College

Facebook is referenced as an example. These guidelines apply, however, to all social media.

Creating and Managing Social Media

To date, the following list comprises the official State Fair Community College social media sites:

- Facebook: State Fair Community College – Official (www.facebook.com/sfccmo)
- Facebook: State Fair Community College Alumni (www.facebook.com/sfccmoalumni)
- Facebook: Daum Museum of Contemporary Art (www.facebook.com/daummuseum)
- Facebook: State Fair Community College Athletics (www.facebook.com/goroadrunners)
- Facebook: State Fair Community College Fred E. Davis Multipurpose Center (www.facebook.com/davismpc)
- Facebook: State Fair Community College Advising and Resource Center (www.facebook.com/sfccmoadvising)
- Facebook: State Fair Community College-Boonville (www.facebook.com/sfccmo boonville)
- Facebook: State Fair Community College-Clinton (www.facebook.com/sfccmo clinton)
- iTunes U: launch pending
- LinkedIn: State Fair Community College Company Page (www.linkedin.com/company/state-fair-community-college)
- LinkedIn: State Fair Community College Alumni Group (<http://linkd.in/LgkFdM>)
- Pinterest: State Fair Community College Official (www.pinterest.com/sfccmo)
- Twitter: State Fair Community College Official (www.twitter.com/sfccmo)

No student or employee shall launch a social media account on behalf of a college department, student club or organization, or any other officially-sanctioned SFCC entity or activity without completing **Appendix A: Social Media Strategy Request** and receiving appropriate approvals.

Employees who are administrators of social media on behalf of SFCC created prior to this document will be required to submit **Appendix A: Social Media Strategy Request** and receive appropriate approvals. Students who are administrators of social media created prior representing an official student club will be required to submit the request form and have it approved by the club's advisor and other appropriate approvals. If approved, requests will be reviewed by the ELT and either approved to continue or denied. If the request is denied, administrators will be required to remove the page or presence within 10 business days.

If approved, requestors will be required to comply with these guidelines including **Appendix B: Approved Social Media Compliance Guidelines** within 10 business days.

Due to the ever-changing nature of social media, the Internet and the technology which drives it, Marketing and Communications will stay active in watching for changes in trends, best practices and emerging ideas. These guidelines will be adjusted as issues and new practices arise in conjunction with the overall communication goals of the college.

SFCC's Official Social Media pages:

The Marketing and Communications Office are administrators for the college's official social media pages.

Purpose and Editorial Content and Voice

The purpose of SFCC's official Facebook page is first to engage current and prospective students, alumni and people in the communities we serve by building an online community of supporters for the college. The secondary purpose is to provide information. To that end, it is not a comprehensive official communication venue. We will reference the college's Web site and mySTAR as official sources of wide-ranging information.

Our voice will be casual, authentic, engaging, laid back, and fun, and equally as important, consistent. We'll joke, talk about the weather, wish for snow days, talk about pop culture, and interesting things happening in the area and the world. We'll have contests and trivia and slide in the important content too.

Posting Guidelines

Those who wish to contribute information to the SFCC Facebook page as an official message from the college should e-mail [Marketing](mailto:marcomm@sfccmo.edu) and Communications at marcomm@sfccmo.edu. It is strongly recommended that employees submit contributions to Marketing and Communications for posting consideration rather than posting as individuals for the purpose of having a unified voice and consistent communication. Marketing and Communications reserves the right to post or not post messages based on relevance, timeliness and other planned messages.

Fans of the page, including students, representative of student clubs, faculty and staff, are encouraged to comment on posts; however, social media use during work time by employees may be restricted by supervisor. Please check with your supervisor before assuming activity is approved.

At a minimum, Marketing and Communications will post one status update per day; generally no more than three posts per day. Marketing and Communications will check the site every few hours so that questions don't go unanswered too long, and will post content on evening and weekends in regard to events during those timeframes or to respond to comments and questions.

Position on Posts and Comments

Social media is for conversation and discussion. For communities to build trust, it is important that users feel we are willing to listen to concerns and to allow for differences of opinions. Generally, negative posts or comments will not be removed from our page. It is much better to respond or allow other members of the community to respond than to delete.

However, SFCC reserves the right to remove content not related to official college business or content that is inappropriate, offensive, spam, or is an advertisement or a solicitation for an entity not directly affiliated with the college.

Guidelines for Official Student Clubs and Organizations

Official student clubs and organizations may request a Facebook **group**. Before being granted a Facebook group, all student and clubs must have maintained a mySTAR group for at least one semester.

Administrators are required to manage both venues to accommodate members who do not have a Facebook page.

Club advisors may create the group from their personal Facebook page and are required to be a primary administrator of the Facebook group. Advisors may delegate oversight of functionality to club members as needed.

The Director of Student Life and Development and the Dean for Student and Academic Support Services are required to be added as members of the group.

Posts and comments should be relevant to the club or organization's purpose, events and activities.

It is recommended that the group description include "State Fair Community College" in order to distinguish the group.

Guidelines for Commenting on Behalf of State Fair Community College on Social Media

These general guidelines apply for employees commenting on behalf of SFCC either on the SFCC official Facebook page or other social media sites, though they may be helpful for posting on social media in any capacity.

Respect College Time and Property:

College technology resources, including computers and mobile devices, and work time are reserved for college-related business as approved by supervisors and in accordance with the *Appropriate Use Policy and Regulation*. Some supervisors may not allow access to social media sites during work hours; consult with your supervisor for direction. Social media activities not related to college business are prohibited and should not be done on college time using college or other state-owned resources.

Communication Between Employees:

Personal Facebook profiles or other social media sites may not be used by supervisors or employees to communicate on official college business.

Communication Between Employees and Students:

Employees may use personal social media sites to communicate with students; however, some supervisors may prohibit contact with students using social media during work hours or at all. Please consult with your supervisor for direction. If approved to communicate with students using this medium, employees are reminded to adhere to these general guidelines. Communicating with students using personal social media sites should be used to complement existing teaching and learning and communication tools, i.e. Angel, SFCC e-mail and mySTAR, and should not be used exclusively or portrayed as an official form of communication.

Employees are required to comply with all applicable social media terms of service as well as local, state and federal laws, including Missouri Senate Bill 54 which governs communication between instructors and minor students, e.g., dual credit students, CTC students, and prospective students under the age of 18.

Maintain Confidentiality:

All users are prohibited from posting confidential or proprietary information about SFCC, students, employees or alumni. Users shall adhere to all applicable college privacy and confidentiality policies. Examples of confidential information include student ID numbers, home addresses, SSNs, and contact information. Proprietary information includes quotation of copyrighted materials without proper citation or attribution, etc.

Respect Copyright and Fair Use:

When posting, be mindful of the copyright and intellectual property rights of others and of the college, including SFCC's Copyrighted Materials policy and regulation 6240. Permission to use or reproduce copyrighted works is required unless the intended use is clearly permitted under the "fair use" exemption. This includes music, art, literary works, copyrighted photographs or texts, video clips, audiovisual works and audio recordings. Questions regarding fair use or copyright guidelines can be directed to the Donald C. Proctor Library at (660) 530-5842.

Do No Harm:

Let your social networking activities do no harm to State Fair Community College or to yourself and others whether you are conducting college social networking activities or personal social networking activities.

Social Media Comments:

SFCC encourages interaction from social media users, but is not responsible for comments or postings made by visitors.

SFCC asks that employees making comments on SFCC pages show respect for other users by ensuring the discussion remains civil. Employee comments and content are also subject to the site's terms of use and code of conduct.

Understand Your Personal Responsibility:

Staff and faculty are personally responsible for the content they publish on social media sites, blogs, other websites, wikis, forums, or any other form of user-generated content. What you publish online will be publicly accessible for an extended amount of time. Be mindful of what you post and protect your privacy and the privacy of others.

Maintain Transparency/Misrepresentation:

The fine line between personal and professional activities on social media sites is blurred easily. Be conscientious about what you post and how you portray yourself. Be honest about who you are and what you represent. When an employee is engaged in social media activities for specific college-related business, the employee should include his/her name and official job title in all communications. When engaging in personal social media activities in regard to SFCC, employees must be clear that the post is of a personal nature and does not represent the views of State Fair Community College. Employees are reminded that they bear personal responsibility for the content of their posts, blogs or other social media content.

Strive for Accuracy:

Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important when posting or commenting on behalf of the college.

Correct Mistakes:

If you make a mistake, correct it. Be open and honest; admit you've made an error. If you can correct the original post, do so and be clear that you are making a correction. If you need to add an amended post, do so.

Be Respectful and Professional:

If you are respectful and professional, even while disagreeing with a person or post, you will achieve greater results. View comments or concepts you disagree with as an opportunity for candid and respectful dialogue.

Use the same behavior that is expected of you while on campus. Don't use insults, slurs, obscenity, or inflammatory language at any time. Understand that content contributed to a social media site could encourage comments or discussions of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the college.

Be Involved and Use Etiquette:

If you participate in social networking sites, follow etiquette and contribute constructive and valuable content. Social media sites are not the place for domineering conversations, self-promotion, or spam postings. These types of behaviors are not tolerated and can result in being banned from the sites where you use this behavior.

Be Mindful; Think Before You Submit Content:

There is no expectation of privacy on any social networking sites. Search engines can index and display posts, content, photos, remarks, and pages any time after they have been published. There are archiving services that cache sites even if they have been taken down and replaced or updated. If you are having a heated reaction to content, take a moment to compose yourself in a respectful and professional way before you respond or act. Post only information, photos, images, and other user-generated content that you are comfortable being completely public and archived by third-party sites or services.

Prohibited Use of SFCC Logos or Making Endorsements:

All staff and faculty are prohibited from using college logos, trademarks, or images on personal sites. Do not use SFCC's name or likeness to endorse products, causes, or political actions of any kind. Questions regarding proper use of SFCC logos, including Quick Response (QR) codes, and associated materials should be directed to the Marketing and Communications Office.

Don't Use Pseudonyms:

Do not pretend to be someone else or use fake names. Tracking tools enable supposed anonymous comments and posts to be tracked back to their origin.

Does It Pass *The Sedalia Democrat* Publicity Test?

If the content you wish to post would not be appropriate for a face-to-face or telephone conversation, it is also not appropriate for social networking sites. If you would not be comfortable reading about your actions, comments, or content in the local paper or defending them in a *Sedalia Democrat* interview, then do not post that content.

Remember your Audience:

Be aware that a presence in the social media world is or easily can be made available to the public at large through the Internet. This includes prospective students, current students, current employers, alumni, colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

Acceptable Use and Monitoring

All SFCC policies, including those related to harassment, defamation, obscenity, discrimination, respect for diversity, retaliation, workplace violence, ethics, illegal activity, and conflicts of interest apply to all users' postings and social media content. In addition, the college's social media should not be used for political, commercial or personal purposes.

SFCC reserves the right to monitor employee use of social media. As set forth in the *Appropriate Use Policy and Regulation*, employees may be disciplined for violating the confidentiality of SFCC, of fellow employees, posting harassing or defamatory content or other infractions of SFCC's normal workplace standards of conduct. This applies to postings and blogging occurring at any time.

Employees are reminded to use discretion when using social networking media. If unsure about how policy or guidelines apply, employees are encouraged to consult with their supervisor before taking action whenever possible.

Terms of Service:

Obey the Terms of Service of any social media platform used.

Use of Photographs:

All photographs to be used as official college posts shall be obtained from the Marketing and Communications Office. Submit your photos to Marketing and Communications for posting consideration to the college's official social media pages.

For personal social media activities, employees are reminded that they should be respectful of co-workers, students, management, and other colleges and universities. It is recommended that you obtain authorization from individuals or colleges and universities prior to posting their picture, using their trademark, or identifying them by their name.

Use of Videos:

Submit videos to Marketing and Communications for posting consideration to the college's official social media pages.

Use of Links to Other Sites

Links included in comments on the college's official Facebook page should be related to State Fair Community College.

Blogs:

Do not work on your personal blog during work hours. When posting to your personal blog, make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the college's views. To help reduce the potential for confusion, we would appreciate it if you put the following notice – or something similar – in a reasonably prominent place on your site:

The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of my employer.

Blog Reading:

Blogs can be an invaluable source of information and inspiration. Please refrain from reading personal or non-industry blogs during work time.

Twitter:

If you have a personal Twitter account, refrain from posting or moderating its use during work time.

Social Video:

Watching a quick video on YouTube can inform a project, spark creativity or lighten a stressful day. Access to YouTube is not blocked, just moderate the time you spend watching videos and don't let it interfere with work.

Online Shopping:

Unless it is work-related, please refrain from online shopping during work time.

E-mail forwards:

Jokes, urban legends and get-rich e-mail forwards are the oldest form of Internet-based social media. When it comes to college e-mail, think twice before hitting send and be judicious with the number of items you forward. If you're unsure whether an e-mail from a certain Nigerian prince really is being truthful about a promised fortune, forward it to ETS. And remember; NEVER provide personal information, including SFCC account name, ID number and password via an e-mail request. Doing so jeopardizes the integrity of SFCC's technology resources and could have disastrous resources to your identity, personal information and the college network.

Links to Social Media Sites or Blogs:

Content and links on personal social media sites and blogs are uncontrolled and may not be related to State Fair Community College. Because of this, personal sites will not be linked to the SFCC Web site, portal or official social media pages.

Resources

In developing the college's social media regulation and guidelines, the Marketing and Communications Office drew upon a variety of excellent resources, including those made available through Mount Wachusett Community College, Ball State University, Bristol Community College, DePaul University, Lane Community College, Missouri University of Science and Technology, St. Charles Community College, and Vanderbilt University.

Appendix A: Social Media Strategy Request

This form is application for creation of social media on behalf of a college department, student club or organization, or any other officially-sanctioned SFCC entity or activity, and for social media created on behalf of SFCC prior to August 2011 .

Date: _____

Name: _____

Department: _____

Name of social media presence: _____

Social media venue (i.e. Facebook, Twitter, etc.): _____

Please answer the following questions:

Team: Identify the person(s) and backup(s) who have primary responsibility for populating, maintaining and monitoring the site. Warrant that they have the responsibility, time and enthusiasm to devote to initiative.

Primary Goals: Are you trying to communicate a campaign, generally promote your department, communicate with alumni, etc.? Define the goal for your social media presence.

Audiences: Identifying your audiences drives content management. List your primary audiences.

Content: Identify the content you have to share. Is it primarily news, updates or networking information? Photographs? Video? Audio? List the content you plan to share or share via social media.

Rationale: Explain how this strategy or function cannot be supported or accommodated within existing social media functions or other SFCC online environments.

Measuring Success: Determine how you will measure the success, or lack of success, of your site. Increased traffic to the college's Web site? Better communication with prospective students? A new network of colleagues? List how you measure the site's success, and the tools you use to track that success.

Evaluation: Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above.

Signature: _____

Club (if applicable): _____

Club advisor (if applicable): _____

Immediate supervisor signature (signifying approval): _____

Vice president signature (if applicable and signifying approval): _____

Submit completed form with appropriate signatures to Marketing and Communications in Hopkins. Requests will be reviewed and considered by the ELT.

If approved, requestors will be required to comply with Web Names regulation 8840, Web Naming Standards, and Social Media Guidelines including Appendix B: Approved Social Media Compliance Guidelines.

Appendix B: Approved Social Media Compliance Guidelines

Access:

Administrators will be required to add Marketing and Communications staff as administrators. While staff does not intend to actively maintain or monitor these sites, this designation will enable the Marketing and Communications Office to properly track college social media sites and respond quickly in the event of a problem, such as the unavailability or departure of the staff member who has administrative control of the page. To comply with Facebook terms of service and enable the college to track authorized college pages, any department, unit or organization approved to have a presence on behalf of SFCC will provide the Marketing and Communications Office with the name and contact information for the individual(s) authorized by the department or organization to administer the page on an ongoing basis. Students who are officers or executives of an approved club or organization may be considered as authorized administrators by college officials.

Account Security:

The department's authorized page administrator(s) must maintain the security of his/her Facebook password and is fully responsible for all use of and any actions that take place using his/her account, including those that result from the failure to protect his/her user ID against unauthorized use. Any changes in the designated page administrator(s) must be promptly communicated to the Marketing and Communications Office. Departments, units or organizations may not register for more than one user account, or register for a user account on behalf of another individual, group or entity. At all times, a department's authorized page administrator shall provide the Marketing and Communications Office with current administrator Facebook passwords.

Name and Design:

Social media should feature the department, program or organization's official name, image or identifying mark, if one exists. The name should clearly and concisely identify the program and its affiliation with SFCC. Do not identify simply as "SFCC" or "State Fair Community College" as that implies you are speaking for the entire institution. If an identifying mark for your program does not exist, contact the Marketing and Communications Office to discuss creation of an appropriate mark. Departments and programs are encouraged to use photography to display campus beauty. All photos shall be obtained from the Marketing and Communications Office. Users can submit images for approval which then become part of the library for any authorized site creator/administrator to draw from. Whenever possible, photographs should be posted at 72 dpi and approximately 800 x 600 resolution to protect intellectual property. Images at that size are sufficient for viewing on the Web, but are not suitable for printing.

Collecting User Information:

Facebook may not be used to collect personal information of users. Facebook terms and conditions, as well as state and federal law, impose significant requirements and restrictions on the collection of personal information of users. In the case of minors, significant additional penalties can apply to violations.

Site Monitoring:

SFCC social media must be monitored and updated on an ongoing basis by the department, units or organizations that manage them to ensure an engaging and interesting environment for visitors, and enable rapid response to any problems that may arise. Minimally, pages should be reviewed on a daily basis, and ideally, they should be checked morning and afternoon. A stale or outdated page can be more damaging to the image of an entity than not having a page at all.

MARKETING AND COMMUNICATIONS

Regulation 9500

Advertising on Campus

Contact-Executive Director of Marketing and Communications

Advertising is defined as any method of communication intended to market any product, service, organization, business activity, etc.

General Information

State Fair Community College recognizes the importance of campus advertising in fostering an active and involved college community. At the same time, the college recognizes that an attractive and well-maintained physical campus environment is essential to the overall advancement of the college. Therefore, it is necessary that advertising, defined as postcards, brochures, flyers, posters, signs, notices, and other materials disseminated on campus, be posted in a manner that does not constitute littering, detract from the physical appearance of the campus or result in damage to building surfaces.

Before campus and off-campus organizations, groups and individuals can post and disseminate information in the appropriate advertising venues, approval must be obtained from the designated office.

Advertising Venues

Advertising or literature cannot be placed on vehicles, walls (outside or inside), windows or doors (outside or inside), tables, trash cans, restroom doors, signs, machinery, equipment, etc. Exceptions to this may include official college notices for immediate issues such as “college closed” or class cancellation notices that include specific dates.

Bulletin Boards

Bulletin boards are provided throughout the Sedalia campus for displaying printed materials. Boards are available for use by campus and off-campus organizations, groups and individuals. Usage is based on the following criteria:

- “SFCC” bulletin boards are reserved for postings by campus departments, programs and official student organizations promoting SFCC events and activities on or off campus and are so labeled.
- “Community” bulletin boards are reserved for nonprofit off-campus groups and organizations for posting upcoming events and activities in the community and are so labeled. There is at least one “Community” bulletin board in each building.
- “Classified/Commercial/Political” bulletin boards are reserved for items and services posted by campus individuals, profit off-campus groups, organizations and individuals, and political postings, and are so labeled. There are three “Classified/Commercial/

Political” bulletin boards on the Sedalia campus in the Yeater Learning Center, the Stauffacher Center for the Fine Arts, and the Fred E. Davis Multipurpose Center.

- “Specialty” bulletin boards/tack strips are reserved for use by specific campus organizations, departments or programs and are so labeled. Campus groups or departments may request through the appropriate dean or vice president to convert an existing “SFCC” bulletin board to a “specialty” board. Requests for new “specialty” boards are requested through and approved by the ELT.
- “Classroom” bulletin boards are reserved for faculty postings related to class assignments and activities. Other allowable items include safety and security and mandated postings.
- “Residence Hall” bulletin boards are reserved for college and residence hall information. Content is managed by Residence and Student Life.

Bulletin boards at extended campus sites are managed similarly by directors.

Conditions and Restrictions

- No promotion of alcohol or controlled substances
- No writing or visual image that is obscene as defined by local, state or federal law, or is within the definition of obscenity as set forth in decisions of the United States Supreme Court
- No statement that defames any other persons
- No statements directed to incite or produce imminent violations of law under circumstances such that the statements made are likely to actually and imminently incite or produce violations of law
- No statements directed to incite or produce actual and imminent material disruption of classwork, substantial disorder or invasion of the rights of others;
- No use of the SFCC logo on off-campus groups’ or organizations’ materials is allowed without prior approval. Information and communication must not construe or imply endorsement by SFCC
- Groups, organizations and individuals must be clearly identified on all advertising materials; or
- Organizations, groups and individuals are required to provide their own copies
- Only one posting per bulletin board of any one flyer is allowed
- Postings may be no larger than 11” x 17”

- Postings may not be placed over another posting
- Use of staples is prohibited

Posting Approvals and Removals

- Postings on “SFCC” bulletin boards must be approved by the Dean of Student and Academic Support Services.
- Postings on “Community” and “Classified/Commercial/Political” bulletin boards must be approved by the Executive Director of Marketing and Communications.
- Postings at extended campus locations must be approved by directors.
- All postings of flyers and posters on campus must be initialed and stamped with a removal date by a campus representative in the designated approval office.
- Materials may be approved to post for a maximum of 30 days (off-campus groups, organizations or individuals) or for one semester (campus groups, organizations or individuals) except under special circumstances as determined by the designated approving office.
- Special circumstances may dictate earlier or later removal, i.e. if poster is torn or unsightly, it will be removed.
- Allow at least two business days for requests to be approved.
- People who post materials must remove them from all areas by the expiration date.
- Posted materials that are not approved, as well as any materials placed on the wrong bulletin board or tack strip will be removed.
- Approvers and building managers reserve the right to remove and dispose of items in violation.
- If a group or individual believes that posting approval was improperly withheld or that their poster was improperly removed, they may ask for a review of the decision by the Vice President for Educational and Student Support Services. The vice president or his or her designee will then review the challenged decision.

Banners/Flags/Outdoor Signs

- Temporary outdoor banners, flags and signs on campus may be displayed by campus groups and organizations for major college events with approval of the Dean of Student and Academic Support Services. The signs may be displayed for a maximum of 14 days prior to the event and must be removed within two days after the event. Off-campus

groups and organizations utilizing campus facilities for a meeting or event are allowed to post temporary external signs the day of event for directional purposes only with approval by the LearningForce.

Light Pole Banners

- Light-pole banners are available for use by campus groups and organizations for major college events and messages at the discretion of the President's Office and Marketing and Communications.

Campus Website

- Content on SFCC website is managed by Marketing and Communications and is limited to SFCC events and activities on or off campus.

Campus E-mail and mySTAR

- Campus e-mail and mySTAR are provided for students and employees and content is limited to SFCC events and activities on or off campus.

Social Media

- SFCC's social media sites are managed by Marketing and Communications and content is limited to SFCC events and activities on or off campus.

Campus Mailboxes

- Campus mailboxes are provided for college departments. Only campus groups and organizations advertising information pertaining to college business and officially-sponsored events and activities may be sent through campus mail. Mail sent between offices and departments needs no approval. Mail sent by official student organizations for distribution in campus mailboxes needs to be approved by the Dean of Student and Academic Support Services prior to dissemination.

Posters on Easels and/or Standing Displays

- Posters on easels or standing displays are available for use by campus groups and organizations with approval from the Dean of Student and Academic Support Services. Off-campus groups and organizations utilizing campus facilities for a meeting or event are allowed to post posters on easels or standing displays for directional purposes only with approval by the LearningForce.

- Locations and posters require approval of the Dean of Student and Academic Support Services.
- Posters on easels for campus groups and organizations may be displayed for a maximum of 14 days prior to the event and must be promptly removed after the event. Posters on easels for off-campus groups and organizations may be displayed the day of event only.
- Easels or standing displays must not impede traffic flow in any building. They may not be located between the exterior and interior doors (breezeways) of any campus building.
- Only one poster on one easel can be located in approved locations.

Sidewalk Chalk

- Chalk advertisement by members of the college community are permitted on concrete horizontal sidewalk surfaces only in areas that can be naturally washed by rain; content is not permitted within 10 feet of a building entrance, under building overhangs, on building surfaces, curbs, steps, brick surfaces, planters, benches, or similar locations. Only washable sidewalk chalk may be used and content may not convey obscene or defamatory messages, threaten physical harm or include messages that otherwise are not entitled to the protection of free expression. The college reserves the right to wash off any and all chalk advertisements and messages within six hours of any event held on campus.

The Roadrunner Reader

- The Roadrunner Reader is a publication promoting SFCC events and activities. It is created by Marketing and Communications and displayed in acrylic holders in restroom stalls and in display holders on campus. Marketing and Communications reserves the right to place content in holders.

Wall Literature Holders

- Plastic wall literature holders are located in various areas on campus and are for use by campus groups and organizations for promoting SFCC events and activities on or off campus. Holders are managed by specific programs and departments and are so labeled.

Table Tents

- Plastic table tent literature holders are located in common areas. Content is managed by Marketing and Communications and is limited to SFCC events and activities on or off campus.

Glass Showcases

- Glass showcases are located throughout campus and are for use by campus groups and organizations and for promoting SFCC events and activities. Showcases are managed by specific departments or programs.

Televisions and Digital Displays

- Televisions for display are located in various areas on campus for use and management by specific campus groups and organizations. Content on each is limited to respective areas.

This regulation grandfathers these displays. Future displays will be managed centrally by a designated office.

- The external electronic billboard is managed by Marketing and Communications according to Regulation 9300.

Expressive Activities

- Expressive activities at SFCC by campus and off-campus groups, organizations and individuals are regulated by Policy and Regulation 1330, College/Community Relations.

Solicitation

- Solicitation at SFCC by campus or off-campus groups, organizations and individuals is regulated by Policy and Regulation 1320, Community Use of College Facilities

Approved 11/15/12; revised 10/20/15