



Title: MAINTAINING QUALITY IN COMMUNICATIONS

Code: HH0200

Policy Reference: H0203, Marketing and Communications

To ensure the consistency and quality of all college messages, the college brand and the college's visual image, the Department of Marketing and Communications (hereafter referred to as the Department) has the responsibility to develop all materials for **external audiences**. These are the materials which support building and strengthening the college's brand along with student recruitment and retention goals and include (but not limited to):

- Media advertising;
- News media relations;
- Printed and electronic materials including but not limited to those for recruitment;
- Social media; and
- Newsletters.

The Department also maintains responsibility for developing and implementing appropriate distribution for these materials.

Other college staff needing materials for any external audience, including those listed above, must contact the Department for guidance.

Departments or programs that wish to create social media channels for their specific efforts must work with Marketing & Communications to ensure there is a plan to provide regular content year-round and that Marketing & Communications has access to the account. Access is necessary in the event of the employee or employees who lead the effort leaving the college or moving into a new role outside of the department or program.

Departments that produce internal communications — newsletters, flyers, posters, etc. — are advised to use MATC branding guidelines, which contain appropriate use guidelines.

For assistance, contact the Department of Marketing and Communications.

Office of Responsibility: Department of Marketing and Communications.

Last Reviewed: Apr-2022