

Policy General Communication, Marketing and Community Relations Number 2.45

The Marketing and Public Relations office (“Marketing”) shall be responsible for disseminating public information about the college including:

- **Social media**
 - Managing **all** official college social media accounts
 - Oversight of and admin access to college-related social media accounts
- **News/media**
 - Coordinating **all** direct contact with — and any inquiries from — the news media regarding college programs, services, activities and special events.
 - Preparing and distributing news releases distributed to the news media
- **Public appearances**
 - Arranging for and approving **all** public appearances on behalf of the college, including public appearances by any and all college-related and college-sponsored clubs and organizations, including:
 - News media, such as newspapers, TV, radio, podcast and other media outlets
 - Participation in parades within the entire Carl Sandburg College district
 - Participation in any community-related events throughout the Carl Sandburg College district