

## POLICY 2.45: GENERAL COMMUNICATION, MARKETING & COMMUNITY RELATIONS

Marketing is 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 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 Sandburg district
    - Participation in any community-related events throughout the Sandburg district

*Original: 1/22*  
*Reviewed: 6/23, 5/25*  
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