



# Brand Management Guide

[WWW.GARRETTCOLLEGE.EDU](http://WWW.GARRETTCOLLEGE.EDU)   







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# Marketing & Public Relations

## INTRODUCTION

The Office of Marketing & Public Relations prepared this guide as a way to help ensure the Garrett College brand is appropriately and consistently represented – including print, digital and electronic communications – among all areas of the college and across campus.

## STAFF



**Stacy Holler**

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## WHAT IS THE GC BRAND AND WHY IS IT IMPORTANT?

At its core, the GC brand is characterized by the answer to the question; “what comes to mind when you think of Garrett College?”

In other words, the GC brand is our reputation; how we are collectively perceived by our students, alumni, faculty & staff, community, and the general public. Our brand is every personal interaction, communication, and/or experience at Garrett College.

The GC brand should embody the mission, vision, and values exemplified by the institution in the college’s strategic plan.

**By presenting a clear, effective message; we can positively impact and influence how others think and feel about Garrett College.**

## ETHICS AND INTEGRITY

At Garrett College we strive to present an accurate and honest message in all promotional material.



# Marketing & Public Relations Services

*The office of Marketing & Public Relations is responsible for creating and producing all promotional and marketing materials for Garrett College, which include but are not limited to: admissions viewbook, program rack cards and literature, college-related social media content and graphics, the GC website and all graphic elements, all institutional videos, as well as print and digital media. Marketing & Public Relations also serves as the gatekeeper for the release of information to the media and other external audiences.*

*The following shows the types of services and projects handled in Marketing & Public Relations, appropriate procedures and guidelines and contact information for assistance.*

## ADVERTISING

Newspaper, radio, television, print, or Web ads for the college/programs/student recruitment\*  
**Coordinator of Marketing & Public Relations • [stacy.holler@garrettcollege.edu](mailto:stacy.holler@garrettcollege.edu)**

*\*Note: Human Resources handles employee/job advertising*

## EVENT PROMOTION

Promoting events through the GC website (including the home page)  
*See Website page 4*

Promoting events through social media  
*See Sharing Information on Social Media page 14*

Promoting events through press releases  
*See Press Releases & Media Inquiries page 4*

## MARKETING & GRAPHIC DESIGN REQUESTS

In order to ensure a smooth and effective process for graphic design work to be completed at Garrett College, it is necessary for the office of Marketing & Public Relations to implement procedures for requesting graphic design work. This ensures that our communication and marketing materials developed by the graphic designer are both cohesive and in line with the College's enrollment management plan, and ultimately, the institution's strategic plan.

All marketing and communication pieces used for promotional purposes must be created in collaboration with the office of Marketing & Public Relations. Ensuring that materials are brand compliant, the Graphic Designer is available to create a variety of original media for individuals and offices on campus for the purposes of promoting or marketing a college-related program, activity, event, etc. Share your ideas!

All collateral and promotional pieces intended for sharing amongst the public must be approved prior to printing and distribution. This applies to the following: advertisements (digital or print), banners, booklets, brochures, displays, fliers, outdoor billboards, postcards, posters, rack cards, social media, etc.

## Graphic Design Request Forms

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All individuals requesting graphic design work must complete a Marketing & Graphic Design Request Form. Forms can be found in electronic format on the intranet (hard copy located on last page of this guide).

All requests for graphic design work must be submitted *three weeks* prior to the date needed.

College staff and faculty members are encouraged to fill out, save, and submit the request form to **marketing@garrettcollege.edu**

Emergency jobs can at times be accommodated. However, emergency jobs should be submitted only when absolutely necessary. Graphic jobs are completed based on importance and urgency, in line with the enrollment management plan.

## PRESS RELEASES & MEDIA INQUIRIES

College staff members and faculty who are contacted by news reporters or other media officials should contact Stacy Holler at ext. 3045 **before** speaking to the press or disseminating college-related information to the media.

Requests for news releases and/or media inquiries (magazine submissions, photos, news stories, etc.) should also be directed to and/or handled by the Coordinator of Marketing & Public Relations.

Employees may submit drafts of press releases for review/editing by the Coordinator of Marketing & Public Relations. Once reviewed/edited, revised press releases will be shared with the originator. While the originator may discuss the revisions with the Coordinator of Marketing and Public Relations, final decisions with respect to content are the responsibility of the Coordinator of Marketing & Public Relations. While originators may suggest media outlets to receive their releases, all press releases should be disseminated to the College's Media List (and any mutually agreed-upon additions) through the Office of Marketing & Public Relations.

Press Releases and Media inquiries/news stories (including calls from reporters)  
**Coordinator of Marketing & Public Relations • stacy.holler@garrettcollege.edu**

## PROMOTIONAL PHOTOGRAPHY & VIDEO

Photography and videography requests are considered based on feasibility and resources, with an emphasis on marketing and public relations content.

Requests regarding photography and/or videos should be emailed to **marketing@garrettcollege.edu** and will be subject to the approval of the Coordinator of Marketing & Public Relations.

## WEBSITE

For changes, corrections or issues with the GC website email **helpdesk@garrettcollege.edu**

# Brand Management

Garrett College's visual identity is illustrated through logos, fonts, colors, content, and overall style. These are the elements that bring the Garrett College brand and message to life. The following graphic design standards for Garrett College are to be used as a guide to the proper implementation of the College's graphic elements in all communications materials. A clear visual identity is key to expressing a well-maintained, consistent, and identifiable branding message for the College in all applications.

## LOGO



Round



Horizontal



Tilted GC Logo

The Garrett College logo should be printed in black, white (on dark backgrounds), or the green/blue combination. The Garrett College logo, or elements of the logo, should **not** be altered in any shape or form; the logo should always appear in proper orientation and ratio.

The tilted GC logo should primarily be used for on-campus use and internal communication purposes, or when the College name is easily recognized.

Official Garrett College logos can be obtained online at [my.garrettcollege.edu](https://my.garrettcollege.edu) under the path; Internal > Departments > Marketing. *Download the logo files, do not copy the logo from website or social media, as the resolution is not appropriate for printed materials.*

*When resizing the logo for internal use, most design applications allow the user to hold the shift key to ensure the proper proportions are maintained and to prevent the logo from becoming distorted during this process.*



## SEAL

The Garrett College seal should be reserved for formal and academic documents (i.e. transcripts, certificates, commencement programs, etc.) only. College seal should always appear in its entirety as shown. Seal should not be altered.



## COLORS

### Primary Colors

The College's three primary colors are blue, green, and white. These are the preferred colors to be used. The three primary color values can be found within each respective swatch below:

<b>PANTONE: 300</b>  C: 92 M: 55 Y: 0 K: 0  R: 0 G: 109 B: 182  006DB6	<b>PANTONE: 569</b>  C: 81 M: 24 Y: 54 K: 4  R: 34 G: 143 B: 131  228F83	
---	---	--

### Secondary Colors

There are four secondary colors that can be used for enhancing the College's primary colors on graphic materials. These colors provide flexibility and variation and can be used as needed interchangeably amongst the College's primary colors.

<b>PANTONE: 5255</b>  C: 91 M: 87 Y: 48 K: 61  R: 22 G: 23 B: 50  161732	<b>PANTONE: 654</b>  C: 100 M: 83 Y: 31 K: 17  R: 26 G: 62 B: 110  1A3E6E	<b>PANTONE: 333</b>  C: 80 M: 12 Y: 29 K: 0  R: 0 G: 165 B: 181  00A5B5	<b>PANTONE: 333</b>  C: 70 M: 0 Y: 41 K: 0  R: 0 G: 207 B: 181  00CFB5	<b>PANTONE: 374</b>  C: 29 M: 0 Y: 80 K: 0  R: 190 G: 216 B: 95  BED85F
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## SLOGAN

Experience. Explore. Excel.

### IMPORTANT THINGS TO REMEMBER

One of the primary goals of the Graphic Designer is to establish and maintain production quality standards to ensure consistency among the Garrett College brand for all collateral materials. Please note that the Graphic Designer will keep all designs consistent with the college's brand, unless otherwise approved by the Coordinator of Marketing & Public Relations.

## TYPEFACES (FONTS)

College fonts should be used when available for use. If a user does not have the college fonts installed on their computer, contact the Marketing Department & Public Relations office, to have them installed.

### Primary fonts

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Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Regular Italic*  
Open Sans Semi-Bold  
*Open Sans Semi-Bold Italic*  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Extra-Bold**  
***Open Sans Extra-Bold Italic***

Open Sans Condensed Light  
*Open Sans Condensed Light Italic*  
**Open Sans Condensed Bold**

**Anton Regular**  
Adobe Garamond Regular  
*Adobe Garamond Italic*  
**Adobe Garamond Bold**  
***Adobe Garamond Bold Italic***  
*Abrago Script*

### Secondary fonts

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Rockwell Regular  
**Rockwell Bold**

GRADUATE REGULAR  
**Rockwell ExtraBold**

## EMAIL SIGNATURE

To maintain a consistent identity in communications, the email signature below should be used by all college staff (with or without logo). Signature template is available in the Marketing Department section of [my.garrettcollege.edu](http://my.garrettcollege.edu).



**John Smith**  
Job Title  
Garrett College  
687 Mosser Road • McHenry, MD 21541  
Phone: (301) 387-xxxx  
[www.garrettcollege.edu](http://www.garrettcollege.edu)

**John Smith**  
Job Title  
Garrett College  
687 Mosser Road • McHenry, MD 21541  
Phone: (301) 387-xxxx  
[www.garrettcollege.edu](http://www.garrettcollege.edu)

## TEMPLATES

Microsoft Office templates are available for download and use from the Marketing Department section of [my.garrettcollege.edu](http://my.garrettcollege.edu). Templates can be requested by using the request process (Page 6-7). *Templates may require brand fonts [See Typefaces (Fonts)].*

## SOCIAL MEDIA BRANDING

All Garrett College social media sites must comply with appropriate branding standards as set forth by the Marketing & Public Relations office, including a profile image and cover photo. Please also see the Social Media Guidelines to be followed by all employees on page 10 of this booklet.

## OTHER COLLEGE LOGOS



GARRETT  COLLEGE  
CONTINUING EDUCATION & WORKFORCE DEVELOPMENT



GARRETT  COLLEGE  
FOUNDATION, INC.



GARRETT  COLLEGE  
EMERGENCY SERVICES TRAINING CENTER





## GRAPHIC ELEMENTS

The following graphic elements are used throughout our brand designs. Graphic elements are available for download and use through the Marketing Department & Public Relations section on [my.garrettcollege.edu](http://my.garrettcollege.edu).

### ***The swipe***

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The swipe is a graphic element that mimics the overlapping letters in the tilted GC logo. This element can be used either by itself or in conjunction with the tilted GC logo. It is meant to be an accent layer and should be transparent and subtle. *Common uses of the swipe can be seen below.*



*Without GC*



*With GC*



*Offset With GC*

### ***The angled bar***

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The angled bar is an element meant to stage headlines and other important text. Like the swipe, the angle of the bar is meant to mimic that of the tilted GC logo. It can be used to underline or contain important information.



### ***The GC arrow***

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The GC arrow is a versatile element that can be broken down into three different forms. *Common uses of the arrow are listed below.*



*Call to action*



*Directional*



*Bullet Point*

## PHOTOGRAPHY & IMAGERY

GC photography and imagery should reflect the authenticity of GC students and quality of a Garrett College education. Photographs should be high resolution and taken with a wide view to be cropped at a later time.

The college has a collection of photography and stock imagery available upon request. Clip art, low-quality imagery, and imagery with white backgrounds are unacceptable when used with the GC brand.

The Marketing & Public Relations Office is available for photography opportunities. *See page 7*

# Social Media Guidelines

*Garrett College encourages the use of social media to connect with others, including students, employees, alumni, fans, and the college. Social media sites are excellent venues to communicate and encourage engaging discussions about college current events, issues, accolades, organizations and people. This policy defines the rules and procedures for the use of Garrett College social media sites to ensure that college-sponsored social media is both legal and in compliance with college policies. [www.garrettcollege.edu/policy.php](http://www.garrettcollege.edu/policy.php)*

## INTRODUCTION

Social media is one of the most powerful relationship-building marketing tools available today. Garrett College maintains a presence on multiple social networking sites as a way to provide announcements and information on upcoming events and activities, in addition to providing a forum for open discussion amongst students, faculty, staff, alumni and the community.

Social media is just one element in an integrated communications plan. Perhaps one of the most important aspects of social media is it allows for complete control over an organization's branding.

**Currently, there are six social networking sites being utilized by Garrett College. They are as follows:**

- Facebook
- Instagram
- LinkedIn
- Snapchat
- Twitter
- YouTube

## GARRETT COLLEGE ON SOCIAL MEDIA

### Facebook

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Facebook is a popular social networking website that allows users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. A Facebook page is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain “friends,” but “fans” – which are people who choose to “like” a page.

Garrett College maintains the following official Facebook Fan Pages, as listed below:

Garrett College	<a href="http://www.facebook.com/GarrettCollege">www.facebook.com/GarrettCollege</a>
Continuing Education & Workforce Development	<a href="http://www.facebook.com/GC.CEWD">www.facebook.com/GC.CEWD</a>
Garrett Lakers	<a href="http://www.facebook.com/garrettlakers">www.facebook.com/garrettlakers</a>

Garrett College also recognizes the following as affiliated Facebook Pages. Although not considered official pages of the College, affiliated pages are termed for the following auxiliaries and/or partnerships that are connected with the College:

Community Aquatic & Recreation Complex (CARC)	<a href="http://www.facebook.com/CARCGC">www.facebook.com/CARCGC</a>
Adventuresports Institute	<a href="http://www.facebook.com/adventuresportsgc">www.facebook.com/adventuresportsgc</a>
Power of Possibilities	<a href="http://www.facebook.com/4RuralSuccess">www.facebook.com/4RuralSuccess</a>

## ***Instagram***

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Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers. Once a post is made, it will appear in the organization or person's profile for other users who are following to see.

Garrett College has the following Instagram accounts:

Garrett College	<a href="http://www.instagram.com/garrettcollege">www.instagram.com/garrettcollege</a>
Continuing Education & Workforce Development	<a href="http://www.instagram.com/gc_cewd">www.instagram.com/gc_cewd</a>
Garrett Lakers	<a href="http://www.instagram.com/garrettlakers">www.instagram.com/garrettlakers</a>
Adventuresports Institute	<a href="http://www.instagram.com/adventuresports_institute">www.instagram.com/adventuresports_institute</a>

## ***Linkedin***

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While other social networks like Facebook and Twitter focus on personal sharing, LinkedIn is all about professional networking and building connections. Garrett College has one LinkedIn account that can be found here: [www.linkedin.com/school/garrett-college](http://www.linkedin.com/school/garrett-college).

## ***Snapchat***

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Snapchat is a multimedia messaging application in which pictures and messages are only available for a short time. Garrett College has one Snapchat account: gc.students.

## ***Twitter***

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Twitter is a micro-blogging service that enables users to send and receive other users' updates known as tweets. Tweets are limited to 280 characters and are shown on the user's profile page and sent to other users who have elected to follow them (known as followers).

The following are a list of Garrett College accounts:

<b><i>Twitter Name</i></b>	<b><i>Twitter Username</i></b>
Garrett College	@Garrett College
Continuing Education & Workforce Development	@GC_CEWD
Garrett Athletics	@GarrettLakers

## ***YouTube***

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YouTube is the most popular video-sharing social media site and provides a good platform to visually showcase departments or programs, encourage participation, network and build recognition. Videos shared on this account must be promotional and informational about the College and must be approved by the Marketing & Public Relations office. Garrett College's YouTube account can be found here: [www.youtube.com/user/GarrettCollege](http://www.youtube.com/user/GarrettCollege).



## POLICIES & PROCEDURES

Although social media itself is a vast and complex marketing and relationship tool, it is important to understand that interactions generated through social media can be of great benefit, but can also create issues for the College.

Due to the risks involved, including loss of control over brand and content misuse of electronic communications, and internet security threats, it is imperative that all official Garrett College social media sites (and affiliate sites), adhere to the following policies and procedures:

- 1.** Garrett College social media sites must not contain sensitive personal information or other confidential information as defined by the Family Educational Rights and Privacy Act (FERPA), and the Health Insurance Portability and Accountability Act (HIPAA), as applicable. Any sensitive personal information or other confidential information posted on an official College social media site must be removed by the designated site administrator as soon as practically possible upon discovery.
- 2.** Garrett College social media sites must respect intellectual property rights, federal Copyright law and college policies.
- 3.** Employee use – when using social media as a part of their official duties, and/or when presenting oneself in social media settings as a college representative, employees must comply with applicable Garrett College policies governing employee behavior and acceptable use of electronic and information resources.
- 4.** Primary administrative rights for official Garrett College social media sites will be assigned only to permanent college employees. Garrett College social media sites will have a minimum of two administrators to ensure that the site is consistently managed. Should one administrator be unavailable, the second assigned administrator will manage the site.
  - a.** Facebook Pages are assigned administrative rights as follows:
    - i. Garrett College – Coordinator of Marketing & Public Relations, Web Developer
    - ii. Garrett Lakers – Coordinator of Marketing & Public Relations and Athletic Trainer
    - iii. Continuing Education & Workforce Development – Coordinator of Marketing & Public Relations, Coordinator of Operations (CEWD), Dean of CEWD
    - iv. GC CARC – Coordinator of Marketing & Public Relations, Director of the CARC, Coordinator of Operations & Programs (CARC)
    - v. Adventuresports Institute – Coordinator of Marketing & Public Relations, Web Developer
    - vi. Power of Possibilities – Coordinator of Marketing & Public Relations and Dean of CEWD

With the exception of Garrett Lakers, all of the above Facebook Pages have content editors. Content editors can send messages and publish as the Page, respond to and delete comments on the Page, see which admin created a post or comment, and view Page insights. As a general guideline, content editors must receive approval from the Page administrator(s) to having access to the Page.

- b.** Instagram accounts are assigned administrative rights as follows:
    - i. Garrett College – Coordinator of Marketing & Public Relations, Admissions Counselor and Enrollment Management & Marketing Assistant
    - ii. Continuing Education & Workforce Development – Dean of CEWD and CEWD representative(s)
    - iii. Garrett Lakers – Athletic Trainer and area representative
    - iv. Adventuresports Institute – Assistant Professor of Adventure Sports and area representative
  - c.** The LinkedIn account for Garrett College is maintained by the Enrollment Management & Marketing Assistant and the Web Developer. Administrative access is granted to both positions.
  - d.** Twitter accounts are assigned administrative rights as follows:
    - i. Garrett College – Coordinator of Marketing & Public Relations and Enrollment Management & Marketing Assistant
    - ii. Continuing Education & Workforce Development – Dean of CEWD and/or CEWD representative
    - iii. Garrett Athletics – Athletic Trainer and area representative (as necessary)
  - e.** The YouTube account for Garrett College is maintained by the Coordinator of Marketing & Public Relations, Web Developer, and the Graphic Designer. Administrative access is granted to all three positions.
  - f.** The Snapchat account for Garrett College is primarily maintained by the Graphic Designer. The Coordinator of Marketing & Public Relations and Web Developer are also granted administrative access.
- 5.** All content on Garrett College social media sites should be accurate, concise, sensitive to diverse audiences, and respectful to the College, its employees, students, and the community.
- 6.** Social media content on Garrett College social media sites may sometimes include photographs, audio or video. Site administrators and content editors are responsible for ensuring that social media content posted on the site is not infringing on the intellectual property rights of others. Intellectual property rights of content shared by the public will be governed by federal copyright law, the terms of service of the social media provider, and/or college policies.
  - a.** Administrators and content editors are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.
- 7.** When posting content, be responsible and exercise good judgment and common sense – be authentic, transparent and honest. Consult with the Marketing & Public Relations office if you are unsure.
- 8.** All Garrett College social media sites must comply with any approved applicable college branding standards set forth by the Marketing & Public Relations office – this includes profile image and cover photo.
- 9.** Administrators of social media sites, when needing to request authorization to hide or delete any material in violation of this policy, or to block a user from a site, should contact the College's social media manager or Coordinator of Marketing & Public Relations, who will consult with the college administration, if necessary.

10. Administrators or content editors should not engage in personal activity under the appearance of any Garrett College social media site.
11. Only public information may be posted on Garrett College social media sites. Garrett College social media sites should not be used for the communication of business transactions, including credit card or payment information, educational records protected by FERPA, medical records protected by HIPAA, or any other confidential information.
12. Both administrators and content editors are to respond to comments, posts, mentions, and other interactions in a timely manner and with accurate information.
13. Administrators and content editors of Garrett College social media sites should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is essential to stay up to date. The terms of service for each social media site are listed as follows:

Facebook	<a href="http://www.facebook.com/terms.php">www.facebook.com/terms.php</a>
Instagram	<a href="https://help.instagram.com/478745558852511">help.instagram.com/478745558852511</a>
LinkedIn	<a href="http://www.linkedin.com/legal/user-agreement">www.linkedin.com/legal/user-agreement</a>
Twitter	<a href="https://twitter.com/en/tos">twitter.com/en/tos</a>
YouTube	<a href="http://www.youtube.com/static?gl=US&amp;template=terms">www.youtube.com/static?gl=US&amp;template=terms</a>
Snapchat	<a href="http://www.snap.com/en-US/terms/">www.snap.com/en-US/terms/</a>

## REGISTRATION OF SOCIAL MEDIA ACCOUNTS

In order to comply with social media terms and conditions and enable the College to track authorized pages, any department, office, or student organization wishing to create a social media account must have approval from the Marketing & Public Relations office. Once approved, accounts will be created and setup by the Coordinator of Marketing & Public Relations.

It is the College's social media practice to include most departments' information and content on the main page (i.e. Garrett College Facebook, Garrett College Twitter, etc.) instead of having many smaller pages. This allows us to build a stronger campus community, market across different audiences, and use time and resources more efficiently and effectively.

## STUDENT ORGANIZATIONS

Student organizations requesting to have a social media site may submit a request to the Marketing & Public Relations office and provide the following information: name and contact information for their organization's advisor, who will operate, monitor, and edit the page on an ongoing basis. The student organization's advisor will be named as an administrator. The Coordinator of Marketing & Public Relations will also be named as an administrator, as a means to respond quickly in the event of an emergency.

Administrators must maintain the security of password and identification information and will be fully responsible for all use of the account and ensuring the information posted is relevant, accurate, and current. Any changes in administrators must be reported to the Coordinator of Marketing & Public Relations.

## SHARING INFORMATION ON SOCIAL MEDIA

The preferred method for faculty and staff wishing to share College-related information and services via social media is to contact the Marketing & Public Relations office at [marketing@garrettcollege.edu](mailto:marketing@garrettcollege.edu).



Information requests will be circulated on all main Garrett College social media accounts unless otherwise specified.

## BEST PRACTICES FOR SOCIAL MEDIA IN HIGHER EDUCATION

The following are best practices that provide guidance to the use of social media in higher education. All administrators and content editors for Garrett College social media sites are advised to exercise the following guidelines listed below:

### **1. Information shared on social media is available to everyone...**

Keep in mind that content posted may be distributed through the internet and other media channels can be viewed by the general public at large, including: journalists, prospective students, current students, donors, alumni, colleagues, employers, etc. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

Content, photographs, and video shared on social media also have the potential to be repeatedly shared and obtain a global reach and presence (yes - even after you delete a comment or a tweet).

Translation: Think twice before posting! If you would not want to see this information on the front page of the Cumberland Times-News or Republican, don't share on social media.

### **2. Keep things confidential by following existing Garrett College policies and federal requirements and regulations.**

Follow existing college guidelines and policies regarding confidential and proprietary information, as well as applicable federal requirements (i.e. FERPA, HIPAA) and regulations when using social media.

Translation: If you're in doubt, leave it out. Personal information or confidential information posted on social media sites must be removed by the site administrator as soon as possible.

### **3. Be aware of copyright and follow branding guidelines established by Marketing & Public Relations.**

When using photographs or graphics, repurposing content or sharing information, please be mindful of copyright and fair use laws. Do not create logos or abuse logos in any shape or form.

For branding guidelines, both a profile image and a cover image for each social media site will be provided by the Marketing & Public Relations office for use.

Translation: Don't infringe on copyright and be aware of the Garrett College branding guidelines.

### **4. Correct and acknowledge your mistakes.**

No one is perfect, and mistakes are bound to happen. What is important is how we react and respond to them in the social media world. Correct any inaccuracies or errors in a quick, upfront manner and acknowledge them in a follow-up post or comment. While it's important to be accurate, honesty and integrity are equally as important.

Translation: Read and review your post back to yourself to ensure proper spelling, punctuation and grammar in the desired message, post, or tweet prior to pressing "submit" or "send".

## **5. When using social media, know that you are representing Garrett College.**

Whether you are an administrator or a content editor on a social media site, understand that you are representing Garrett College. Be respectful and use a professional tone, whether it is posting new messages, following up in a comment or discussion, or responding to private messages to individuals received through social media sites.

When personally posting about or responding to Garrett College-related content, be upfront about your identity by disclosing your name and affiliation. State your role and your goals in posting the news.

In doing so, this will show the 'audience' or 'followers' of the designated social media site that you are not representing Garrett College, its administration, faculty, or staff.

Translation: Remember your role and mind your self-representation, whether it is for Garrett College or personal use while using social media.

**As Garrett College develops a presence on more social media networks, best practices will continue to be added.**



# Marketing & Public Relations/ Graphic Design Request Form

Fill out, save, and submit to  
[marketing@garrettcollege.edu](mailto:marketing@garrettcollege.edu)

**Name:** \_\_\_\_\_ **Today's Date:** \_\_\_\_\_

**Cost Center#/Dept:** \_\_\_\_\_ **Finish Date:** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

All projects with supporting text documents **must be submitted a minimum of three weeks** before desired date of completion. Date of completion does not include copying turnaround time. No project will be initiated until this form is completed.

Text documents must be provided in **MS word format and be in straight type (no tables, columns, or font variations)** - (Publisher, Excel or Adobe PDF files will not be accepted).

## Publication Output (Please check all that apply)

- |  |   |  |                                      |  |
|--|---|--|--------------------------------------|--|
| <input type="checkbox"/> Flyer                     | <input type="checkbox"/> Poster                           | <input type="checkbox"/> Brochure              | <input type="checkbox"/> Cover Page  | <input type="checkbox"/> Certificate   |
| <input type="checkbox"/> Booklet                   | <input type="checkbox"/> 5x7 Postcard                     | <input type="checkbox"/> 4¼x 6½ Postcard       | <input type="checkbox"/> Sign/Banner | <input type="checkbox"/> Rack Card 4x9 |
| <input type="checkbox"/> Billboard**               | <input type="checkbox"/> Newspaper Ad**                   | <input type="checkbox"/> Web Spotlight         | <input type="checkbox"/> Web Graphic | <input type="checkbox"/> Photography   |
| <input type="checkbox"/> Social Media Announcement | <input type="checkbox"/> Facebook/Digital Advertisement** | <input type="checkbox"/> Other (Specify Below) |                                      |  |
| <input type="checkbox"/> Press Release*            |   |  |                                      |  |

\*One week's notice required; more complex releases may require additional time, which may include contacting multiple people for comments and/or quotes, photographs, etc.

**\*\*Disclaimer:** Funds must be available for these requests outside of the marketing budget. Prior approval from a college administrator is required, along with appropriate signature at the bottom of this form.

## Media Output

- |                     |   |  |  |
|---------------------|---|--|--|
| <b>Type of Ink:</b> | <input type="checkbox"/> Black & White              | <input type="checkbox"/> Full Color              | <b>Quantity:</b> _____                                       |
| <b>Paper Size:</b>  | <input type="checkbox"/> 8½ X 11<br><b>Standard</b> | <input type="checkbox"/> 8½ X 14<br><b>Legal</b> | <input type="checkbox"/> 11 X 17<br><b>Tabloid</b>           |
|                     |   |  | <input type="checkbox"/> 12 X 18<br><b>Oversized Tabloid</b> |

► Please contact the Copy Center regarding available colors, and paper availability.

## Design Instructions

Has the Graphic Designer previously completed this item? ☐ Yes ☐ No If yes, approx. date \_\_\_\_\_

If yes, you may request a copy of the most current file in order to mark up an old copy, if text revisions are less than 25 words. For projects consisting of 25 words or more, please follow the submission process listed above to submit a new text document. To request a current file, please contact the Graphic Designer ([marketing@garrettcollege.edu](mailto:marketing@garrettcollege.edu)).

## Special Instructions:

### For Marketing Department Use Only:

Date Request Form Received: \_\_\_\_\_ Received by: \_\_\_\_\_

☐ Proof #1 ☐ Proof #2 ☐ Final Copy Finished Date: \_\_\_\_\_

Designer Notes: \_\_\_\_\_

\*Administrator Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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