

Communication Guidelines for Greenville Technical College

Telling GTC's Story

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Introduction

These guidelines have been developed to ensure that the college is always presented in a positive, consistent and unified manner. The overall responsibility for this lies with our Marketing and Communications Department, but you also play a role in how we present ourselves to the Greenville community and beyond.

The purpose of this publication is to define standards for all college communications. Please refer to the Marketing & Communications page on GTC4me for all communications guidelines including: **Communications Channels, Marketing Writing Style, News and Communications, Social Media, Visual Identity, and Website.**

This document should be considered a work in progress, evolving with the changing needs and technical capabilities of our college and our audiences. As our communications needs change, these guidelines may be updated. If you have questions concerning these guidelines or situations not covered by these guidelines, feel free to contact the Marketing and Communications Department at 250-8156 or marcom@gvltec.edu.

Communication Channels

This section is an overview of the elements available for communications at Greenville Technical College and how to work with them.

Several tools are available for internal and external communication, but not all communication tools are right for all messages. Sometimes it can get confusing to know what avenue is the most effective for communicating your message. The Marketing and Communications Department can help you decide what the best tool is for you.

Some of the communications channels include:

- Website
- GTC4me
- Weekly GTC4me Highlights newsletter
- Regroup texts
- Outlook email
- Electronic sign
- Plasma screens
- College calendar
- Blackboard
- Gmail
- Switchboard
- Social media

Website

By definition, www.gvltec.edu offers numerous pages that may be appropriate for your information. If you aren't sure where your message belongs, contact Marketing and Communications at 250-8156 or marcom@gvltec.edu.

How to Access

Each area of the college has people who are trained in the Content Management System (CMS) and able to edit and approve content. Talk to your supervisor if you are not certain who handles this responsibility for your area. For information appropriate to pages outside your area of the college, please submit a request to Marketing and Communications using our Request Form found on GTC4me *quick links*.

GTC4me

Our internal information portal offers many layers of messaging channels.

- **Resources4me** – Comprises department team sites, news, calendars, employee forms and resources as well as student resources.
- **GTC News** – Your source for regular college news announcements and updates so you can know what is going on around the college.

GTC4me Highlights

A weekly e-newsletter, GTC4me Highlights, is sent to employees each Monday. This newsletter provides a summary of the latest GTC information, with a link to more details. The newsletter is to be used for information that relates to work. Accomplishments beyond the scope of work may be placed in the Recognition news area.

How to Access

Complete a Marketing and Communications request form (found on GTC4me quick links) to submit to be included in Highlights.

Access and Changes to GTC4me

- Submit an OIT ticket if there are issues with access or required changes to GTC4me.

College Calendar

The College Calendar is a master calendar of events, activities and deadlines appropriate for the college-wide audience and visible to the public. Viewers can select a specific audience type to filter events appropriate for them.

How to Access

To request an item be added to the College Calendar, submit the information using the Marketing Request Form (found on GTC4me), choosing *Calendar* category.

Campus-wide (All Employees) Emails

With the availability of GTC4me, campus-wide emails should be used sparingly. These emails should be reserved for messages from Dr. Miller about new initiatives, official charity campaign launches, Annual Open Enrollment and weather and safety alerts. The Marketing and Communications department doesn't send campus-wide emails.

How to Access

Access to this communications option is reserved for select administrative offices.

Gmail to Students

Like employee emails, these will be used sparingly as mailboxes are relatively small and fill quickly with repeated eblasts. Most messages should go on GTC4me.

How to Access

Complete an OIT Request form on GTC4me to send a Gmail message to students.

Flat Screen Displays

Most buildings across campus have flat screen displays. The primary purpose is timely crisis communications; however, each screen has an owner that updates it with news and events pertinent to that building/area.

How to Access

To add a message to the rotation, please submit the information using the Marketing Request Form (found on GTC4me) and provide a 16:9 format PowerPoint slide for display.

Email Formatting and Signatures

To ensure that both internal and external emails reflect a professional image and that bandwidth is used efficiently, the following guidelines have been established with regard to employee email signatures.

Basics of the Email Signature

The college email signature should include your name, title, and contact information. Include “Greenville Technical College” or “Greenville Tech Foundation” as appropriate.

Mission Statement in the email signature

You may choose to use the college’s mission statement — Greenville Technical College transforms students’ lives and helps our community thrive by providing a world-class, affordable education to students and building an educated, engaged workforce committed to life-long learning. — as part of your email signature. Or in the case of The Greenville Tech Foundation employees, it would be appropriate to use the Greenville Tech Foundation mission statement.

Body of the email

Your email should be clean and easy to read. To accomplish this, background images and/or wallpaper **should be eliminated**.

Formatting

You can ensure readability of emails and conserve paper, should the email be printed, by setting the signature to appear only on new messages.

Voicemail Guidelines

In Office Message

Suggestion:

Keep your message professional and brief, providing essential information.

Example:

You have reached the voicemail for Jane Doe. Please leave a detailed message, and I will return your call as soon as I am available.

Out of Office Message

Suggestion:

Let the caller know when you will return to the office, how often you expect to check messages, and an alternate contact for the time you are away.

Example:

You have reached the voice mail for Jane Doe. I will be out of the office, returning (date). I will check messages (regularly/daily). Please leave a message or call ___ for assistance.

Marketing Writing Style Guide

Guidance for a consistent presentation of written communications representing Greenville Technical College.

College Name

Greenville Technical College

Use Greenville Technical College in the first reference then you may use the abbreviated form, GTC. Never use the abbreviation "*Greenville Tec.*"

Capitalize *campus* only when it is preceded by a name.

Brashier Campus is located on Georgia Road in Simpsonville. Each campus will be hosting staff development activities.

Except when using the full name, lowercase the word college when referring to Greenville Technical College.

Correct: *The college* is located on South Pleasantburg Drive.

Job Titles

When referring to the college president, the title should be capitalized if it precedes the name.

Greenville Technical College President Dr. Keith Miller addressed the graduates.

Capitalize titles when they appear before a name, but not when they appear after a name.

Correct: Business & Technology Division Dean Joel Welch spoke to the group.

Correct: Joel Welch, Business & Technology Division dean, spoke to the group.

Academics

Departments

Capitalize the name of the department and the word "department" only when used as the full official department name.

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Usage

Correct: The *Business Department* wins "Simulation Competition," the first such event for the *department*.

Divisions

Capitalize the name of the division only when it appears as part of a full name. Do not capitalize the word "division" unless it, too, appears as part of a full name.

Correct: *Economic Development and Corporate Training Division*

Correct: The entire *division* will be represented.

Correct: She wants to enter a *health sciences* career.

The names of specific academic programs should be capitalized.

Mike is in the Diesel Equipment Technology program.

Susan enrolled in the Human Services program.

General courses of study, with the exception of languages, are not capitalized.

David is studying math and business.

Kathy is studying French.

Courses

Capitalize formal names of courses and lowercase informal names.

Correct: She is taking *Machine Design* and *Hydraulics & Pneumatics*.

Correct: She is taking several accounting courses.

Academic Degrees

Academic degrees should be abbreviated as follows:

B.A. (no space between period and next letter) = Bachelor of Arts

M.S. = Master of Science

M.A. = Master of Arts

Ph.D. = Doctor of Philosophy

Use abbreviations for academic degrees only after a name. Otherwise, write out the degree. These abbreviations should be used only after a **full** name and never after just the last name. The word degree should not follow a degree abbreviation.

Correct: He has a *bachelor's degree* in English.

Correct: Jim Jones, *Ph.D.*, will address the group.

Incorrect: He has a B.A. degree in English.

When referring to someone who has a Ph.D., use *Dr.* before the name or *Ph.D.* after the name – never both.

Correct: *Dr.* Tom Smith

Correct: Tom Smith, *Ph.D.*

Incorrect: *Dr.* Tom Smith, *Ph.D.*

Capitalize formal names of academic and honorary degrees and the major that follows. Lowercase informal names of degrees and the major that follows.

Correct: She has a *Bachelor of Arts in Mathematics*.

Correct: She has a *master's degree in mathematics*.

List multiple degrees in order of scholastic achievement, beginning with greatest achievement.

Correct: The speaker will be Sally Smith, *M.S.N., B.S.N.*

College Places

College offices are capitalized.

Correct: The Financial Aid office will hold an orientation next week.

Classrooms

Capitalize room names when referring to a particular classroom, but not when used alone. Also, always place a comma between the building name and room number when referring to a specific room.

Correct: The conference will be held in the *Engineering Technologies Building, Room 122*.

Correct: The *room* was no longer available for use.

Correct: She was asked to go to *Room 112* after completing the application.

Campuses

The college has four campuses which should be referred to as

Greenville Technical College's Barton Campus

Greenville Technical College's Brashier Campus

Greenville Technical College's Benson Campus

Greenville Technical College's Northwest Campus

The Brashier, Benson and Northwest Campuses may also be referred to as *satellite* campuses. Do not refer to them as *branch* campuses.

Buildings

Buildings on campus including the *Child Development Center* and the *Technical Resource Center* should be spelled out whenever possible. If it is necessary to abbreviate, spell out on first reference and abbreviate thereafter. When abbreviated, do not place periods between acronyms, unless it is more than four letters. Do not abbreviate the word *building* unless necessary for space purposes.

Correct: The *Technical Resource Center (TRC)* is located on Greenville Technical College's Barton Campus. Two teleclassrooms, an auditorium, computer lab and the campus library are all housed in the TRC.

Capitalize the official names of campus buildings. When not using a proper name, use lowercase.

Correct: His office is in the *Engineering Technologies Building*.

Correct: The *building* is across from the Student Center.

Time of Day

a.m./p.m.

Use periods with a.m. and p.m. and do not capitalize. One space should appear between time and p.m. or a.m.

Correct: The meeting began at *8 a.m.*

Show start and end times as follows:

Correct: 8-9 a.m.

Correct: 11 a.m.-1 p.m.

When writing a time that falls on the hour, omit :00.

Correct: The meeting actually began at *8:30 a.m.* instead of *8 a.m.* as scheduled.

When referring to 12 a.m. or 12 p.m., use the term *noon* or *midnight*. Never refer to as *12 noon* or *12 midnight*.

Correct: Lunch will be served at *noon*.

Dates

Days of the week should be abbreviated only when necessary to save space and only when used as part of a date.

Correct: The meeting is scheduled for *Monday, June 10*.

Correct: *Mon., June 10*

Do not use "on" before a date unless needed for clarity.

Correct: The quarter began March 4, 1991.

Incorrect: The quarter began *on* March 4, 1991.

Do not use a comma between a month and year.

Correct: The program began in *January 1995*.

Months

Months may be abbreviated only when used with a date. Do not abbreviate months when used alone or with the year unless necessary because of a space problem. Never abbreviate March, April, May, June or July.

Correct: Today's date is *April 16, 2009*.

Correct: *Nov. 22, 2008*

Correct: The meeting was held last *November*.

Addresses

Use the abbreviations *Ave.*, *Blvd.*, and *St.* only with a numbered address. Otherwise, spell them out. Lowercase and spell out when used alone or with more than one street name.

Correct: The student lives at *12 Main St.*

Correct: The student lives on *Main Street.*

Correct: The student lives at the intersection of Main and North *streets.*

Abbreviate compass points used to indicate directional ends of a street or quadrants of a city when used in a numbered address, but do not abbreviate if the number is omitted.

Correct: Greenville Technical College's address is *506 S. Pleasantburg Drive.*

Correct: Greenville Technical College is located on *South Pleasantburg Drive.*

Correct: The association is located at *2200 K St., NW.*

Correct: The association is located on *K Street, Northwest.*

Use periods in the abbreviation for post office with no space in between.

Correct: *P.O.* Box 5616

States

Spell out the names of states when they stand alone. Abbreviate as follows when listed with a city:

ALABAMA	AL	GEORGIA	GA
ALASKA	AK	HAWAII	HI
ARIZONA	AZ	IDAHO	ID
ARKANSAS	AR	ILLINOIS	IL
CALIFORNIA	CA	INDIANA	IN
COLORADO	CO	IOWA	IA
CONNECTICUT	CT	KANSAS	KS
DELAWARE	DE	KENTUCKY	KY
DISTRICT OF COLUMBIA	DC	LOUISIANA	LA
FLORIDA	FL	MAINE	ME

MARYLAND	MD	OKLAHOMA	OK
MASSACHUSETTS	MA	OREGON	OR
MICHIGAN	MI	PENNSYLVANIA	PA
MINNESOTA	MN	RHODE ISLAND	RI
MISSISSIPPI	MS	SOUTH CAROLINA	SC
MISSOURI	MO	SOUTH DAKOTA	SD
MONTANA	MT	TENNESSEE	TN
NEBRASKA	NE	TEXAS	TX
NEVADA	NV	UTAH	UT
NEW HAMPSHIRE	NH	VERMONT	VT
NEW JERSEY	NJ	VIRGINIA	VA
NEW MEXICO	NM	WASHINGTON	WA
NEW YORK	NY	WEST VIRGINIA	WV
NORTH CAROLINA	NC	WISCONSIN	WI
NORTH DAKOTA	ND	WYOMING	WY
OHIO	OH		

Common Terms

Semester

Capitalize semester only when part of a specific semester name. Lowercase when used alone.

Correct: She enrolled for classes during *Spring Semester*.

Correct: The *semester* begins June 3.

Seasons

Do not capitalize seasons of the year when they stand alone, but do capitalize a season as part of the academic year.

Correct: *Spring Semester* begins March 4.

Correct: Construction is scheduled to begin this *spring*.

Alumni

Former students should be identified as

alumna – feminine

alumnae – feminine plural

alumnus – masculine

alumni – male plural or both male and female plural

Correct: *Alumni* of Greenville Technical College include many distinguished members of the community.

Correct: He is an *alumnus* of the college.

Faculty and staff

The plural form of *faculty* is *faculties*. Greenville Technical College's entire *faculty* is a singular entity.

Correct: The *faculties* of Greenville Technical College and Piedmont Tech will meet today.

Correct: The *faculty* of Greenville Technical College will meet tomorrow.

The plural form of *staff* is *staffs*. Greenville Technical College's entire *staff* is a singular entity.

Correct: The *staff* consists of 38 men and 39 women.

Correct: The *staffs* of the two colleges sometimes disagree on that issue.

Co-op/cooperative

Hyphenate the abbreviation, *co-op*, but do not hyphenate the full word, *cooperative*.

Correct: She is a student in the *Co-op Scholar Program*.

DO NOT capitalize forms (ex. admissions application, financial aid application)

DO NOT capitalize generic college publications (ex. catalog, calendar, schedule)

General Usage

1. money

Do not use a decimal point and two zeros for even dollar amounts. Always use the number when referring to a dollar amount. Do not spell the number, even if it's less than 10. For dollar amounts of one million and above, use the dollar sign, number and word. Use a comma for amounts of 1,000 and above.

Correct: *\$15.01*

Correct: The total cost *was \$1.2 million*.

Correct: *\$10*

Correct: *\$1,000*

2. numbers

Spell out whole numbers one through nine. Use numerals for 10 and above. Spell out numerical designations first through ninth. Starting with 10th use figures. When a sentence begins with a number, spell it out. Large numbers should use a hyphen to connect a word ending in "y" to another word; do not use commas between other separate words that are part of one number.

Correct: There are *nine* people in the department.

Correct: *Twenty* people enrolled in the class.

Correct: Of the *20* people enrolled, *10* are men.

Correct: This is the 14th annual competition.

Correct: *One hundred forty-three* students are enrolled.

3. telephone numbers

Area codes are enclosed in parentheses. There is a space between the closing parentheses around the area code and the number which follows:

Correct: (864) 250-8000

Campus extensions are preceded by the abbreviation, *Ext.*

Correct: *Ext.* 8000

Capitalization

1. area commission

Capitalize Area Commission, but not commission when it stands alone.

Correct: The *Area Commission* met last week.

Correct: She is a member of the *commission*.

2. committees

Capitalize names of specific committees and lowercase second references.

Correct: She is on the *Professional Development Committee*.

Correct: The committee meets monthly.

3. race/ethnicity

Capitalize names of races (African American, Caucasian) but do not capitalize black and white when referring to race.

4. regions

Do not capitalize directions.

Correct: The student is from *western* South Carolina.

When referring to a specific area and not just a direction, capitalize the area.

Correct: The college is located in the *Upstate*, and draws students from the *South*.

5. school district

Capitalize school district when accompanied by county name but not when used alone.

6. state/federal

Capitalize state and federal only when used as part of a formal name.

Correct: The money is part of a *state* grant.

Correct: The *State Development Board* publishes a newsletter.

7. outlines, agendas, etc.

In outlines, agendas and other similar sections of publications, capitalize all principal words.

Pluralization

1. Correct pluralizations include:

curricula (rather than curriculums)

media

memoranda

theses

2. names

Form plurals of family names that end in "s" by adding "es."

Correct: The *Joneses* live down the street.

3. The following expressions can be pluralized without an apostrophe:

don'ts

thank-you-ma'ams

please and thank yous

in threes and fours

multiple letter combinations including ABCs, VIPs, 1980s, the '70s

4. The following should be pluralized with an apostrophe:

M.A.'s

Ph.D.'s

do's

single letters such as *x's* and *y's*

5. plural possessions

With plural nouns ending in "s," add an apostrophe only.

Correct: the *churches'* needs

Correct: the *VIPs'* entrance

Nouns the same in singular and plural should be treated the same as plurals, even if the meaning is singular.

Correct: one *corps'* location

Punctuation

1. class years

When identifying current and former students by class year, use an apostrophe before the year and a comma after the year.

Correct: John J. Smith '90, attended the meeting.

When using class year in a non-academic context, the year should be preceded by "class of."

2. decades

When referring to a decade as a period of time, do not use an apostrophe between the decade and "s."

Correct: the roaring '20s

Correct: the 1990s

3. hyphenation

Hyphenate when used as a compound modifier (two or more words that express a single concept).

Correct: He works *full time*.

Correct: He works a *full-time* job.

Divide the name of the college between words only. Never hyphenate the words.

Correct: *Greenville Technical College*

Incorrect: *Greenville Technical College*

4. Jr./III

Jr. and other suffixes following a name should be set off by commas.

Correct: John Smith, *Jr.*

Correct: John Smith, *III*

5. parentheses

Place the period inside the parentheses when the matter enclosed is an independent sentence. Otherwise, place it outside.

Correct: Most students are from South Carolina. (*There are, of course, some exceptions.*)

Correct: The committee members are from Marketing and Communications (*with the exception of Jim*).

6. possession

Follow these guidelines:

Singular nouns not ending in "s" – add an apostrophe and "s."

Correct: the *church's* needs

Singular common nouns ending in "s" – add an apostrophe and "s" unless the modified word begins with "s."

Correct: the *hostess's* invitation; the *hostess'* seat

Singular proper names ending in "s" – use only an apostrophe.

Correct: *Achilles' heel*

Plural nouns ending in "s" add only an apostrophe.

Correct: The *girls'* toys

Nouns plural in form, singular in meaning, add only an apostrophe.

Correct: *mathematics'* rules

Nouns the same in singular and plural – treat them the same as plurals, even if the meaning is singular.

Correct: one *corp's* location

Descriptive phrases – Do not add an apostrophe to a word ending in "s" when it is used primarily in a descriptive sense.

Correct: a *teachers* college, a *writers* guide

Quasi possessives – Follow the rules in composing the possessive form of words that occur in such phrases as a *days'* pay, two *weeks'* vacation, your *money's* worth

7. quotation marks

When a quotation consists of several paragraphs, use a set of quotation marks at the beginning of each paragraph. Use closing quotation marks only when the quote is complete. Therefore, not every paragraph will have closing quotation marks.

Commas and periods always go inside the closing quotation mark, while colons and semi-colons always go outside. Question marks and exclamation points go inside if they are part of the quoted material and outside if they refer to the sentence as a whole.

8. titles

Book titles, movie titles, opera titles, play titles, poem titles, song titles, magazine titles, newspaper titles and titles of lectures, speeches and works of art should be treated as follows:

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize an article – the *a*, *an* or words of fewer than four letters if it is the first or last word in a title.

Italicize the names of all such works except the Bible and books that are primarily catalogs of reference materials. This category also includes almanacs, directories, dictionaries, encyclopedias, handbooks and other similar publications.

Correct: *Moby Dick*, *Dances with Wolves*, *The Raven*, The American Heritage Dictionary, the Bible

Television and radio titles should appear in quotes.

Newspaper names - Capitalize *the* in a newspaper's name if that is the way the publication is generally known.

Lowercase *the* before newspaper names if a story mentions several papers, some of which use *the* as part of the name and some of which do not.

Where location is needed but is not part of the official name, use parentheses: *The Huntsville (Ala.) Times*. Use quotes for section titles: The "*Style*" section of *The Greenville News*.

Magazine article titles should appear in quotes.

Spelling

Preferred spellings include

advisor, not *adviser*

associate degree, not *associates degree*

caregiver, not *care giver*

catalog, not *catalogue*

childcare, not *child care*

daycare, not *day-care*

fund raiser, not *fundraiser*

health care, not *healthcare*

nonprofit, not *non-profit*

percent, not *per cent*

postsecondary, not *post-secondary*

prerequisite, not *pre-requisite*

preregistration, not *pre-registration*

theater, not *theatre*

workforce, not *work force*

workplace, not *work place*

vice president, not *vice-president*

Usage

1. a, an

Use the article *a* before consonant sounds. Use the article *an* before vowel sounds.

Correct: *a* historic event

Correct: *a* one-year period

Correct: *a* united front

Correct: *an* annual event

Correct: *an* NBA record

Correct: *an* 1890s celebration

2. affect/effect

Affect is most commonly used in the sense of "to influence." *Effect* means to bring about or execute. *Affect* is always a verb; *effect*, in most instances, is a noun.

3. afterward

Use *afterward*, not *afterwards*.

4. ages

Always use figures. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

Correct: The child, *5*, is a boy.

Correct: *a 5-year-old* boy

5. amid

Use *amid*, not *amidst*.

6. annual

Use only when an event has been held for more than two years. Do not refer to an event as *first* or *second* annual.

7. anybody, any body, anyone, any one

Use one word for an indefinite reference. Use two words when the emphasis is on singling out one element of a group.

Correct: *Anyone* can do that.

Correct: *Any one* of them may speak up.

8. associate degree

Use *associate degree*, never *associate's* or *associates* degree.

9. backward

Use *backward*, not *backwards*.

10. biweekly, semiweekly, bimonthly, semimonthly

Use these terms as follows:

biweekly – every other week

semiweekly – twice a week

bimonthly – every other month

semimonthly – twice a month

biannual – twice a year

biennial – every other year

11. calendar/calender

A *calendar* is a system of defining time. A *calender* is a machine in which paper or cloth is made smooth.

12. ensure, insure

Use *ensure* to mean guarantee. Use *insure* for references to insurance.

Correct: Steps were taken to *ensure* accuracy.

Correct: The policy *insures* his life.

13. first-come, first-served

The expression *first-come, first-served* should be hyphenated.

14. fund raising, fund-raising, fund raiser

Do not hyphenate *fund raiser* whether it refers to an individual or a social function.

Correct: She is a *fund raiser* for the organization.

Correct: They hold a *fund raiser* every year.

Hyphenate *fund-raising* when used as an adjective, but not when used as a noun.

Correct: *Fund raising* is difficult.

Correct: They planned a *fund-raising* campaign.

15. in regard to

Regard should be singular in the phrase *in (or with) regard to*, not *in regards to*.

16. off of

The word *of* is usually unnecessary.

Correct: He fell *off* the bed.

Incorrect: He fell *off of* the bed.

17. percentages

Use the word *percent* in text. Use the symbol % in charts graphs, etc.

18. postsecondary

The term *postsecondary* should not be hyphenated.

19. principal/principle

Principal is a noun or adjective meaning someone or something first in rank, authority, importance or degree. *Principle* is a noun meaning a fundamental truth, law, doctrine or motivating force.

20. proved/proven

Use *proved* as the participle of prove and *proven* as an adjective.

Correct: He has *proved* his point.

Correct: The product delivers *proven* quality.

21. stationary/stationery

To stand still is to be *stationary*. Writing paper is *stationery*.

22. toward

One moves *toward* something, not *towards* it.

Visual Identity Guidelines

Our visual identity is the totality of all visual impressions of Greenville Technical College. This includes, but is not limited to, the institutional logo, signage, merchandising and many other applications.

The visual identity is a large part of what our customers perceive as our brand. When people see the elements that are a part of the college's visual identity program, we want them to have a positive reaction. We want individuals to think of Greenville Technical College as a quality place for education and training in our community. We want industry to think positively about partnering with us. It is another part of the total customer experience. Correct and consistent use of the identity contributes significantly to maintaining the quality image we all want the college to project.

Identity Elements

Greenville Technical College's visual identity style guide provides a framework to ensure the consistent use of our identifying elements:

- College name
- College logo (Tier 1-8)
- Brand theme
- Fonts
- Colors

The value of such graphic elements to immediately identify the college is realized only when they are used throughout the communications program and when the design integrity is protected through exact specifications and consistent application.

Any use of the elements except as described in these guidelines must be approved in advance by Marketing and Communications.

No unauthorized logo, word-mark or graphic element may be used to represent Greenville Technical College, its campuses, divisions, departments, programs or offices.

College Name

The complete college name — "Greenville Technical College" should be used when addressing local, regional and national audiences.

The name "GTC" may also be used in appropriate situations but the first mention of the college should always be the full name, Greenville Technical College. The name "Greenville Tech" can be used in special circumstances, but the guidelines above should take precedence where possible.

The college has five campuses which should be referred to as

- Greenville Technical College's Barton Campus
- Greenville Technical College's Brashier Campus
- Greenville Technical College's Benson Campus
- Greenville Technical College's Northwest Campus
- Greenville Technical College's Center for Manufacturing Innovation

The Brashier, Benson, Northwest and CMI campuses may also be referred to as satellite campuses. Do not refer to them as branch campuses.

College Logo Guidelines

The creation of logos or marks [the term mark is used to differentiate the college logo and the college logo with specific programs and/or departments] should be created and/or approved by Marketing and Communications. Please contact Marketing and Communications with any questions regarding tiers and/or logos.

Logo Guidelines: Tier 1

The Greenville Technical College logo is the central element in the institutional identification program.



ALL LOGOS MUST BE USED IN THE EXACT VERSIONS DESIGNED.

The elements of the logo may not be redrawn, reset, rearranged, or scanned. The logo may never be altered in any way, nor should the size relationship ever be changed.

Use

The logo should be used whenever it is appropriate to visually identify the college. Exceptions must be approved by Marketing and Communications. The logo also may be used for merchandising or promotional items. Correct use of the logo is shown above.

Digital files for the logo are available on the Marketing and Communications Resources4me page.

Placement of the Greenville Technical College Logo

The logo must appear on the front or back of all publications and printed materials, all titles for films, videotapes and presentations, all official signage and certain college vehicles. The Greenville Technical College logo should also appear in the return address if applicable.

The Greenville Technical College logo should be dominant in placement and/or scale to any other subordinate logos. When including one or more logos with the Greenville Technical College logo, no logo should be larger than the Greenville Technical College logo and all should have at least one-half inch between them.

Scale of the Greenville Technical College Logo

The Greenville Technical College logo should be scaled proportionately as one unit.

The Greenville Tech logo should never be reduced to a size that is too small to read easily. The minimum approved height of the mark is 0.75 inches except on certain promotional items or as designated by Marketing and Communications.

Colors

The authorized colors of the Greenville Technical College logo are

Full color



- Green - Pantone 349 (for print), Hex 006B3F (for digital)
- Purple Pantone 254 (for print)Hex A02D96 (for digital)
- One color - Black
- Reversed version* - White

**The reversed logo should be used when the logo appears on a dark background and readability is a concern.*

Typography

Greenville Technical College's logo is set in Adobe Garamond font.

The font family used for official marketing projects is Univers LT Standard. An acceptable substitution for communications that have been developed by other departments to be used to market college programs and services is Calibri, which is found on most college computers.

Usage that Must Be Approved and/or Designed by Marketing

The logos indicated are the approved college logos for Greenville Technical College. The logo should be used when appropriate on materials related to the college. In rare circumstances the college logo may be alongside another graphics and/or graphic treatments. If this usage is approved by Marketing and Communications then no graphic should be larger than the Greenville Technical College logo and all

graphics should have at least one-half inch between them. In this case, the college logo must adhere to previously stated guidelines and remain intact. The usage must also be approved and/or designed by Marketing and Communications.

Incorrect Usage

The logos shown above are the approved logos for Greenville Technical College. The logos should be used when appropriate on materials related to the college.

1. The Greenville Technical College logo and any other mark that is part of the college's identity program must not be rekeyed, redrawn, repropotioned or modified in any form.
2. Features of the logo or any other mark that is part of the college's identity program must not be combined with other symbols such as line drawings of buildings, organizational symbols, original drawings or additional lettering. Modifications must be approved in advance by Marketing and Communications.
3. The name of the college is "Greenville Technical College" or "GTC." The logo should not be crowded with other design elements. The logo should always be prominent and visible.
4. No variation in the approved color is allowed without advance approval from Marketing and Communications.
5. Never shade, texture or shadow any portion of the logo.
6. Never outline any portion of the logo.
7. Do not slant or rotate the full logo so that it is in any position other than horizontal.
8. Never add ornamentation to the logo.
9. Logos should never be scanned or photographed, but only used directly from electronic files.



Logo Guidelines: Tier 2

College Logo and academic schools and/or programs for external and internal use: Marks for academic schools and/or programs must adhere to guidelines stated above. The entire college logo must be used intact with the school and/or program name directly beneath .20 inch line in Adobe Garamond font size. See example below.



College academic schools may also be represented* by the following colors in promotional materials:



- School of Arts & Sciences = PMS 520
- School of Business & Computer Technology = PMS 1575
- School of Health Sciences = PMS 361
- School of Education & Professional Studies = PMS 7705
- School of Aviation, Construction & Transportation Technologies = PMS 3125
- School of Advanced Manufacturing & Engineering Technology = PMS 7408
- School of Academic Advancement = PMS 7621

* GTC Colors are green and purple (see page 6 for authorized color details). They are the college's primary color scheme and must be utilized when incorporating schools' colors for external use.

Logo Guidelines: Tier 3

College Logo and college department for external use: Marks for academic divisions and/or programs must adhere to guidelines stated above. If used for external purposes, the entire college logo must be used intact with the division and/or program name directly beneath in Adobe Garamond font size 14. See example below.



College Logo and college department for internal use: Marks for academic schools and/or programs must adhere to guidelines stated above. If used for internal purposes (internal defined as an employee audience and mediums such as GTC4me or an email directly to employees), the college logo may be used without "Greenville Technical College" spelled rather the school and/or program name may be spelled directly beneath in Adobe Garamond font size 14.

[No example provided.]

Logo Guidelines: Tier 4

Tier 4 marks should be rare and represent a broad group of programs and initiatives. It is the preference that the majority of Greenville Technical College's marks don't vary in design beyond the guide- lines established in tiers 1-3. However, tier four marks may represent either finite initiatives of less than one year and/or institutional initiatives that mandate a dynamic launch period less than one year in length and have an external audience component. These marks may be diverse and incorporate other artwork, yet strongly communicate Greenville Technical College. The college logo must remain intact and brand fonts and brand palette colors only must be used. All marks must be approved and/or

created by Marketing and Communications. Initiatives lasting longer than 12 months and/or internal in nature should adhere to Tier 3.



Logo Guidelines: Tier 5

Tier 5 marks are for non-academic programs, initiatives and events such as college sponsored employee groups and college sponsored charity initiatives. This mark must adhere to the college guidelines above. The specific non-academic program, initiative and event name may be directly beneath in Adobe Garamond font size 14 or in FG Saga font size 28 directly below the icon.



Logo Guidelines: Tier 6

Tier 6 marks are for academic schools' non-formal use on school specific communications. This mark must adhere to the college guidelines above. The specific academic school may be directly to the right of the "G" icon in Universe 59 Ultra Condensed font size 13 with "at Greenville Technical College" directly below in Adobe Garamond font size 10.



Logo Guidelines: Tier 7

Tier 7 accommodates third party logos for college programs or initiatives that require the use of a pre-existing third party logo.



Logo Guidelines: Tier 8

Tier 8 accommodates existing logos used to promote areas of the college that are grandfathered in due to brand recognition.



**Please see specific style guide for Greenville Technical College's Center for Manufacturing Innovation.*

Promotional Items Using the College Logo

The quality of any organization is reflected by the quality of its promotional materials. Each year, Greenville Technical College produces hundreds of publications, advertisements, video presentations and other print or visual items. Each is an “ambassador” of the college. It is important that each one appears to be part of the same family by sharing certain graphic elements in common.



Horizontal College Logo

Please contact Marketing and Communications to inquire about using the horizontal version of the college logo for spaces that do not accommodate the official college logo that is vertical. The guidelines above should be followed and elements of the logo may not be redrawn, reset, rearranged, or scanned. The logo may never be altered in any way, nor should the size relationship ever be changed. The use of the horizontal logo represents an exception and should be approved by Marketing and Communications.



Unofficial Use of College Logo

Please contact Marketing and Communications to inquire about using the college logo for a non-college sponsored activity. The guidelines above should be followed and elements of the logo may not be redrawn, reset, rearranged, or scanned. The logo may never be altered in any way, nor should the size relationship ever be changed. Non-college-sponsored use represents an exception and should be approved by Marketing and Communications.

Reproduction

The logo is available for approved uses from the Marketing and Communications Department. Digital files for the logo are also available on the Marketing and Communications Resources4me page. Graphic elements should not be scanned or reproduced from a previously printed version.

College Seal

The Greenville Technical College Seal is restricted to use by the president's office. The seal may be used on certificates that are signed by the president or recognize a college-wide award. Use of the seal on other types of certificates must be approved in advance by the president.



Stationery

Stationery is the primary means of establishing Greenville Technical College's image at the personal level. Letterhead, envelopes, business cards and related items should reflect the same standards of consistency for all college areas, on campus as well as off campus, and should be printed in a quality manner.

All stationery follows a standard format featuring the Greenville Technical College logo as the primary design element for all academic and most administrative units. (See "Special Cases" below.) The name, address and phone number are set in Goudy Old Style font.

Illustrative elements such as drawings of plants, animals, insects or buildings may not be used on stationery items. Elements such as these weaken the consistency of the identity program.

Special Cases: Areas of the college that have an authorized mark may use that mark with approval from the Marketing and Communications Department.

Orders: Stationery may be purchased through the Print Shop. Business cards are ordered by submitting a business card form on Resources4me. This form can be found on Resources4me under Employee Resources>Purchasing.

Personalization: Business cards are the only stationery items that may contain personalized information. Your Greenville Technical College business card is intended to provide college business information only. Illustrative elements such as drawings of plants, animals, insects or buildings may not be used on business cards. Elements such as these weaken the consistency of the identity program. College funds may be used to purchase business cards that follow the approved format only.

Paper: Formal Letterhead and Envelopes— 24 lb. Classic Crest Smooth Writing Informal Letterhead and Envelopes — 20 lb. Avon Brilliant White Business Cards — Mohawk Options, 80 lb. cover, Bright White

Plaque Design Guidelines

These guidelines are to establish consistency in identifying and recognizing the college's benefactors, while maintaining our brand identity by correctly incorporating logos, typography and style.

Purpose

- Ensure that all named buildings have pictures and plaques. This applies across all campuses.
- Develop a standard for the size of the portraits and plaques. Provide a style template.

Recognition

Plaques are generally ordered to recognize a donation to the Greenville Tech Foundation. The naming of a room, building or lab must be approved by the Area Commission. Donors who wish to include a portrait of an honoree will provide the art. It should be in color, 24" wide x 36" tall, framed to complement the plaque.

Preferred Vendor Cowart Awards (864) 271-9131

Contact: Erin Hester (erin@awardsthatwork.com) 912 Laurens Road
Greenville, SC 29607

Recommendation for Uniformity

Solid walnut

Black brass nameplate with gold engraving Cove edge

10.5" x 13"

Font style – Calibri

Font size – Name 48 Bold, Copy 28, Date 28

Text

College Logo [one space] Name [one space]

Copy: Up to three lines of text conveying achievements and impact to the community and/or college between 35-60 words. [left justified]

[one space] Dedicated Date

Website Guidelines

Greenville Technical College's website (www.gvltec.edu) is one of our most important marketing tools, used to attract potential students, faculty and staff, donors, corporate partners and other visitors. The site also provides information for parents, alumni, the media and the community. With so many diverse audiences, a clear mission for the use of the site is imperative to the accurate portrayal of the college.

Each area within Greenville Technical College has specific audiences and specific functions. While the content will vary from page to page, the look and feel should be consistent. In order to present our college in a unified manner, it is imperative that these guidelines for the creation and maintenance of page(s) be followed.

The Greenville Technical College website guidelines explained here have been established to assist website content editors in making informed decisions based on standards for optimal visitor experiences and Section 508 (ADA) accessibility compliance. The guidelines are designed to assist website content editors in communicating with their target audiences and reflect central themes that are important when preparing web pages, including clarity of purpose, access for all visitors, ease of use and consistent branding.

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Audience and Appropriate Use

The intended audience of a message may determine the appropriate placement of that message. Greenville Technical College has two distinct web communication points – the website (primarily for marketing the college to outside audiences) and the portal – GTC4me (for communications that are specific to employees and current students). Information that is exclusively for faculty and staff (such as benefits information) or exclusively for current students (such as syllabi) would not be of general interest to outside audiences and should not be included on the gvltec.edu website.

Unauthorized Web Presence

No member of the faculty or staff at the college is permitted to create a web presence that represents Greenville Technical College outside the college's website without the expressed permission of Marketing and Communications. Requests for the use of social media (blogs,

Facebook, etc.) that represent the college should be directed to Marketing and Communications for approval and assistance.

Definitions

Greenville Technical College web page: any digital page created or maintained by or on behalf of Greenville Technical College or an office, department or division of Greenville Technical College and located and maintained within Greenville Technical College's information technology environment; i.e., signified by the address "gvltec.edu" or within the range of Internet protocol addresses assigned to Greenville Technical College.

Content: the words, and sometimes visual elements, contained within the structure of a web page and usually different on each page.

Static Areas: the part of the web page that is predetermined by the design of the website, for example, the major navigation that appears on each page.

Hyperlink or hypertext link: A logo, text or other identifier incorporating a link to a website external to Greenville Technical College, placed on a Greenville Technical College web page without compensation.

Digital ad: A typically rectangular advertisement placed on a website, above, below or to the side of the site's main content area.

Accountability & Compliance

As part of its mission to give visitors to Greenville Technical College's website an accurate and positive representation of students, alumni, faculty and staff, Marketing and Communications and OIT support and share responsibility with CMS content editors.

Responsibilities of Marketing and Communications

1. Work with internal clients to organize web content and structure.
2. Create new pages for content.
3. Monitor the site for errors and opportunities for improvement.
4. Monitor for any misuse of Greenville Technical College logos and trademarks or violations of visual guidelines.
5. Monitor for any misuse of the site or violations of website guidelines, making changes as needed to correct compliance.
6. Assist with Section 508 accessibility compliance.
7. Provide Cascade CMS training.

Responsibilities of OIT

1. Create Cascade CMS user accounts and grant appropriate site access.
2. Resolve post-training issues regarding Cascade CMS.
3. Work to resolve any server issues.

Marketing and Communications and OIT are best able to assist clients who work within the Website Guidelines.

Responsibilities of the Editors and Approvers

While there is certainly overlap in the responsibilities of editors and approvers, editors generally have the responsibility for initiating content changes to ensure that web information is up to date. Approvers have the role of determining if web information is accurate.

Of course, editors should try to make their content as accurate as possible and approvers should verify that web content is always timely, but their roles have a different emphasis in maintaining an up-to-date and accurate website.

Both editors and approvers should also work toward the goal of having the highest editorial standards, including proper spelling, grammar and sentence structure. As publishers, Marketing and Communications will help oversee the editorial standards of the website.

For detailed information about the roles of the editor and the approver, refer to your CMS training materials.

All pages must be in compliance with the appropriate college policies, including the Website Guidelines, Marketing Writing Style Guide and the Visual Identity Guidelines as well as applicable local, state and federal laws. The state of South Carolina is engaged in making state government information on the web accessible to those with functional impairments in accordance with Section 508 of the Rehabilitation Act Amendments of 1998 508.

Site Content

Generally, there are three areas of creative input with regard to individual web pages:

1. Copy—the words on the pages that describe programs, departments, etc.
2. Visuals—photographs, diagrams, other visuals that support the copy and help convey what needs to be communicated.
3. The layout or arrangement of these two elements on the web page the way the two above are delivered to the audience.

Responsibility for the copy content lies with the individual departments. They know the subject best and Marketing and Communications will only be there to help them better express what they know to be most important to those seeking more information about that subject.

Departments will also have input into decisions about visual content while Marketing and Communications will maintain final selection. Marketing and Communications depends on the knowledge the departments bring as to what will properly represent their program from a visual perspective. Photos must meet standards for quality, but every effort will be made to help the department represent their programs in ways they think work best. Other visuals may include illustrations or buttons and must be approved and posted by Marketing and Communications.

The third area, page layout and arrangement of elements, will remain the responsibility of Marketing and Communications. Because the website is such an important marketing vehicle for the college, it must conform to the college's graphic standards and not present what Marketing and Communications might consider a disjointed brand to the public. Marketing and Communications works hard to ensure that the college brand (via the website, like any other communications) is presented consistently no matter what department or service area is discussed.

Philosophy

- Remember that the key to web content is keeping it fresh, so be sure to continually review your pages for ways to update and enhance it.
- Think of what the audience wants to know about your area, not just what you want to tell them.
- Strive to get the most important information to your audience in the area immediately visible to the viewer without scrolling.

Navigation

- Keep it simple. Web pages should be easy to navigate and direct the visitor to the information as clearly and quickly as possible.
- If a long list is necessary, include anchor links at the top of the page to different headers. List questions at the top of a page of frequently asked questions so the audience will know what questions are being answered in the area below.
- Don't use "click here" to instruct a user where to click.

- Make sure you link useful text. Picture the page with only the linked text and see if you can figure out the link's purpose. If you can't, consider changing the link or the wording.
- Hyperlinks to pages outside of <https://www.gvltec.edu> should always open in a new window so the user doesn't leave the site.
- Test your pages. Check each link to be sure it goes where you planned. Check each page in the major browsers: Internet Explorer, Firefox, Safari, Chrome and Edge.

Content

- Text should be in upper case and lower case, not in all caps.
- Headers should be bold.
- Don't underline any text that's not a link.
- Avoid "Under Construction" pages. Technically, web pages are always under construction. If you don't have information available, avoid posting a link.
- Be sure your dates make sense. For example, 01/02/01 means January 2, 2001, in the United States but February 1, 2001, in many European countries.
- Include your area code on the phone number, using this format: (XXX) XXX-XXXX. Specify country if appropriate.
- Tables should be used sparingly as they may make meeting Section 508 compliance difficult and pose usability problems.
- Always remember copyright laws. Give credit to other authors where needed and investigate to make sure it is a legitimate and reputable source before linking to an outside site.

Attachments

- Avoid attachments whenever possible. Attachments refer to non-HTML formats including PDF, Word, PowerPoint documents, etc.
 - For occasions when information is intended specifically to be printed, as would be the case with a user manual or form, PDF may be an acceptable alternative.
 - If at all possible, put the information from non-html formats into the content of a web page, rather than attaching it as a document.

Naming Conventions

Within CMS, Marketing and Communications can create redirects for pages within the site. All new alias URLs and pages created in CMS will begin with <https://www.gvltec.edu> followed by the department name. From this root, you can determine what name to use. For example,

www.gvltec.edu/yournamehere/. URLs are case sensitive and should be created with all lower-case letters and no spaces.

Requests for particular URLs are granted on a first-come, first-served basis, so check to see if the URL you desire is already in use. Marketing and Communications reserves the right to refuse requests for URLs.

Things to remember when requesting a page name/alias:

- Choose a URL that will make sense to your users and will be easy for them to remember.
- Use all lowercase letters for the file name.
- Avoid underscores. Hyphens may be used between words for readability.
- Do not use spaces or non-alphabet symbols in your URL. (Numbers are okay to use.)
- Keep it short!

Image Standards & Photography

In general, photography will be provided by Marketing and Communications. Individual departments may influence the selection, but images must meet quality and communication standards set by Marketing and Communications. Other images for inclusion should be submitted to Marketing and Communications for review and posting.

Image Standards

Images should be used at 100% of their size at 72 dpi for best loading time for the page.

JPEG:

The better format for posting photography online. JPEG images can contain millions of colors and can be compressed to your desired size.

GIF:

Generally used for non-photographic images of 256 colors or less, such as buttons, icons and arrows.

Video Standards & Guidelines

Videos linked from the Greenville Technical College website should maintain our quality standards, and the subject matter should be of interest to the audience. All videos must be closed captioned or a script provided.

The Greenville Technical College website does not support housing of videos due to the demands on capacity. However, Marketing and Communications may suggest housing videos

that are relevant on our YouTube Channel, then linking from the website page to that location. **Embedding videos within Greenville Technical College website pages will be used sparingly and will be done at the discretion of Marketing and Communications.**

Areas of the college wishing to include a link to a video should contact Marketing and Communications for approval and posting.

Sponsor/Partner Recognition Policy

Consistent with college and state policy on the appropriate use of college-owned equipment, the college's web page must **not** be used for commercial, non-mission-related purposes.

Implementation

In practice, this means that advertising space cannot be sold in any place on the website. "Advertising" refers to any situation in which the college, or one of its units, receives payment or in-kind gifts in exchange for a link or brand placement on a Greenville Technical College web page.

While advertising cannot be sold, links to commercial vendors may be made in the following specific situations:

- Sponsorship recognition:
Within an area's web page, a logo or link can be displayed at that area's second level page or below to acknowledge support of the area's mission-related activities through sponsorship. Such logos or links are deemed to be recognition of corporate or other external sponsorship; payment may not be accepted for that link or logo.
- Educational purposes:
The text link provides information for educational or other mission-related purposes and the college has received no consideration for incorporating that link.

Guidelines for Linking and Presentation

In all of these cases, a link should provide information for educational or other mission-related purposes, and the college cannot have received consideration for incorporating that link.

Such links should in no way imply endorsement of products or services offered by the external entity. Any descriptive text accompanying the link should be value-neutral. Acceptable language might include "For more information: [link]." Unacceptable language: "Check out this great website [link]." Such links should go to the home page of the entity's

website and, wherever possible, links should not go to pages on which products or commercial services are offered for sale. The logo, text or graphic should not include any qualitative or comparative language or descriptions of the outside party's products, services, facilities or company, including but not limited to price information, inducement to purchase, endorsements, savings or value.

Particularly in cases where a group of external hyperlinks is included, the following language is recommended for inclusion: "Links to websites external to Greenville Technical College should not be considered endorsement of those websites or any information contained therein."

In all cases, the design of departmental or area pages that incorporate commercial links must be consistent with established graphic and placement standards for Greenville Technical College web pages.

Social Media Guidelines

Greenville Technical College supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. This publication provides guidance on how to do so effectively, safely and within college guidelines with social media accounts associated with the college.

Social media is constantly changing. As a result, these guidelines will continue to evolve. Because social media channels may be unfamiliar to some, we've assembled best practice guidelines from respected online and industry sources to help you use these forums effectively, protect your personal and professional reputation, and follow college policies. If you have suggestions, please email **Marketing and Communications** at marcom@gvltec.edu.

Before you get started with any social media endeavors, you should review these guidelines and best practices, which are in keeping with the rest of Greenville Tech's *Communication Guidelines*. The Social Media Guideline does not take the place of already existing policies and standards, but simply adds to them. GTC employees should be sure to follow all policies and standards as set by the college.

Definition

For the purposes of this guideline, social media means anything that is used for online publication and/or commentary, including but not limited to blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Instagram and YouTube. This guideline is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Official Presence

Greenville Tech's primary official social media presences are currently:

Facebook: www.facebook.com/GreenvilleTech

YouTube: www.youtube.com/GTechonTube

Instagram: [@Greenville_Technical_College](http://www.instagram.com/greenville_technical_college)

LinkedIn: www.linkedin.com/school/greenville-technical-college/

Twitter: www.twitter.com/GreenvilleTech

In addition to the sites mentioned above, many Greenville Tech departments and programs have launched official social media presences, similarly branded to identify that the information they are communicating is official and reliable.

General Guidelines / Best Practices

This section applies to those posting on behalf of an official part of Greenville Technical College, though the guidelines may be helpful for anyone posting on social media in any capacity.

Responsibilities of Social Media Users

Representing the college

When using an officially recognized social media channel, assume at all times that you are representing Greenville Technical College.

Be transparent

Social Media is about creating community and trust. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as Greenville Tech.

- If you post on behalf of the college on another social media site outside the official Greenville Tech sites, identify who you are and your affiliation with Greenville Tech.
- If you choose to post about Greenville Tech on your personal time, please identify yourself and your affiliation with Greenville Tech.

Be respectful

- Anything you post in your role as a Greenville Tech employee reflects on the institution. Be professional and respectful at all times on your social media site.
- Exercise discretion, thoughtfulness and respect for your colleagues, associates and the college's supporters/community (social media fans).
- If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.
- If users post criticisms, do not delete these posts if they are valid points to consider. Correct misinformation, but do not engage in arguments or extensive debates on your site.

Be active and connected

One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience.

- Be prepared to move quickly in response to developments with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.
- If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media. Your site is only as interesting as your last post – if that post is several months old, visitors will not come back.

Moderate comments and discussions

Social Media platforms are not like a website; they enable two-way communications with your audience. To ensure this interactivity, make sure you are not only providing a variety of fresh, relevant content, but also are actively listening to the conversation and contributing to the dialogue.

- Be prepared to accept and respond to comments. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Often exercising patience will allow other users to correct a posting that disparages the college, which becomes praise of the college rather than a defensive statement.
- Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam. (See *Public Disclaimer for Use on College Facebook Page* for example.)

Keep your personal views separate

On personal sites, identify your views as your own. If you identify yourself as a Greenville Tech faculty or staff member online, it should be clear that the views expressed are not necessarily those of the institution.

Content of Social Media Sites

Offer valuable content

Social media is not (only) about sharing your news and success, it's about sharing information that is of interest to your readers and viewers and is appropriate to the purpose of the site.

- Focus on posting information about specific topics that will be relevant to your audience.
- Share the best information you find from trusted sources outside of Greenville Tech. This will increase the value of your site and will ensure you are a valued member of the community.

Strive for accuracy

- Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible.
- If you make an error, correct it quickly and visibly. This will earn you respect in the online community.
- Don't post anything contradictory or in conflict with the Greenville Technical College website.

Quality matters

- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The **time to edit** or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.
- Use a spell-checker and review content for grammatical and spelling errors. This is especially important if posting on behalf of Greenville Tech in any capacity.

Correct misinformation

If you see misrepresentations made about Greenville Technical College in the media or in others' posts, you may point that out. Always do so with respect and with the facts. Make sure what you are saying is factually correct.

Cross-promote

Once you have established your social media presence, cross-promote in your various channels. If you have a brochure or a website, drive people to your social media channels, and vice versa.

Link back to Greenville Tech

- Whenever possible, link back to the Greenville Technical College Web site. Ideally, posts should be very brief, redirecting a visitor to content that resides within the Greenville Tech Web environment.
- When linking to a news article about Greenville Tech, check first to see whether you can link to a release in Greenville Tech News instead of to a publication or other media outlet.

Security and Regulations

Everything is public

- There's no such thing as a private social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.
- If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact Marketing & Communications.

Respect college time and property

As stated in the *Computer Use and Electronic Media* policy, Greenville Tech computers and your work time are to be used for college-related business.

- It's appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments.
- You should maintain your personal sites on your own time using non-Greenville Tech computers.

Maintain confidentiality

Use good ethical judgment and follow college privacy and confidentiality policies and federal requirements, such as FERPA.

- Do not post confidential or proprietary information about Greenville Tech, its students, its alumni or your fellow employees.
- Do not request that others provide sensitive information via social media such as phone numbers, student ID numbers, Social Security numbers, payment information, etc, as those are not secure channels.

Representation and endorsements

- Do not use the Greenville Tech logo or any other college images or iconography on personal social media sites.
- Do not use Greenville Tech's name to promote a product, cause, or political party or candidate.

Know the rules

Always follow the terms of service and conditions of your chosen platform, such as [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

Copyright and intellectual property

Be mindful of the copyright and intellectual property rights of others and of the college. It is good general practice to link to others' work rather than reproduce it.

Guidelines for Employee Personal Sites

Greenville Technical College encourages employees to use social media but reminds users that at any time they can be perceived as representing the college. The following guidelines should be considered when using social media personal sites.

- **Logo usage**

Greenville Technical College logos, marks or images cannot be used for personal social media. Please visit GTC Communication Guidelines for logo usage guidelines.

- **Information delivery**

Your personal social media account **should not be the primary location for distributing college news**. Communication with students should be directed through established college technology (i.e.: Blackboard). If you have college information or news that you would like to announce to the public or media, please contact Marketing & Communications.

- **Student interaction**

Your personal account is also **not an appropriate place to interact with students**, including adding them as friends or being added as their friend. This practice blurs boundaries and opens up many potential issues best avoided. Regular communication with students should be directed through Blackboard. If social media interaction with students is required, the instructor should set up a separate page (not a profile) for that purpose (see Setting Up section).

- **Monitoring**

Greenville Tech **does not monitor personal websites** but will address issues that violate established HR, Editorial, Graphic and Social Media guidelines.

- **Respect college time and property**

As stated in the *Computer Use and Electronic Media* policy, Greenville Tech computers and your work time are to be used for college-related business. You should maintain your personal sites on your own time using non-Greenville Tech computers.

- **Clarify your representation**

In personal posts or on personal profiles, you may identify yourself as a Greenville Tech employee. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of Greenville Tech. This is particularly important if you are a department head or administrator.

- For example, in your profile information you might include *"The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of Greenville Technical College."*

- **Be respectful**

Even with the disclaimer that your views are your own, perceived connections with the college will still be present, so exercise discretion, thoughtfulness and respect and be mindful of the college's Standards of Behavior.

- **Be aware of liability**

You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.

- **Protect your identity**

- While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you. Don't list your home address or telephone number or your work telephone or e-mail address. It is a good idea to create a separate e-mail address that is used only with the social media site.
- Adjust your privacy settings so that you control who sees your posts and limit that audience to those you know and trust.

Setting Up Social Media Sites

If you are interested in creating a new social media account that will be associated with Greenville Technical College, please contact Marketing & Communications to discuss strategy, set-up, profile naming conventions, graphics needs, etc. Employing this assistance will ensure that all representations of the college maintain appropriate consistency.

Social media identities may not use Greenville Technical College's name without prior approval from the Marketing & Communications Department.

Before You Start

Analyze your need

Before creating a separate social media presence for your area or department, consider whether social media is the best option for delivering your message to your audience. Other established communication methods for Greenville Tech may serve your purpose as well or better. Contact Marketing & Communications for assistance, which may include a review of the POST questions below.

POST questions

People: Who are you trying to reach?

Objective: What's the main thing you want from them?

Strategy: What kind of social interaction will lead to what you want?

Technology: What tool will best support that interaction?

Participation requirement

The decision to use a social networking site as a communications tool requires active ongoing participation and monitoring to ensure that all content posted to the site adheres to the relevant laws and college policies while also working toward the creation of a positive Greenville Tech community online. By creating a dedicated social media presence, you should be prepared for a Greenville Tech employee to maintain it and keep it updated.

Greenville Technical College reserves the right to review pages and request removal of pages that are not properly maintained.

Requirements / Steps for Set Up

These are the steps Marketing & Communications will take you through in the process of setting up your social media site. By reviewing these in advance, the process may proceed more efficiently.

1. **Secure the approval of your department head or supervisor** to create a social media page or profile for your area.
2. **Identify a coordinator (a Greenville Tech employee)** who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check in on the site at least once a day. Successful social media sites are updated frequently, enable easy engagement with viewers and adjust in response to timely events and problems. Assign and train a backup for this person.
Students and student workers may participate in the monitoring if approved by the supervisor, but there should be a primary coordinator who is an employee.
3. **Understand the social media options.** All social media platforms have their own standards, styles and expectations. Create a personal account and spend some time learning how the site works, how their communities work, what content is of most interest, which other organizations are talking about your topic, etc.
4. **Define your goals and determine what you want to accomplish.** Understanding this will help you create relevant content and choose the appropriate tool or tools to reach your target audience. Do not try to join every platform all at once – choose a tool that best meets your goals and focus on building a strong presence.
5. **Create it.** Marketing & Communications will work with you to create a profile using a name and visual elements that clearly and concisely identify your program and its Greenville Technical College affiliation. You cannot identify yourself simply as —Greenville Tech, as that implies you are speaking for the entire institution.
 - Some of the social media platforms will allow you to change your name after the accounts are created, **some will not**. Please review your spelling before clicking OK.
 - The Marketing & Communications Department has created a collection of icons that can be used and adapted for social media and will work with you to customize those icons.
6. **Experiment and spend time** populating your new social media presence, sharing it with a small group who can provide comments. Have the site up and running well before you plan to launch it so you can become comfortable with maintaining it.
7. **Launch by inviting others to see your site.** Use email lists, easy-to-find links and notices on your Web site, and other established communication channels to notify your potential audiences that you have a social media presence.
8. **Track and Adjust.** Once your site is up and running, you will find some content is popular, while some is ignored. All social media tools come with easy-to-use tracking tools, so you can see which posts are viewed and shared most, which generate comments, etc. Be prepared to re-align your strategy in response to who is viewing your site and how they are doing so.

Public Disclaimer for Use on College Facebook Page

Greenville Technical College encourages our fans, followers, and friends to share their thoughts with one another by commenting on a story, feature, or post that speaks to you. We encourage lively, thoughtful and civil conversation with the following guidelines:

- Comments must be constructive, relevant to a topic discussed and to the point.
- Posts that are abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted.
- Please do not post links unless you identify, by name, who you are and explain where your link goes, especially if you are a for profit organization. This is to distinguish spam from legitimate opportunities for the Greenville Tech community.
- Messages selling or promoting commercial products or ventures will not be permitted.
- Greenville Tech reserves the right to review all comments and remove comments that violate any of the conditions noted above.

Posted comments do not necessarily reflect the opinions or policies of the college. All content and posts are bound by Facebook's Terms of Use and Code of Conduct. Facebook encourages users to use its "Report" links when they find abusive content.

News & Communications Guide

Mission of Public Relations

Public relations plays a vital role in enhancing the Greenville Technical College (GTC) brand reputation. As such, the mission of the public relations professionals at the college is to build relationships with internal and external publics including the media, donors, members of the community, decision makers, and employees through the exchange of information. This will include helping audiences understand and appreciate the college's contributions and helping the college understand and deal with external influences and opinions. Those responsible for public relations will communicate honestly, with the goal of transparency. The function of public relations at GTC consists of a director of executive communications and public relations, responsible for overall college public relations, crisis management, and big picture publicity, along with a director of public relations, responsible for publicizing academic and continuing education programs.

Go to

[Mission of Public Relations](#)

[Areas of Responsibility](#)

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[Crime](#)

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[Exclusives and Fairness](#)

[Development and News](#)

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[Disclosure of Computer Security Problems](#)

Areas of Responsibility

News Releases and Media Alerts

Releases and alerts about events, news, accomplishments, and activities will be written and disseminated in a timely manner to convey information of news value to appropriate media.

Personal Contacts

Contacts with appropriate media outside of news releases will be made to suggest a story or alert a reporter to an educational trend.

Inquiries

Questions posed by members of the media will be answered as appropriate. Experts from various departments will be brought into the discussion as needed. The director of executive communications and public relations will handle media calls related to the college as a whole, find the appropriate person to answer a question, check with that contact to alert him/her as to the nature of questions to be asked, suggest tactics for responding to inquiries, and facilitate contact between the reporter and the on-campus expert. The director of public

relations will handle these duties when the inquiry relates to an academic or continuing education program.

Internal News

Those responsible for public relations will gather content for the internal portal in an effort to provide employees with information about what is taking place at the college.

Facebook

Those responsible for public relations will post information and photos of events on the college Facebook page, being careful not to monopolize content by pushing college messages above student interaction. The PR director will also play a role in responding to questions posed by students on Facebook.

Online Reputation Management

Those responsible for public relations will monitor social media outlets, respond to inquiries, and set the record straight should discussion include negative comments that are untrue.

Press Conferences

Press conferences, briefings and other meetings with the news media will be arranged as appropriate by the director of executive communications and public relations.

Website Content

As requested, those responsible for public relations will edit website content for departments on campus to ensure wording is clear and concise and promotes the college appropriately.

Speeches

As requested, the director of executive communications and public relations will work with campus personnel to create or edit speeches for clarity and appropriate content.

Weather Information

The director of executive communications and public relations will provide information to the media when inclement weather causes a change in the college's normal operations.

Area Commission Meetings

The director of executive communications and public relations will notify the media of meetings and will attend the meetings as requested for informational purposes and to be available, should journalists in attendance need assistance.

Crisis Team

The director of executive communications and public relations will serve on the college Crisis Management Team, helping the college communicate effectively during a crisis.

Media Inquiries Made to Offices Other Than Public Relations

When the media contacts a member of the faculty or staff directly, that employee should immediately refer the reporter to the director of executive communications and public relations or the director of public relations. In this manner, those responsible can ensure that the responder has all information needed to answer questions accurately and can be aware of potential news coverage for the college.

Crime

Greenville Technical College publicly reports significant campus crimes that affect its students and college community. Significant campus crimes will include, but not be limited to, homicide, robbery, aggravated assault, arson, and hate crimes.

When appropriate the college publicly reports arrests of its members, including students, faculty and staff, for serious criminal offenses that may affect the institution. These include arrests made by GTC police, and in some circumstances, by other law enforcement agencies.

Procedures

1. The chief of police will notify senior management and the director of executive communications and public relations simultaneously whenever an arrest takes place on campus whether the arrest is made by GTC police or another agency. This will ensure that the director of executive communications and public relations is aware of arrests and has facts at hand should an inquiry come from the media.
2. When appropriate the director of executive communications and public relations, working with the chief of police, will gather the information needed to generate a release or statement to the media. The statement or release will be approved by the President's Cabinet before it is disseminated.

3. Greenville Technical College will generally not issue public news releases on sex crimes unless they represent a serious or continuing threat to the safety of students, employees, and/or the community. In instances when a public news release is generated on a sex crime, GTC will not release the name of, or clearly identifiable information about, the victim in order to protect the confidentiality of sexual assault survivors. Similarly, we will protect the confidentiality of students, employees, and community members involved in other types of relationship violence. However, law enforcement reports and other official documents relating to a sex crime or relationship violence may eventually become public record in the criminal justice system.
4. GTC may also issue public news releases for other serious offenses and arrests for such crimes as kidnapping, high-value property crime, identity theft, computer-related crimes and drunken driving resulting in injury or death. Because alleged crimes and criminal charges vary in circumstances and severity, input on release of information will come from the chief of police, the vice president of human resources, the associate vice president for executive affairs as well as other members of the President's Cabinet should additional input be deemed necessary.
5. College members charged with serious crimes will generally be identified in a public news release by name and major (if a student), department and title (if an employee), and length of association with the college.
6. Information for release must come from the GTC Police Department or other investigating agency and must be verifiable. All facts in the news release must be attributed to a source such as an official or police incident report, warrant, or ticket.
7. Suspects should not be identified until they are charged with an offense.
8. Following the initial release, and upon consultation with GTC police, a news conference or other action may be initiated to assist reporters seeking information about an incident of potential public interest. The chief of police will speak to the media in those situations since he is the individual most knowledgeable about the arrest.
9. The GTC Police Force and the director of executive communications and public relations will make every effort to assist the news media to facilitate accurate coverage of an event. However, reporters do not have a right to enter a crime scene.

Legal Issues

It is public relations's intent to protect the college's legal position in all matters that involve legal action, or potential legal action. Legal and privacy issues often require the maintenance of confidentiality that may preclude comment about a specific case or matter. Within appropriate legal constraints, it often is in the college's interest to provide information to the

public concerning our policies, procedures, and practices to assist the public and other audiences in understanding the context in which particular decisions or actions are taken.

Procedures

1. No statement should be issued concerning a legal issue, or a potential legal issue, without first contacting Greenville Technical College counsel (tbd). Any statement concerning legal matters must first be reviewed by counsel for its legal (as opposed to public relations) implications.
2. Senior management should be contacted concerning any issue that has the potential of involving a lawsuit against the college. Such matters would include accidents.

Exclusives and Fairness

Those responsible for public relations will treat all news outlets equally for breaking news. This means one news organization should not be given preference over another except under special circumstances discussed below.

Rationale

Just as Greenville Technical College expects the media to treat the college fairly, media expect the college to treat them fairly. While it may be advantageous to GTC to give one news organization an exclusive on a certain story, in the long run, such a practice would be detrimental to the college because other news organizations would lose confidence in their relationship with the college. GTC will avoid playing favorites for the sake of expediency.

Exceptions

1. If a news organization is alone in pursuing a story about GTC, the information given to that news organization should not be shared with competing organizations unless they independently request such information. In other words, a news organization's own exclusive will not be violated by the college.
2. It is appropriate to work with a specific news organization on a story in which that organization has expressed a specific interest. Such a story should not be of the type that would be considered breaking news by competing organizations but which would be more of a trend piece.
3. It is appropriate to identify a specific news organization for possible op-eds, commentary articles, and features.

4. When selecting news organizations to which releases should be sent or contacts made, decisions will be based on the public relations professional's judgment on whether that organization or journalist would be interested in the information. This decision should be aided by past experience with the organization or individual and past requests for such releases or information.

Development and News

Publicizing the financial support GTC receives from alumni and friends is important, both as a means of helping acknowledge the generosity of donors and for drawing public attention to the people, programs, facilities, and activities that donors believe are worthy of support. The director of executive communications and public relations supports the college's fund-raising efforts to the fullest extent possible, consistent with journalistic practices and sound news judgment.

Rationale

An effective public relations effort in support of fund-raising activities is built upon three elements: the needs of the college, the wishes of the donor, and the standards and practices of the news media. Successful gift announcements publicize an important college activity while satisfying a donor's desire for recognition and also making news. Institutional credibility is undermined when the media's gatekeepers are forced to deal with – usually by dismissing – a news release that contains information that isn't news.

Clear guidelines and procedures can help maximize public relations efforts. They are particularly useful during a capital campaign. Gifts of many types and magnitudes are solicited from donors by foundation personnel during a campaign. Good donor relations, which are essential to the college's success in and out of a campaign, must be accompanied by good media relations. It is counterproductive to sacrifice one for the other, even in the short term.

Guidelines

To support the college's fund-raising objectives, those responsible for public relations will write news releases about gifts and grants in accordance with the following guidelines.

1. Public announcement of a gift or grant by those responsible for public relations must be approved by the foundation president. Announcements made by any group or individual other than the college's director of executive communications and public relations (such as a donor or other outside entity) must be made only with the

knowledge of the director of executive communications and public relations. In this manner, they can have the facts at hand to answer media inquiries.

2. The director of executive communications and public relations will generally announce gifts and grants in excess of \$10,000. However, announcements of grants and gifts of less value will be made if the director of executive communications and public relations believes the gift or grant is likely to attract media interest because of its source, nature, or circumstances; or because it funds innovative programs or facilities that may in themselves be newsworthy.
3. A news release announcing a gift or grant must include the amount of money involved.

Procedures

1. The director of executive communications and public relations will prepare a gift announcement in consultation with the appropriate member of the foundation or grants staff.
2. The director of executive communications and public relations will ask the donor or donors for a quote or comment to be included in the news release and will respect the wishes of a donor who wants to remain anonymous or who prefers not to be quoted, but who has no objections to the release of other information about the gift.

News Media Access to Greenville Technical College Property

GTC welcomes news media to campus just as the public is welcome to the campus. But neither the public nor reporters have a right to indiscriminate access to college buildings or other facilities. The college's public relations personnel intend to be as helpful as possible to news media seeking access to facilities while upholding the college's mission of teaching and learning.

Procedures

1. Since television equipment may interfere with traffic or activities, television crews must check with college public relations personnel for permission before setting up on any campus.
2. In general, representatives of the news media not using television cameras do not need permission to enter the campus or to take exterior still photographs for news purposes. However, access may be denied or monitored during an emergency or in situations when the director of executive communications and public relations determines that unrestricted media access may become inappropriately disruptive. The goal will be for students, faculty, and other members of the college community to carry

out their activities with a reasonable expectation of privacy and normality while remaining free to speak openly with the media if they choose to do so.

3. News media representatives must seek permission from college public relations personnel if they wish to enter classrooms, labs, or similar facilities for the purpose of reporting. Such permission generally will be granted as long as the reporting activities do not disrupt activities; interfere with the privacy of students, faculty, or staff; or jeopardize the safety of personnel, visitors, or facilities.
4. All commercial, non-news photography or videotaping must be approved in advance by the director of marketing.

Disclosure of Computer Security Problems

Consistent with the institution's traditions of openness and concern for the well-being of its community members, Greenville Technical College is committed to providing timely alerts of significant computer security violations.

Rationale

GTC maintains databases that may contain confidential information about employees, students, or others. The college has systems to protect against hacking and other threats. However, with the rise of identity theft and other trends, no system can be considered invulnerable, and institutions should determine in advance the values and goals that will guide their response to a problem. GTC recognizes that its long-term credibility and success depend on acting forthrightly. Thus, in cases where the confidentiality of personal information may be compromised, the college's primary goals will be to remedy the problem and provide those affected with timely, helpful support in responding to the situation.

Procedures

IT will be responsible for procedures for responding to and reporting issues involving computer security to an appropriate level of management.

1. The head of IT or his/her designee will have the responsibility for alerting senior management of possible security violations. At the same time, the director of executive communications and public relations should be alerted.
2. If the computer violation affects confidential information such as (but not limited to) financial data, appropriate senior leaders and others should assemble quickly to determine next steps. The director of executive communications and public relations should be included.
3. In developing appropriate communications for both internal and external audiences, the institution recognizes the tension that exists between gathering all the information

about a situation and providing rapid notification to those who may be affected. The needs of law enforcement may also affect when notification can begin. As a general matter, however, GTC errs on the side of openness, providing notification as quickly and completely as possible of significant computer security situations. Simultaneously, it seeks to avoid needless panic, helping affected persons and others to understand and respond effectively to a situation. It also seeks to avoid alerting potential hackers to system vulnerabilities.

4. Those affected will be contacted directly through appropriate, perhaps multiple, means. GTC will also make public what it has learned about significant events, turning to appropriate IT experts for assistance in explaining the situation to reporters and others.

Thanks

This plan is modeled, with permission, after a plan prepared by the Duke University Office of News & Communications.