

CP 2-31: Public Communication

COLLEGE PROCEDURES CP 2-31

APPROVED: April 15, 2019

EFFECTIVE: April 15, 2019

REVISED:

REFERENCES: NWCCU Standard 2.A.22; BP 2-31

Employees, agents and representatives of Dawson Community College may not issue statements to the public on behalf of the College. All inquiries shall be forwarded to the President or his/her designee.

Public Statements that define official positions of the College or disseminate information on behalf of the College shall be issued by the President or by others designated by him/her as official spokespersons.

All College employees, agents and representatives are expected to contact the President or designee if and when they:

- Receive inquiries from individuals, educational, local, regional or national media seeking interviews, comments, or public statements, regardless of subject.
- Wish to contact media, hold a news conference or otherwise issue a public statement regarding the College.
- Wish to release print information or otherwise market a program, event, etc.
- Learn of situations within their area of responsibility that are sensitive and could become a crisis, or learn that stories about their department or division will appear in local, regional or national media.
- Would like something related to College events or interests shared on social media.
 - Employees may share information on social media related to official College events or interests once it has been approved by the President or designee and shared through the College's official social media accounts.

The President or designee will work cooperatively with College employees, agents, and representatives to respond to inquiries, and to develop proactive messaging through methods such as news releases, the College website and social media accounts, television and radio, etc.

Letters to the editor, posts on social media, or other similar public statements of personal opinion written by College employees shall not be sent on College letterhead, as such use automatically associates the institution with matters of personal opinion. Employees should be clear that their personal opinion does not represent an official College position.

SCOPE This policy applies to Dawson Community College.

PROCEDURES The College President shall promulgate such procedures as may be needed to implement this policy.
