

**Williamsburg Technical College
STATEMENT OF PROCEDURE**

SECTION F – Development and Public Relations

Title Branding and Image	Number F-7.1
Division of Responsibility Public Information	Date Page 6/3/24 1 of 1
Approval Commission Chair _____ President	Date 6/3/24

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY. THIS DOCUMENT DOES NOT CREATE ANY CONTRACTUAL RIGHTS OR ENTITLEMENTS. THE AGENCY RESERVES THE RIGHT TO REVISE THE CONTENT OF THIS DOCUMENT, IN WHOLE OR IN PART. NO PROMISES OR ASSURANCES, WHETHER WRITTEN OR ORAL, WHICH ARE CONTRARY TO OR INCONSISTENT WITH THE TERMS OF THIS PARAGRAPH CREATE ANY CONTRACT OF EMPLOYMENT.

The office of Public Information will approve all external communications (physical and electronic) intended for promoting the College or providing information about the College. Physical communications include all printed or otherwise reproduced promotional and informational items intended for distribution outside the classroom. Electronic communications include all promotional and informational items intended for distribution outside of the classroom using, but not limited to, email, websites or other internet-based utilities.

- Public Information will approve informational and promotional items in the initial planning stages.
- Public Information will designate layout and design for outside presentations on behalf of the College and provide an approved template as appropriate.
- All photos and/or graphics used in the College external communications (physical and electronic) intended for promoting the College or providing information about the College must be approved by Public Information
- A final copy of any informational or promotional item must be provided to Public Information for approval prior to production or electronic distribution.
- All employees of the College must use the designated email signature when communicating via College email as approved by the President’s Council. There may be no additions or subtractions to the approved signature and it is required on both replies and or forwards.