

# Policy 805 - Web Publishing and Marketing

Lower Columbia College's websites are essential for providing access to accurate and timely information for internal and external audiences.

The Office of Effectiveness and College Relations (ECR) is responsible for overseeing the development and maintenance of Lower Columbia College websites containing "lowercolumbia.edu," along with designated web editors across the institution. ECR is also responsible for overseeing LCC's official presence in other locations on the Internet, including social media.

All content posted on websites containing "lowercolumbia.edu," and other LCC locations on the Internet, including social media must comply with college policies and applicable federal, state and local laws. Any content posted on LCC websites, including links to other websites, that violate the Lower Columbia College Web Publishing Policy and Procedure and other relevant policies and procedures will be removed until the content is brought into compliance.

## Historic Information

- Reviewed by the Cabinet - October 6, 2010
- Reviewed by the Leadership Team - October 25, 2010
- Campus Review - January 21 - February 4, 2011
- Adopted - February 28, 2011
- Reviewed by Executive Leadership Team – March 3, 2021
- Reviewed by Union Management Communication Committee – March 16, 2021
- Reviewed by Governance Council – April 7, 2021
- Campus Review – April 12 – 27, 2021
- Adopted – April 28, 2021

Resource/Reference/ Procedure	Title	Unit Responsibility
805.1A	<b>Web Publishing and Marketing Procedure ( <a href="http://lowercolumbia.edu/publications/administrative-policies/_assets/documents/805.1A-web-publishing-marketing-procedure3.pdf">lowercolumbia.edu/publications/administrative-policies/_assets/documents/805.1A-web-publishing-marketing-procedure3.pdf</a> )</b>	VP Effectiveness & College Relations

Resource/Reference/ Procedure	Title	Unit Responsibility
	<b>College Branding resources (including LCC Brand and Style Guide) ( internal.lowercolumbia.edu/departments/effectiveness-college-relations )</b>	Effectiveness and College Relations