Section 800 - Marketing, Media, and Communications

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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, but not limited to, links to external websites, documents, and other content, 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 Executive Leadership Team: January 15, 2025
- Approved: April 28, 2021
- Campus Review: April 13 – 27, 2021
- Reviewed by the Governance Council: April 7, 2021
- Reviewed by UMCC: March 16, 2021
- Reviewed by the Executive Leadership Team: March 3, 2021
- Approved: February 28, 2011
- Campus Review: January 21 - February 4, 2011
- Reviewed by the Leadership Team: October 25, 2010
- Reviewed by the Cabinet: October 6, 2010

Resources

Resource/Reference/Procedure	Unit Responsibility
Procedure 805.1A Web Publishing and Marketing Procedure (lowercolumbia.edu/publications/administrative-policies/_assets/documents/805.1A.pdf)	Effectiveness and College Relations
College Branding resources (including LCC Brand and Style Guide) (internal.lowercolumbia.edu/departments/effectiveness-college-relations)	Effectiveness and College Relations

Policy 810 - Employee Social Media Management

810.1 Introduction

The purpose of this policy is to define the terms and circumstances under which Lower Columbia College employees, including faculty, staff, and student employees, may use social media to represent LCC, communicate college policy, or represent an official college position.

The term "social media" refers to any Web-based and mobile technologies that enable individuals or entities to disseminate or receive information, communicate, or otherwise interact. The term includes email, texting, messaging, social networking, blogging, micro-blogging, photo/video/multi-media file sharing, bulletin boards, and so on, through providers including but not limited to Facebook, LinkedIn, Twitter, and YouTube.

Washington State laws and regulations pertaining to records retention (www.sos.wa.gov/archives/) apply to all social media sites and/or pages posted on behalf of a college unit, department, or division.

810.2 For All Employees

As an employee of the college, you are personally responsible for any social media activity you conduct using a college email address or on a college website, and/or which can be traced back to a college domain, and/or which uses the college's Information Systems.

You must observe and follow (i) existing college policies and procedures (lowercolumbia.edu/publications/administrative-policies) , (ii) applicable employee handbooks and collective bargaining agreements (internal.lowercolumbia.edu/departments/human-resources) , (iii) the college's Acceptable Use of Information Systems and Services Policy (lowercolumbia.edu/publications/administrative-policies/700/701) , (iv) the college's Non-Discrimination and Anti-Harassment Policy (lowercolumbia.edu/publications/administrative-policies/200/235) , (v) the college's Mission, Vision, and Core Values (Board) Policy (lowercolumbia.edu/publications/board-policies) (vi) the policies of the particular online/social networking venue governing the use and activity conducted on their sites, which are sometimes referred to as "Terms of Use," and (vii) applicable local, state and federal laws and regulations including but not limited to FERPA (www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html) , RCW 42.52 regarding ethics in public service (apps.leg.wa.gov/rcw/default.aspx?cite=42.52&full=true) , and WAC 292-110-010 regarding use of state resources. (apps.leg.wa.gov/WAC/default.aspx?cite=292-110-010)

When posting to social media sites, you must honor the copyright and intellectual property rights of others, including the college. For guidance, consult LCC's Copyright Compliance Resources (lowercolumbia.edu/library/copyright) .

810.3 For Employees Posting on Behalf of a College Unit, Department, or Division

If you are creating, managing, or posting to a social media site on behalf of a Lower Columbia College division, department, or unit, you are considered to be acting in an official capacity, and the following rules apply:

- Social media accounts representing an official Lower Columbia College entity (e.g., a department or unit) are considered college-sponsored social media. Creating a college-sponsored social media site requires approval from the senior administrator in that area (e.g., president, vice president, or dean).
- Departments or college units with a social media presence or that would like to start one must notify the Office of Effectiveness & College Relations (ECR). ECR will maintain a list of college-sponsored social media pages and sites on the LCC website. ECR must have administrative rights to all official LCC social media platforms and will maintain a database of user access.
- All college-sponsored social media sites must designate an employee responsible for monitoring the site. Sites must be monitored to ensure that content is current and accurate and that posted comments are addressed in a timely fashion. Out-of-date or unmonitored social media sites should be removed.
- Aside from ECR, no individual Lower Columbia College unit should construe its social media site as representing the college as a whole. Consider this when naming college-sponsored pages or accounts, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts for college-sponsored social media should be clearly linked to the particular department or unit rather than the institution as a whole. Reposts of other official college-sponsored posts are strongly encouraged.
- Units that wish to use the college logo or other graphics in college-sponsored social media must consult with and obtain permission from ECR prior to use.
- All social media sites and content created by college employees on behalf of the college remain the property of Lower Columbia College.

810.4 Managing Visitor Posts and Comments

The purpose of the college's official social media accounts is to provide students, fans, followers, and friends with information about our programs, departments, groups, and events.

The college is dedicated to providing a meaningful educational experience for all our students, and we value diversity and inclusion within our community. Visitor posts and comments that are shared on our official accounts do not necessarily represent the school's views, but we recognize that a thriving academic community is not possible without our students, fans, followers, and friends sharing their thoughts freely with one another on our official social media accounts.

To ensure the interactions on our official social media accounts further meaningful dialogue, we reserve the right to monitor the conversations by hiding comments and/or posts that are or contain:

- Off-topic content, including, but not limited to, spam and similar comments promoting a product, service, or entity unrelated to the discussion;
- Personal attacks on individuals, threats, or discriminatory harassment;
- Illegal activity or encouragement of illegal activity;
- Information that could compromise the safety of the college's staff or students;
- Political statements, including comments that endorse or oppose political candidates or ballot propositions;
- Profanity and/or obscenity.

Historic Information

- Reviewed by the Executive Leadership Team: January 15, 2025
- Approved: March 24, 2021
- Campus Review: March 9-23, 2021
- Reviewed by UMCC: February 16, 2021
- Reviewed by the Governance Council: February 3, 2021
- Reviewed by the Executive Leadership Team: January 20, 2021
- Approved: May 22, 2017
- Campus Review: May 5-19, 2017
- Reviewed by the Governance Council: May 3, 2017
- Reviewed by the Leadership Team: April 24, 2017
- Reviewed by the Cabinet: January - March 22, 2017
- Reviewed by UMCC: March 21, 2017
- Reviewed by the Leadership Team: March 16, 2017
- Reviewed by the Governance Council: February 1, 2017
- Reviewed by the Cabinet: April – December, 2016
- Reviewed by the Leadership Team: April 25, 2016; May 23, 2016; October 31, 2016
- Campus Review: November 28 – December 12, 2016

Resources

Resource/Reference/Procedure	Unit Responsibility
Procedure 810.1A Facebook Procedure for Social Media Management (lowercolumbia.edu/publications/administrative-policies/_assets/documents/810.1A.pdf)	Effectiveness and College Relations
Policy 701 - Acceptable Use of Information Systems and Services (lowercolumbia.edu/publications/administrative-policies/700/701)	Information Services

Resource/Reference/Procedure	Unit Responsibility
Employee handbooks and collective bargaining agreements (internal.lowercolumbia.edu/departments/human-resources)	Human Resources
Non-Discrimination and Anti-Harassment Policy (lowercolumbia.edu/publications/administrative-policies/200/235)	Human Resources
Mission, Vision, and Values (Board) Policy (lowercolumbia.edu/publications/board-policies/1)	Lower Columbia College Board of Trustees
Family Educational Rights and Privacy Act (FERPA) (studentprivacy.ed.gov/ferpa)	Student Services
RCW 42.52 regarding ethics in public service (apps.leg.wa.gov/rcw/default.aspx?cite=42.52&full=true)	State of Washington
WAC 292-110-010 regarding use of state resources (apps.leg.wa.gov/WAC/default.aspx?cite=292-110-010)	State of Washington
LCC's Copyright Compliance Resources (lowercolumbia.edu/library/copyright)	Library and Learning Commons
Washington State Archives (www.sos.wa.gov/archives/)	Archive Department, State of Washington
Facebook Terms and Policies (www.facebook.com/policies)	Facebook
Facebook Business Resources (www.facebook.com/business/)	Facebook
About Facebook Pages (www.facebook.com/help/282489752085908?helpref=popular_topics)	Facebook

Policy 815 - Media

Lower Columbia College (LCC) wants to cooperate with inquiries from the news media and accurately communicate in a manner consistent with our mission, vision, and values. It is essential that any comments to the media are as current and accurate as possible.

Lower Columbia College designates the Public Information Officer (PIO) as the first point of contact for all media inquiries regarding official LCC business, excluding Athletics. LCC employees will refer media inquiries to the PIO, a role typically housed

in College Relations. LCC employees are not authorized to speak without permission from the PIO.

Historic Information

- Reviewed by the Executive Leadership Team: January 15, 2025
- Approved: September 27, 2023
- Campus Review: September 12-26, 2023
- Reviewed by UMCC: June 20, 2023
- Reviewed by the Governance Council: June 7, 2023
- Reviewed by the Executive Leadership Team: May 24, 2023

Resources

Resource/Reference/Procedure	Unit Responsibility
Procedure 815.1A Media Procedure (lowercolumbia.edu/publications/administrative-policies/_assets/documents/815.1A.pdf)	Effectiveness and College Relations
List of individuals with PIO responsibilities (primary and alternate PIOs) (internal.lowercolumbia.edu/departments/effectiveness-college-relations#pio)	Effectiveness and College Relations

Policy 820 - Plain Language

Purpose

This policy aims to ensure that Lower Columbia College employees prepare clear, concise, inclusive content that is easy for the intended audiences to understand.

Washington state agencies are expected to produce clear communications that improve a person's ability to understand how to access services, comply with requirements, and participate in state government (Governor's Executive Order 23-02).

This policy is not intended to address curriculum and related materials. However, faculty are encouraged to consider plain language principles when communicating with students to promote equity.

Background

Plain language writing and design strategies are proven techniques for improving communication and reducing misunderstandings and frustration. Benefits of plain language include:

- Achieving better services and results for students and other college stakeholders.

- Improving stakeholders' ability to understand and comply with requirements or action items.
- Making Lower Columbia College's operations more efficient and cost-effective.
- Improving Lower Columbia College's ability to meet accessibility standards and provide culturally appropriate translations.
- Advancing equity.
- Supporting transparency.

Plain language supports Washington state's Pro-Equity Anti-Racism (PEAR) efforts. It demonstrates Lower Columbia College's commitment to ensuring all people in Washington have equitable access to public information and opportunities to participate in higher education. This includes but is not limited to enrollment, procurement, and contracting opportunities, employment opportunities, rule-making or public comment opportunities, and grants or benefits programs.

Scope

This policy applies to written and online content, excluding curriculum and related materials, that includes information or action items that need to be understood regardless of the audience's level of familiarity with the subject matter, cultural background, socioeconomic status, and other factors.

At Lower Columbia College, these communications include the following:

- Letters and other correspondence
- Contract language developed by Lower Columbia College (excluding collective bargaining agreements)
- Forms, instructions, and applications
- Talking points, FAQs, telephone and other audio scripts, and Q&A documents
- Reports
- Publications, including but not limited to:
  - Brochures
  - Fliers
  - Fact sheets
  - Booklets
  - Posters
  - Announcements
  - News releases
  - Advertisements
  - Newsletters
- Email
- Webpages
- Blog and social media posts
- Presentations and meeting materials
- Any other written, printed, or published material

This policy strongly encourages the use of plain language principles in internal communications as well.

This policy excludes Washington Administrative Code (WAC) and Revised Code of Washington (RCW) language that follows requirements of the Office of the Code Reviser. However, Lower Columbia College should provide WAC or RCW explanations in plain language when the college refers to these laws in publications, forms, letters, and other communications. Exceptions related to external compliance, such as institutional and programmatic accreditation, may also be necessary.

Definitions

- Audience: The intended recipients of a specific communication.
- Culturally appropriate: Accounting for a set of values, beliefs, norms, perceptions, experiences, and customs that a group of people shares.
- Culturally sensitive: Being aware of people's lived experiences and recognizing that words have different meanings for everyone. Approaching the language we use with care, humility, intention, and inclusiveness.
- Stakeholders: Individuals and organizations with whom Lower Columbia College serves and works.
- Plain language: The result of a process that creates or revises documents and online content to reflect plain language writing and design principles.
- User testing: The process of making content easier for the audience to understand by testing it with recommended technology tools and/or members of the intended audience and incorporating that feedback.

Requirements

1. Employees of Lower Columbia College are expected to use plain language principles in written communications with internal and external constituents, other individuals, and organizations we communicate with about Lower Columbia College's programs, activities, and decisions, with the exceptions noted above, including curriculum and related materials. User-testing, while not required, is encouraged where feasible, cost-effective, and sensible. Plain language principles include:
    1. Write for your audience, not for yourself. Organize information based on what your audience needs to know and the questions they are most likely to ask.
    2. Use common words, short sentences, and short paragraphs.
    3. Avoid jargon and legal or technical language.
    4. Use unambiguous language that is culturally appropriate for the intended audience.
    5. Use active voice writing to make it clear who is responsible for what. Note: Some cultures prefer passive voice; it is important to understand the audience's preference. However, research shows that the active voice helps the reader more than the passive voice.
    6. A layout and design that helps the reader understand important information on the first try. This includes adequate white space, bulleted lists, helpful headings, and other proven techniques.

2. Lower Columbia College employees in the following areas/roles are recommended to complete the plain language training at the Department of Enterprise Services or equivalent training:
    1. Executive leadership team
    2. Contracts management
    3. Human Resources
    4. College Relations
    5. Department directors
3. Supervisors and managers should consider plain language training for all employees and support employee professional development in plain language principles.
4. All employees are encouraged to continually review their documents and content subject to this policy to improve their writing and design.

Historic Information

- Reviewed by the Executive Leadership Team: January 15, 2025
- Adopted: May 8, 2024
- Campus Review: April 23 - May 7, 2024
- Reviewed by UMCC: April 16, 2024
- Reviewed by the Governance Council: April 3, 2024
- Reviewed by the Executive Leadership Team: February 28, 2024

Resources

Resource/Reference/Procedure	Unit Responsibility
Governmental resources on plain language (www.plainlanguage.gov/)	United States Government
Department of Enterprise Services (des.wa.gov/services/training/courses?courseid=1252)	Washington State Department of Enterprise Services
Gunning Fog Index (http://gunning-fog-index.com/) WebFX Readability Test (www.webfx.com/tools/read-able/) Juicy Studios Readability Test (juicystudio.com/services/readability) Readability Analyzer (datayze.com/readability-analyzer)	Various 3rd Party Sources

Resource/Reference/Procedure	Unit Responsibility
Online Utility Readability Calculator (www.online-utility.org/english/readability_test_and_improve.jsp) Get Your Document's Readability and Statistics (Microsoft Word) (support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2)	
LCC Brand and Style Guide (services4.lowercolumbia.edu/info/webresources2/Internal/Departments/CollegeRelations/LCC_Brand_Style_Guide.pdf)	Effectiveness and College Relations

*Note: *In November 2023, Executive Order 23-02 took effect, replacing Executive Order 05-03. DES is reviewing this curriculum to ensure it meets the learning requirements outlined in the new executive order. DES will update this course description when it is determined if the current course meets the updated learning requirements.*

Policy 825 - College Branding

Lower Columbia College (LCC) owns the trademark for the college name and the 'Mountains and Rivers' logo. Unauthorized individuals are prohibited from using the LCC name, logo, or other established branding elements. Unauthorized use may result in action taken via the Code of Student Conduct, employee discipline up to and including termination, or criminal or civil legal action.

LCC adheres to consistent college branding standards to promote brand identity, enhance our reputation, and maximize enrollment. An organization's name, logo, and other visual design elements in print and digital forms make up a brand identity. Brand identity is among any organization's most valuable assets and is highly correlated with reputation. Reputation enhances the size of the audience, which is necessary for maximizing enrollment.

Brand identity also represents the college's mission and vision. We are committed to helping students, faculty, and staff understand its importance and the role it plays in supporting the college's reputation and mission in our community. We model legal and ethical best practices for our students, staff, and community by enforcing adherence to policy standards.

Students and employees creating content or materials on behalf of the college must follow the guidelines in the LCC Brand and Style Guide. Effectiveness and College Relations must approve any deviations or exceptions in writing in advance. Before beginning the development process, authorized individuals are encouraged to review the Brand and Style Guide and consult with Effectiveness and College Relations regarding any questions or concerns. This proactive approach ensures alignment with

the college's branding standards while fostering best practices, collaboration, and clear communication.

This policy does not apply to producing materials used exclusively for classroom instruction.

Historic Information

- Adopted: April 16, 2025
- Campus Review: February 6 - 20, 2025
- Reviewed by the Governance Council: February 5, 2025
- Reviewed by UMCC: December 17, 2024
- Reviewed by the Executive Leadership Team: November 20, 2024

Resources

Resource/Reference/Procedure	Unit Responsibility
College Branding resources (including LCC Brand and Style Guide) (internal.lowercolumbia.edu/departments/effectiveness-college-relations)	Effectiveness and College Relations
LCC Logos (internal.lowercolumbia.edu/departments/effectiveness-college-relations/logos)	Effectiveness and College Relations
Branded Presentation Slide Backgrounds (optional use) (internal.lowercolumbia.edu/departments/effectiveness-college-relations/presentation-slides)	Effectiveness and College Relations
College Zoom backgrounds (optional use) (internal.lowercolumbia.edu/departments/effectiveness-college-relations/zoom-backgrounds)	Effectiveness and College Relations