



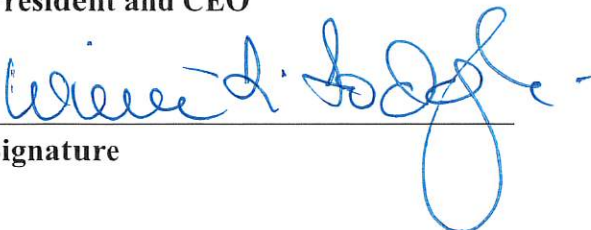
**Policy Name:** Media, Press, and Social  
Media Communication Policy

**Policy Number:** Administrative Policy  
03.30.07.01

**Date:** January 05, 2026

**Review Date:** January, 05, 2029

Approved by Willie L. Todd, Jr., Ph.D.  
President and CEO

  
Signature



## **Media, Press, and Social Media Communication Policy**

<b>Policy Title:</b>	Media, Press, and Social Media Communication Policy
<b>Policy Type:</b>	Administrative
<b>Policy Number:</b>	03.30.07.01
<b>Approval Date:</b>	January 5, 2026
<b>Responsible Office:</b>	Institutional Advancement
<b>Responsible Executive:</b>	Vice President of Institutional Advancement
<b>Applies to:</b>	<ol style="list-style-type: none"><li>1. Campus Community (administrators, faculty, staff, students, and student organizations)</li><li>2. Contractors, vendors, consultants, and affiliates</li><li>3. All Talladega College programs, events, and digital platforms</li></ol>

### **POLICY STATEMENT**

Talladega College is committed to ensuring clear, accurate, professional, and consistent communication with external audiences. Only authorized personnel may speak on behalf of the College. All media inquiries, press interactions, and public statements, including social media, must be coordinated through the Office of Communications and Marketing within the Office of Institutional Advancement. No information may be released or published to external media outlets, including press statements, interviews, or public announcements, without prior review and final approval from the President's Office or the President's designee, in coordination with the Office of Communications and Marketing.

Routine marketing and promotional materials, including flyers, electronic posts, digital announcements, and similar communications that do not constitute press or media engagement, must receive prior approval from the appropriate supervisor and comply with institutional branding, messaging, and policy standards. These standards apply equally to employees, contractors, consultants, volunteers, and student workers acting in an official or affiliated capacity.

### **Private Institution Authority**

Talladega College is a private institution and retains the authority to regulate conduct, including



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online and digital conduct that affects its educational mission, community standards, reputation, safety, or operations.

Social media activity—whether conducted on college-affiliated or personal accounts—that adversely impacts the College community or violates institutional policies, may be subject to review and corrective action, consistent with applicable handbooks and contractual obligations.

### **Purpose**

The purpose of this policy is to:

- Protect Talladega College's reputation and integrity.
- Ensure accurate and consistent public communication.
- Prevent the release of confidential, sensitive, or unverified information.
- Comply with federal, state, and accreditation requirements, including FERPA.
- Establish clear procedures for administrators, faculty, staff, students, vendors, consultants, affiliates, and departments when engaging with the media.

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## **Media, Press, and Social Media Communication Policy**

### **DEFINITIONS**

**Media or Press:** Any external news organization, reporter, journalist, blogger, podcaster, documentarian, or digital media representative.

**Public Statement:** Any verbal or written comment intended for public distribution, including interviews, press releases, social media posts, and quotes.

**Spokesperson:** An individual expressly designated by the Office of Communications and Marketing to speak on behalf of the College.

**Crises or Emergency:** A situation requiring immediate institutional response due to safety concerns, reputational risk, operational disruption, or legal implications.

**Sensitive Information:** Anything involving student records (protected by FERPA), personnel matters, legal issues, internal investigations, financial data, or confidential College operations.

**Social Media Platforms:** Social media accounts include, but are not limited to, Facebook, X (formerly Twitter), Instagram, LinkedIn, TikTok, YouTube, blogs, forums, messaging applications, livestreaming platforms, digital communities, and any current or future online platforms used for public communication, engagement, or content distribution, whether officially sanctioned or affiliated with Talladega College

### **CONTACT(S)**

The Office of Institutional Advancement officially interprets this policy. The office is responsible for obtaining approval for any revisions as required by (2025) *Creating and Maintaining Policies* through the appropriate governance structures.

Questions regarding this policy should be directed to the Vice President for Institutional Advancement.

### **STAKEHOLDER(S)**

#### **1. Office of Communications and Marketing**

- Primary owner of the policy
- Oversees press releases, media inquiries, branding, and official social media

#### **2. Office of Institutional Advancement**



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- Coordinates messaging with fundraising, alumni relations, and donor communications
  - Ensures consistency with advancement campaigns and reputation management
- 3. Office of the President**
- Approves major institutional messaging
  - Serves as the primary spokesperson for the institution
- 4. Executive Cabinet**
- Ensures division-level alignment
  - Approves communications relevant to their departments
  - Reviews content for compliance, risk, and confidentiality
  - Ensures adherence to FERPA, HIPAA (if applicable), copyright, and defamation laws
- 6. Human Resources**
- Oversees employee social media expectations and disciplinary protocols
  - Ensures policy alignment with employee handbook
- 7. Information Technology (IT)**
- Supports platform security and access permissions
  - Oversees cybersecurity considerations for digital communications
- 8. Marketing Team**
- Manages institutional brand identity
  - Supports content creation, analytics, and platform management
- 9. Academic Affairs**
- Manages faculty-related media expertise, published commentary, and academic branding
  - Coordinates with Communications for scholarly media requests
- 10. Student Affairs/Office of Communications**
- Guides student organization communications
  - Monitors student-led platforms representing the institution
- 11. Campus Safety / Security**
- Provides guidance on emergency communications
  - Coordinates crisis messaging
- 12. External Stakeholders**
- Media outlets (local, state, and national)
  - Community partners
  - Alumni and donors
  - Prospective students and parents

## **TITLE: POLICY CONTENTS PUBLICATION**

### **Media Requests and Contact Procedures**

1. Any faculty member, staff member, student, or student organization receiving a media inquiry must immediately notify the Office of Communications and Marketing.



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2. No response may be provided before consultation with the Office.
3. Only designated spokespersons are authorized to speak on behalf of Talladega College.
4. The Office of Communications and Marketing will:
  - Review and evaluate the request
  - Determine the appropriate response
  - Prepare messaging or talking points
  - Approve or assign a spokesperson

All interviews, statements, and press materials must be reviewed and approved by the Office of Communications and Marketing, with the President's Office granting final approval prior to publication or release.

#### **Social Media Interactions with Media**

Reporters frequently contact college personnel through social platforms. Therefore:

- No employee or student may respond to press inquiries received via social media.
- Any such inquiries must be forwarded immediately to the Office of Communications and Marketing.
- Personal social media accounts may not be used to make statements on behalf of the College.

#### **Academic Freedom and Faculty Commentary**

Faculty may discuss their scholarly work with the media; however:

- They are required to notify the Office of Communications and Marketing before publishing or releasing any work associated with their role at the college.
- They must state clearly when expressing personal professional opinions that they are *not* speaking on behalf of Talladega College.
- Any institutional data, programs, or initiatives referenced must be pre-approved.
- This policy does *not* restrict faculty academic freedom when discussing their independent research, provided they do not represent personal opinions as institutional positions.

#### **Confidentiality, FERPA, and Legal Compliance**

The following must *never* be disclosed to the media:

- Student educational records
- Student disciplinary matters
- Personnel or HR matters
- Non-public financial data
- Information involving minors
- Legal matters, investigations, or internal decisions

All communication must comply with:





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- FERPA
- HIPAA (when applicable)
- State and federal privacy requirements
- Talladega College internal policies

### **Student Participation in Media**

Students appearing in interviews, photographs, video recordings, livestreams, or other media content intended for public distribution must receive prior written approval from:

- The Office of Communications and Marketing; and
- The Office of Student Affairs, when appropriate.

When student participation is connected to a specific program or unit—including but not limited to athletics, academic departments, student organizations, enrollment management, advancement, or grant-funded programs—the appropriate department or program supervisor (e.g., director of athletics, head coach, faculty advisor, or department head) must also be notified and provide approval consistent with College procedures.

All athletic media participation involving student-athletes, teams, coaches, or athletic events must additionally comply with applicable conference, association, and College athletics policies, including requirements related to branding, sponsorships, and student eligibility.

Student organizations, including athletic teams and clubs, are subject to the same media approval procedures as all College departments and may not independently authorize media appearances, interviews, or the publication of content.

### **Student Publications and Media**

Student-run newspapers, journals, social media digital and electronic platforms, other electronic platforms, or other publications affiliated with Talladega College must adhere to college policies regarding communications. While the College supports student publications and encourages free expression, all content intended for public release must be reviewed and approved by the student publication advisor. The advisor will ensure that materials:

- Align with institutional standards and the College's mission
- Avoid the release of confidential, sensitive, or protected information
- Comply with applicable laws, including copyright and FERPA protections

Students must submit all articles, announcements, or publications to their faculty advisor prior to publication. Final approval for release rests with the Office of Communications and Marketing in coordination with the advisor, particularly when content could affect the College's public image or involve sensitive institutional matters.

### **Social Media Oversight and Student Accounts**

Talladega College reserves the right to monitor all social media platforms associated with the



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College to ensure content aligns with institutional standards and policies. No social media account, page, group, or platform may be created in connection with the College without prior approval from the Office of Communications and Marketing.

The office must have access to the username, password, and administrative controls for all College-affiliated social media web accounts. Students and organizations are required to provide login credentials and permissions to the advisor to maintain transparency, security, and compliance with college policies. All posts, communications, and content must adhere to college standards, applicable laws, and respect for confidentiality and community values.

The College may review publicly available social media content when such content raises concerns related to policy violations, campus safety, or institutional integrity. The College does not require access to private, password-protected personal accounts unless otherwise required by law or contractual obligation.

### **Press Visits to Campus**

All members of the media visiting campus must be cleared in advance through the Office of Communications and Marketing. This includes:

- Filming
- Photography
- Interviews
- Special access requests

Media must be escorted by designated College personnel while on campus. Unauthorized filming or photography is strictly prohibited.

### **Event, Program, and Departmental Media Coordination**

Departments planning events where media may be present must notify the Office of Communications and Marketing at least five business days in advance. This includes:

- Athletics events
- Guest speakers
- Commencement
- Performances
- Grant-funded programs
- Alumni or donor receptions

No department may independently invite media to campus without permission.

### **Image Use, Logos, and Branding**

The use of Talladega College's:

- Name





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- Logo
- Seal
- Letterhead
- Images

requires authorization from the Office of Communications and Marketing. Unauthorized use will result in disciplinary action.

#### **Vendor and Contractor Media Policy**

Vendors, contractors, and external partners may not:

- Make public statements about Talladega College
- Use the College's name or images in marketing materials
- Conduct media interviews referencing the College business

without written approval from the College.

#### **Crisis Communication Procedures**

During emergencies:

- Only the Office of Communications and Marketing may issue public statements.
- All campus personnel must direct inquiries to the Office of Communications and Marketing.
- Unauthorized statements during a crisis constitute a serious violation of college policy.

#### **Recordkeeping and Documentation**

The Office of Communications and Marketing will maintain all:

- Media inquiries
- Press releases
- Statements
- Interviews
- Public communications
- Approval records

#### **Accessibility and ADA Compliance**

All media content produced or approved by the College must meet accessibility standards, including:

- Video captions
- Screen-reader compatibility
- Accessible PDF formatting

#### **Personal Social Media Accounts**

Employees and students may maintain personal social media accounts; however, when



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referencing Talladega College, its leadership, students, or operations, individuals must:

- Clearly state that views expressed are personal and not institutional
- Avoid use of College logos, branding, or confidential information
- Refrain from content that violates College policies or disrupts the educational environment

Personal accounts may be subject to review when public content implicates College policy violations.

### **Enforcement and Disciplinary Actions**

This policy operates in conjunction with, and does not supersede, the Talladega College Student Code of Conduct, Personnel Handbook, Title IX policies, Information Technology policies, and all other applicable institutional policies. In the event of a conflict, the applicable handbook or federal compliance policy shall govern. Social media conducted by students and employees will be evaluated in accordance with the relevant governing document.

### **Contact Information**

All media inquiries must be directed to:

Office of Communications and Marketing  
Office of Institutional Advancement  
Talladega College  
[publicrelations@talladega.edu](mailto:publicrelations@talladega.edu)

### **EDUCATION AND COMPLIANCE**

To support consistent application and reduce communication-related risk, the following education plan will be implemented:

- **Initial Orientation Training:**  
All new employees will receive mandatory training on the College's Media, Press, and Social Media Communication Policy as part of the onboarding process. This training will include an overview of media protocols, brand standards, spokesperson designations, and requirements related to confidentiality and digital conduct.
- **Annual Refresher Training:**  
All faculty, staff, and administrators will complete annual refresher training to reinforce expectations, introduce updated procedures, and review emerging risks related to digital and public communications.



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- **Role-Specific Training:**

Employees whose job duties include public statements, marketing, social media management, or program-level communications (e.g., Athletics, Enrollment, Student Affairs, Advancement) will receive additional specialized training. This training may include crisis communication guidelines, media interview preparation, accessibility requirements, and brand compliance.

- **Supervisor Support Materials:**

Upon request, supervisors will be provided with guidance documents, FAQs, and quick-reference tools to help them reinforce policy expectations within their departments.

### **Compliance Tracking Methodology**

The following processes will be used to track and document employee compliance:

- **Audit and Monitoring:**

The Office of Communications will conduct periodic audits of institutional and departmental social media channels and public-facing messaging to ensure adherence to brand, content, and authorization standards. Audit findings will be shared with division leaders.

- **Incident Reporting and Documentation:**

Any instance of non-compliance—including unauthorized media contact, improper posting, or breach of confidentiality—will be documented and reviewed in accordance with HR procedures. Non-compliance may result in remedial training or administrative action.

## **REVIEW SCHEDULE**

- Next Scheduled Review: 01/05/2029
- Approval by, date: Board of Trustees, 01/05/2026
- Revision History: 01/05/2025
- Supersedes:

## **RELATED DOCUMENTS**

Not applicable

## **FORMS**





**Media, Press, and Social Media Communication Policy**

Not applicable