Policy Source: Gwinnett Tech	Owner: Executive Director of Communications	Effective: 1996
Division: Communications	Reviewed: 3/2019, 1/2021, 2/2026 Revised: 1/2026	

GT 9.2.1 Communications Department Purpose

The Communications Department is dedicated to providing best-in-class communications and engagement leadership to enhance accessible educational opportunities and support the Gwinnett Technical College vision and mission. College Communications provides communication guidance and materials to internal and external audiences.

Communications

Communications oversees all publications and communication materials from the College. It is the department's responsibility to approve all communications (e.g., websites, newsletters, brochures, flyers) intended for the external public. For communications assistance, materials, or approvals, submit a Job Request Form on the Communications SharePoint page.

Logo and Design Guidelines

Effective branding is achieved through presenting a consistent image of Gwinnett Technical College over an extended period of time. Consistent branding contributes to the public perception of the College's quality, service, and the integrity of our institution. Guidelines for using Gwinnett Technical College's logo are in the Editorial and Graphics Style Guide located on the Communications SharePoint page.

Media Relations

An effective media relations procedure safeguards brand reputation and a consistent image. All preparation and release of information about Gwinnett Tech to the media is coordinated by Communications unless otherwise authorized by the president of the college. It is in the College's best interest to be a reliable media source, and as such, all media inquiries should be addressed as quickly as possible. We aim to ensure we communicate with the media in a single, responsive voice.

- General Media Relations Guidelines: Gwinnett Tech's Communications Department provides a robust, proactive media relations program. The department maintains relationships with local reporters and ensures that information distributed to the media is accurate, timely, newsworthy, and appropriate for portraying the college.

- Preparation for Interviews: If a reporter contacts you, please notify Communications immediately. If you are asked to speak to a reporter, the Communications staff will work with you to prepare your remarks and help you gather appropriate information. Preparation is key to a good interview.

- Media Referrals for Faculty/Staff: All reporters requesting information about the College by telephone, email, or personal visit should begin their inquiry in Communications. The department will refer the reporter to the appropriate source. Please direct all reporters to the Executive Director of Communications at Communications@GwinnettTech.edu.

- Media Visits: While the College welcomes news media to the campus, neither the public nor reporters has an indiscriminate right to access the College. Reporters should seek permission before entering school property (exterior or interior) for reporting or filming. Such permission generally will be granted as long as the reporting activities, in the College's opinion, do not disrupt classes, interfere with the privacy of students, faculty, or staff, or jeopardize the safety of school personnel or visitors. Access may be denied or limited in any situation if it is determined that unrestricted media access is disruptive or that it compromises the College's ability to carry out its educational activities with a reasonable expectation of privacy and normalcy for students, faculty, and staff.

- Freedom of Information Act: As required by the Freedom of Information Act, Gwinnett Technical College will provide reporters with most forms of information. However, such requests from the media should be directed to the College's compliance officer, the Vice President of Human Resources.

- Crisis Communications: In the event of a crisis or emergency, notify the president's office immediately. The College's crisis management team will then begin directing internal and external communications. Follow all guidelines in the Gwinnett Tech Crisis Plan and Crisis Communication Plan.

Social Media

An effective social media process helps establish the brand, preserve its integrity, and improve the College's credibility. Gwinnett Technical College supports the responsible and efficient use of social media (i.e., Facebook, Instagram, X, YouTube, LinkedIn, Threads, BlueSky) to connect with our broader community. The College understands that social media is an important yet emerging form of communication, one that offers opportunity but also requires responsibility. Specific guidelines, outlined in the Editorial and Graphics Style Guide and 9.2.2 Social Media Standards policy, apply to the use of social media in an official capacity for the College.

Contact Communications

The Communications Department's primary goal is to assist faculty and staff with any communications, marketing, or public relations needs. To request assistance, please submit a Job Request Form on the Communications SharePoint page.