

**Greenville Technical College
Administrative Policies**

5-21 Communications

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Approved by President:



The purpose of this publication is to define standards for all college communications. Several tools are available for internal and external communication, but not all communication tools are right for all messages. The detailed guidelines covering GTC’s various communication channels, email signatures, GTC’s visual identity, copywriting style, and specifics for the GTC website, etc., can be found on the detailed [Communication Guidelines](#).

Campus-wide emails will be reserved for messages from the President about new initiatives, gtc 101, official charity campaign launches, Annual Open Enrollment and weather and safety alerts. All campus announcements to students will be placed primarily on GTC4me, limiting use of mass Gmail to students.

College email and voice mail are intended to accomplish the work of the college and should adhere to the standards of behavior. Email signatures should include name, title, and contact information, as well as “Greenville Technical College” or “Greenville Tech Foundation” as appropriate. The college email signature should **not** include the college logo or a quotation of any kind. Use of the College’s or Foundation’s mission statement, as appropriate, is acceptable, but not required. Background images and/or wallpaper should be eliminated. Please refer to the [Computer Use and Electronic Media policy 5.12](#) for details regarding content.

Voicemail messages should be professional and brief, providing essential information including pertinent out of office information. Please refer to the detailed [Communication Guidelines](#) for specific examples.