

# Asheville-Buncombe Technical Community College

# (A-B Tech) Procedure

## Procedure 709: Advertising

### Advertising

A-B Tech wants to support those activities, events, promotions, etc., that support the mission of the College. The procedures below have been established to provide reasonable access to students, employees and partners for the promotion and advertising of events, products, services, etc.

### College Publications

Advertising may be accepted for general College publications, subject to the College Advertising Policy, and must be approved in advance by the Executive Director of Community Relations & Marketing. The Executive Director of Community Relations & Marketing has the right to reject advertisements that are inconsistent with the College’s values and public image.

### Electronic Media

Recognition of major College event sponsors may be provided on the homepage of the College’s web site. On other pages of the web site, third-party advertising will be limited to partner/sponsor recognition and advertising of specific value to students, employees, or others using the web site. Such advertising will be located at the bottom of the web page and will be limited to static notices. A-B Tech maintains the right to prohibit links to web sites that are inconsistent with the College's values and public image. All advertising on the College site and links to other non-College sites must be approved in advance by the Executive Director of Community Relations & Marketing.

The use of other digital media controlled by the College and the College’s (including departments and divisions) Facebook pages, YouTube channel, Twitter account, LinkedIn account or other social media is prohibited for unsolicited advertising and promotion of business that is not College related without the approval of the Executive Director of Community Relations & Marketing.

### Charitable and Social Causes

A-B Tech may choose to participate in or support specific charitable endeavors and social causes and accept advertising to promote said endeavors and causes at the College. All advertising must have prior approval from the Executive Director of Community Relations & Marketing.

### Sampling, Giveaways, and other Promotions

Companies, groups, individuals, or others who want to provide samples, giveaways, and other promotions on A-B Tech campuses must be approved by the Executive Director of Community Relations & Marketing.

### Internal Communication Systems

The use of internal A-B Tech communication systems such as campus mail, voice mail, the intranet, and email is prohibited for unsolicited advertising and promotion of business that is not College related.

**With the exception of broadcast network advertising, the College restricts and prohibits the following, which are considered to be harmful or disruptive to the College:**

* advertising for any product generally considered to be harmful, dangerous or illegal.
* advertising that perpetuates gender, cultural or racial bias or which demeans any person or group.
* advertising that is untruthful or misleading.
* advertising that might interfere with safety and or security on campus.
* advertising and the distribution of promotional materials in the classroom for the purposes of promoting a non-College product or service. (The legitimate study of advertising and/or distribution of promotional materials as part of College curriculum is not precluded by this policy.)
* advertising that may reasonably be expected to have a net negative impact on the College.

Definitions: Advertising refers to any materials or electronic medium or part thereof used to promote an organization, product, service, idea, or event.

Owner: President’s Office, Director of Community Relations & Marketing

Updated: February 7, 2012

Pursuant to Board policy 709, this procedure must be followed when dealing with College advertising.