HAGERSTOWN
COMMUNITY
C O L L E G E

HCC Brand Management Guide

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OFFICE OF PUBLIC RELATIONS & MARKETING

INTRODUCTION

With HCC's rich history and excellent reputation, the brand identity of the college is extremely important. The Office of Public Relations & Marketing (PRM) prepared this guide to help ensure the brand is appropriately and consistently represented for all areas of the college—in all its print and electronic communications—in order to maintain high standards of excellence.

STAFF

Beth Kirkpatrick
Senior Director
240-500-2265
elkirkpatrick@hagerstowncc.edu

Abby Humbel
Digital Marketing Manager
240-500-2262
ajhumbel@hagerstowncc.edu

Tyler Howsare
Webmaster
240-500-2358
tjhowsare@hagerstowncc.edu

Sara Jacobs
Multimedia Production Specialist
240-500-2608
sajacobs2@hagerstowncc.edu

Morgan Sites
Workforce Solutions and Continuing Education Marketing Coordinator
240-500-2322
mesites2@hagerstowncc.edu

PRM SERVICES

PRM produces all college promotional and marketing materials, which include college publications such as the academic catalog, course guides and schedules, and program literature. This includes the HCC website, institutional videos, and all college-related social media content. PRM also serves as gatekeeper for the release of information to the media and other external audiences.

The following list shows the types of projects handled in PRM and who to contact for assistance.

ADVERTISING

Newspaper, radio, television, print, or web ads for programs/student recruitment*

Beth Kirkpatrick

Note: HR handles employee/job advertising

EVENT PROMOTION

Promoting events through the HCC website (including the home page and the online calendar)

Abby Humbel or Tyler Howsare

Promoting events through social media

Abby Humbel

Promoting events through press releases

See *Press Releases & Media Inquiries*

GOVERNMENT RELATIONS

The PRM director works closely with the college president to coordinate all communication with local, state, and federal elected officials. Any contact with these officials for college-related matters must be filtered through PRM. Contact Beth Kirkpatrick for more information.

MULTIMEDIA

See *Promotional Photography & Videos*

PRESS RELEASES & MEDIA INQUIRIES

College staff members who are contacted by news reporters or other media officials should contact Beth Kirkpatrick at ext. 2265 before speaking to the press or disseminating college-related information to the media.

Press releases

Beth Kirkpatrick or Abby Humbel

Media inquiries/news stories (including calls from reporters)

Beth Kirkpatrick

PROGRAM LITERATURE & MARKETING MATERIALS

Promotional materials must be created in collaboration with PRM. All marketing and promotional materials intended for public consumption must be approved by the director of public information (Beth Kirkpatrick) prior to distribution. This includes posters, fliers, postcards, fact sheets, handouts, booklets, and brochures. PRM should be consulted about new projects prior to submitting those projects to Digital Printing and Design Services. See page 9 for more information.

Specific types of program literature:

Academic program literature for credit and non-credit programs (e.g., fact sheets, brochures, or program booklets)

Abby Humbel or Sam Willard (Admissions Office)

Marketing/promotional materials (e.g., fliers, posters, non-academic brochures, and literature)

Beth Kirkpatrick

Faculty/staff directory updates

Information Center

PROMOTIONAL ITEMS/GIVEAWAYS

Artwork for all institutional promotional items or giveaways must be approved by Beth Kirkpatrick prior to ordering. For assistance with ordering giveaways or promotional items, contact Beth Kirkpatrick.

PROMOTIONAL PHOTOGRAPHY & VIDEOS

Requests regarding photo and/or video should be emailed to *sajacobs2@hagerstowncc.edu*.

Photography for use in electronic and print promotional pieces

> *Sara Jacobs*

Promotional videos to highlight a program, student, staff/faculty member, or event

> *Sara Jacobs*

Instructional or full-length event videos

> See *Online Education and Instructional Support Services*

SOCIAL MEDIA

The PRM Office is responsible for the maintenance and monitoring of official college accounts on several social media sites as a way to provide announcements and information about upcoming events and activities as well as to provide a forum for open discussion among students, faculty, staff, alumni, and the community. As the administrative gatekeeper of social media, the PRM Office is responsible for establishing, maintaining, and enforcing HCC's social media policy and guidelines as necessary. College staff/faculty **are not** permitted to set up their own institutional department, program, or club social media accounts without permission from PRM.

Posting content to the official HCC social media accounts

> *Abby Humbel*

Setting up a college-affiliated social media account

> *Abby Humbel*

See *Social Media Guidelines & Procedures* for more information.

WEBSITE

Changes, corrections, inquiries, or issues with the HCC website should be emailed to *webmaster@hagerstowncc.edu*.

Issues or problems with WebAdvisor, Datatel, or college email

> See *Information Technology*

See *Website Guidelines & Procedures* for more information.

RELATED DEPARTMENTS

DIGITAL PRINTING & DESIGN SERVICES

PRM works closely with Digital Printing and Design Services (DPDS) on all promotional and marketing materials for HCC.

To prevent lost time and effort, all college marketing and promotional materials must be **discussed and approved** by the director of public relations and marketing (Beth Kirkpatrick) before they are submitted to Digital Printing and Design Services for printing and distribution. This includes posters, fliers, postcards, fact sheets, handouts, booklets, and brochures.

All marketing and promotional materials must contain or display the following:

1. The college's full name ("Hagerstown Community College") is to appear at least once, usually on the front cover. "HCC" may be used for subsequent references.

2. The official college color is Pantone 364 and the college logo is Pantone 364 and black. See page 12 for color samples.

3. The HCC logo is to appear on all publications, preferably on the front and/or back covers. The HCC logo must not be altered or combined with other elements so as to change its graphic appearance.

4. For mailings, the full college address should be included, and the zip code is to include the full nine digits (see example):

   Hagerstown Community College
   (Department)
   11400 Robinwood Drive
   Hagerstown, MD 21742-6514

5. Where campus telephone number(s) are included, the proper name(s) and contact extension(s) should also be listed. Do not put parentheses around area codes for campus phone numbers.

6. Writing is to be clear, accurate, and appropriate for the intended audience, free from errors in grammar, spelling, or punctuation. See page 32 for more information on voice and point of view.

7. Design and graphic presentation are to be tasteful and of appropriately high quality. Microsoft clipart, or clipart of any kind, as well as graphics copied from the web are **not to be used** in printed publications.

8. HCC has approved fonts that are to be used for most promotional materials, in an effort to ensure consistent branding. See page 12 for examples.

ACADEMIC SERVICES & ONLINE EDUCATION AND INFORMATION TECHNOLOGY

The PRM Office works closely with both the Online Education & Instructional Suport Services and the Information Technology Department to create college videos and to maintain the college website.

Academic Services & Online Education provides support to faculty, staff, and students in the use of audiovisual equipment, Moodle course management software and other distance education technologies. Requests for instructional or classroom videos or full-length event videos (e.g., graduation, honors convocation) should be submitted to *learntech@hagerstowncc.edu*.

Information Technology (IT) is responsible for maintaining campus computer networks and servers, computers, and other technology resources needed for instructional purposes, for student services, and for administrative functions. Although PRM maintains the website, IT is responsible for WebAdvisor, Datatel, and Microsoft Outlook. Requests or questions about campus email, WebAdvisor, or Datatel should be submitted to *trackit@hagerstowncc.edu*.

BRAND MANAGEMENT

VISUAL IDENTITY

HCC's brand image is portrayed through the look and feel of its print and electronic pieces. The primary elements include HCC's name, logo, colors, fonts, slogan, and overall design aspects. All marketing and printed materials should be easily identifiable as relating to HCC.

LOGO

The logo may be used in black, white (reversed on dark background), all green (Pantone 364), or the green/black combination.

The logo is not to be altered in any way. When resizing the logo, hold the 'shift' key to ensure the proper proportions are maintained and it does not become distorted.

These logos can be obtained online at *www.hagerstowncc.edu/logo*. Do not copy the logo from the website, as the resolution is not appropriate for printed materials.

SEAL

The HCC seal is used on formal and academic documents such as certificates, degrees, commencement programs, and legal documents.

TEXT TREATMENT

Text treatment is used on multimedia projects such as promotional and social videos. This text treatment does not replace the HCC logo and should only be used by the PRM office.

COLORS

Primary Color

PANTONE 364 C
RGB: 72, 119, 41
CMYK: 74, 33, 100, 19
HEX: #497637

Special Accent Colors

Pantone 3155 C
RGB: 0, 96, 114
CMYK: 100, 46, 45, 19
HEX: #006271

Pantone Cool Gray 8 C
RGB: 137, 138, 141
CMYK: 49, 40, 38, 4
HEX: #888b8d

Pantone Cool Gray 4 C
RGB: 187, 187, 187
CMYK: 27, 21, 22, 0
HEX: #bbbcbc

Note: CMYK is best for printed use and RGB is best for digital use. Use of other colors for special projects must be approved by the PRM Office prior to printing or production.

FONTS

The following are the fonts approved for use on official HCC publications.

Humanst
Regular: Hagerstown Community College
Bold: **HCC**

Goudy Old Style
Hagerstown Community College

SLOGAN

Stay close. Go far.

EMAIL SIGNATURE

HCC faculty and staff have the ability to customize their email signatures. To maintain consistency, it is recommended that user signatures include:

Name
Official Job Title
Department
College name and address
Full telephone number including area code (not just an extension)
College website

Additionally, faculty and staff also have the option of including icons for the college's social media accounts or official logos that relate to college-affiliated programs.
For assistance setting up your email signature, contact PRM at
pr@hagerstowncc.edu.

OTHER COLLEGE LOGOS

HAGERSTOWN COMMUNITY COLLEGE ALUMNI ASSOCIATION
"EVER SEEKING NEW HORIZONS"

"Empower a Mind"

MAMA'S BISCUITS
CULINARY INCUBATOR
@ HAGERSTOWN COMMUNITY COLLEGE

Hedge Apple

HCC POLICE
INTEGRITY PRIDE SERVICE

DAVID W. FLETCHER
INCUBATOR + LABS
@ HAGERSTOWN COMMUNITY COLLEGE

TRIO
STUDENT SUPPORT SERVICES

Food for Thought · Coffee Shop · Valley Eatery · Hilltop Grill
HCC Food Services

TRIO
UPWARD BOUND

HAGERSTOWN COMMUNITY COLLEGE
College for Kids

DISCOVERY ACADEMY
HAGERSTOWN COMMUNITY COLLEGE

PROOFREADING MARKS

Proofreading Marks			
_e_	Delete	ital	Set in italic type
⌒	Close up, delete space	bf	Set in boldface type
stet	Let it stand	⌄	Insert comma
#	Insert space	●	Period
¶	Begin new paragraph	∧	Insert

⊙ Examples:

¶ ATLANTA (AP) — The organization   Indent for paragraph

said Thursday. It was the first

the last attempts. ⌐   no paragraph

⌐ With this the president tried

the Jones Smith company is not   transpose

over a period of sixty or more years   use figures

there were 9 in the group.   spell it out

Ada, Oklahoma is the hometown   abbreviate

The Ga. man was the guest of   don't abbreviate

prince edward ssaid it was his   uppercase

as a result This will be   lowercase

the ac cuser pointed to them   remove space

In these times it is necessary   insert space

the order for the later devices   retain

The ruling a fine example   insert word

according to the this source   delete

WRITING STYLE GUIDE

HCC closely follows Associated Press (AP) Style in all its print publications and advertising as well as on the HCC website. Please note that a few exceptions have been made that are specific to HCC.

ABBREVIATIONS & ACRONYMS

Abbreviations use internal periods; acronyms do not (e.g., A.A. degree but STEM Building).

When using abbreviations and acronyms:

- Never begin a sentence with a lowercase abbreviation or an acronym.
- Always spell out the name or phrase to be abbreviated followed by the acronym in parentheses.

When abbreviating words, use only standard abbreviations. Commonly used abbreviations include:

appt.	appointment
asst.	assistant
ext.	extension (Note: *x* by itself is not acceptable)

The abbreviations *e.g.*, *i.e.*, and *etc.* should only be used in parentheses. A comma should always follow the abbreviations *e.g.* and *i.e.*

e.g. = "for example"
etc. = "and so forth"
i.e. = "that is" or "in other words"

➔ Examples: There are many animals at the zoo (e.g., lions, tigers, and bears).
The zoo features a variety of different animals (lions, tigers, bears, monkeys, etc.).
There are lions, snakes, and fish at the zoo (i.e., the zoo had a diverse selection of animals).

Plural acronyms should be written without the apostrophe.

⊘ Correct: She has two MBAs.
⊗ Incorrect: She has two MBA's.

The "A" vs. "An" Rule

Use "a" before words or acronyms that start with a consonant sound. Use "an" before words or acronyms that start with a vowel sound.

⊘ Correct: She is a Hagerstown Community College student.
⊗ Incorrect: She is an Hagerstown Community College student.

⊘ Correct: She is an HCC student.
⊗ Incorrect: She is a HCC student.

Official Building Names & Acronyms

Administration and Student Affairs Building	ASA
Advanced Technology Center	ATC
Alumni Amphitheater	—
Athletic, Recreation and Community Center	ARCC
Behavioral Sciences and Humanities Building	BSH
Career Programs Building	CPB
Center for Business and Entrepreneurial Studies	CBES
Energy and Trades Training Center	ETTC
Kepler Center	KEP
Learning Resource Center	LRC
Learning Support Center	LSC
Science, Technology, Engineering, and Math Building	STEM
Student Center	STC
Valley Mall Center	VMC

Shortened Building Names

Elliott Center
The Merle S. Elliott Continuing Education and Conference Center is located on the upper level of the Career Programs Building. In place of the full name, the *Elliott Center* can be used.

Kepler Center
The name of the building can be shortened to the *Kepler Center*.

For promotional purposes, Kepler Center events occur in four separate locations within the building:

- Campus Gallery
- Dance Studio or Black Box Theater
- Kepler Lobby
- Kepler Theater*

   *Note: *Theater* should always spelled *–er*, not *–re*. *Theatre* is incorrect and should never be used to refer to Kepler.

STEM Building
The STEM Building is the only building in which the acronym precedes the building's full name.

⊘ Correct: Classes were held in the STEM (Science, Technology, Engineering, and Math) Building.

⊗ Incorrect: Classes were held in the Science, Technology, Engineering, and Math (STEM) Building.

Other Campus Locations

David W. Fletcher Incubator + Labs
Located in the Center for Business and Entrepreneurial Studies

Dental Education Clinic
Located in the Career Programs Building.

Campus Store, Hawk Café, Hilltop Grill, and Veterans Connection Center
Located in the Student Center.

Mama's Biscuits Culinary Incubator
Located in the Career Programs Building.

Building & Room References

Building References
- Use the official title of the building with the building abbreviation in parentheses if there will be subsequent references throughout the text.
- Ampersands can be used in headers that reference buildings, but not in body text.

Room Number References
- Lowercase the *"r"* in room.
- Include the full name of the building, followed by the room number.

If an acronym is used in the following sentence or paragraph, make sure to include that acronym in parentheses

⊘ Correct: Classes will be held in the Career Programs Building (CPB), room 125. The CPB is home to the Elliott Center.

⊗ Incorrect: Classes will be held in the Career Programs Building, Room 125. The CPB is home to the Elliott Center.

HCC Acronyms

AA	Academic Affairs
AA	Associate of Arts degree
AAS	Associate of Applied Science degree
AAT	Associate of Arts degree in Teaching
ABE	Adult Basic Education
ACCRAO	American Association of Collegiate Registrars and Admissions Officers
ACEN	Accreditation Commission for Education in Nursing (formerly NLNAC)
ADA	Americans with Disabilities Act
AEM	Admissions and Enrollment Management
AFACCT	Association of Faculty for the Advancement of Community College Teaching
AP	Advanced Placement
APPR	Annual Planning and Performance Review
ARCC	Athletic, Recreation and Community Center
ARTSYS	Articulation and Transfer System of Maryland
AS	Associate of Science degree
ASA	Administration and Student Affairs Building
ASBSC	Athletic Scholarship and Booster Support Committee
ASHP	American Society of Health System Pharmacists Commission on Credentialing
ATC	Advanced Technology Center

ATI	Assessment Technologies Institute
AY	Academic Year
BIT	Behavioral Intervention Team
BOT	Board of Trustees
BRFA	Budget Reconciliation and Financing Act
BSH	Behavioral Sciences and Humanities Building
BSSB	Behavioral and Social Sciences/Business Division
BYOD	Bring Your Own Device
CA	College Advancement
CAAHEP	Commission on Accreditation of Allied Health Education Programs
CAAP	Collegiate Assessment of Academic Proficiency
CAE2Y	Center of Academic Excellence in Two-Year Information Assurance Education
CASAS	Comprehensive Adult Student Assessment Systems
CCAMPIS	Child Care Access Means Parents in Schools
CCN	College Central Network
CCSG	Campus Communications Study Group (Ad Hoc)
CCSSE	Community College Survey of Student Engagement
CPA	Career Program Achievers
CSSSG	Campus Safety and Security Study Group (Ad Hoc)
CDP	Campus Development Plan
CDRC	Curriculum Development and Review Committee
CE	Continuing Education
CEBS	Continuing Education and Business Services Division
CEO	Chief Executive Officer
CFHCC	Commission on the Future of HCC
CFK	College for Kids
CHIEF	Hagerstown-Washington County Industrial Foundation
CIP	Capital Improvement Plan
CLC	Children's Learning Center
CLEP	College Level Examination Program
CTRP	Career and Technical Education Program
COAT	Certificate of Online Adjunct Training
CODA	Commission on Dental Accreditation
COG	Course Outcomes Guide
COMAR	Annotated Code of Maryland
CPB	Career Programs Building
CPD	Campus Police Department
CTL	"Close the Loop"
DACUM	Design a Curriculum
DBM	Department of Budget and Management
DE	Distance Education
DEALS	Developmental Education and Adult Literacy Services Division
DEAM	Developmental Education Association of Maryland
DEC	Distance Education Center
DGS	Department of General Services
DIR	Director, Institutional Research

DLLR	Department of Labor, Licensing and Regulation
DSS	Disability Support Services
ETTC	Energy and Trades Training Center
EDP	External Diploma Program
EMRP	Emergency Management and Response Plan
EMT	Emergency Medical Training
ESL	English as a Second Language
ESSENCE	Early Support for Students Entering College Education
EXCELS	Excellent Counts in Early Learning and School Age Care
FA	Faculty Assembly
FAFSA	Free Application for Federal Student Aid
FARMS	Free and Reduced Meals Student (K-12)
FEMA	Federal Emergency Management Agency
FERPA	Family Educational Rights and Privacy Act of 1974, as amended
FLPTC	Faculty, Load, Promotion and Tenure Committee
FLSA	Fair Labor Standards Act
FM	Facilities Management and Planning
FMP	Facilities Master Plan
FPA	Faculty Professional Association
FT	Full-Time
FTE	Full-Time Equivalent
FY	Fiscal Year
GED	General Educational Development
GPA	Grade Point Average
GSF	Gross Square Feet
HAPS	Human Anatomy and Physiology Society (HAPS)
HCC	Hagerstown Community College
HEGIS	Higher Education General Inventory Survey
HJC	Hagerstown Junior College
HR	Human Resources
HVAC	Heating, Cooling and Ventilation
IB	International Baccalaureate
ID	Instructional Design
ILR	Institute for Learning in Retirement
IPT	Innovative Partnerships for Technology
IR	Institutional Research
ISLO	Institutional Student Learning Outcomes
IT	Information Technology
KPI	Key Performance Indicator
LAN	Local Area Network
LERN	Learning Resources Network
LMS	Learning Management System
LPN	Licensed Practical Nurse
LRC	Learning Resource Center
LSC	Learning Support Center
LT	Learning Technology
MACC	Maryland Association of Community Colleges

MCAPD	Maryland Consortium for Adjunct Faculty Professional Development
MHEC	Maryland Higher Education Commission
MOOC	Massive Open Online Course
MP	Making Progress
MPAR	Maryland Performance Accountability Report
MSCHE	Middle States Commission on Higher Education
MSDE	Maryland State Department of Education
MWL	My Writing Lab (Pearson Textbooks)
NAEYC	National Association of the Education for Young Children
NCAA	National Collegiate Athletic Association
NCCBP	National Community College Benchmarking Project
NCLEX	National Council Licensure Examination (for nurses)
NILIE	National Institute for Leadership and Institutional Effectiveness
NJCAA	National Junior College Athletic Association
NLNAC	National League for Nursing Accrediting Commission
NSO	New Student Orientation
NSR	Neighbor-State Rate
OEISS	Online Education and Instructional Support Services
PACE	Professional Assessment of the College Environment
PAR	Committee on Pride and Recognition
PDP	Professional Development Plan
PIE	Planning and Institutional Effectiveness
POG	Program Outcomes Guide
PPP	Promise Pathway Program
PRM	Public Relations and Markering
PRR	Periodic Review Report
PT	Part-Time
PTK	Phi Theta Kappa International Honor Society
PVAEC	Performing and Visual Arts Education Center
QM	Quality Matters
SABRC	Salary and Benefits Research Committee (Ad Hoc)
SAO	Student Activities Office
SCSG	Smoking on Campus Study Group (Ad Hoc)
SEOF	Student Evaluations of Faculty
SFAO	Student Financial Aid Office
SGA	Student Government Association
SLOA	Student Learning Outcomes Assessment
SLOAR	Student Learning Outcomes Assessment Report
SOAR	Student Orientation and Registration
SSS	Student Support Services
STC	Student Center
STEAM	Science, Technology, Engineering, Arts, and Math
STEMM	Science, Technology, Engineering, Math, and Medical
STMC	STEMM Technical Middle College
TPC	Technology Planning Council
TSP	Technology Strategic Plan
USMF	University System of Maryland Foundation

USM	University System of Maryland
USM-H	University System of Maryland at Hagerstown
VA	Veterans Administration
VDI	Virtual Desktop Infrastructure
VMC	Valley Mall Center
VPAASS	Vice President, Academic Affairs & Student Services
VPAF	Vice President, Administration and Finance
WCHEA	Washington County Higher Education Association
WCHS	Washington County Health System
WCPS	Washington County Public Schools
WL	Workplace Learning
WMCCT	Western Maryland Community College Teleconsortium

States

State names should always be spelled out in paragraphs and body text.

Abbreviations can be used in datelines, photo captions, and lists. Please note that AP state abbreviations are not the same as those of the U.S. Postal Service. See the full list of AP-sanctioned abbreviations below.

Alabama	Ala.
Arizona	Ariz.
Arkansas	Ark.
California	Calif.
Colorado	Colo.
Connecticut	Conn.
Delaware	Del.
Florida	Fla.
Georgia	Ga.
Illinois	Ill.
Indiana	Ind.
Kansas	Kan.
Kentucky	Ky.
Louisiana	La.
Maryland	Md.
Massachusetts	Mass.
Michigan	Mich.
Minnesota	Minn.
Mississippi	Miss.
Missouri	Mo.
Montana	Mont.
Nebraska	Neb.
Nevada	Nev.
New Hampshire	N.H.
New Jersey	N.J.
New Mexico	N.M.

New York	N.Y.
North Carolina	N.C.
North Dakota	N.D.
Oklahoma	Okla.
Oregon	Ore.
Pennsylvania	Pa.
Rhode Island	R.I.
South Carolina	S.C.
South Dakota	S.D.
Tennessee	Tenn.
Vermont	Vt.
Virginia	Va.
Washington	Wash.
West Virginia	W.Va.
Wisconsin	Wis.
Wyoming	Wyo.

The following eight states are never abbreviated:

Alaska
Hawaii
Idaho
Iowa
Maine
Ohio
Texas
Utah

Countries

When referencing countries, adhere to the following:

- Do not abbreviate the names of foreign countries in text (print or online).

- Always abbreviate U.S. with periods (not as *US*).

ACADEMIC DEGREES & TERMS

Academic degrees are not capitalized unless they begin a sentence. When referring to the full name of a degree, use the following:

- associate degree

- bachelor's degree

- master's degree

- doctoral degree or doctorate

➔ Example: John Q. Smith has an associate degree in English, a bachelor's degree in literature, and a master's degree in philosophy. He is currently working on his doctorate.

Abbreviations and formal names of the most common degrees

A.A.	Associate of Arts
A.A.S.	Associate of Applied Science
A.S.	Associate of Science
A.S.E.	Associate of Science in Engineering
A.A.T.	Associate of Arts in Teaching
B.A.	Bachelor of Arts
B.S.	Bachelor of Science
M.A.	Master of Arts
M.F.A.	Master of Fine Arts
M.S.	Master of Science
Ed.D.	Doctor of Education
Ph.D.	Doctor of Philosophy
Pharm.D.	Doctor of Pharmacy

Additional notes

Associate degree is never spelled with an 's.

Apostrophes should never be used when stating the formal name of a degree (e.g., associate of arts, bachelor of science, etc.).

The words *letter of recognition, certificate,* and *degree* are never capitalized.

⊘	Correct:	She has a certificate in graphic design technology.
⊗	Incorrect:	She has a Certificate in graphic design technology.

⊘	Correct:	She has a graphic design technology certificate.
⊗	Incorrect:	She has a Graphic Design Technology Certificate.

Commas should be used when referencing an academic degree after a person's name.

Academic degree titles and abbreviated degrees should never be used in the same sentence.

⊘	Correct:	James S. Klauber, Ph.D.
⊘	Correct:	Dr. James Klauber
⊗	Incorrect:	Dr. James Klauber, Ph.D.

When referencing someone's academic major, do not capitalize the concentration unless the word itself is always capitalized:

⊘	Correct:	Maggie Smith has an associate degree in literature.
⊘	Correct:	Maggie Smith has an associate degree in English literature.
⊗	Incorrect:	Maggie Smith has an associate degree in Literature.

AREAS OF THE COLLEGE

The college has four primary areas: Office of the President, Office of Academic Affairs & Student Services, Office of Administration and Finance, and Office of Student Affairs. Each of these areas includes a number of departments and divisions.

Divisions & Departments in the President's Area

College Advancement

- Grants Office
- HCC Alumni Association
- HCC Foundation
- Volunteer Corps

Facilities Management and Planning

Human Resources

- Campus Police and Safety

Planning and Institutional Effectiveness

Public Relations and Marketing

Workforce Solutions and Continuing Education

- Valley Mall Center

Divisions & Departments in the Academic Affairs & Student Services Area

Academic Testing & Learning Resources

Admissions

Distance Learning

Early College Degree Program

Fletcher Faculty Development Center

Learning Technologies

Library & Learning Support Services

TRiO Upward Bound Program

Academic Divisions

- Behavioral and Social Sciences/Business Division
- Developmental Education and Adult Literacy Services
  - Learning Support Center
- English and Humanities Division
- Health Sciences Division
- Mathematics and Science Division

- Nursing Division
- Physical Education and Leisure Studies Division
- Technology and Computer Studies Division

Divisions & Departments in the Administration & Finance Area

Administrative Operational Systems and Procurement Services

Campus Food Services

Campus Store

Digital Printing and Design Services

Finance

Divisions & Departments in the Student Affairs Area

Athletic Department and Athletic, Recreation and Community Center

- Fitness Center

Children's Learning Center

Disability Support Services

Information Center

Internship and Job Services

Records

Retention & Registration

- Career Program Achievers

Student Activities

Student Financial Aid

TRiO Student Support Services

CAPITALIZATION

HCC follows "downstyle" capitalization, meaning that few words are capitalized unless they begin a sentence or fall into a special category.

Athletics

All teams are referred to as the *Hawks*.

Female teams can be referred to as the *Lady Hawks*.

Clubs & Committees

The full or official names of committees, college-affiliated groups, and student clubs are always capitalized when they relate specifically to HCC.

➡ Examples: Biotechnology Advisory Committee
Board of Trustees
Faculty Assembly
HCC Alumni Association
HCC Foundation
HCC Volunteer Corps
Phi Theta Kappa International Honor Society
President's Cabinet
Student Government Association
Technology Planning Council

College

Do not capitalize the *"c"* in *college* when it is not part of "Hagerstown Community College" in news releases, on fliers or promotional materials, or on the website. The *"c"* in *college* can be capitalized in formal, official, or planning documents (e.g., Board of Trustees minutes, Middle States reports, etc.)

✅ Correct: The college will close for Thanksgiving Break at 12 p.m. on Nov. 27.
❌ Incorrect: The College will close for Thanksgiving Break at 12 p.m. on Nov. 27.

Courses & Programs

The full names of courses are always capitalized.

The full names of programs are capitalized when followed by the word *program*.

✅ Correct: The Biotechnology Program provides excellent internship opportunities for students.
❌ Incorrect: She was a Biotechnology student.

For special emphasis, quotation marks can be used around the name of a course.

✅ Correct: The professor taught "Introduction to Biotechnology" every Friday.
❌ Incorrect: The professor taught introduction to biology every Friday.

Degrees

See *Academic Degrees & Terms*

Departments & Divisions

The full names of departments, divisions, and offices are always capitalized.

The words *department, division,* and *office* are only capitalized when used as part of an official title.

⊘ Correct: The Admissions, Records and Registration Office hired a new staff member.
She works in admissions.
⊗ Incorrect: The Office hired a new staff member.
She works in Admissions.

Job Titles

If a person's title precedes his or her name, the title should be capitalized. If a person's title follows his or her name, it should be lowercase.

⊘ Correct: Biology Professor John Williams presented his findings at Faculty Assembly.
⊗ Incorrect: John Williams, Professor of Biology, presented his findings at Faculty Assembly.

When referring to a specific job title, but not an individual by name, the title should always be lowercase (even if the title is followed by the name of a department).

⊘ Correct: The director of the Nursing Division must approve all applicants.
⊗ Incorrect: The Director of the Nursing Division must approve all applicants.

Pages

When referencing page numbers or web pages, the "p" is always lowercase.

⊘ Correct: More information can be found on page 10.
⊗ Incorrect: More information can be found on Page 10.

URLs & Web Addresses

- Should not be capitalized.

- Are italicized in print, but not on the web.

- Should not be introduced with a colon if part of a complete sentence.

- Should not include *http://* unless *www* is not part of the address.

⊘ Correct: The Nora Roberts Writing Institute's new website is *www.nrwi.org*.
The web address was originally *http://nrwi.hagerstowncc.edu*.
⊗ Incorrect: The Nora Roberts Writing Institute's new website is http://www.NRWI.org. The web address was originally nrwi.hagerstowncc.edu.

Veterans

When referencing military Veterans students or programs, the "v" is always uppercase and the word is plural.

⊘ Correct: HCC provides services on campus for students who are military Veterans.
⊗ Incorrect: HCC provides services on campus for students who are military veterans.

DATES & UNITS OF TIME

Centuries

Ordinal numbers should be used when referring to a century. Never spell the century out.

⊘ Correct: 21st Century
⊗ Incorrect: Twenty-first century

Dates

When referencing a numerical form of a date, never use *–th* after the number.

⊘ Correct: Classes start January 13, 2020.
⊗ Incorrect: Classes start January 13th, 2020.

Always surround a complete date (month/day/year) with commas.

⊘ Correct: The graduation ceremony was held on May 16, 2020, at 9 a.m.
⊗ Incorrect: The graduation ceremony was held on May 16, 2020 in the ARCC.

Days of the Week

Days of the week should always be spelled out (never abbreviated).

Decades

When referencing decades, an apostrophe should not be used before "s."

⊘ Correct: 1960s
⊗ Incorrect: 1960's

Months

Months should always be abbreviated when possible. Use standard abbreviations:

January	Jan.
February	Feb.
March	—
April	—
May	—

June	—
July	—
August	Aug.
September	Sept.
October	Oct.
November	Nov.
December	Dec.

Note: Months can be spelled out on formal invitations.

Time

When writing out times, always use lowercase letters and periods when denoting ante meridiem and post meridiem (e.g., a.m. and p.m.).

Do not include the minute portion of the time when minutes are zero (e.g., 2 p.m. instead of 2:00 p.m.).

There should always be one space between the number and the abbreviation for the time of day. The numeral and the abbreviation should never run together.

- ✓ Correct: The show starts at 2 p.m.
- ✗ Incorrect: The show starts at 2:00 PM.

- ✓ Correct: The show ends at 5:30 p.m.
- ✗ Incorrect: The show ends at 5:30pm.

A timeframe or range of times should be written as follows:

- 10 a.m. to 1 p.m.

        or
- 10 a.m. – 1 p.m.

In formal writing (i.e., paragraph or essay format), *to* should always be used instead of a dash or hyphen. For posters and handouts, the dash is acceptable.

If the beginning and ending time both fall in either the "a.m." or "p.m." part of the day, remove the first "a.m." or "p.m."

- ✓ Correct: Class will be held from 10 to 11:15 a.m. every Tuesday and Thursday.
- ✗ Incorrect: Class will be held from 10 a.m. to 11:15 a.m. every Tuesday and Thursday.

Noon and midnight should always be written as follows:

- 12 p.m. or noon
- 12 a.m. or midnight

Typically, *noon* and *midnight* should only be used in formal writing.

Semesters

The names of semesters are not capitalized unless they begin a sentence or are used as part of a header or title.

- ⊘ Correct: Tuition for the spring 2020 semester is due Dec. 2.
- ⊘ Correct: Spring 2020 classes start Jan. 13, 2020.
- ⊗ Incorrect: Tuition for the Spring 2020 semester is due Dec. 2.

GRAMMAR & PUNCTUATION

Ampersands

Ampersands can be used in informal writing such as flyers, postcards, and ads.

Ampersands can also be used in headlines or in section headers.

Ampersands should never be used in a full sentence.

- ⊘ Correct: The Administration and Student Affairs Building was renovated in 2003.
- ⊗ Incorrect: The Administration & Student Affairs Building was renovated in 2003.

- ⊘ Correct: Sally and Michael went to the concert.
- ⊗ Incorrect: Sally & Michael went to the concert.

Apostrophes

Apostrophes are used to denote possession; they are not used to make words plural.

- ⊘ Correct: Professor Wallace's book was published on July 6.
               The fans cheered for their home team.
- ⊗ Incorrect: The Smith's are very proud of their son for graduating with a 4.0 GPA.
               The fan's cheered for their home team.

Possessive words:

- Singular nouns that don't end in *ess*: add an apostrophe and an *s*
  (Exception: Sacred or ancient names like *Xerxes* or *Aeschylus* only take an apostrophe.)

- Plural nouns that don't end in *s*: add an apostrophe and an *s*

- Plural nouns that end in *s*: add an apostrophe only

Abbreviated plurals do not use apostrophes.

⊕ Examples: ABCs
              1990s
              MBAs

Plurals that are formed using only one or two letters use apostrophes to avoid confusion.

⊘ Correct: He got all A's this semester.
⊗ Incorrect: He got all As this semester.

⊘ Correct: She made a list of do's and don'ts.
⊗ Incorrect: She made a list of dos and don't's.

Use an apostrophe to indicate a dropped letter or number.

⊘ Correct: She was born in the '80s.
⊗ Incorrect: She was born in the 80s.

Commas

A comma should always be used between independent clauses joined by a conjunction (e.g., *but, and, or, yet*).

A comma should always be used before the last item in a series (i.e., the "serial" or "Oxford" comma).

⊘ Correct: He brought a pen, pencil, and laptop to class.
⊗ Incorrect: He brought a pen, pencil and laptop to class.

Exceptions to the use of the "serial" or "Oxford" comma can be made in section headers and proper names that do not officially contain the serial comma (e.g., Athletic, Recreation and Community Center).

⊘ Correct: The official name of the building is the Athletic, Recreation and
                Community Center.
⊗ Incorrect: The official name of the building is the Athletic, Recreation, and
                Community Center.

For proper names that include a suffix, a comma should always be inserted between the last name and the suffix.

⊘ Correct: Mark Smith, Sr.
⊗ Incorrect: Mark Smith Sr.

Em Dashes

Commonly referred to as "dashes," em dashes can be used to emphasize a parenthetical element.

➲ Example: The group chose three objectives—time management, project analysis, and feasibility—to be incorporated into the study.

Dashes can also be used to illustrate a point or add explanation after an independent clause.

➲ Example: Sally had everything she needed to study—her notebook, her iPad, and her textbook.

An em dash should always appear as a single character (—) not as two hyphens (--).

A note for Microsoft Word users: For Microsoft Word documents, an em dash will automatically be inserted when two hyphens are typed between two words with no spaces. You can also manually insert an em dash by going to the "Insert" tab in MS Word, selecting "Symbol," and then clicking on the "Special Characters" tab. The em dash is the first choice on the "Special Characters" list.

Exclamation Points

As a general rule, exclamation points should only be used sparingly. If exclamation points are used, HCC staff and faculty are expected to adhere to the following guidelines:

- Do not use more than one exclamation point in the same sentence.
- Do not use in body text or in formal writing.
- Do not use in course titles or headers.
- Do not use on the HCC website.
- Do not use in academic program literature or the college catalog.

Note: Exclamation points are allowed in social media updates and postings.

⊘ Correct: Student film festival this Friday, May 8, from 6 to 9 p.m. Don't miss this great event!

⊗ Incorrect: Student film festival this Friday, May 8, from 6 to 9 p.m.!!!! Don't miss this great event!!

Hyphens

To understand what words should be hyphenated, it's important to know how compounds function:

- An **open compound** is written as two words (e.g., high school or common sense).

- A **hyphenated compound** links two words together by a hard hyphen (e.g., self-confidence).
- A **solid compound** is written as one word (e.g., headache or textbook).

To determine whether to add a hyphen to a compound, one needs to look at how that compound functions in the sentence.

If the compound functions as a noun, do not use a hyphen.

⊘ Correct: Students engage in problem solving.
⊗ Incorrect: Students engage in problem-solving.

If the compound is functioning as an adjective and precedes a noun, use a hyphen.

⊘ Correct: He took a four-credit class.
⊗ Incorrect: He took a four credit class.

⊘ Correct: He used problem-solving techniques.
⊗ Incorrect: He used problem solving techniques.

If the compound is functioning as an adjective and follows a noun, do not use a hyphen.

⊘ Correct: The project was time consuming.
⊗ Incorrect: The project was time-consuming.
⊘ Correct: Her son is five years old.
⊗ Incorrect: Her son is five-years-old.

If the compound adjective is an adverb ending in –*ly*, do not use a hyphen.

⊘ Correct: He was academically inclined towards science.
⊗ Incorrect: He was academically-inclined towards science.

Phrases used as adjectives should be hyphenated.

⊘ Correct: He took a series of black-and-white photographs.
⊗ Incorrect: He took a series of black and white photographs.

Compound adjectives that consist of a number and a unit of measurement are hyphenated.

⊘ Correct: She wrote a 350-page book.
⊗ Incorrect: She wrote a 350 page book.

Fractions in written form are hyphenated. Numerals (e.g., 3/4 or 5/8) should not be used in formal writing.

⊘ Correct: three-fourths
⊗ Incorrect: three fourths

⊘ Correct: five-eighths
⊗ Incorrect: five eighths

Suspended compound adjectives: A space follows the hyphen when listing more than one compound adjectives or when comparing two compound adjectives.

⊘ Correct: HCC offers that course as a 10- or 15-week session.
⊗ Incorrect: HCC offers that course as a 10-or 15-week session.

Prepositions

Prepositions indicate how nouns and pronouns relate to other words in a sentence.

⊝ Examples: at
            around
            above
            near
            underneath
            in
            on
            of
            for

Prepositions can be used at the end of a sentence as long as the preposition does not make that portion of the sentence redundant. Prepositions can also end a sentence if they are part of a phrasal verb such as "put up with," "built up," or "turned into."

⊘ Correct: Who are you going with?
⊘ Correct: That is something I have not heard of.
⊗ Incorrect: Where is he at?

Quotation Marks

Quotations should always appear outside punctuation marks except when using colons or semi-colons.

⊘ Correct: "I always wanted to major in science," said Christopher.
⊗ Incorrect: "I always wanted to major in science", said Christopher.

⊘ Correct: The conference included the following sessions: "How to Make Money"; "How to Save What Money You've Got"; and "How to Invest Your Earnings."
⊗ Incorrect: The conference included the following sessions: "How to Make Money;" "How to Save What Money You've Got;" and "How to Invest Your Earnings."

"Quotes within quotes" should always use single quotation marks within double quotation marks.

⊘ Correct: "The teacher told me that I was 'awesome beyond all reason.' I couldn't believe it," said the student.
⊗ Incorrect: "The teacher told me that I was "awesome beyond all reason." I couldn't believe it," said the student.

Spacing

- Use one space between sentences (not two).

- Use one space after colons and semi-colons (not two).

Subject-Verb Agreement

- Singular nouns take singular verbs.

- Plural nouns take plural verbs (e.g., data, media, etc.).

- Collective nouns are singular and take singular verbs.

⊘ Correct: Faculty is meeting to discuss the issue.
⊘ Correct: Faculty members are meeting to discuss the issue.
⊗ Incorrect: Faculty are meeting to discuss the issue.

Voice & Point of View

Point of View

It's important that the point of view remain consistent within a document or publication to avoid confusion. Staff and faculty should not use a combination of first, second, or third within a single document, but instead use a single point of view consistently throughout.

The preferred point of view for all college publications, documents, and web content is third person. Staff and faculty should avoid first person point of view whenever possible.

When writing about the college, always use *its* not *our*.

⊘ Correct: HCC loves its students.
⊗ Incorrect: HCC loves our students.

Voice

In written publications, active voice should be used whenever possible. Staff and faculty should avoid writing in passive voice.

Faculty and staff are encouraged to write in present tense and to avoid using slang and technical jargon whenever possible.

Titles

Titles of newspapers, books, movies, and other media are italicized, not underlined.

If italics are not available, use quotation marks.

NUMBERS & NUMERALS

Numbers & Numerals

One through *nine* are spelled out.

10 and above use numerals.

Always spell out numbers when they begin a sentence.

⊘ Correct: Ten students participated in the lab discussion.
⊗ Incorrect: 10 students participated in the lab discussion.

Ordinal Numbers

Ordinal numbers are used to indicate order.

- Spell out first through ninth.
- Use figures starting with 10th.

⊛ Examples: fifth annual carshow
12th annual concert

Percentages

In formal writing (i.e., essay format or full sentences), the word *percent* should always be spelled out.

In presentations, PowerPoints, and lists or series of percentages, the % symbol can be used.

⊘ Correct: Careers in dental assisting are expected to grow 36 percent by 2018.
⊗ Incorrect: Careers in dental assisting are expected to grow 36% by 2018.

Phone Numbers

- Phone numbers should be written using hyphens.
- Parentheses should never be used around the area code.

⊘ Correct: The main number for HCC is 240-500-2000.
⊗ Incorrect: The main number for HCC is (240)-500-2000.
⊗ Incorrect: The main number for HCC is 240.500.2000.

WORD USAGE

Web-Related/Technological Terminology

email   one word, no hyphen. The *"e"* in *email* is always lowercase unless the word begins the sentence.

Flickr

Google

home page	two words, lowercase
Instagram	
Internet	the *"i"* is always capitalized
intranet	the *"i"* is always lowercase
iPad	"i" is always lowercase and the "P" is always capitalized, unless used at the beginning of sentence or title.
iPhone	"i" is always lowercase and the "P" is always capitalized, unless used at the beginning of sentence or title.
iPod	"i" is always lowercase and the "P" is always capitalized, unless used at the beginning of sentence or title.
LinkedIn	"L" and "i" are always capitalized
log in	two words when used as a verb
login	one word when used as a noun
online	one word, no hyphen. The *"o"* in *online* is always lowercase unless the word begins a sentence or is part of a title.

➔ Examples: He took an online class.
She works in the Instructional Technology and Online Education Department.

X (formerly Twitter)

web/website/webmaster
When referring to the web (as in World Wide Web), the *"w"* should always be lowercase unless the word begins a sentence or is part of a header.

When referring to a website, the *"w"* in *website* is always lowercase unless the word begins a sentence or is part of a header.

Website is always spelled as one word.

The word *webmaster* is always lowercase.

WebAdvisor
One word and both the *"W"* and the *"A"* are always capitalized

YouTube

Other Commonly Used Words at HCC

advisor	spelled with *-or* instead of *–er*
affect/effect	as a general rule, *affect* is a verb and *effect* is a noun (i.e., something is affected but has a positive effect). An exception is when *effect* is used to mean "to put into place," in which case it acts like a verb (e.g., The president effected the strategic plan on time.)

alumna	female graduate or female student who has attended the college (singular)
alumnae	female graduates (plural)
alumni	male and female graduates of an institution (plural)
alumnus	male graduate or male student who has attended the college (singular)
audiovisual	one word
campus-wide	two words; hyphenated (also *institution-wide* and *college-wide*; exceptions: *statewide* and *worldwide*)
canceled	use one "L," not two; should never spelled as *cancelled*
cancellation	always use two L's
catalog	never spelled catalogue
child care	two words
cybersecurity	one word; lowercase *"s"* for *security*
Cyberwatch	capital *"C"*; spelled as one word; proper noun
decision making	two words; only hyphenated if used as an adjective
disburse/disperse	*disburse* is used to refer to the distribution of money or other assets; *disperse* is used to refer to the spreading or distribution of other things such as people
ensure/insure	both mean "to make certain"; *insure* is used for financial or insurance policies
federal	never capped unless the word begins a sentence or is part of an organization's formal name (e.g., Federal Trade Commission)
first generation	two words; only hyphenated if used as an adjective
full time and full-time	hyphenate when used as a compound modifier; see *Hyphenation* section for more information
fundraiser or fundraising	always spelled as one word
Grub Bucks	two words; *bucks* should always be plural
health care	two words
historic/historical	both are adjectives; *historic* is used for something important or influential in history; *historical* is used to refer to anything from the past
lifelong	always one word; never hyphenated
non-credit	always hyphenated
out-of-state	hyphenated if used as an adjective

postsecondary	one word
prerequisite	one word, no hyphen
self study	two words, no hyphen (per Middle States); should only be hyphenated if used as an adjective
theater	should never be spelled as *theatre* (e.g., Kepler Theater)
through	should never be spelled as *thru*
traveled	use only one "L"; do not spell as *travelled*
withdraw/ withdrawal	*withdraw* is the verb and *withdrawal* is the noun

SOCIAL MEDIA GUIDELINES & PROCEDURES

College staff and faculty administering institutional social media accounts are expected to follow the Social Media Guidelines and Procedures listed below. These guidelines are broad in nature as social media technology is constantly evolving and no one set of guidelines and procedures can address all the particular situations and circumstances that may arise.

The College President has assigned the Public Relations and Marketing (PRM) Office to maintain and monitor official college accounts on several social media sites as a way to provide announcements and information about upcoming events and activities as well as to provide a forum for open discussion among students, faculty, staff, alumni, and the community. As the administrative gatekeeper of social media, the PRM Office is responsible for establishing, maintaining, and enforcing HCC's social media guidelines as necessary.

Social Media Use & Personal Electronic Account Privacy Protection Policy

Social media is a powerful communication tool and it shall be the policy of Hagerstown Community College (HCC) to actively use it to educate, inform, and collaborate with its students, staff, faculty, and alumni, as well as members of the community. Social media provides college staff and faculty with the ability to reach students outside the classroom and a way to better inform the public about college news and events.

When it comes to social media usage on behalf of the institution, HCC expects its employees to be honest and transparent in their electronic communications as they would be in person and to respect privacy, confidentiality, and copyright laws. Posted content on college social media sites should always be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community.

The college cannot request access to personal electronic accounts of students, applicants, prospective students, or employees and cannot base acceptance to the college or employment at the college on access to these accounts or content contained within these accounts. Students and employees are not required to provide access to these accounts and are not required to participate in social media activities as a condition of their acceptance to, enrollment at, or employment at the college.

HCC cannot compel a student, applicant, prospective student, or employee as a condition of enrollment, employment, or participation in extracurricular activities, to add to the list of contacts associated with any electronic account any individual (including a coach, teacher, administrator, other college employee, volunteer), or change the privacy settings associated with a personal or electronic account. HCC will not threaten or take any action to discharge, discipline, terminate, or prohibit from extracurricular activities a student or

employee related to these conditions. These provisions are consistent with the Annotated Code of Maryland.

This policy requires that the administration create and maintain guidelines and employ best practices as applies to employees and students posting online material on behalf of HCC. Employees and students are subject to the same laws, professional expectations, and guidelines when interacting online with students, parents, alumni, donors, and the media as they are in person. Confidential and proprietary information about the college, its students, faculty, staff, alumni, and donors may not be posted on social media sites. Other information that may not be posted includes information that violates federal or state laws and student information that is protected by FERPA.

Students and employees will be issued access to college-related electronic accounts (i.e. Moodle, HCC email accounts, WebAdvisor) and they are expected to use them for college-related business. (More information on these accounts and the appropriate use of them can be found in HCC Policy #5093, Use of Computing, Network and Communications Resources Policy.)

Maryland's law makes it clear that privacy protections do not apply to electronic accounts opened or controlled by the college. Privacy protections also do not apply to information that is public on two individual accounts. The policy also does not apply to suspected criminal activity investigations or other investigations related to health and public safety, in publicly accessible accounts. Fans and followers of official college social media accounts must agree to respect the terms of individual social networking sites and understand that HCC officials have the right to remove any content that is deemed to be offensive, illegal, inappropriate, of a harassing or threatening nature, a violation of intellectual property rights or privacy laws, or can be construed as defamation of character. Profane language will also be removed. HCC has the right to block posts from fans or followers who violate these provisions, HCC is not responsible for posts or comments made by fans, followers, or visitors to HCC's social media accounts.

Related College Policies

I.   Use of Computing, Network and Communications Resources Policy (Policy No. 5093)

II.   Code of Trust (Policy No. 2030)

III.   Code of Student Conduct (Policy No. 4040)

IV.   Freedom of Expression on Campus (Policy No. 8068)

V.   Commercial Solicitation Policy (Policy No. 8069)

Social Media Guidelines and Procedures

Official College Accounts

A. The social media sites that represent HCC must:

    1. Abide by the college Acceptable Computer Usage policy and other polices listed in the "Related College Policies" section of the Social Media Policy.

    2. Have been created through the submission of the "Social Media Account Request" form and be registered with the HCC Public Relations and Marketing (PRM) Office. Requests must be made by an HCC staff or faculty member.

    3. Have a minimum of one college faculty or staff member as an administrator of the online account at all times. College employees who serve as online administrators are charged with managing and monitoring content on their official college accounts on a regular basis and are responsible for removing any content that may violate college policies.

    4. Provide administrative access to all sites representing HCC to the PRM Office. An individual, designated by the PRM Office, will be added as an administrator or provided administrative login information.

    5. Work with the PRM Office on the images, color palette, and naming conventions for all online sites.

B. HCC's Digital Marketing Manager will serve as the social media coordinator and will be added as an administrator or provided administrative login information for all college-affiliated social media accounts.

C. The PRM Office will make the final decision in any situation regarding the use of social media and ensure the pages are set up properly according to a social media site's policies and guidelines.

D. The PRM Office reserves the right to enforce this policy by removing links to third-party websites and content and/or recommending the administrator remove or change the site or online content as needed.

E. Fans and followers of official college accounts agree to respect the terms of individual social networking sites and understand that College officials have the right to remove any content that is disruptive to the educational program, offensive, illegal, profane, harassing, threatening, defamatory, a violation of privacy or intellectual property laws or contrary to the mission of the College. The College reserves the right to block individuals who violate these provisions but will exercise this discretion only after issuing a warning to the violator.

F. The PRM Office, in consultation with the administration, which includes but is not limited to, the Office of Academic Affairs, the Office of Student Affairs, the Finance Office, and/or the Office of the President, will resolve any conflicts or concerns regarding social media.

G. Official student organizations (i.e., official chartered student groups recognized by the Student Activities Office and governed by the Student Activities Policy No. 4036) are permitted to have an official presence on social media sites with the approval of the student organization's advisor and the PRM Office. Guidelines

and procedures outlined in the Social Media Policy and Social Media Guidelines and Procedures document must be followed.

Creation & Maintenance of Accounts

Official HCC institutional accounts on all social media platforms are maintained by the PRM Office. Individual departments, student organizations, and other campus entities must contact the PRM Office prior to creating an account by completing a "Social Media Account Request" form and emailing it to *pr@hagerstowncc.edu*. HCC is not responsible for content posted to non-official HCC social media sites. The decision to approve a new social media account is at the discretion of the PRM Office based on the selected Account Administrators and intended audience, as well as how the expected content will affect the marketing messages for the main HCC accounts on Facebook, X (formerly Twitter), and Instagram. If accounts are not maintained by selected administrators, the PRM Office reserves the right to delete or close an account.

1. Account Administrators: Account administrators will be approved by the PRM Office based on their current job description. All Account Administrators must sign a "Social Media Acknowledgment" form. Account administrators that are classified as non-exempt employees are not to post to official HCC social media accounts outside of their working hours and will not be compensated for doing so. Additionally, account administrators should not use a personal device to post to official HCC social media sites.

2. Facebook Pages: To maintain the integrity of the main HCC Facebook page, Facebook pages will not be commonly considered. The goal is to disseminate all types of college information through one main site, rather than having many separate sites that limit the opportunity to reach the largest possible audience. This also serves to help the PRM Office control and monitor the release of college-related information.

3. Facebook Groups: Facebook groups are available to those departments or student organizations that wish to share a common cause, issue or activity to organize, express objectives, discuss issues, post photos, and share related content. Facebook groups can be private or public and all group members must be approved by an account administrator. All group members, including account administrators contribute to groups from their personal account, therefore group account administrators should consider creating a separate business account linked to their HCC email to use for the administration of official HCC Facebook groups.

4. X: X accounts are for news and information sharing in 280-character or less messages. Content must be precise and to the point and account administrators must post frequently. .

5. Instagram: To continue to grow HCC's Instagram presence, Instagram accounts will not be commonly considered. Departments, programs, and student organizations that wish to share content via Instagram should send decent quality photos and information to the Digital Marketing Manager for consideration.

6. Snapchat: At this time, there are no official HCC accounts on Snapchat. HCC does have an official geofilter for students to use while participating on Snapchat on campus.

7. Ad Account: All social media advertisements and boosted post must be initiated through HCC's main ad account ONLY and approved by the Digital Marketing Manager.

Expectations for Social Media Content on College Accounts

1. It is an expectation that content be posted on a regular basis to keep the account current and answer questions in a timely manner. Page administrators are expected to respond to user concerns and address issues of inappropriate conduct with warnings issued as needed.

2. It is an expectation that content be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community

3. It is an expectation that posted content adhere to established college policies relating to electronic communication for both students and employees including, but not limited to: Use of Computing, Networks and Communications Resources (Policy No. 5093), Code of Trust (Policy No. 2030), Code of Student Conduct (Policy No. 4040), Free Speech & Anti-Discrimination (Policy No. 4042), and Commercial Solicitation (Policy No. 8069).

4. It is an expectation that concerns of abusive or inappropriate content be reported according to the procedures posted on the social media site and shared with HCC's PRM Office at *pr@hagerstowncc.edu*.

Best Practices for Effective Online Communication

The following are recognized best practices for success in creating and interacting on social media platforms:

• Be respectful of others.

Whether you are an administrator or a fan/follower, always treat others fairly. Be sensitive to different perspectives and viewpoints and never react in a defensive or hostile manner.

• Be accurate, honest, and transparent.

Make sure you are providing accurate information. Take the time to verify information before it's posted. If you make an error or need to post a correction or retraction, do so publicly so that others are aware of it. Do not say anything that is dishonest, untrue, or misleading.

• Respect confidentiality and privacy laws.

Use good judgment about content and respect privacy laws. Do not post confidential or proprietary information about the college, its students, its alumni, or staff and faculty. Follow college policies and federal requirements under the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA). If in doubt, contact the PRM Office for guidance.

- Don't violate copyright laws.

Follow the laws governing copyright and fair use dealing with copyrighted materials owned by others, including HCC's own copyrighted material and brand. It is good practice to give credit to the owner/author/creator for content that is not your own and provide a direct link or URL to that content if possible.

- Be professional.

As an employee, remember that you represent HCC. You are the public face of the college and should always consider the intended audience when posting or commenting. Proofread your content prior to posting and try to avoid spelling and grammatical errors.

- Don't be afraid to ask questions.

If you need help, are uncertain of how to respond to a question or complaint, or need advice on how to handle a difficult situation, contact the Digital Marketing Manager by calling 240-500-2262 or by emailing *pr@hagerstowncc.edu*.

- Think before you post.

Once something is posted online, it lives forever. Search engines frequently catalog posts and archive social media content. Don't make the mistake of posting something that you will regret later or that could negatively impact the college, your current or future career, or your personal reputation.

- Moderate comments Judiciously.

Comments are an important part of social media engagement. Do not delete comments simply because they are negative or disagree with your point of view as that could be deemed as viewpoint discrimination and prohibited under the law. Use the standards outlined under E as criteria when evaluating whether to remove a comment or block the person.

Policy Reference:

These guidelines support the intent of the following Board Policies: 2030 Code of Trust; 4036 Student Activities; 4040 Code of Student Conduct; 5093 Use of Computing, Network and Communication Resources; 8069 Commercial Solicitation; 8095 Social Media Use and Personal Electronic Account Privacy Protection; 4042 Free Speech and Anti-Discrimination

WEBSITE GUIDELINES & PROCEDURES

How to Make a Request

Send an email to *webmaster@hagerstowncc.edu* with your request. All requests must be submitted via email.

Your request must include the following:

- The URL or web address of the page to be edited or updated.
- Any necessary attachments

Requests include:

Text or content edits

- Please note that your content may be edited to adhere to HCC style guidelines.

New or updated documents for uploading

- Documents should be in PDF format if possible.
- The requestor is responsible for creating/updating his or her document prior to sending it to PRM.

Home page features and calendar events

- See *Home Page Features & Calendar Events*

Creation or updates to web forms

- Results are stored in the website and can be exported upon request. Uploaded file size limitations for submission fields is 17MB total for all attachments.
- Forms are customizable and results can be emailed to specific individuals.
- Web forms should not be used for anything that requires a physical signature or contains sensitive information such as social security numbers.
- Web forms are managed by the Webmaster; Perceptive Forms are created and managed by the IT Department. Web forms should be used for simple forms that do not require sensitive, private information.

Photos, graphics, and other images

- All photos and graphics must be approved by PRM. If your request is denied, PRM will contact you with an explanation and offer an alternative solution.
- Clipart, or graphics obtained from the web, are not to be used on the HCC website.

New content or enhancements to existing areas of the website

Requests for substantial content changes to a department, program, or division area must be made by the department supervisor.

Examples:
- New or additional web pages for your area or department
- Changes or additions to page menus in your area

Home Page Features & Calendar Events

To promote an event or special news item on HCC's home page, email Abby
Humbel at *ajhumbel@hagerstowncc.edu* and *webmaster@hagerstowncc.edu*

- Promoted events should include college-affiliated events or events that are
  occurring on HCC's campus or satellite sites. External events that do not
  pertain to HCC or occur on HCC property will not be added to the event
  calendar.