

PUBLIC INFORMATION AND MARKETING

Responsible Unit: President's Office, Public Information and Marketing

Reference:

BCTC is committed to participative processes for administering the college and to communicating information and decisions directly to employees through various means.

Additionally, we are a learning community that works and learns together and practices collaborative decision-making. We seek to identify issues, address challenges and solve problems that improve policies, procedures, and processes.

The Public Information and Marketing (PIM) office facilitates campus-wide communications through a variety of methods.

The college actively utilizes social media as a means of communication both internally and externally. The Social Media Guidelines address the use of Facebook, Twitter, Instagram, YouTube, Flickr, and other social networking sites and tools used by BCTC and its employees. Use of all social media through the College's computer systems and networks shall at all times adhere to the KCTCS Information and Information Technology Responsible Use Policy.

Public Information and Marketing: <http://bluegrass.kctcs.edu/Marketing>

Social Media Guidelines:

[http://bluegrass.kctcs.edu/Marketing/Official Social Media Policy](http://bluegrass.kctcs.edu/Marketing/Official_Social_Media_Policy)

SNAP: <http://legacy.kctcs.edu/snap/>

BCTC Weather and Emergency Closing Policy and Information:

[http://bluegrass.kctcs.edu/News and Events/Closings and Delays](http://bluegrass.kctcs.edu/News_and_Events/Closings_and_Delays)

SOCIAL MEDIA CHANNELS

BCTC on Facebook: <https://www.facebook.com/BluegrassCTC>

BCTC on Twitter: <https://twitter.com/BluegrassCTC>

BCTC on Instagram: <http://instagram.com/BluegrassCTC>

BCTC on Flickr: <http://www.flickr.com/photos/bluegrassctc/>

BCTC on YouTube: <https://www.youtube.com/user/BluegrassCTCofficial>