



Communications & Media Policy

Media Policy

The Office of Communications and Marketing is responsible for upholding Webb's brand and identity, as expressed in the mission statement to the campus community, alumni, and the public. In order to maintain an accurate, consistent, and coordinated message, the Office of Communications and Marketing is responsible for preparing statements for media inquiries, informing the news media of major campus news through press releases, creating communication plans for developing stories, connecting the proper Webb employee or alumnus/ae with reporters seeking their expertise.

- All media inquiries should be directed to the Office of Communications and Marketing.
- Official college statements must be approved by the President (or designated department head) and are to be issued only by the Director of Communications and Marketing to the media.
- The Office of Communications and Marketing must be notified when members of the Webb community (current students and employees) are contacted by a media representative for comments or opinions, as experts in their fields of study.
- This policy is not intended to affect individuals' rights to express personal views as long as it is made clear that they do so as individuals and do not represent the official position of Webb either directly or indirectly.

E-mail Communication Policy

To ensure brand consistency, all mass external emails are either written, designed, and/or approved by the Office of Communications and Marketing. Target audiences include prospective students, prospective donors, parents, the Webb campus, and parents.

- The use of the college name, symbols, emblems, logos, seal, and colors shall comply with the branding guidelines.

Website Policy

Webb Institute's official website (www.webb.edu) is the registered domain for Webb Institute. The Office of Communications and Marketing maintains the site as well as manages all content. The primary function of the website is to make honest, transparent, and current information about Webb accessible to current students, employees, alumni, and the public.

- Webb Institute webpages, affiliated webpages, and publications are official Webb Institute property. Content cannot be copied and/or reused without the approval of the Office of Communications and Marketing.
- All materials on the college website (logos, colors, language, etc.) shall comply with Webb's branding guidelines.

- The President and Offices of Admissions/Student Services, Academics, and Development are responsible for overseeing content on this site and have full authority to post, edit, and/or remove any material on the site.
- The Office of Communications and Marketing has the authority to take down or edit material that does not fit Webb's mission and branding guidelines.

Website Accessibility

Webb works to present all content in a way that is accessible for people with disabilities and are committed to implement WCAG 2.0 level AA guidelines. We monitor the website regularly and try to make improvements when needed. Please contact us at webmaster@webb.edu if you are experiencing any accessibility issues.

For questions and comments, please contact:

Office of Communications and Marketing
Director: Kaye Lin, KLin@webb.edu

Update: February 15, 2023