



SCI Employee Social Media Branding & Compliance Policy

- Austin Main Campus
- Brownsville Branch Campus
- Corpus Christi Branch Campus
- Harlingen Branch Campus
- Pharr Branch Campus
- San Antonio South Branch Campus
- San Antonio North Branch Campus
- Waco Branch Campus
- Online

Purpose

The purpose of this policy is to establish branding, professionalism, and social media standards for Southern Careers Institute (SCI) employees who choose to promote SCI, its campuses, programs, events, services, or educational opportunities on their personal social media accounts.

This policy is intended to:

- Protect the integrity and reputation of the Southern Careers Institute brand.
- Promote consistent branding across employee-created content.
- Ensure marketing content aligns with institutional and regulatory requirements.
- Encourage professional online conduct while representing SCI.
- Provide employees with clear expectations when promoting SCI on personal social media platforms.

This policy applies to all employees who voluntarily create or share content related to Southern Careers Institute on their personal social media accounts.

Professional Expectations

Employees who reference Southern Careers Institute on their personal social media accounts are expected to conduct themselves professionally.

Employees should:

- Represent Southern Careers Institute accurately and honestly.
- Communicate respectfully and professionally.
- Maintain a positive and professional online presence.
- Protect confidential student, employee, and institutional information.
- Review all posts for spelling, grammar, punctuation, and accuracy before publishing.
- Ensure all content follows SCI branding standards and compliance requirements.
- Maintain regulatory compliance to minimize risk to the institution.

Employees are responsible for all content published on their personal social media accounts.

SCI Branding Standards

To maintain a consistent and professional institutional identity across all social media platforms, employees must use only approved Southern Careers Institute ("SCI") branding assets when creating, publishing, or sharing content on behalf of SCI. Consistent branding strengthens recognition, builds trust, and ensures SCI is represented accurately across all communications. The SCI brand is intended to reflect a bold, professional, approachable, empowering, and community-centered institution.

Approved Branding

Employees may only use branding assets provided or approved by the Marketing Department, including:

- Official Southern Careers Institute logos
- Official SCI color palette
- Official SCI typography (brand fonts)

- Official brand photography, graphics, icons, and templates
- Current approved taglines and supporting brand elements

Only the most current branding available through the SCI Brand Library or distributed by the Marketing Department may be used. Previous versions, outdated logos, retired campaigns, or modified assets are prohibited. The Brand Guide is a living document and branding elements are subject to change.

Official Logo Standards

Employees may use only the approved SCI logo files supplied by the Marketing Department.

The SCI logo:

- Must never be recreated, redrawn, or altered.
- Must maintain its original colors, proportions, and spacing.
- Must not be stretched, compressed, rotated, cropped, outlined, or modified.
- Must only be used in approved color variations appropriate for light or dark backgrounds.
- Must include appropriate clear space around the logo to preserve legibility.

Only approved logo lockups, including the primary logo, horizontal logo, stacked logo, and approved supporting logos, may be used.

Official Brand Colors

All social media graphics should use the official SCI color palette as outlined in the Brand Guidelines.

Employees may not:

- Substitute unofficial colors.
- Create alternate color palettes for SCI.
- Change the colors of the SCI logo.
- Apply gradients, textures, or effects to official brand assets unless provided by Marketing.

Official Brand Fonts

Only approved SCI brand fonts may be used in official social media graphics.

Employees may not:

- Substitute decorative or novelty fonts.
- Recreate the SCI logo using typed fonts.
- Mix unapproved typography with official brand assets.

If approved fonts are unavailable within a platform, employees should use platform-default fonts only when approved by Marketing.

Brand Consistency

All social media content should present a unified SCI identity across campuses and departments.

Employees should ensure content:

- Reflects SCI's mission, values, and student-first culture.
- Maintains a professional, welcoming, and empowering tone.
- Uses current program names, campus names, and institutional terminology consistent with the School Catalog and official marketing materials.
- Accurately represents SCI programs, services, and offerings using approved institutional language.

Prohibited Branding Practices

Employees may not:

- Use outdated logos or branding.
- Create their own SCI logos or graphics.
- Alter or recolor official logos.
- Use unapproved fonts or color palettes.
- Download logos from internet searches or recreate brand assets.
- Combine SCI branding with personal branding in a manner that implies endorsement.
- Publish social media graphics that have not been approved by Marketing when approval is required.

Questions and Exceptions

Any request to use branding outside these standards must receive prior written approval from the Marketing Department before publication. [Click the link for the most recent >> **SCI Brand Guide.**](#) If you can not access the guide contact **Venessa Graham** venessa.graham@scitexas.edu

Photography & Appearance Standards

When posting photos or videos featuring SCI students, employees, classrooms, labs, or campus activities, employees must ensure all individuals are following institutional standards. Photos and videos should reflect:

- Appropriate dress code standards as outlined in the current SCI Catalog.
- Required personal protective equipment (PPE) appropriate for the learning environment.
- Safe classroom and laboratory practices.
- Professional conduct.

Examples include, but are not limited to:

- Medical and healthcare programs wearing required gloves and appropriate clinical attire when applicable.
- Welding students wearing welding helmets, gloves, protective jackets, and other required safety equipment.
- HVAC, Electrical, and other trades students wearing required PPE appropriate for the activity being performed.
- Cosmetology students following program dress code and sanitation requirements.
- For Salon and Spa clients avoid posting the clients face if the client did not give consent to post on social media.

Images or videos that do not reflect proper safety procedures or institutional dress code standards should not be published.

Personal Promotion

SCI encourages employees to responsibly promote educational opportunities.

Employees may:

- Promote their personal representative phone number.
- Share official SCI social media posts.
- Share approved marketing materials.
- Promote campus events.
- Share educational information about SCI programs.

Employees may not:

- Create misleading advertisements.
- Alter official marketing materials in a way that changes their meaning.
- Misrepresent SCI programs or services.
- Make promises regarding enrollment, graduation, employment, salaries, or outcomes.

Compliance Guidelines

All social media content promoting Southern Careers Institute must comply with SCI Marketing Compliance Guidelines and all applicable institutional, state, and federal advertising requirements.

Below are basic compliance guidelines to assist with the production of compliant marketing materials prior to sending for Compliance approval. In marketing materials and direct contact with potential students, we are required to consider perceptions of SCI messages or statements by the reader or viewer. The standard is whether the audience could reasonably misinterpret or draw incorrect conclusions from the material as presented. These guidelines are commonly identified issues and rules for avoiding/addressing. This list is not intended to be exhaustive.

Guidance	Example
Use approved program name.	Medical Assistant (not assisTING)
Do not capitalize “diploma” and “program” when part of the program name.	Medical Assistant diploma program
Do not imply employment rather than education.	Instead of this: “Start your career today.” “Are you ready to apply?” Do this: “Start training for your career today.” “Are you ready to enroll?”
Do not imply a guarantee regarding income.	Do not use an overpromising/guaranteeing tagline such as “Learn More Earn More” or “Day-One Ready Workforce” Instead of this: “...graduate and get a high-paying job.” Do this: “...graduate and start on your path to success.”
Only graduates can give testimonials.	No current or enrolled students may provide a testimonial.

Ensure all statements are factual and verifiable and consider whether a reasonable person could infer the statement incorrectly, despite the intent. The tone, word choice, and/or person relaying the message, etc. are all contributors to how a message may be perceived by the reader or viewer.	Graduate testimonial states, “[SCI] helped me with childcare...” This statement could be reasonably interpreted to conclude that SCI pays for or provides childcare. This should be re-filmed to state, “SCI helped me to locate childcare...” Person relaying message: An instructor’s statement as to the employability of a graduate will be given more weight.
Descriptions for program employment options and objectives should match those in the school catalog.	“...retail stores that sell heating and air conditioning systems...” should be “...HVAC dealerships that sell heating and air conditioning systems...”
Ensure tuition and fees represent the total cost of the program.	Include base tuition, registration fee, kit costs, textbooks and sales tax, when applicable.
References to financial aid must state, “Financial aid is available to those who qualify.”	This statement may be spoken or be in the form of a disclaimer.
When listing program offerings (or program areas), include a disclaimer.	“Program offerings vary by location” or “Programs not offered at all locations”
Use consistent tense when listing program objectives.	Not this: Prepare you to draw blood Reading of medical charts Vitals readings This: Preparing you to draw blood Reading of medical charts
Avoid “guarantee” language	Not this: “ensure” or “students will learn” This: “we will teach/provide/train/including topics such as...”
The use of Bureau of Labor Statistics (BLS) data.	When using BLS data in marketing materials, confirm the information is the currently published data on the BLS website and include a proper citation.
The use of the term “GI Bill”	Each instance within each advertising piece must include a registered trademark. Within each advertising piece that includes the term “GI Bill®”, the following VA disclosure must be included. As of 2/21/2019, the following is current, “GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (“VA”). More information about education benefits offered by the VA is available on the U.S. government GI Bill® website.”
Time	Successful, full time enrollment required to achieve stated completion date
Do not over-inflate when describing SCI	Not this: “expert” instructors “best” school “state-of-the-art” equipment This: “knowledgeable” instructors “high-quality” school equipment “current with the industry
No incentivizing application to SCI, enrolling in SCI, or providing a testimonial (including likes and follows) on social media.	We cannot provide gifts (including gift cards, swag, etc.) for liking on Facebook or other social media.

Ensure that the complete name of the main campus ("Austin Main Campus") and the branch (e.g., "Brownsville Branch Campus") is identified in all publications and advertisements when using one or more campus names

Austin Main Campus | 1701 W. Ben White Blvd, STE. 100 | Austin, Texas 78704
 Brownsville Branch Campus | 935 North Expressway | Brownsville, Texas 78520
 Corpus Christi Branch Campus | 2422 Airline Road | Corpus Christi, TX 78414
 Harlingen Branch Campus | 1122 Morgan Blvd. | Harlingen, TX 78550
 Pharr Branch Campus | 1500 North Jackson Road | Pharr, TX 78577
 San Antonio North Branch Campus | 6963 NW Loop 410 | San Antonio, TX 78238
 San Antonio South Branch Campus | 238 Southwest Military Dr., STE. 101 | San Antonio, TX 78221
 Waco Branch Campus | 3700 S IH 35 STE. A | Waco, TX 76706

Monitoring & Compliance

Employees are not required to obtain approval before posting content related to Southern Careers Institute, but may choose to submit for review and feedback prior to posting.

However, employees are responsible for ensuring their content complies with all SCI branding, marketing, and compliance standards.

The Marketing Department regularly monitors publicly available social media content referencing Southern Careers Institute.

If content is found to be inconsistent with institutional branding, compliance requirements, or this policy, SCI may request that the content be edited or removed. Employees are expected to promptly comply with these requests.

Repeated violations of this policy may result in corrective action in accordance with institutional policies and procedures.

Questions & Assistance

Employees with questions regarding branding, compliance, or social media content should contact:
Alyssa Luna Community Reputation & Social Media Manager
alyssa.luna@scitexas.edu

Employees are encouraged to reach out before posting if they have questions regarding branding or compliance requirements.

Content Review Checklist

Before publishing, employees should confirm:

- Branding is current and approved.
- Images reflect appropriate dress code standards.
- Required PPE is being worn when applicable.
- Grammar and spelling have been reviewed.
- Program names and campus names are accurate.
- Content follows SCI Marketing Compliance Guidelines.
- Statements are factual and verifiable.
- The post maintains a professional representation of Southern Careers Institute.
- Content is aligned with SCI policies.

Compliance

Southern Careers Institute reserves the right to revise this policy as branding standards, marketing requirements, or regulatory guidance change.

Compliance with this policy helps ensure a consistent, professional, and accurate representation of Southern Careers Institute across all social media platforms while protecting the institution's brand and reputation.