

09.02.01.O1 Official Messaging

Approved: March 13 2023
Next Scheduled Review: March 13 2028



Rule Summary

Texas A&M University [System Regulation 09.02.01, Official Messaging](#), requires Texas A&M University-San Antonio to establish a procedure to ensure that all official messaging by the University be approved. The Regulation also requires that the University establish the authority to facilitate effective operations.

Reason for Rule

The purpose of this required member rule is to define the processes by which System Regulation 09.02.01 *Official Messaging* will be implemented at Texas A&M University-San Antonio to effectively manage official university messaging to external audiences.

Official Rule

External Communications/Press Releases/Media Interviews

All press releases and statements to the media will be distributed through University Marketing and Communications by the senior communications manager in accordance with established formatting and protocols.

- All press releases and formal statements to the media must be approved by University Marketing and Communications prior to release. If the senior communications manager is unavailable, the communication will be sent from the vice president for advancement and external relations or delegated authority.
- The senior communications manager must be notified any time a member of the press is on campus to interview faculty, staff, or students.
- The senior communications manager or vice president for advancement and external relations must be notified any time a faculty or staff member gives an interview in which they are formally representing the university, no matter where the interview occurs.

Marketing and Advertising to External Audiences

All university marketing and advertising to external audiences must be coordinated through University Marketing and Communications and his/her delegate(s). For the purposes of this procedure, marketing and advertising includes but is not limited to all forms of paid and free advertising, print advertising (including newspaper, magazine, academic journal, etc.), broadcast

advertising (via radio, podcast, telephone, and television), billboards, sandwich boards, and other static/digital signage, promotional social media, and branded events and activities.

Use of University Logos, Brands, and Trademarks

Any university trademarks, logos, brands, and/or marks used by, or in partnership with, outside entities requires written permission from University Marketing and Communications. The university prohibits the use of any of its registered symbols, insignia, or other identifying marks without express written approval. This prohibition includes, but is not necessarily limited to, all registered marks to the university's name, abbreviations, symbols, emblems, logos, mascot, slogans, official insignia, uniforms, landmarks, or songs.

University Signage

All permanent signage for the university must be approved by University Marketing and Communications' multi-channel designer. Temporary outdoor signage including but not limited to yard signs and banners must be approved by the multi-channel designer. The multi-channel designer will work in collaboration with the university senior communications manager.

Other university signage including, but not limited to event fliers and temporary event signage for university-sponsored events must be approved by the person given the administrator role for the department or group sponsoring the event.

Signs posted by students, student groups, clubs, or organizations will be approved by the Office of Student Involvement according to the rules set forth in the guidelines for registered student organizations.

Signs and fliers by outside groups or individuals not affiliated with the university must be approved by the Office of Student Involvement and are limited to placement on the designated public bulletin boards on campus.

University Marketing and Communications will monitor all signage on campus.

Website Postings

All university website postings will be made by the University web services manager or authorized user. The university web services manager must have a list of all users who are authorized to edit or update content on the various university webpages.

Social Media Content

All university-affiliated social media channels will be overseen by a designated authority who will monitor the channels for inappropriate content and assure that all posts are consistent with the University mission.

- The University Marketing and Communications' social media coordinator must be provided with a list of all persons authorized as an administrator or editor of social media accounts.

- Content containing hate speech, racist remarks, sexually graphic material, threatening material, and any form of harassment must be removed by the designated authority and the University social media coordinator should be made aware immediately.
- Content promoting or advertising outside vendors or businesses is not allowed on University-affiliated social media channels.
- Primary social media channels for the university will be monitored and run by the social media coordinator or designee; this includes, but is not limited to, the main Facebook, Twitter, Instagram, and LinkedIn accounts.
 - Other university social media channels for colleges, departments, academic programs, athletics, etc. will be monitored by the person given the administrator role for each account. The social media coordinator will monitor content on all University-connected social media accounts.
 - The university social media coordinator must be assigned a page/account role with every university-affiliated social media account to assist with monitoring these accounts.
 - All new university-affiliated accounts must be approved by University Marketing and Communications to ensure adherence to university branding guidelines.

This procedure does not apply to the social media channels of student clubs, groups, or organizations.

University Athletics Communications

All Athletics communications (scores, statistics, game recaps, award announcements, schedule changes, etc.) will be distributed by the Athletics student services coordinator. If the Athletics student services coordinator is unavailable, these will be communicated from the office of the athletic director.

Any Athletics release or external communication that has a broader impact to the campus community must be approved by the senior communications manager or delegated authority prior to being released.

Related Statutes, Policies, or Requirements

[System Regulation *09.02.01, Official Messaging*](#)

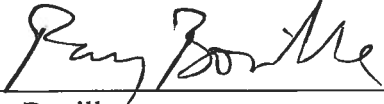
[System Policy *09.02, Use of System Names and Indicia*](#)

Contact Office

Office of the President, University Marketing and Communications (210) 784-1109

System Approvals

Approved for Legal Sufficiency:



Ray Bonilla
General Counsel

3/9/23

Date

Approved:



John Sharp
Chancellor

3/13/23

Date