

## 09.02.01.R1

## Official Messaging

Approved June 10, 2022

Next Scheduled Review: June 10, 2027



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### Procedure Summary

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The purpose of this rule is to ensure the appropriate approval for agency official messaging such as news media interviews, press releases, signage, social media postings, and website postings.

Official messaging is governed by System Regulation *09.02.01 Official Messaging* and System Policy *09.02 Use of System Names and Indicia*.

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### Procedures and Responsibilities

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#### 1 GENERAL REQUIREMENTS

- 1.1 Marketing and Communications (MarComm) serves as part of the university's communications governance structure and provides advice and recommended alternative solutions to maximize the impact and effectiveness of the university's communications efforts.
- 1.2 Each Vice President, Dean, and Department Head is responsible for ensuring that all messaging posted to the university webpages or social media accounts maintained by their division contains accurate information and reflects appropriate university content and messages.
- 1.3 MarComm staff are responsible for ensuring that all official news releases contain accurate information and reflect appropriate content messages.
- 1.4 All employees granted access/authority to update and maintain university webpages and social media accounts are responsible for ensuring that the posted messaging contains accurate information and reflects appropriate content and messages.
- 1.5 The use of the agency name and logos must adhere to University Procedure *09.02.99.R0.01 Licensing and Use of University Names, Logos, and Trademarks* and [Brand Guidelines](#) webpage.

- 1.6 News media interviews may be conducted by authorized individuals (e.g., members of executive leadership, public information officers on incidents, and others requested by MarComm) on behalf of the University. Those accepting interviews by members of the media may speak on their subject matter expertise and use general university messaging. Questions about university policy, interagency issues, finances, fatalities, injuries, or other sensitive subjects must be coordinated with the Executive Director of Marketing and Communications. Difficult, contentious or inaccurate interviews and resulting news items must be reported to the MarComm staff. They must also be notified of any interviews conducted with national media outlets and contacts with legislative members.
- 1.7 MarComm manages and maintain the university website's ([www.tamuc.edu](http://www.tamuc.edu)) Content Management System (CMS). Division, departments, and offices must designate web administrator for their area. These administrators will be granted the proper authorization to maintain their division/department/office website only after completing CMS training with the Center for IT Excellence (CITE)

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## **Related Statutes, Policies, or Requirements**

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

System Regulation [09.02.01, Official Messaging](#)

University Procedure [09.02.99.R0.01 Licensing and Use of University Names, Logos, and Trademarks](#)

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## **Definitions**

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Official Messaging - Official communication(s) on behalf of the University, unit, or department. This term does not include the individual professional or personal communications of member faculty or staff or communications of a faculty, staff, or student organization.

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## **Contact Office**

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Marketing and Communications  
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