

Approved: April 13, 2022

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Next Scheduled Review: July 1, 2029



Rule Summary

This rule sets standards for official messaging of Texas A&M University-Kingsville (TAMUK), such as signage, social media postings, press releases, news media interviews, and website postings in accordance with System Regulation *09.02.01, Official Messaging*.

Rule

1. MEDIA RELATIONS

The TAMUK Office of Marketing and Communications is responsible for developing and executing clear, accurate, and timely communication for various audiences, and as such, is the university president's approved delegated authority.

1.1 **Official Statements to the Media:** The Office of Marketing and Communications serves as the official liaison with all news media and coordinates all official university responses and comments to media inquiries related to university matters. All media requests for an official university response or position must come from the university president or the Office of Marketing and Communications. Employees who are asked by the media for official university comments in the context of their role at the institution should direct the media inquiry to the Office of Marketing and Communications.

1.2 **Speaking to Media on Matters of Research and Expertise:** University faculty and staff are often leaders in their fields of scholarship and can provide valuable insight into their areas. Employees may respond to media inquiries that relate directly to their research, scholarship, and expertise; however, they should inform the Office of Marketing and Communications about such media requests. Informing the Office of Marketing and Communications allows for streamlined follow-up communications with the news media as necessary while also assisting with media tracking reports and general promotion.

2. PUBLICITY AND PROMOTION OF UNIVERSITY EVENTS AND ACHIEVEMENTS

Employees, students, and student organizations wishing to promote university events and university-related achievements should first contact the Office of Marketing and Communications to coordinate such efforts.

3. MARKETING AND PROMOTIONAL MATERIALS

University marketing, recruitment, and promotional materials should reflect appropriate branding guidelines and standards set forth by the Office of Marketing and Communications, which is responsible for assisting in creation and approval of these materials.

4. USE OF UNIVERSITY LOGO, BRANDS, AND TRADEMARKS

The official university logos are major building blocks of TAMUK's brand, and as such, should be consistent in visual representation to create a uniform and recognizable appearance. It is imperative that university logos and marks be used appropriately in all marketing, branding, advertising, publications, printed materials, web communications, and other strategic communications.

- 4.1 Any use of university trademarks, logos, brands, and/or marks by, or in conjunction with, outside entities requires written permission from the Office of Marketing and Communications, which can be facilitated via the [Project Submission Form](#). Further questions regarding appropriate use of university logos and trademarks can be submitted to graphicdesign@tamuk.edu

5. MASS COMMUNICATIONS

Email is the primary means for mass communication with current students and employees. To communicate efficiently and reduce inbox clutter, mass email messages must be authorized and distributed by the university president, Office of Marketing and Communications, or appropriate authority as designated by the university president.

6. SOCIAL MEDIA

- 6.1 Social media is the use of mobile technologies and/or web-based applications and platforms to connect with the online community. Examples include but are not limited to: Facebook, Instagram, X (formerly known as Twitter), YouTube, and blogs. The Office of Marketing and Communications is the only office within TAMUK that is permitted to establish or maintain TAMUK university-wide branded social media accounts. The Director of Marketing and Communications may designate other university staff to assist with specific social media communications as deemed necessary for the main brand.
- 6.2 A TAMUK branded account includes any and all accounts administered by TAMUK employees, volunteers, or student employees using the official university name, logos, and/or nicknames, or accounts that represent a TAMUK college, school, division, department, or program. Branded social media account administrators may not express personal opinions or use university branding without authorization from the Office of Marketing and Communications.
- 6.3 Official university social media content is considered legally public, is not private, and may be subject to the Texas Public Information Act. Branded account administrators must provide the username and password and/or add the Office of Marketing and

Communications as an authorized administrator to safeguard the account from accidental loss or deletion due to an account administrator's departure from TAMUK.

6.4 Individuals charged with the administration and maintenance of university and university-affiliated social media accounts must ensure all content is compliant with The Texas A&M University System (System), state and federal policies and laws.

7. WEBSITE

7.1 The Office of Marketing and Communications manages and maintains the university website's (www.tamuk.edu) Content Management System (CMS). Divisions, departments, and offices must designate web administrators for their areas. These administrators will be granted the proper authorization to maintain their division/department/office websites only after completing CMS training with the Office of Marketing and Communications.

7.2 Individuals charged with the administration and maintenance of university and university-affiliated websites must ensure all content, links, static materials, and downloadable documents are compliant with System, state and federal policies and laws.

8. EXCEPTIONS

The university president or designee has the authority to grant exceptions or alternative procedures to official messaging processes. Exceptions or alternatives to procedures will be reviewed and evaluated based on internal processes on a case-by-case basis. Specific activities or projects may require submission of supporting data unique to the circumstance prior to approval.

Related Statutes, Policies, or Requirements

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

[System Regulation 09.02.01, Official Messaging](#)

[Texas A&M University-Kingsville Graphic Standards](#)

[Texas A&M University-Kingsville Social Media Guidelines](#)

Appendix

[TAMUK Marketing and Communications Project Submission Form](#)

Contact Office

Office of Marketing and Communications
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