

09.02.01.M0.01 Official Messaging

Approved May 6, 2022

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SAP Statement

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

Official communication(s) on behalf of a college, school, division, unit, branch or teaching campus does not include the individual professional or personal communications of faculty or staff, or communications of faculty, staff and student organizations.

Reason for SAP

This member SAP aims to define the processes by which the Regulation will be managed at Texas A&M. Per the Texas A&M University System (TAMUS) regulation, all official university messaging (including but not limited to signage, social media postings, press releases, news stories, news media interviews, photography/videography, and website postings) may be posted or disseminated solely by the university president or a delegate.

Official messaging delegates include the Vice President & Chief Marketing and Communications Officer (VP), the Assistant/Associate Vice Presidents for the Division of Marketing & Communications (AVP), and the senior-most marketing/communications (MarCom) professionals embedded in each unit working with the aforementioned VP and AVPs. The official messaging delegates may delegate authority as appropriate.

Strategic coordination of communications is essential for precise and consistent messaging. It is crucial to anticipate the potential implications of various public announcements disseminated from the TAMU. Strategic coordination will enhance the positive impact of timely, thoughtfully vetted communications aligned with TAMU's mission and core values.

Definitions

Embedded communications professional/staff member: A staff member assigned to a specific unit within TAMU to perform marketing/communications functions.

Official Rule/ Responsibilities/ Process

1. DESIGNATED AUTHORITY FOR OFFICIAL MESSAGING

- 1.1 The President has designated the VP and his/her designee(s) as the primary approval authority for TAMU's official messaging.
- 1.2 The VP and/or his/her designee(s) generate the majority of TAMU's official messaging and do so consistently with direction from the President, Chief Operating Officer, TAMU's mission, role, and scope, insight from TAMU departments, and/or guidance from the TAMUS.

2. REVIEW AND APPROVAL PROCESS

- 2.1 MarCom will provide guidance about designated channels of approval for official messaging to ensure conformity with established standards.
- 2.2 A regular review process, including occasional training sessions and message creation guidance, will be provided by MarCom to those requesting an official message distribution to include but not be limited to signage, social media postings, marketing campaign, press releases, news media interviews, photography/videography, and website content.
- 2.3 Employees involved with TAMU official messaging will be directed to utilize current guidance and established standards for media contact and interaction, news release, social media, and web utilization to ensure compliance with TAMU's official messaging expectations. Queries about official messaging and adherence to established standards should be directed to marcomm@tamu.edu.
- 2.4 Messaging that is inconsistent with current guidance or [established standards](#) will be reviewed for further action.
- 2.5 All department heads should regularly review planned official messaging from their areas to ensure it is consistent with the current guidance and established standards.

3. NEWS MEDIA INQUIRIES

- 3.1 For news media inquiries and requests specific to the President and/or university administration, requests should be directed to the President, the VP, the AVP, News and Issues Management, or embedded MarCom professional. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines,

newsletters, online publications, television, podcasts, blogs, and radio. Responses are to be reviewed/approved by the AVP with final approval by the President or delegate.

3.2 All news media inquiries and requests shall be directed to the embedded MarCom professional or his/her designee.

3.3 All press releases and statements to the media will be distributed through MarCom and the embedded MarCom professional in accordance with established formatting and protocols.

4. GUIDELINES FOR EMPLOYEES

4.1 If an employee or department is contacted by news media seeking an official statement on behalf of the university, the person/department should notify the embedded MarCom professional before providing information or responding to questions. The embedded MarCom staff member will coordinate with the central MarCom office, which will coordinate with the President's Office on any official statements to be released publicly.

4.2 Faculty who are directly contacted by news media for comment as an expert on topics relating to their areas of study or expertise are encouraged to coordinate through the embedded communications professional and share any media content with that office.

5. ADVERTISING

5.1 All university marketing and advertising shall be coordinated with MarCom through the VP and his/her delegate(s).

5.2 For the purposes of this policy, marketing and advertising include all forms of paid and free advertising, including print (newspaper, magazine, academic journal, etc.), broadcast (radio, podcast, and television), web (display advertising), billboards, events, Transportation Services (buses), mobile, social media, sandwich boards, paid search, direct mail, co-branded promotional items, transportation hubs, branded event activations, and static/digital signage.

5.3 Texas A&M Athletics will oversee all athletics-related advertising.

6. WEBSITE POSTINGS

6.1 All university website postings will be made by the embedded MarCom staff member, their designee, or an authorized user to ensure the content is approved.

6.2 Content promoting or advertising by third party vendors or businesses are not allowed on university-affiliated websites without a formal partnership or contract with TAMU.

7. SOCIAL MEDIA

- 7.1 All university-affiliated social media channels will be overseen by a designated authority to monitor the channels for inappropriate content and ensure that all posts are consistent with the university's mission.
- 7.2 The MarCom staff member must be provided with a list of all persons authorized as an administrator or editors of social media accounts.
- 7.3 Content promoting or advertising by third party vendors or businesses is not allowed on university-affiliated social media channels without a formal partnership or contract with TAMU.
- 7.4 Primary social media channels for the university will be monitored and run by the MarCom professional or designee. This includes, but is not limited to, Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.
- 7.5 Other university social media channels for colleges, departments, academic programs, athletics, etc., will be monitored by the staff member given the administrator role for each account. The MarCom staff member will monitor content on all university-connected social media accounts.
- 7.6 Embedded MarCom professionals must be assigned a page/account role with every university-affiliated social media account to assist with monitoring/managing these accounts.
- 7.7 MarCom must approve all new university-affiliated accounts to ensure adherence to university branding guidelines.

Related Statutes, Policies, or Requirements

[TAMUS Regulation 09.02.01 Official Messaging](#)

[TAMU SAP 09.02.99.M0.02 Commercial Filming, Videotaping and Photography](#)

[TAMU SAP 09.02.99.M0.03 University Intellectual Property Use & Licensing](#)

[TAMU SAP 21.99.09.M0.02 Sales, Solicitations and Commercial Advertising Via University Department or Organization Web Pages and E-Mail](#)

[TAMU SAP 51.99.99.M0.02 Campus Signage](#)

[System Social Media Guidelines](#)

[System Video Guidelines](#)

[TAMU Photo/Video Guidelines](#)

Contact Office

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