



UP 09.02.01.H1.01 Official Messaging

Approved: 3/21/2022
Next Scheduled Review: March, 2027

Procedure Summary

Texas A&M University [System Regulation 09.02.01, Official Messaging](#), requires Texas A&M-Texarkana 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.

The purpose of this member procedure is to define the rules and processes by which the regulation will be managed at Texas A&M University-Texarkana.

Procedure

External Communications/Press Releases/Media Interviews

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

- All press releases and formal statements to the media must be approved by the university president's chief of staff prior to release. If the communications manager is unavailable the communication will be sent from the Vice President for University Advancement or delegated authority.
- The communications manager must be notified any time a member of the press is on campus to interview faculty, staff, or students.
- The communications manager or Vice President for University Advancement 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.

Signage

All permanent signage for the university must be approved by the university marketing manager. Temporary outdoor signage including but not limited to yard signs and banners must be approved by the university marketing manager. The marketing manager will work in collaboration with the university 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 Life 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 Life and are limited to placement on the designated public bulletin boards on campus.

The university marketing and communications managers will monitor all signage on campus.

Athletic Communications

All athletic communications (scores, statistics, game recaps, award announcements, schedule changes, etc.) will be distributed by the sports information director. If the sports information director 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 communications manager or delegated authority prior to being released.

Website Postings

All university website postings will be made by the university webmaster or authorized user. The university webmaster 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.

1. The communications manager must be provided with a list of all persons authorized as an administrator or editor of social media accounts.
2. 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 communications manager should be made aware immediately.
3. Content promoting or advertising outside vendors or businesses is not allowed on university-affiliated social media channels.
4. Primary social media channels for the university will be monitored and run by the university communications manager or designee. This includes, but is not limited to, the main Facebook, Twitter, Instagram, Snapchat, TikTok, YouTube, and LinkedIn accounts.
 - a. 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 communications manager will monitor content on all university-connected social media accounts.

- b. The university communications manager must be assigned a page/account role with every university-affiliated social media account to assist with monitoring these accounts.
- c. All new university-affiliated accounts must be approved by the office of communications to ensure adherence to university branding guidelines.

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

Related Statutes, Policies, or Requirements

[System Regulation 09.02.01, Official Messaging](#)

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Date