
Rule Summary

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

Rule

1. MEDIA RELATIONS

The A&M-Victoria 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 are encouraged to 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. MEDIA ACCESS TO CAMPUS

- 2.1 **News media** are requested to coordinate with the Office of Marketing & Communications prior to coming on-site to film, photograph, interview, or otherwise conduct official news media business on campus. This will ensure that all necessary and appropriate privacy rules and laws for students are followed.

2.2 At times, access to certain, typically restricted, areas may be granted. Requests for those areas should be made via email to the Communications Manager with sufficient advance notice to review any requests and coordinate – if approved. In those instances of approval, a Communications representative must accompany news media. Areas that will require approval include, but are not limited to:

- i. Residence halls,
- ii. Private office suites,
- iii. Classrooms, laboratories, and conference rooms, while being utilized,
- iv. Other locations on campus where a general expectation of privacy exists.

3. 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.

4. 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 the creation and approval of these materials.

5. USE OF UNIVERSITY LOGO, BRANDS, AND TRADEMARKS

The official university logos are major building blocks of A&M-Victoria'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.

5.1 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. Further questions regarding appropriate use of university logos and trademarks can be submitted to marcomm@tamuv.edu.

6. MASS COMMUNICATIONS

Email is the primary means of 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.

7. 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.

8. SOCIAL MEDIA

8.1 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 A&M-Victoria that is permitted to establish or maintain A&M-Victoria university-wide branded social media accounts. The Senior Director of Marketing and Communications may designate other university staff to assist with specific social media communications as deemed necessary for the main brand.

8.2 A branded social media account includes any account administered by university employees, volunteers, or student employees that uses the official university name, logo, mascot, or other identifying marks; or that represents a university college, department, program, or initiative.

Departments or colleges wishing to create branded social media accounts must receive prior approval from Marketing and Communications.

- Account administrators must follow all university branding standards as well as complying with system, state, and federal accessibility requirements.
- Administrators may not express personal opinions or engage in activity that could be interpreted as representing the university without authorization.
- All official accounts must maintain an appropriate tone and professional standard consistent with the university's mission and values.

8.3 All official university social media content is considered public information and may be subject to the Texas Public Information Act. To ensure continuity and security, each branded account must:

- Provide Marketing and Communications with administrative access or shared login credentials; and
- Ensure that the account remains accessible in the event an administrator changes roles or leaves the university.

8.4 All university and university-affiliated social media accounts must comply with:

- System policies and brand guidelines;
- State and federal laws, including those governing privacy, accessibility, and public information; and
- University standards for conduct and communication.

The Office of Marketing and Communications reserves the right to review, edit, or remove social media content that fails to meet these requirements or that presents reputational, legal, or compliance risks to the university.

8.5 Any expenditure of university funds for advertising, including paid social media campaigns, digital or print ads, and other promotional materials, must be coordinated through the Office of Marketing and Communications. No department, college, or individual may commit university funds for advertising without prior approval from the Office of Marketing and Communications to ensure alignment with branding, messaging, and institutional guidelines.

9. WEBSITE

- 9.1 Marketing and Communications is responsible for the overall management and maintenance of the university's web presence. The office oversees the Content Management System, establishes standards for content, design, and accessibility, and ensures compliance with all applicable laws and regulations.
- 9.2 Each department or college that maintains web content must designate at least one trained web administrator to manage its assigned website or webpages.
- Web administrators are granted access to the Content Management System only after completing official training provided by the Office of Marketing and Communications.
 - Departments and colleges are responsible for ensuring that all information is accurate, current, and aligned with university branding standards, as well as complying with system, state, and federal accessibility requirements.
- 9.3 All university and university-affiliated websites must comply with:
- System policies and regulations;
 - State and federal accessibility requirements; and
 - Applicable standards for digital security, privacy, and public information.

Web administrators must ensure that all content and links meet these requirements.

- 9.4 Marketing and Communications reserves the right to review, edit, or remove any web content that:
- Violates System, state, or federal law;
 - Fails to meet accessibility or branding standards;
 - Contains outdated, inaccurate, or misleading information; or
 - Presents reputational or compliance risk to the university.
- 9.5 This policy applies to:
- The primary institutional website (www.tamuv.edu);
 - All college and department websites housed within the Content Management System; and
 - Any university-affiliated public website, microsite, or externally hosted site representing the university, its programs, or initiatives.

All new university-affiliated websites or domains must receive prior approval from the Office of Marketing and Communications before publication.

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-Victoria Graphic Standards](#)

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

09.02.1.J1 Official Messaging

Appendix

[A&M-Victoria Marketing and Communications Project Submission Form](#)

Contact Office

Office of Marketing and Communications
(361) 570-4341