

Rule 09.02.01.T1 Official Messaging

Approved: June 22, 2022
Next Scheduled Review: June 22, 2027



Rule Statement

This rule is required by and supplements Texas A&M University System (system) Regulation 09.02.01, *Official Messaging*, and is adopted to outline approval authority and requirements for official messaging, as needed to facilitate effective operations at Tarleton State University (Tarleton or university).

Definitions

Refer to [System Regulation 09.02.01](#) for definition of terms.

Rule

1. RESPONSIBILITIES

- 1.1 University employees and students will comply with all requirements as set forth in this rule when conducting business on behalf of or representing the university. Failure to comply may result in disciplinary action. This rule does not apply to individual professional or personal communications of faculty, staff, or students.
- 1.2 Websites and social media accounts under the purview of university divisions, colleges, departments, and units must be coordinated with the Office of Marketing and Communication and in accordance with this rule.
- 1.3 Affiliated/recognized organizations and third-party contractors using social media or websites on behalf of or representing the university must do so in coordination with the Office of Marketing and Communications and in accordance with this rule.

2. APPROVAL AUTHORITY AND REQUIREMENTS

2.1 Delegation of Approval Authority

- 2.1.1 Approval authority is herein delegated to the university's chief university communications officer or designee for official statements, press releases, news media interviews and communications, and posts on official Tarleton State University social media accounts and websites, and any video production

to be use for university marketing or promotion. The chief university communications officer may designate other university staff to assist with specific social media communications and websites as deemed necessary.

- 2.1.2 Approval authority is herein delegated to the assistant vice president for campus operations for design and creation of permanent signage and to the chief university communications officer to ensure permanent, semi-permanent, and temporary signage follow university brand standards and proper use of System names and indicia in accordance with System Policy 09.02, *Use of System Names and Indicia*, Tarleton Standard Administrative Procedure (SAP) 61.99.99.T0.02, *Publication Guidelines*, and the Tarleton Brand Guide.

2.2 Requirements

2.2.1 Website

The Office of Marketing and Communications manages and maintains the university website's (<https://www.tarleton.edu/home/>) Content Management System (CMS). University divisions, colleges, departments, and units must designate web administrators for their areas. These administrators will be granted the proper authorization and be held accountable to maintain applicable websites only after completing CMS training with the Office of Marketing and Communications. University employees, divisions, departments, offices, units, student organizations, and third-party contractors will adhere to established [University Web Guidelines and Requirements](#).

2.2.2 Social Media

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, Twitter, YouTube, TikTok, and blogs. University trademarks may not be used on social media without authorization from the Office of Marketing and Communications. Social media using university trademarks may not express personal opinion or communication construed as personal opinion without authorization from the Office of Marketing and Communications. University employees, divisions, colleges, departments, units, affiliated/recognized organizations, and third-party contractors will adhere to [Tarleton SAP 61.99.99.T0.05, Social Media](#).

2.2.3 Videography/Photography

Marketing and promotional videos and photography produced by university employees, divisions, colleges, departments, units, affiliated/recognized organizations, and third-party contractors must be approved by the Office of Marketing and Communications to ensure coordination with existing university-wide marketing efforts; contribute positively to Tarleton State University's brand image; prevent inconsistent messaging and/or duplication of materials already in existence; and meet the highest production standards in the most cost-effective manner. This does not apply to student projects (not created for

Tarleton marketing purposes) or to creative videos and photos produced by faculty (not created for Tarleton marketing purposes), although it is preferable to have all university video productions and photography reflect institutional identity and quality.

2.2.4 University employees, divisions, colleges, departments, units, affiliated/recognized organizations, and third-party contractors conducting business on behalf of or representing the university will adhere to this rule and the university's following established related requirements:

- [Tarleton SAP 61.99.99.T0.02, *Publication Guidelines*](#);
- [Tarleton Brand Guide](#); and
- [Tarleton Accessibility Standards](#).

3. 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*](#)

[Tarleton Standard Administrative Procedure 61.99.99.T0.02, *Publications Guidelines*](#)

[Tarleton Standard Administrative Procedure 61.99.99.T0.05, *Social Media*](#)

[Tarleton State University Brand Guide](#)

[University Web Guidelines and Requirements](#)

[Tarleton Accessibility Standards](#)

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