

**ADMINISTRATIVE PROCEDURES**

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| **70.05 Official Messaging** | **Approved: February 11, 2022** |

1. GOVERNING REGULATIONS

Official messaging is governed by System Regulation [*09.02.01 Official Messaging*](http://policies.tamus.edu/09-02-01.pdf) and System Policy [*09.02* *Use of System Names and Indicia*](http://policies.tamus.edu/09-02.pdf).

1. PURPOSE

The purpose of this procedure is to ensure the appropriate approval for agency official messaging such as news media interviews, press releases, signage, social media postings, and website postings.

3. GENERAL REQUIREMENTS

3.1 The Communications & Marketing Advisory Council (CMAC) serves as part of the agency’s communications governance structure and provides advice and recommended alternative solutions to maximize the impact and effectiveness of the agency’s communications efforts.

3.2 Each assistant or associate director is responsible for ensuring that all messaging posted to the agency webpages or social media accounts maintained by their division contains accurate information and reflects appropriate agency content and messages.

3.3 The Communications Office staff are responsible for ensuring that all official agency news releases contain accurate information and reflect appropriate agency content messages.

3.4 All employees granted access/authority to update and maintain agency webpages and social media accounts are responsible for ensuring that the posted messaging contains accurate information and reflects appropriate agency content and messages.

3.5 The use of the agency name and logos must adhere to Administrative Procedure [*70.04 Use of Agency Name and Logos*](https://tfsfinance.tamu.edu/modules/finance/admin/admin_procedures/7004%20Use%20of%20TFS%20Name%20and%20Logos.docx).

3.6 The production of videos for external audiences must adhere to the [Informal Video Guidelines](https://tfsfinance.tamu.edu/modules/finance/admin/guidelines/Informal%20Video%20Guidelines.docx) and [Video Production Guidelines](https://tfsfinance.tamu.edu/modules/finance/admin/guidelines/Video%20Production%20Guidelines.docx), as applicable.

3.7 The use of social media must adhere to the [Social Media Use Guidelines](https://tfsfinance.tamu.edu/modules/finance/admin/guidelines/Social%20Media%20Use%20Guidelines.pdf).

3.8 News media interviews may be conducted by authorized individuals (e.g., members of executive and senior leadership, public information officers on incidents, others requested by Communications Manager) on behalf of the agency. Those accepting interviews by members of the media may speak on their subject matter expertise and use general agency messaging. Questions about agency policy, interagency issues, finances, fatalities, injuries, or other sensitive subjects must be coordinated with the Communications Office staff. Difficult, contentious or inaccurate interviews and resulting news items must be reported to the Communications Office staff. They must also be notified of any interviews conducted with national media outlets and contacts with legislative members.

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