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Marketing and Communications Approvals Policy

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MARKETING AND COMMUNICATIONS APPROVALS POLICY

Area: Marketing and Communications

Subject: Review and approval of marketing materials

Applies To: the University community

Sources:

Responsible Party: VP for Marketing and Communications

Number: MC-1001

Issued: 08/03/2015

Revised:

Updated:

Reviewed:

Page(s): Page 1 of 1

I. Purpose

The purpose of the Marketing and Communications approval process is:

- A. To elevate the University image by projecting consistent, quality messages and materials to our prospective students, parents, community, alumni and other audiences.
- B. Maximize the effectiveness of materials with consistent use of our brand attributes across audiences and platforms.
- C. To be fiscally responsible with advertising funds by ensuring that they are used in the most effective and efficient way.
- D. Ensure that the University is not sending out conflicting messages.
- E. Ensure that the University is adhering to copyright and trademark laws and best practices.
- F. Ensure that we are utilizing our media resources effectively and reaching the broadest audiences with University news.
- G. Ensure that the University is represented properly and effectively in the social media environment.

II. Policy Statement

Marketing

In order to maintain a consistent and effective University image, marketing and promotional materials must be approved by the Office of Marketing and Communications.

The Office of Marketing and Communications is available to provide all related marketing services to the campus community free of charge, however colleges and departments have the ability to create their own materials. Those materials must be reviewed and approved by the Office of Marketing and Communications prior to production and/or dissemination.

Advertising

The purchase of advertising must be coordinated through the Office of Marketing and Communications. The director of Marketing and Advertising must be notified prior to the purchase of advertising or other media.

Communications

Managing the quality, quantity, timing and flow of information to the media is critical to ensuring that Georgia Southern gets sufficient media coverage.

- A. All press releases and media advisories will be edited and sent to the media through the Office of Marketing and Communications. Colleges and departments may write their own press releases but they will be edited and released through the Office of Marketing and Communications.
- B. If any faculty or staff member is contacted by the media, he or she should notify the director of Communications in the Office of Marketing and Communications. When possible, contact the Office prior to participating in an interview.
- C. Communications within the Office of Marketing and Communication offers media training and guidance in communicating with the media.

Social Media

Social media is a powerful tool to reach our audiences. Colleges and departments and other organizations may establish their own social media accounts. The Office of Marketing and Communications maintains oversight and offers guidance on the accounts. Social Media is governed by the social media guidelines (<http://news.georgiasouthern.edu/marketing/resources/>).

III. Scope

- A. All members of the University community with the exception of internal communications with faculty, staff and current students.
 - i. Internal communications materials must adhere to the University visual standards.
(<http://news.georgiasouthern.edu/marketing/resources/>).
- B. Pertains to all marketing and promotional materials including online graphics and publications (see Definitions below)
- C. Pertains to all interaction with the media (as defined below).
- D. Pertains to all official University social media accounts.
- E. Pertains to advertising the University and all colleges and departments within.

IV. Definitions

Marketing Materials including but not limited to; brochures, advertisements, newsletters, annual reports, promotional videos, recruitment materials, posters, invitations, postcards, campaign graphics, etc.

Promotional Materials: promotional and giveaway items including but not limited to; department apparel, logos, mugs, tshirts, pens, calendars, etc.

Online Communications: Promotional materials distributed in an electronic format, such as e-newsletters, campaign graphics and websites. (The University website is governed by the University Web Policy # IT-2010-00).

Video refers to videos intended to promote the University.

Media includes but is not limited to television, radio, online communications, print and other information outlets.

V. Roles and Responsibilities

- A. The Office of Marketing and Communications under the direction of the Associate Vice President, approves marketing and media relations materials.
- B. Marketing materials for review must be sent via email to marketing@georgiasouthern.edu or hard copy to P.O. Box 8055.
 - a. Press releases and other media communication should be sent to the director of Communications in the Office of Marketing and Communications.
- C. Marketing and Communications will review and document necessary revisions, or approve the materials within 48 hours of receipt.
- D. It is highly recommended that materials be sent in the earliest stage of completion in order to allow time for any necessary changes prior to production or dissemination.
- E. Marketing and Communications is authorized to take appropriate steps to improve/correct or modify materials should it be necessary to maintain brand integrity.
- F. The social media coordinator within the Office of Marketing and Communications monitors all official social media accounts for the University and offers guidance, support and oversight of all accounts. Social Media is governed by social media guidelines (<http://news.georgiasouthern.edu/marketing/resources/>).
- G. The Office of Marketing and Communications must be notified prior to the purchase of advertising or other media.

VII. Exemptions

- A. Internal communications to current students may be exempt from the approval process as long as the possibility of the materials being viewed by an outside audience is unlikely (i.e., posters and postcards announcing student events on campus, etc.) Communications to students via social media are not exempt and will be monitored.
- B. Athletics marketing and contracted/assigned rights holder(s).