

09.02.01.H1.01 Official Messaging



Approved: March 21, 2022

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Revised: 2/19/2026

Next Scheduled Review: February 2031

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 Director of Communications 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 Director of Communications is unavailable the communication will be sent from the Vice President for University Advancement or delegated authority.
- The Director of Communications must be notified any time a member of the press is on campus to interview faculty, staff, or students.
- The Director of Communications 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 Executive Director of Marketing. Temporary outdoor signage for the university including, but not limited, to yard signs and banners must be approved by the university Executive Director of Marketing. The Executive Director of Marketing will work in collaboration with the university Director of Communications.

Any university installed decorative items or permanent fixtures in public areas of the university, such as frames, signs, or lettering must be approved in advance by the Executive Director of Marketing \ or Director of Communications.

Other university signage including, but not limited to, event fliers and temporary event signage for university-sponsored events must be approved by the Marketing Manager or the Director of Communications.

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 comply with [University Rule 08.02.99.H1, Expressive Activity on Campus](#). These signs and fliers may only be affixed to bulletin boards identified for community announcements. Any installation of signs on the exterior of the buildings or grounds must be approved by the Executive Director of Marketing. Individuals may hand-distribute fliers or personally carry signs in accordance with the First Amendment.

The university Executive Director of Marketing and Director of Communications will monitor all signage on campus.

Email

All email associated with the university, departments, programs, organizations, and university events must be sent using an official university email address. The use of outside email providers such as, but not limited to, Gmail, Yahoo, Hotmail or others to conduct university business. The IT department can provide designated university email accounts should they be required.

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 Communications.

Any athletics release or external communication that has a broader impact to the campus community must be approved by the Director of Communications 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 Director of Communications 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 Director of Communications should be made aware immediately.
3. Content promoting or advertising outside vendors or businesses is not allowed on university-affiliated social media channels.
4. All social media content must meet all federal, state, and System requirements for accessibility. See [System Policy 29.01.04, Accessibility of Digital Resources](#).
5. Primary social media channels for the university will be monitored and run by the university Director of Communications or designee. This includes, but is not limited to, the main Facebook, Twitter, Instagram, Snapchat, 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 Director of Communications will monitor content on all university-connected social media accounts.
 - b. The university Director of Communications must be assigned a page/account role with every university-affiliated social media account to assist with monitoring these accounts.
 - c. All individuals given access to post on behalf of any university-affiliated social media channel must acknowledge and sign the [Social Media Administrator Terms of Use](#), below, which is maintained with the Director of Communications. Failure to follow the terms may result in removal of rights and referral to the individual's supervisor, as appropriate, for further review.
 - d. All new university-affiliated accounts must be approved by the Office of Communications to ensure adherence to university branding guidelines.
 - e. There shall be no university social medial channels using apps or other technology that have been prohibited by federal or state authorities.

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

Appendices

[Social Media Administrator Terms of Use](#)

Related Statutes, Policies, or Requirements

[System Regulation 09.02.01, Official Messaging](#)

[System Policy 29.01.04, Accessibility of Digital Resources](#)


[University Rule 08.02.99.H1, Expressive Activity on Campus](#)

[University Procedure 29.01.04.H1.01, Accessibility of Electronic and Information Resources](#)

Contact Office

University Advancement
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Approved:

Signed by:

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2/19/2026

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Date