

Communication Protocols

Event Promotion and Scheduling

To schedule an event at one of Salve Regina's event locations, you must first review space availability and make a request for space via the Resource 25 (R25) scheduling system. The link to this system is found in My Salve. The R25 system provides you with the opportunity to see whether or not your intended event competes or conflicts with other events on campus. This is also where you may request AV equipment and link to the catering request form.

The R25 system cannot adequately push information to other sources such as www.salve.edu or SALVEtoday at this time. Therefore, a public calendar of events is needed for proper promotion and visibility for multiple audiences. If your event is open to others on campus or to the public at large, please notify the Office of University Relations at salvenews@salve.edu for placement of your function on Salve Regina's public calendar of events. Notification should be made only after receiving confirmation that your event has been approved for space via R25.

Digital Signage

Digital signage is deployed at multiple locations around campus, including the McKillop Library, Miley Hall and the Rodgers Recreation Center. Recognized University groups may request digital signage via the request form found in multiple resource areas on the University's website. Requirements and templates for signage are also available at salve.edu/digital-signage.

Media Protocol

Standard University protocol requires that any media outlet or representative seek permission from the University prior to taking photographs, video footage or conducting interviews with faculty, staff or students.

The purpose of this is not to stifle ideas or inhibit freedom of speech. Rather, it is to maintain a standard set of operating procedures that become familiar to community members and the media for any given situation. It may not seem important when promoting the good works of students, the achievements of faculty or the prominence of our speakers on campus, but it is extremely important in times where security issues arise or when a crisis, tragedy, or otherwise unfortunate circumstance takes place. If there is no formal operating procedure, it becomes harder for those responsible for communicating about Salve Regina during tough times to do their job properly.

To report news, please email salvenews@salve.edu. Stories related to athletics should be directed to the sports information director at habershe@salve.edu.

The rise of new media technologies including social media has fueled a surge of independent media operators. On the positive side, it is an organic process of new voices entering our world. On the cautionary side, there is increased potential for inaccurate information to be transmitted.

As outlined in respective handbooks, Salve Regina employees have a responsibility to the University when speaking in public or through the media, and are asked to be sensitive to the importance of their words and actions particularly when expressing personal opinion. If identified with the University, you may erroneously be perceived as official spokespeople. Please remember to clarify that affiliations are only for identification and that personal opinions do not necessarily coincide with the views of the University, its faculty, staff or students.

Broadcast Email

Broadcast email messages (excluding the promotion of events) may be transmitted to the University community as a whole, or to designated groups such as faculty, staff, class years and graduate students.

Broadcast email messages are intended to inform the Salve Regina community about matters relating to University operations, campus safety and technological alerts. Requests for participation or solicitations for involvement are granted only if they pertain directly to academic, volunteer and community service activities that are non-event oriented. Individual events are not promoted via individual broadcast email messages simply due to the volume of events on campus. Events are posted in the public events calendar and are also highlighted through SALVEtoday, the SALVEtoday Update email and social media outlets such as Facebook and Twitter, among other practices. Faculty, staff and students who wish to advertise an event should contact the Office of University Relations to determine the most appropriate means of distribution based on the nature of the event and the desired outcome.

Print Materials

Print materials for events or department operations are processed through the Office of Design Services. Please contact salvedesign@salve.edu to set up an appointment. Events should be scheduled within R25 prior to the production of promotional materials.

Please note that all print pieces being purchased with University funds need to be coordinated and approved in association with the Office of Design Services. This is to ensure standards for quality, mailing and University imagery as well as for proper processing and payment. In addition, all external posters using the University's name, logo or likeness should be approved by Design Services prior to posting off campus.

Photography

To request photography for an upcoming event (advance notice required), please use the following online form: salve.edu/photography-request-form.

If you have questions or concerns regarding internal or external communications protocol, social media best practices or proven ways to reach an audience when involving University entities, please do not hesitate to contact Kristine Hendrickson, associate vice president for university relations and chief communications officer, at hendrick@salve.edu or 341-2148.