

## **Communication Procedures and Media Protocol**

Salve Regina has established procedures and protocols regarding campus-wide communication to assist in providing more effective, accurate and efficient University communications through verified sources for news and information.

### **Marketing, Design and Communication Request Form**

[salve.edu/marketing-design-and-communication-request-form](http://salve.edu/marketing-design-and-communication-request-form)

This form streamlines requests for communicative materials (digital and/or print) by faculty, staff and students. Members of the University community should use this form to:

- Place an event on the University calendar or request digital signage
- Request publicity, marketing and print materials for events and programs on and off campus
- Submit story ideas for SALVEtoday and the media
- Provide updates regarding academic departments and programs (including print materials)
- Share student, faculty and alumni success stories and accomplishments
- Submit photos and videos for posting to the University's social media channels
- Request photography and videography

The following procedures pertain to requests often made via the form:

#### **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 25Live event planning system. The link to this system is found in the menu section of the Portal under "Applications." 25Live 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 site.

25Live is primarily for planning. It is not our public event system. If your event is open to others on campus or to the public at large, please use the marketing request form to have your function placed on Salve Regina's public calendar of events. Submission of your event through this form should only be done after receiving confirmation that your event has been approved for space via 25Live.

Events are also highlighted through SALVEtoday, the weekly SALVEtoday Update and social media outlets such as Facebook and Instagram, among other practices. Once you have submitted an event through the marketing request form, the University Relations team will 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 submit your request via the marketing request form to begin the intake process. Events should be confirmed with 25Live prior to the production of related promotional materials.

Turnaround times for both internal and external print projects vary greatly. Please plan to allow a minimum of 15 working days for completion once a draft is approved.

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.

## **Photography**

The University works with several freelance and student photographers. Departments requesting specific photography should be prepared to pay for photographic services. Requests for photography should be submitted via the marketing request form. Please note that photography requests require at least five days advance notice. The office will do its best to secure a photographer to attend your event.

## **Videography**

Requests for video recordings of lectures or one-camera type recordings of events should be made through User Support Services at the time of securing space on campus via 25Live. Ideas or requests for marketing-related videos to use for storytelling and recruitment or news purposes should be submitted through the marketing request form. Video work is prioritized according to institutional goals and timelines as well as other production-related criteria.

## **Website Updates**

Updates to existing information on the website may be submitted through the marketing request form. Simple updates to existing information are typically made within 48 hours.

## **Broadcast Email Policy**

Broadcast email messages are intended to inform the Salve Regina community about matters relating to University operations, campus safety and technological alerts. Individual events are not promoted via broadcast email simply due to the volume of events on campus. 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. 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.

## **Social Media Policy, Writing Guide and Branding Guide**

The University has an established social media policy as well style guides for writing about Salve Regina and branding. This information is publicly available in the “Policies” section of the faculty/staff audience path as well as the document library of the portal under University Relations.

## **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. This protocol is outlined for reporters on the University Relations webpage. It is mainly the reporter’s responsibility to be aware of the procedures for organizations they cover, but it helps if University community members are also aware so that you can remind any reporters with whom you may come into contact. Journalists should not be contacting you directly, but if they do, checking in with University Relations prior to the interview is appreciated.

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.

Additionally, the rise of new media technologies 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 spokesperson. 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. If you have any questions or concerns please feel free to contact Kristine Hendrickson, AVP University Relations/Chief Communications Officer at [hendrick@salve.edu](mailto:hendrick@salve.edu) or 341-2148, or Matt Boxler, Director of Media Relations, at [boxlerm@salve.edu](mailto:boxlerm@salve.edu) or 341-2156.