Augusta University
Policy Library

Communications and Marketing Policy

Policy Manager: Division of Communications and Marketing

POLICY STATEMENT

The Division of Communications and Marketing (DCM) is charged with planning, development, and implementation of communications and marketing efforts for Augusta University, including, but not limited to the items listed in the definitions section below.

The Vice President for Communications & Marketing provides oversight for the development of communications and marketing strategies, and for coordinating the communications and marketing efforts of the entire university and health system. No consultants, firms, agencies or freelancers may be hired for these purposes without prior approval from DCM.

The hiring of staff responsible for communications or marketing efforts will be done in consultation with DCM. The Vice President for Communications & Marketing, or his/her designee, will participate in the interview of the final candidates for such positions.

All external communications or marketing efforts of the university or health system will be coordinated through and approved by DCM.

Internal communication efforts target large groups (over 50 people) within the AU community should also be coordinated through and approved by DCM.

The Division of Communications and Marketing is charged with maintaining editorial standards and brand guidelines on behalf of the university. The Augusta University Brand Guidelines shall serve as the official editorial and visual identity standards for communication on behalf of the university.

AFFECTED STAKEHOLDERS
Indicate all entities and persons within the Enterprise that are affected by this policy:

☒ Alumni ☒ Faculty ☒ Graduate Students ☒ Health Professional Students
☒ Staff ☒ Undergraduate Students ☒ Vendors/Contractors ☐ Visitors
☐ Other:

DEFINITIONS

- Advertising – paid or non-paid promotion through traditional media channels (TV, radio, billboards, magazine, newspaper, etc.), digital media (websites, email solicitations, social media, product placement, etc.), and other activities involved in marketing the university or health system

- Logos and visual identity – graphical representations (logos, images, icons, monograms, wordmarks, etc.) of components of the university or health system or any related activities, products, or services

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- Market research – research, conducted for non-academic purposes, to gather or analyze information about consumer preferences or the moving of goods or services from producer to consumer

- Mass email – The distribution of email to groups or lists for strategic communications or marketing purposes

- Media Relations – distribution of press releases, pitching or promoting story ideas, development of external newswires, faculty expert lists/databases, and all other activities related to direct or indirect interaction with external media in an official capacity on behalf of the university

- Promotional videos – Videos produced or used for non-academic purposes

- Publications – Print or electronic magazines, newsletters, brochures, flyers, etc.

- Social media – Online content designed to be shared with other users in a social context

- Web pages – Online content available on the World Wide Web.

PROCESS & PROCEDURES

Please consult augusta.edu/dcm for additional resources and information related to communications and marketing projects and initiatives. To request assistance with or coordination of efforts covered within this policy, contact the Division of Communications & Marketing at augusta.edu/dcm/request.

REFERENCES & SUPPORTING DOCUMENTS
- Augusta University Brand Guidelines – augusta.edu/dcm/marketing/brand-strategy.php
- AU Communications Resources – augusta.edu/dcm/communications
- AU Marketing Resources – augusta.edu/dcm/marketing
- AU Digital Content Resources – augusta.edu/dcm/digitalcontent
- AU Mass Email Guidelines – augusta.edu/dcm/newsletters-and-emails.php
- AU Web Resources - augusta.edu/dcm/web

RELATED POLICIES
- Acceptable Use of Electronic Mail and Electronic Messaging Policy
- Advertising Policy
- Mass Communication and News Media Policy
- Social Media Policy
- University Seal Policy

APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University
Date: 12/1/2021

President, Augusta University   Date: 12/1/2021