



TEXAS TECH UNIVERSITY

College of Human Sciences™

SUBJECT: College of Human Sciences Marketing and Communications Policies and Procedures

DATE: March 2022

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to set forth College of Human Sciences' policies and regarding:

- Responsibilities of the Office of Marketing and Communications and its relationship with other entities in the college
- Development and implementation of marketing, communications, and public relations
- Department responsibilities, policies, and procedures relating to marketing and communications

REVIEW: This OP will be reviewed by the COHS Director of Marketing and Communications when there is a change to university and college requirements.

POLICY/PROCEDURE:

The College of Human Sciences (COHS) Office of Marketing and Communications provides assistance and guidance for all communications, digital media, and news media needs of the College of Human Sciences to support recruitment efforts and the teaching, research, service, and outreach missions of Texas Tech University. The COHS Office of Marketing and Communications works closely with the Texas Tech Office of Communications and Marketing to distribute news releases and event advisories; assist representatives of print, broadcast, and online media in locating sources of information in the college; and provide information of public and media interest in a professionally prepared format.

The COHS Office of Marketing and Communications manages the College and University brand by adhering to the [Texas Tech Visual Identity Guidelines](#). These guidelines govern visual elements, logo use, writing guidelines, website, print collateral, and presentation strategies. Within these guidelines, the office produces digital and print media products and provides multi-media design assistance and consultation to the college's offices, departments, programs, institutes, research clusters, and centers. Department chairpersons will be notified of all marketing initiatives requested by faculty or staff. Student organizations will be advised as requested on marketing and communication initiatives.

1. General responsibilities

The Director of Marketing and Communications oversees all print and electronic marketing communications of COHS including the college website, a vast range of printed material, press releases, event advisories, social media, and electronic/digital communications. The COHS Office of Marketing and Communications assists the college, its offices departments, programs, institutes, research clusters, and centers with print and electronic marketing communications.

2. Social Media Accounts



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The COHS Office of Marketing and Communications manages the official social media accounts of the college. All COHS offices, departments, programs, institutes, and centers should notify the Assistant Director of Office of Marketing and Communications of existing and new social media accounts and those of their respective student organizations as well as the contact information of the manager(s) of each account. The Office of Marketing and Communications is available to advise all COHS offices, departments, centers, and institutes on social media strategy and best practices.

3. Websites, Electronic Presentations, and HTML Communications

All COHS websites, electronic presentations, and digital communications will adhere to Texas Tech Visual Identity Guidelines and templates. All COHS offices, departments, programs, institutes, and centers will provide updated information to the Director of Marketing and Communications and the Assistant Director in a timely manner to ensure quality content on all websites.

4. Printed material

The COHS Multimedia Specialist, Assistant Director, and the Director of Marketing and Communications are available to assist with development of print materials to COHS offices, departments, programs, institutes, research clusters, and centers. The COHS Marketing and Communications Office will gain brand approval for all printed materials from the Texas Tech Office of Communications and Marketing.

5. News gathering and dissemination

The Multimedia Specialist, Assistant Director, and the Director of Marketing and Communications will gather and record news and information from all COHS offices, departments, programs, institutes, research clusters, and centers to publish in monthly college and TTU publications, *Internal Insights*, *E-Viewpoints*, social media posts, other newsletters, and to the Texas Tech Office of Communications and Marketing.

6. Press releases, event advisories, and media advisories

News items worthy of a press release or media advisory should be presented to the COHS Office of Marketing and Communications. Media advisories for all public-facing college and department events that require media exposure will be sent to the Texas Tech Office of Communications and Marketing two weeks prior to the event, per university guidelines. The Multimedia Specialist or Assistant Director will create and distribute all releases and advisories to the Texas Tech Office of Communications and Marketing. Please contact the Assistant Director or the Director of Marketing as soon as you believe you will need a press release or media advisory. The COHS Marketing and Communications office will act as a liaison between COHS and the Texas Tech Office of Communications and Marketing. The Texas Tech Office of Communications and Marketing retains the right of refusal for creation and distribution of any press release.

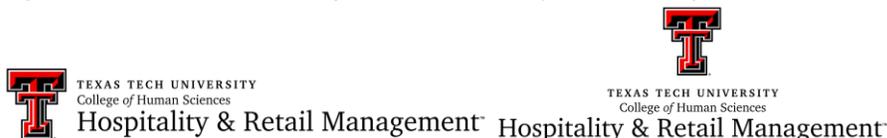
7. Logos

All COHS offices, departments, programs, institutes, and centers will use the official three-line Double T signature logos created and provided by the Texas Tech Office of Communications and Marketing. All materials ordered will use the three-line logo system including the university,



college and department, program, center, or institute name. Simplified versions can be made available for embroidery or other needs. No other logos may be created or used in any media at any time. If there is a need for additional logos, or if the imprint area on a promotional product does not allow room for the use of the official logos, please contact the Director of Marketing and Communications.

The logo system is very flexible. There are centered and flush-left versions with both white and black text. Black and white versions are available as well. Here are examples of the three-line logo for the Human Development and Family Studies department:



Visit www.hs.ttu.edu/marketing/logos.php to view a list of existing logos for COHS departments, programs, centers, and institutes.

8. Photography and Video

The COHS Marketing and Communications office is available to take photographs and video for use in all media. Please schedule a time with the Assistant Director of the COHS Marketing and Communications office.

9. Events

The COHS Marketing and Communications office will collaborate with the Dean's Office, Student Services/Recruitment, Advising Office, and departments to promote student and recruitment events. The COHS Multimedia Specialist, Assistant Director, and the Director of Marketing and Communications will assist with invitation and program design, scripts, show flows, and any other deliverables for events as well as promoting events through social media channels and with press releases or media advisories as necessary. Event photography and videography can be requested by contacting the Multimedia Specialist, Assistant Director, or Director of Marketing and Communications. Event coverage that includes photography and/or videography can be requested by submitting the form at:

http://www.depts.ttu.edu/hs/marketing/event_coverage.php.

10. Scripts

The COHS Marketing and Communications office is available to assist with script writing and/or speech writing for celebratory or formal presentations. Assistance with script writing can be requested by contacting the Assistant Director or the Director of Marketing and Communications.

11. News media

Staff and faculty must contact the COHS Office of Marketing and Communications as a first step in planning all news conferences, special events, or other functions where media coverage is desired. Staff and faculty may prepare first drafts of communications for the media but should collaborate with the COHS Office of Marketing and Communications on final copy. The Texas Tech Office of Communications and Marketing is responsible for disseminating all news



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releases, media advisories, and other information about Texas Tech University to media outlets and will otherwise make all media contacts for the university, unless other specific arrangements are made with the Texas Tech Office of Communications and Marketing. Any questions regarding media contacts or coverage should be directed to the Assistant Director or Director of Marketing and Communications. Written communications with media must conform to Associated Press style and accepted journalistic standards. [Writer's guidelines](#) for Texas Tech University are part of the visual identity guidelines.

12. Responding to media inquiries

Faculty and staff are encouraged to respond to media inquiries directly when acting in their areas of academic or professional expertise. Faculty and staff who respond to media inquiries are encouraged to send, via email or phone call, a brief report on the media contact to the Office of Marketing and Communications so that a record of media mentions of COHS can be recorded. Should the faculty or staff deem a media inquiry to be of a controversial or a questionable nature, faculty and staff should feel free to utilize the services of the COHS Office of Marketing and Communications and/or the Texas Tech Office of Communications and Marketing.

13. Advertising and Promotional Items

The Director of Marketing and Communications is available to assist with ordering advertising and promotional products in support of brand management.



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14. Resources

- Texas Tech Visual Identity Guidelines:
<http://www.depts.ttu.edu/communications/identityguidelines/>
- College of Human Sciences Photo Database:
https://www.flickr.com/photos/collegeofhumansciences_ttu/
- Texas Tech Office of Communications and Marketing Photo Database
<photos.ttu.edu>
- COHS Office of Marketing and Communications Event Coverage form
http://www.depts.ttu.edu/hs/marketing/event_coverage.php
- Texas Tech Model Release Form:
<http://www.depts.ttu.edu/communications/identityguidelines/downloads/photo-release-form.pdf>
- Omniupdate: OU Campus required training for website editors:
<https://www.depts.ttu.edu/itts/web/ou/index.php>
- Texas Tech Shortcourses:
<https://www.depts.ttu.edu/itts/training/shortcourses/>
Web Development and Publishing courses suggested for website editors:
 - Accessibility for the Web
 - Expression Web
 - Search Engine Optimization (SEO) and Web Analytic