

Augusta University

Policy Library

Communications and Marketing Policy

Policy Owner: University Communications

POLICY STATEMENT

The Division of Communications and Marketing (DCM) is charged with planning, development, and implementation of communications and marketing efforts across the university and health system.

The Vice President for Communications & Marketing provides oversight for the development of communications and marketing strategies, and for coordinating the communications 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 communications efforts targeting more than a single department or 50 people will also be coordinated through and approved by DCM.

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.) as well as marketing communications that utilize new media channels (websites, email solicitations, social media, product placement, etc.) and other activities involved in marketing the university or health system
- Emergency communications – mass messaging distributed on behalf of the university or health system as a result of an emergency
- 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.
- Market research – research, conducted for non-academic purposes, to gather or analyze information about consumer preferences or the moving of good or services from producer to consumer.

Office of Compliance and Enterprise Risk Management Use Only

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Policy Sponsor: Type the title of the Executive Leader of the department.

Originally Issued: Not Set

Last Revision: 10/24/2016

Last Review: 06/13/2017

- Mass email – a message distributed through email or listserv to individuals outside of the sender's direct academic or administrative unit, or that targets more than 50 recipients
- 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
- 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

Process and Procedures for communications and marketing activities:
<http://gru.edu/dcm/guidelines.php>

REFERENCES & SUPPORTING DOCUMENTS

Identity standards: gru.edu/dcm/guidelines.php

RELATED POLICIES

Intentionally left blank.

APPROVED BY:

President, Augusta University and CEO, AU Health System Date: 06/13/2017