

## Texas A&M Veterinary Medical Diagnostic Lab Rules

### 09.02.01.V1 | Official Messaging

Approved: April 20, 2022

Next Scheduled Review: April 20, 2027

[Click Here to View Revision History](#)



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## RULE SUMMARY

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In accordance with Texas A&M University System Regulation [09.02.01, Official Messaging](#), this rule establishes the Texas A&M Veterinary Medical Diagnostic Laboratory (TVMDL) processes for adherence to this regulation.

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## PROCEDURES AND RESPONSIBILITIES

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1. TVMDL employees are expected to route official agency messaging, such as agency press releases, agency-wide social media and website postings, and agency external and vehicle signage requests through proper channels.
  - 1.1 The TVMDL Director's Office is responsible for official, agency-wide social media and website postings, and press release content and distribution, in consultation with subject matter experts.
  - 1.2 The TVMDL Director's Office regularly tracks media coverage for the agency, and subject matter experts are encouraged to inform agency marketing and communications staff of media interview requests and placements.
  - 1.3 The TVMDL Director's Office staff is available to help develop relationships with members of the media, coordinate media interview requests for subject matter experts and provide guidance to subject matter experts to help ensure successful interactions with the media.
  - 1.4 The TVMDL Director's Office provides approved logos for vehicle signage. Vehicles leased through the Texas A&M University Transportation Services must follow [vehicle branding guidelines](#).
  - 1.5 The Facilities Offices for Texas A&M University and Texas A&M University System are responsible for official agency external building signage. The TVMDL Director's Office provides branding guidance.

## 2. WEBSITE

The TVMDL Director's Office manages and maintains the agency's website (<http://tvmdl.tamu.edu>) Content Management System (CMS). Administrators will be granted the proper authorization to maintain the website only after completing CMS training with the TVMDL Director's Office.

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## RELATED STATUTES, POLICIES, OR REQUIREMENTS

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[System Regulation 09.02.01, Official Messaging](#)

[System Policy 09.02, Use of System Names and Indicia](#)

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## APPENDIX

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Marketing and communications services and resources are available by contacting the TVMDL Director's Office.

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**CONTACT OFFICE**

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Questions regarding this rule should be referred to the TVMDL Director's Office at 979-845-2679.

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**REVISION HISTORY**

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