

Texas A&M AgriLife Extension Service Rules

09.02.01.X1 | Official Messaging

Approved: April 20, 2022

Next Scheduled Review: April 20, 2027

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RULE SUMMARY

In accordance with Texas A&M University System Regulation [09.02.01 Official Messaging](#), this rule establishes the Texas A&M AgriLife Extension Service (AgriLife Extension) processes for adherence to this regulation.

PROCEDURES AND RESPONSIBILITIES

1. AgriLife Extension 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 Texas A&M AgriLife Marketing and Communications 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 Texas A&M AgriLife Marketing and Communications 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 Texas A&M AgriLife Marketing and Communications 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 Texas A&M AgriLife Marketing and Communications 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 System are responsible for official agency external building signage. Texas A&M AgriLife Marketing and Communications provides branding guidance.

2. WEBSITE

The Office of Marketing and Communications manages and maintains the Texas A&M AgriLife Extension Service website's (<https://agrilifeextension.tamu.edu/>) Content Management System (CMS). Divisions, departments, and offices must designate web administrators for their areas. These administrators will be granted the proper authorization to maintain their division/department/office websites only after completing CMS training with the Office of Marketing and Communications.

RELATED STATUTES, POLICIES, OR REQUIREMENTS

[System Regulation 09.02.01, Official Messaging](#)

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

APPENDIX

AgriLife Marketing and Communications [services](#) and [resources](#) are available online and by contacting Texas A&M AgriLife Marketing and Communications.

CONTACT OFFICE

Questions regarding this rule should be referred to Texas A&M AgriLife Marketing and Communications at 979.803.1310.

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