University Marketing, ~~Digital,~~ ~~and Creative Services~~

Scope: Who is Covered by this Policy?

Employees, Students and Alumni

Policy

~~University Marketing, Digital, and Creative Services is a full-service marketing and branding operation, assisting campus "clients" in building relationships with prospective students, parents, donors, alumni, legislators, business leaders, and other external audiences.~~

~~All~~ University Communications & Marketing (UCM) works collaboratively to steward and advance Miami's brand, expanding awareness and support for the university's mission. Using data-driven strategies, UCM provides marketing and communications expertise across multiple platforms, earned, owned and paid, to share information that builds audience engagement, enhances Miami's visibility and reputation, and increases revenue streams.

UCM is responsible for developing and maintaining University brand standards, protocol, content and design, and works with campus partners to maintain a consistent appearance and tone for all University-branded materials. **All** marketing ~~material (print, video, and electronic)~~**and communications materials** intended for ~~large or external audiences~~**on** and/or off-campus distribution must be reviewed and approved by ~~~~ **UCM.**

The division provides support for the production of external and internal news, print, web, social, email, photo, and video projects that align with the university's goals and initiatives. For all projects, sufficient notice is required to allow time for scheduling and preparation.

Marketing~~, Digital, and Creative Services. The office produces the University Identification and Standards Manual: *Requirements and Guidelines for Branding, Style, Web Content, and Athletic Marketing, PDF 8.3 MB* that governs identity, print, and promotional design requirements in addition to the web guidelines and social media requirements. The office provides external~~ Content and Design

In support of University partners and strategic initiatives, UCM coordinates the creation of marketing and communications materials across multiple platforms. UCM is responsible for maintaining the University's design, content, and material production standards, outlined in University's brand standards manual, and provides, creative and strategic counsel, training and support.

Projects that do not clearly align with the University's goals and initiatives are subject to resource availability. A list of resources ~~as needed for some projects, maintains a list of~~ is available on the UCM Resources page, providing cost-efficient, preferred external vendors~~, and provides editing services for externally intended material. The office also manages production of official publications such as telephone directories, campus maps, and other central publications provided~~ for projects that cannot be assigned in-house.

UCM collects and maintains the University's digital photo and video assets, and provides them for use ~~by the campuses, and maintains vendor lists for design, printing, and other~~ through several online resources ~~to help reduce costs for all areas.~~ available to employees, including *Photoshelter*, a digital asset management tool that requires simple registration. Photo and video requests must be made through the online forms found under UCM's Resources and Tools.

~~Web Communications~~

~~University Marketing, Digital, and Creative Services houses~~ University partners may request UCM assistance with the creation of marketing and communications strategies and appropriate tactical executions/materials. All project requests to UCM must be made through the online forms found under UCM's Resources and Tools. Sufficient notice is required to allow time for scheduling and preparation.

Web and Digital Communications~~and manages the official University Web~~

UCM administers the University's overall digital presence, including the University's website, MiamiOH.edu, and official and/or branded social media accounts. The division provides day-to-day management of the MiamiOH.edu homepage, and ~~major~~ administrative/top tier ~~sites. It also has the responsibility~~pages, and overarching social media accounts.

UCM is primarily responsible for University web standards, protocol, content and design, and works with campus areas to build web pages, train staff, and manage ~~sites. The University uses~~pages. The University's website is organized through a Content Management System (CMS~~) for all official University websites.~~). All division, department, and unit ~~websites~~pages will be part of the University's CMS and will be expected to comply with design standards, templates, training, content accessibility, security, and publishing ~~and~~according to the policies and guidelines found in ~~section 9 of the University's Identification and Standards Manuel: Requirements and Guidelines for Branding, Style, Identity, Web Content, and Athletics Marketing.~~the University's brand standards manual, the policy on responsible computing, and the policy on accessible technology.

Social Media Communications

~~University Marketing, Digital, and Creative Services~~UCM has oversight of all of Miami University's official and/or branded social media accounts, and manages the University's overarching Facebook, ~~twitter~~Twitter, Instagram, Pinterest, Snapchat, Flickr, YouTube, and ~~Vine accounts, as well as approves new platforms. They also~~LinkedIn accounts. UCM also provides strategic counsel, training, and resources related to managing social media accounts.

All who manage University social media accounts, or have access to publish or edit content on behalf of the University, must maintain the procedural, visual and messaging standards established in the University's brand standards manual. Each University-branded social media account should be registered with UCM, and have no less than two full-time staff member account administrators. Access to all University social media accounts including usernames and passwords and top-level administrative privileges must be supplied to UCM, and the creation of new University social media accounts must be approved by the University's social media manager.

User comments and posts should not be removed from University social media accounts unless they betray protected information; would generally be considered

"spam" or off-topic; use libelous, profane or hateful language; or are otherwise illegal. Any questions or concerns about social media content should be directed to UCM.

All University colleges, programs, departments, divisions and business units must use official, UCM-supplied Miami University social media profile imagery on University social media accounts to provide ~~consultation, training~~a visual connection with the university; differentiate them from competing, unofficial or fake accounts; and ~~other resources related to creating~~establish uniform quality, credibility and user experiences.

University social media ~~sites, and should be contacted with any questions or concerns regarding~~account managers are strongly encouraged to join the Communicators' Forum Social Media Subgroup to remain current with University social media ~~content~~standards. Policies, requirements and guidelines for Miami's social ~~and emerging~~ media ~~sites~~accounts can be found in ~~Section 10 of the University's Identification and Standards Manuel: Requirements and Guidelines for Branding, Style, Identity, Web Content, and Athletics Marketing.~~the University's brand standards manual.

~~Digital and Emerging Media (Photography, Videography, New Media)~~

~~University Marketing, Digital, and Creative Services also oversees digital and emerging media, which includes photography, videography, and new media. The University's digital assets (photography, videography, and graphic elements) are available for campus use, with several resource sites available for employees, including Web Digital Asset Management (WebDAM) which requires simple registration. Services from University photography or videography must be requested through the online assignment request forms.~~

Related Form(s)

Not applicable.

Additional Resources and Procedures

Websites

University's Identification and Standards Manuel

- Brand Standards: https://miamioh.edu/ucm/miami-brand/index.html

- UCM Resources: https://miamioh.edu/ucm/resources/index.html

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FAQ

Not applicable.

Policy Administration

Next Review Date

7/1/2023

Responsible Officers

Vice President & Chief Marketing and Communications Officer

Senior Director of University NewsMarketing and CommunicationCommunications

Legal Authority

Not Applicable.

Compliance Policy

No

Recent Revision History

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Reference ID(s)

- MUPIM 18.2

Reviewing Bodies

Administrative