

Title/Topic: Internal and External Communications/Advertisements

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INTERNAL AND EXTERNAL COMMUNICATIONS/ADVERTISEMENTS

PURPOSE

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programs, the Office of Enrollment Management, and the Office of Research & Economic Development. Any questions about what constitutes a reputation-defining program should be directed to the Vice President for

If Strategic Communications determines a requested project does not meet its guidelines for production, Strategic Communications will refer the request to Digital Serv

units contracting with an independent Web-hosting service or content provider must consult with Strategic Communications prior to negotiating the final contracts. Many campus units use the Internet for information dissemination and recruitment. Any Web site designed, whether on or off campus, to represent or promote University programs is subject to review by Strategic Communications to ensure that the site reflects favorably upon the University. Any such website must conform to guidelines established by Strategic Communications and the Office of Computing Services. No commercial enterprise may be advertised on official LSU Web pages without the express permission of the Office of the Vice President for Finance & Administration and CFO.

www.lsu.edu/university_relations/webpolicy/. Web Standards, guidelines all web pages linked to the main LSU Web site must follow, are available by visiting www.lsu.edu/university_relations/webstandards.

Media Relations

To provide accurate and timely information to the mass media, it is essential that LSU maintain a centralized news effort so there is an organized flow of information consistent in style, quality, and content. Therefore, the planning, research, writing, and distribution of reputation defining news stories, statements, public service announcements, feature articles, and other informational materials (including photographs) released to the media must be coordinated by Strategic Communications. Releases written and distributed to the media should contact Media Relations and provide full details to enable Tails to e uL, it io

questions. Employees should always state that views given are their personal

ADDENDUM A

Guidelines for Promoting and Maintaining Brand Identity at Louisiana State University

LSU recognizes that employees of many departments wear uniforms daily. Those departments are required to follow the guidelines for uniform wear as adopted by the Division of Strategic Communications, the