

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE
OFFICE OF MARKETING AND COMMUNICATIONS
SPARKMAN DRIVE ELECTRONIC MESSAGE BOARD POLICIES

<u>Number</u>	04.02.06
<u>Division</u>	Marketing and Communications
<u>Date</u>	January 5, 2016
<u>Purpose</u>	The purpose of this policy is to establish proper use and access to the Sparkman Drive Electronic Message Board managed by the Office of Marketing and Communications.
<u>Policy</u>	<p>Placing messages on the electronic message board will utilize the same procedure as for News Notes and Social Media notifications. Contact the UAH News Notes representative or the social media coordinator to submit proposed messages.</p> <p>Marketing and Communications will categorize the messages into one of five priority areas and group those in the same area into message blocks for rotation on the message board.</p> <p>Message Block Priorities</p> <ol style="list-style-type: none">1. Events open to the general public2. Daily events for students3. Campus/community events4. Congratulatory messages5. Special welcome messages <p>Messages responding to urgent situations may pre-empt all other messaging at the direction of the President. Examples include emergency situations on campus or unscheduled university closures.</p>
<u>Procedures</u>	For additional information or questions, contact the Office of Marketing and Communications, 256-824-6414.
<u>Review</u>	The Vice President for University Advancement is responsible for the review of this policy every five years (or whenever circumstances require).

Approval

Chief University Counsel

Date

Vice President for University Advancement

Date

APPROVED:

President

Date