

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

Number 04.02.06

Division Marketing and Communications

Date March 17, 2016

Purpose 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.

Policy 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.

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.

Message Block Priorities

1. Events open to the general public
2. Daily events for students
3. Campus/community events
4. Congratulatory messages
5. Special welcome messages

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.

Procedures For additional information or questions, contact the Office of Marketing and Communications, 256-824-6414.

Review The Vice President for University Advancement is responsible for the review of this policy every five years (or whenever circumstances require).

Approval

Robert W. Quider
Chief University Counsel

3/16/16
Date

Robert E. Lo
Vice President for University Advancement

3/17/16
Date

APPROVED:

Robert G. Atkinson
President

3/17/16
Date