

Institutional Handbook of Operating Procedures Policy 02.06.06	
Section: General Administrative Policies and Services	Responsible Vice President: Vice President of Marketing and Communications
Subject: Facilities Use	Responsible Entity: Marketing and Communications

I. Title

Posting of Notices on Institutional Communication Venues

II. Policy

With the exception of Daily Announcements and the Events Calendar, the Office of Marketing and Communications is responsible for approving and posting all notices on institutional communications venues. Information to be displayed on these venues must relate to official university business or UTMB-sponsored events and activities. While similar venues are maintained by other departments (e.g., bulletin boards within office areas, department web pages), responsible entities are strongly encouraged to follow similar criteria for postings to ensure proper use of university resources.

[Daily Announcements](#) and Event Calendar postings are submitted by individual employees. Individuals posting to these venues are responsible for ensuring their messages comply with the guidelines.

III. Guidelines

- A. All notices, advertisements, and/or announcements to be posted on institutional communications venues must relate to official university business or UTMB-sponsored functions or programs that directly support the university’s mission of health sciences education, research, and patient care.
- B. Items to be posted on venues maintained by the Office of Marketing and Communications must be approved by that department to ensure uniformity and consistency with these guidelines and with UTMB brand identity standards.
- C. Notices, advertisements, or announcements must be for non-profit purposes.

IV. Definitions

Institutional communications venues: Print or electronic venues for mass dissemination of information that are managed by the Office of Marketing and Communications on behalf of the university as a whole. They include, but are not limited to, the main internal and external web pages, the employee newsletter, interior, and exterior digital signage, social media accounts and Weekly Relay Notes.

V. Relevant System Policies and Procedures

[Regents’ Rules, “Use of Facilities”, Series 80104](#)

VI. Related UTMB Policies and Procedures

[IHOP - 02.19.06 - Information Resources Security](#)

VII. Additional References

[Daily Announcement Guidelines](#)

VIII. Dates Approved or Amended

<i>Originated: 04/15/1996</i>	
<i>Reviewed with Changes</i>	<i>Reviewed without Changes</i>
10/14/2010	08/24/2016

IX. Contact Information

Marketing and Communications
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