



## *Communication and Marketing Policy 2019*

### Quick Reference Guide

**Please see the full policy for more detailed information.**

<http://staffcouncil.unm.edu/councilors/staff-councilor-resources.html>

#### UNM Graphics Standards and Logo Use

Any use of UNM or UNM Staff Council logos and fonts must adhere to the university's brand standards. Only people trained are authorized to use it; the Staff Council Logo Liaison is the Staff Council Administrator. Several members of the Communications and Marketing Committee and affiliated graphic designers are also trained in UNM logo use.

#### Procedure for Marketing Materials

If your special event or activity is being sponsored by the Staff Council, the Communication & Marketing Committee may be able to assist you. Please see the full policy for more detailed rules and procedures. Please note, only those pieces of marketing that have been through the entire approval process will be permitted to use the official Staff Council logo.

#### Website Update and Maintenance Policy

The Staff Council website is located at [staffcouncil.unm.edu](http://staffcouncil.unm.edu) and is managed by the Staff Council Administrator with assistance from designated members of the Communications and Marketing Committee. If you feel that you have a valid need or request for changes to be made to the website, please see the full policy for procedures to do so.

#### Guidelines for Staff Council Social Media Use

Staff Councilors are expected to comply with the university's guidelines for social media use, found at <http://social.unm.edu/guidelines/index.html>. Staff Council has official Twitter, Facebook, Instagram, Pinterest, and YouTube accounts which are maintained by the Staff Council Administrator who may also designate a limited number of additional users able to post to these accounts.

**One area that all Staff Councilors should pay especially close attention to is listservs**

#### Listserv Procedures and Best Practices

1. Once becoming councilors, councilors will be given access to the general Staff Council listserv and their own precinct or grade listserv.
2. The general Staff Council listserv should only be used to distribute or gather information directly related to Staff Council, and caution should be used when replying (be sure you intend to send your response to the entire listserv).
3. Committee Chairs will have access to their own listservs comprised of their current committee members. Any changes to the committee listserv will be done by the Staff Council Administrator.
4. The precinct or grade listserv should be used for councilors to communicate directly with their constituents on matters only related or endorsed by the Staff Council. Qualifications include:
  - a. Any details from Staff Council business meetings.
  - b. Messages approved or distributed by the Staff Council Administrator, President, President-Elect, or Speaker.
  - c. Official Staff Council events such as Staff as Students, Brown Bag luncheons, and Town Halls.
  - d. Official UNM events benefiting staff if the councilor feels using his/her elected judgement that it is appropriate to share with constituents.
5. The precinct or grade listserv CANNOT be used for councilors to campaign per the election code.
6. The precinct or grade listserv may be used for councilors to solicit input from constituents such as in advance of upcoming votes to be held at business meetings.
7. Any questions on these procedures should be addressed to the Staff Council Administrator. Items that cannot be sent through Staff Council listservs may be submitted to the Staff Council Administrator for consideration to be mentioned in the weekly newsletter.

(Current as of April 2019)