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Division of Marketing and Communications

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Policies *and* Procedures

*Marketing, Advertising, Branding, Public Relations, Media Relations,
Web Standards, Social Media, Mobile Applications, Videography and Photography*

Division of Marketing and Communications
2018

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Overview

UMaine Marketing and Communications Policies and Procedures have guided the University of Maine community in its marketing and communications activities since 2012. Recognizing the need to enhance the University of Maine’s image and message, a stronger and more defined relationship was established between the Division of Marketing and Communications and the campus community, including the evolving network of UMaine communicators. The goal — to produce consistently high-quality internal and external messages reflecting the University of Maine mission, institutional identity (branding), positioning and strategic priorities.

Policies/procedures are in place to:

- Ensure all information is consistent with UMaine design and editorial standards
- Provide central resources to assist all UMaine divisions, colleges, departments and programs
- Integrate efforts between the Division of Marketing and Communications and UMaine communicators to optimize creativity in design and message, as well as to improve information flow, ensuring compliance
- Ensure UMaine is efficiently leveraging its marketing and advertising investments at all levels and in all areas
- Maximize opportunities to enhance UMaine visibility or stories
- Ensure the greatest efficiency and effectiveness in the flow of institutional information
- Reduce miscommunication

Please note: As the only recognized University of Maine designations, the use of the names “University of Maine” and “UMaine” are identical in meaning, including references to approval processes, throughout the Policies and Procedures.

All references within Policies and Procedures refer to required approval by University of Maine Marketing and Communications.

University of Maine Marketing and Communications

Purpose

The purpose of the Division of Marketing and Communications' Policies and Procedures is to establish the lines of responsibility and standards for University of Maine's branding, marketing and communications efforts. The policies and procedures outlined in this document apply to all University of Maine divisions, colleges, departments, programs, groups and budgetary units.

Background

Effective communication is central to an enterprise's success. Whether through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, webpages, direct mail, social media or other means, the consistent application of strategies to promote and protect the University of Maine brand is of vital importance to the University of Maine, as Maine's only land grant and sea grant university, and the flagship campus of the University of Maine System.

Until 2012, decentralized communication management and budget structure often led to conflicting and inconsistent messaging about the University of Maine. That year, under the Blue Sky Project, the UMaine community fully embraced the concept that successful marketing strategies and communications efforts cannot evolve from isolated or ad hoc methods, even with the best intentions. As a result, the UMaine community committed to maintaining a competitive edge among its national research university peers and its appropriate identity as Maine's flagship university. This was accomplished by strategically communicating with a consistent voice, recognizing that it is essential that University of Maine marketing and communications activities be coordinated through one central area, the Division of Marketing and Communications.

Policy

It is University of Maine policy that the overall development and application of marketing and communications strategies throughout the University of Maine rest primarily with the Division of Marketing and Communications. The Division of Marketing and Communications is charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of the entire university. No marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms or web design firms may be hired without prior Division of Marketing and Communications approval.



All UMaine external communications will be coordinated through, and approved by, the Division of Marketing and Communications. These institutional activities include, but are not limited to:

- Publications (including print and electronic publications)
- Institutional branding, logos and unit graphic identity
- Advertising (the term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.), as well as marketing communications that utilize new media channels, including websites, email solicitations, product placement and other activities involved in marketing the University of Maine
- Media relations (distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations)
- Institutional videos
- Primary University of Maine webpages
- Emergency communications
- Institutional social media
- Licensing Program management, including a review and approval process for all items bearing UMaine branding.

UMaine Communicators Network

The Division of Marketing and Communications assists all UMaine communicators, including UMaine administrators, faculty, staff and students, helping ensure that the University of Maine image is accurately portrayed in news, promotional materials, activities and events. The Division of Marketing and Communications emphasizes a collaborative approach through the UMaine Communicators Network, guided by UMaine Marketing and Communications Policies and Procedures, the UMaine Brand Standards Style Guide, and periodic meetings and communication to promote a spirit of intellectual and creative collaboration to optimize excellence and creativity in design and messaging, and compliance with policy.

All University of Maine divisions, colleges, departments, programs, and/or budgetary unit employees and/or students responsible for marketing, publications or media relations are invited to participate in the UMaine Communicators Network as organized and facilitated by the Division of Marketing and Communications.

UMaine Marketing

The Division of Marketing and Communications works in partnership with key UMaine administrators and partners who have official responsibilities that include developing and managing marketing and sponsorship agreements, and other contracts between UMaine and external constituencies.

We take a collaborative approach to maximizing UMaine's messaging, image, financial resources and benefits in management of external marketing and sponsorship agreements and/or contracts. This approach also serves to minimize duplicate solicitations in the UMaine community from external sources and maximize internal UMaine crossmarketing potential by:

- Evaluating the significant value to external entities in exposure, affiliation and relationship with UMaine, and then reviewing and recommending sponsorship policies and prices accordingly
- Identifying sponsorship opportunities throughout UMaine
- Coordinating the review of sponsorship solicitations
- Advising on current and potential sponsorship issues and opportunities, including preservation of UMaine's image and reputation

UMaine Corporate Sponsorship Identification

All sponsorship programs offering corporate identification on University of Maine collateral materials, including print publications, online, video, clothing and other items, must adhere to UMaine's Brand Standards. University of Maine branding must always be prominent and dominant, with sponsor identification having secondary position, preferably in the form of the corporate sponsor's name only (no graphics). It is the policy of the UMaine website to list corporate sponsors with a link to the partner's website (no graphics).

On T-shirts and other garment tops, one of UMaine's primary logos (the University of Maine full crest logo or the MAINE bear logo) must be placed on the front left chest area of the garment OR one of these two logos may be centered on the front of the garment above other marks or graphics. Corporate logos and other graphics may be placed on the back, sleeve or lower front (below the UMaine full crest logo).

The Senior Director of Public Relations and Operations in the Division of Marketing and Communications is the contact person for inquiries related to corporate sponsorship, 207.581.3745.



University of Maine Advertising Approval

Purpose

The purpose of this policy and procedure is to designate approval procedures for all University of Maine advertising.

Policy

All University of Maine advertising (other than for personnel recruitment) placed on behalf of the University of Maine, and any entity therein, in any publication or electronic medium must be approved by the Division of Marketing and Communications before being processed. The Senior Director of Public Relations and Operations is UMaine's point of contact for all advertising vendors.

Paid Advertising

All advertising purchased by any division, college, department, program and/or budgetary unit within the University of Maine, excluding personnel classified advertising, must be approved by the Senior Director of Public Relations and Operations. This ensures:

- Quality control, appropriateness and consistency of University of Maine messaging and image
- UMaine receives the most competitive rates possible for all University of Maine advertising purchases
- UMaine internal communication and appropriate notice regarding messaging has occurred among all relevant parties

External Advertising/Marketing/Creative Agencies

When necessary, the University of Maine appoints external advertising agencies to provide professional advice and creative services for University of Maine branding campaigns and other key projects. Any University of Maine area considering engagement with an advertising or marketing agency should first consult with the Senior Director of Public Relations and Operations.

University of Maine Name, Seal and Logos

Purpose

The purpose of this policy and procedure is to delineate the acceptable uses of the University of Maine seal and logos as defined in the UMaine Brand Standards Style Guide (umaine.edu/brand).

Policy

It is the University of Maine's policy that the development and application of University of Maine brand standards is determined by the Division of Marketing and Communications as approved by the Office of the President. All University of Maine community members are required to use University of Maine logos, publication guidelines and graphic standards as outlined in the UMaine Brand Standards Style Guide (umaine.edu/brand).

The University of Maine's name, seal and logo are the official emblems and registered trademarks of UMaine and may only be used for official University of Maine purposes. The University of Maine seal is reserved for use by the President's Office and is to appear only on official documents, high-end merchandise and other communications at the discretion of the President or the President's designee.

The University of Maine logos, along with accepted variations, are the primary graphic marks for the University of Maine. The logos are designed to promote the University of Maine's brand and must be used on all internal and external printed and electronic materials representing the University of Maine. While the logos must be used by all University of Maine divisions, colleges, departments and programs, on all internal and external printed and electronic materials representing the University of Maine (including letterhead, business cards, reports, magazines, newsletters, presentations, webpages, and temporary and permanent signage), the logos are not to be modified by changing the font, proportions, color or other design alteration. University of Maine logo use is not permitted in publications and displays that are not under the auspices or official sponsorship of the University of Maine. Questions regarding use of the University of Maine logos in publications or displays should be addressed to the Manager of Creative Services in the Division of Marketing and Communications.



Licensing

Commercial use of the University of Maine name, seal or logos is prohibited except in those instances expressly authorized by the University of Maine's Office of Licensing and Trademarks within the Creative Services unit of the Division of Marketing and Communication. Parties interested in becoming licensed vendors are asked to visit learfieldlicensing.com for information about the program's process and enrollment. Additional questions may be directed to the Manager of Creative Services in the Division of Marketing and Communications.

- *All branded University of Maine items that are being sold* must be ordered through a licensed vendor. Licensed vendors have access to UMaine's official art files and a streamlined online approval process to ensure that the product has been reviewed and approved. Royalty collection is handled by the licensed vendor and Learfield Licensing.
- A list of University of Maine licensed vendors can be found online (learfieldlicensing.com/vendor-list)
- Written approval from the Division of Marketing and Communications is required for ordering free items (giveaways) from unlicensed vendors. An approved proof is required *prior to production* by an unlicensed vendor. It is strongly recommended that orders be placed by licensed vendors because of their familiarity with UMaine's brand standards, access to official art files and the streamlined proofing process.

Black Bear Sports Properties:

The University of Maine partners with Black Bear Sports Properties (BBSP) in an exclusive multimedia rights contract agreement. BBSP, UMaine's sports marketing partner, has exclusive sales, marketing and sponsorship rights to University of Maine Athletics programs. These exclusive rights include, but are not limited to, use of all UMaine Athletics logos, including the MAINE Bear logo, in print media, advertising, signage, TV, radio and other promotional rights.

Requests for more information and guidelines regarding this exclusive partnership or any additional questions may be directed to the General Manager of Black Bear Sports Properties.

UMaine Design – Publication of Promotional Materials

Purpose

The purpose of this policy and procedure is to ensure high quality, visual consistency and a strong connection to the University of Maine brand across all promotional materials representing the University of Maine. The goals are to:

- Ensure the consistent application of strategies to promote and protect UMaine’s brand
- Ensure that UMaine properly communicates with a consistent voice
- Ensure all information follows UMaine design and editorial standards
- Provide centralized expertise and available resources to assist the UMaine community
- Combine efforts of all UMaine communicators and improve information flow and efficiency
- Ensure that UMaine is efficiently leveraging its marketing and advertising investments
- Reduce internal and external miscommunication

Policy

All University of Maine image publications and external audience communications, including all student recruitment and fundraising publications, must be designed and produced and/or pre-approved (prior to production) by the Division of Marketing and Communications. University of Maine divisions, colleges, departments and programs preparing publications (newsletters, magazines, booklets, flyers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, webpages and/or audio-visual presentations intended for an external audience should first contact the Division of Marketing and Communications for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.

Project Production

The Division of Marketing and Communications will review and authorize each design project in one of the following three ways:

- Insert the project in the Creative Services production calendar and produce the design in-house
- Outsource the design project to an approved off-campus vendor for editorial, graphic and/or printing production
- Work closely with UMaine communicators to complete the design project within UMaine Brand Standards as determined by the Division of Marketing and Communications

Please note: The Division of Marketing and Communications has responsibility for final approval of all text, messages, design, photographs, webpage content and design, graphic representations and artwork for work it prepares, and for vendor-assigned work.



Templates:

UMaine communicators are encouraged to use Division of Marketing and Communications design template that are available online in the branding toolbox (umaine.edu/brand.) Unique designs can be used, but must be approved by Creative Services in the Division of Marketing and Communications to ensure consistency with UMaine Brand Standards.

UMaine Brand Standards

The University of Maine logo must be prominently displayed on all materials that represent UMaine. Please refer to the UMaine Brand Standards Style Guide (umaine.edu/brand) to ensure compliance.

- Department logos must be in the UMaine branded template consisting of the full crest logo, an underline and the department name either flush left or centered below the line in Adobe Garamond Semibold. All department names are set in the same size to maintain consistency. Contact the Creative Services unit in the Division of Marketing and Communications to request departmental logos.
- Some entities wish to use a graphic identity along with the official UMaine logos on their collateral materials. Graphic identities may be used as a secondary visual element, but may not contain “University of Maine” within the graphic mark. Graphic marks used to represent University of Maine entities must be designed or approved by Marketing and Communications prior to use.

Nondiscrimination Notices

The University of Maine is required to include a nondiscrimination notice in a wide variety of its publications to comply with federal regulations. Any department or unit that publishes and distributes or posts bulletins, announcements, publications, catalogs, application forms, other recruitment materials or other publications that are made available to students, employees, applicants or participants must include the following nondiscrimination notice in the publication.

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Sarah E. Harebo, Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

Postcards and one-page flyers for display:

If the document being distributed satisfies U.S. Postal Service requirements for being classified as a postcard or if the document is a one-page promotional flier intended for display (excluding flyers not intended for display purposes or flyers intended for student recruitment efforts), the following nondiscrimination notice may be used:

The University of Maine is an equal opportunity/affirmative action institution.

To report or discuss general concerns regarding UMaine compliance with nondiscrimination notices, please contact the UMaine Office of Equal Opportunity, 5754 North Stevens Hall, Room 101, University of Maine, Orono, Maine 04469-5754; 207.581.1226.



University of Maine Public Relations and News Media

Purpose

The purpose of this policy and procedure is to help ensure the image of the University of Maine, including its administrators, faculty, staff and students, is portrayed as accurately as possible in the public and news media, and to develop, using mass communications, public understanding of University of Maine programs, activities and events. This policy and procedure describes the University of Maine's position with respect to interacting with news media representatives. For the purpose of this policy and procedure, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.

Policy

The Division of Marketing and Communications provides assistance and counsel for all University of Maine communications and news media needs in support of and consistent with UMaine's teaching, research and service mission. The Division of Marketing and Communications' Public Relations/News unit serves both the University of Maine community and the news media as the central resource and primary point of contact for all news media representatives. As the primary liaison between members of the University of Maine community and the media, the editorial team of the Division of Marketing and Communications shall:

- Provide the UMaine community with the standards and direction associated with:
 - External news
 - Major news stories
 - News releases
 - Protocol in responding to news media inquiries
 - Monitoring news media on campus and public information requests (further defined below)
- Provide information of public and media interest in a professionally prepared format to the news media and via social media, including: writing University of Maine news releases, *UMaine Today* magazine stories, University of Maine campus announcements and media advisories regarding significant events and activities that enhance the image of University of Maine, and are of interest to the UMaine community and general public as determined by the Division of Marketing and Communications
- Maintain daily updates of the University of Maine News website
- Track media mentions
- Advise and assist in media issues management, including news releases, media advisories, backgrounders, talking points, news conferences and media strategies
- As appropriate, arrange interviews with administrators, faculty, staff and students with representatives of the news media

- Assist media representatives in locating sources of information at the University of Maine
- Provide media coaching for administrators, faculty, staff and students in preparation for publicity, such as interviews
- Maintain current media contact lists
- Serve as Public Information Officer (PIO) for the University of Maine

External News

The Division of Marketing and Communications' editorial team is responsible for disseminating institutional news releases, media advisories and other University of Maine information to media outlets and will otherwise make all media contacts for the University of Maine. Any questions regarding media contacts or coverage should be directed to the Senior Director of Public Relations and Operations in the Division of Marketing and Communications. Written communications with media must conform to Associated Press (AP) style and accepted journalistic standards. The Division of Marketing and Communications' editorial team will review publications and web content for appropriate news, newsworthiness and/or design standards, and work with appropriate UMaine communicators and community members on revisions or concerns.

Major News Stories

News of major importance must be identified by UMaine community members and planned in conjunction with the Division of Marketing and Communications well in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact. University of Maine divisions, colleges, departments, programs and budgetary units are asked not to send information or releases separately to media without prior approval of the Senior Director of Public Relations and Operations in the Division of Marketing and Communications, as duplication and confusion, and sometimes outright error, can result. However, the Division of Marketing and Communications will inform the UMaine communicators from specific divisions, colleges, departments, programs and budgetary units of opportunities, and will work with them to coordinate additional news dissemination.

News Releases

All externally targeted news releases (including media advisories and news events) are requested to route through the Division of Marketing and Communications. As the central resource and primary contact with the media, the Division of Marketing and Communications reserves the right to review all news content to determine newsworthiness and to edit news items for style requirements. The editorial team will determine, with input from the involved UMaine communicators and community members, the best and most appropriate approach (whether news release, media advisory or campus announcement) through which UMaine news shall be released to the news media.



The Division of Marketing and Communications issues a news release when a UMaine administrator, faculty member, staff member or student has a major research, funding or other newsworthy announcement that will enhance the University of Maine's image. News releases are posted on the UMaine website and social media, and sent via email to news media at the discretion of the Division of Marketing and Communications. A weekly UMaine news alert also shares highlights of releases and other information.

- A standard paragraph about the University of Maine and its mission will be added to all external news releases sent to the news media via email or distributed at a news event, such as a news conference and/or announcement
- The editorial team will provide assistance in planning events, such as news conferences and/or announcements
- The editorial team will send out media announcements in advance of the news conference and/or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event
- The Public Relations/News staff will also, as appropriate, send out news releases via email following the news conference and/or announcement
- The editorial team will advise in setup and planning for news conferences and/or announcements, but will not be responsible for procuring items, including but not limited to tables, chairs, catering, parking and other directional signs, lecterns and sound systems. To ensure the assistance of the editorial team in setting up an on-campus news event (conference and/or announcement), it is recommended that UMaine community members contact the Marketing and Communications a minimum of one month prior to the scheduled news event. Text and images for supporting materials to be assembled by Creative Services must also be ready a minimum of one month prior to the event

Media Advisories

The Division of Marketing and Communications shall issue a media advisory at the request of a UMaine administrator, faculty, staff or student to announce an upcoming event or happening (including news conferences, conferences, seminars) consistent with UMaine positioning, branding and strategic priorities as determined by the Division of Marketing and Communications. Media advisories are sent via email to the news media and are not generally highlighted on the UMaine website until the appropriate time.

Campus Announcements

The Division of Marketing and Communications shall issue a campus announcement via the UMaine website at the request of a UMaine administrator, faculty, staff or student to announce an event or happening that affects the UMaine community and is generally open to the public (including non-research-related events). Campus announcements are posted on the UMaine News website (umaine.edu/news) and are not generally sent to media.

Public Information/Open Records

The University of Maine complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current employees and students. Please direct all Freedom of Information Act (FOIA) and/or Maine Freedom of Access Act (FOAA) requests to:

University of Maine System requests:

University of Maine System
Office of General Counsel
46 University Drive
Augusta ME 044330
university.counsel@maine.edu

University of Maine requests:

UMaine FOIA/FOAA Officer
Kenda Scheele, Office of the President
5703 Alumni Hall
University of Maine
kenda.scheele@maine.edu

UMaine FOIA/FOAA Officer
Jeffrey St. John, Academic Affairs
5703 Alumni Hall
University of Maine
jeffrey.stjohn@maine.edu

Responding to Media Inquiries

The Senior Director of Public Relations and Operations serves as the official spokesperson for the University of Maine. In addition, the Senior Director of Public Relations and Operations may designate an official media spokesperson for the University of Maine on a case-by-case basis, as approved by the Office of the President. The Division of Marketing and Communications prefers to arrange media interviews with UMaine administrators, faculty, staff and students through its office due to media deadlines. This ensures the University of Maine not only serves as a valuable source, but also meets media deadlines for stories, delivering excellent service in support of the working press.



Academic Freedom

The University of Maine respects academic freedom and protections afforded to faculty under the First Amendment to the United States Constitution. UMaine recognizes that faculty may respond to media inquiries directly on matters related to their professional duties, the functioning of the university, and/or on matters of public concern subject to the need for courteous, professional and dignified interactions and the responsibility to refrain from interfering with the normal operations of the university and its ability to carry out its mission. Because faculty have a special status in the community, faculty have a responsibility and an obligation to indicate when expressing personal opinions that they are not institutional representatives unless specifically authorized as such. Faculty who respond to media inquiries on matters related to their professional duties, the functioning of the university and/or on matters of public concern, are asked to send, via email or phone call, a brief communication to the Senior Director of Public Relations and Operations since the Division of Marketing and Communications tracks and reports all media coverage of the University of Maine. Should faculty members need assistance or advice in responding to an inquiry, they should immediately contact the Division of Marketing and Communications prior to responding. The Division of Marketing and Communications is pleased to provide assistance in responding to any media inquiry. The University of Maine System Policy Manual on free speech, academic freedom and civility is online (maine.edu/about-the-system/board-of-trustees/policy-manual/section212). The UMS Policy Manual on institutional authority on political matters also is online (maine.edu/about-the-system/board-of-trustees/policy-manual/section214).

Professional Public Appearances/Publications

University of Maine faculty and staff involved in professional activities such as an appearance at a conference or as a witness to provide expert testimony, or publication of a professional paper or study, should notify the editorial team as soon as feasible prior to the scheduled professional activity to ensure appropriate and timely release of information to the media.

Incidents or Sensitive Issues

University of Maine incidents or stories that may lead to negative perceptions or publicity must be conveyed to the Division of Marketing and Communications as early as possible so facts can be gathered and timely responses can be made.

Government Relations

The Division of Marketing and Communications can facilitate communication efforts and help with protocol when members of the UMaine community are conveying university-related information to lawmakers, policymakers and business leaders. This includes invitations to — and communication about — university events, programs and tours to ensure the most effective communication possible with these critical constituents.

University of Maine Web Standards

Purpose

The purpose of this policy and procedure is to describe specific visual and information elements and their usage that are required for all official University of Maine webpages, as well as internet communications and applications required for all official University of Maine webpages. All publicly accessible University of Maine webpages must adhere to the requirements below, including webpages directly related to University of Maine business and academic activities.

Policy

The UMaine Web Standards described herein apply to all University of Maine webpages and web-based services that use University of Maine web services. This policy applies to University of Maine webpages (umaine.edu and its subdomains) and web-based services representing the University of Maine on the public internet. It pertains to all persons tasked with maintaining University of Maine websites.

UMaine Web Standards are intended to promote a strong and consistent University of Maine brand, in conjunction with a clear and accessible interface for those accessing information about the University of Maine via the web. Each UMaine website document is part of the University of Maine's public presentation, and should be written and edited with the same care and diligence that one would apply to a University of Maine print publication. All University of Maine websites shall comply with both UMaine Web Standards and Section 508 accessibility standards as follows:

Domain Names

University of Maine websites must have domain names within the umaine.edu domain, e.g. umaine.edu/provost or go.umaine.edu. External domain names shall not host a University of Maine site or redirect to a umaine.edu-based URL unless there is a valid marketing reason for doing so. In those rare cases, use of an external domain name must be approved by the Division of Marketing and Communications. All domain names are subject to Digital Communications Office approval (umaine.edu/marketingandcommunications/web) in the Division of Marketing and Communications. URL naming guidelines are available at umaine.edu/url-policy. Procedures for approval and registration of your UMaine domain name and website account are available at umaine.edu/account-requests.

Design

University of Maine websites use the University of Maine's WordPress Content Management System (CMS) and UMaine-approved web templates. The UMaine approved web templates provide consistent branding and navigation while supporting a broad range of content and layout options. Sites that have received approval to be outside of this CMS are required to adhere to UMaine brand standards in their design.



Training

In order to receive editing/publishing access, all persons tasked with maintaining University of Maine websites (web administrators) must receive training to use the campus WordPress environment and understand what is required to comply with University of Maine web standards.

Contact Information

University of Maine websites must provide up-to-date contact information (name, address, email) as a way for users to contact a University of Maine department/organization.

Ensuring Accuracy

University of Maine websites must be continuously maintained. Periodic review and necessary revision are needed to ensure that all University of Maine content is relevant, accurate and up-to-date, as required by the specific area/unit web administrator.

Inclusion in the UMaine A to Z Directory

The Division of Marketing and Communications must approve all listings in the directory of UMaine websites (A to Z Directory). University of Maine website administrators may request a link to their department or organization's website on the UMaine A to Z directory by contacting the Digital Communications Office in the Division of Marketing and Communications.

Confidential Information

Confidential information shall not be published on University of Maine websites. All published University of Maine webpages are submitted to public search engines (e.g., Google, Bing), even if that page has no inbound links (an orphaned page). Content that should not be found by site search should be removed by setting its status to "draft" or removing the page to "trash."

Advertising/Sponsorship

Only departments/organizations with an existing and approved advertising/sponsorship may extend it to their website. For approval of prospective advertising/sponsorship programs, please contact the Senior Director of Public Relations and Operations in the Division of Marketing and Communications. Websites on umaine.edu are restricted to displaying sponsor names, not logos.

Copyright

University of Maine websites must comply with federal copyright laws. To aid with compliance, a checklist is available at umaine.edu/marketingandcommunications/web/policies-and-guidelines/copyright-safe-checklist.

Correct Use of University Name

The official forms of the University of Maine's name are: The University of Maine and UMaine. Do not use any other abbreviation or arrangement. UMO is an example of an unacceptable abbreviation. Also, when referring to the University of Maine simply as "the university," the word "university" is lowercased.

Correct Spelling and Grammar

As with any publication, please check for spelling errors, typos and grammatical mistakes. Please notify the appropriate area/unit web administrator if errors are discovered. If you do not know the identity of the area/unit web administrator, please contact the Digital Communications Office, which will assist by identifying the area/unit web administrator.

Correct Use of Images

Images must include appropriate text alternatives (alt text) as required for web accessibility. Images must not incorporate difficult to read or illegible text. Images must not appear pixelated or stretched. Image files should be in JPG, PNG or GIF format and less than 1MB in file size. Using Save for Web in Photoshop with a quality setting of High (60 percent) is recommended.

Faculty Pages and Bios

A faculty member may be represented with a single faculty page within the site of the department with which the faculty member is affiliated. Such faculty pages are the department's responsibility to maintain and keep up-to-date. If a faculty member wishes to provide additional information online, he or she may provide this information via a link from his or her UMaine faculty page to a non-UMaine-affiliated site.

Course Pages and Websites

Classes, workshops, senior projects, capstones and classes culminating in artistic, musical or theatrical productions are all considered courses. A course may be represented with a single course page within the site of the department with which the course is affiliated. Such course pages are the department's responsibility to maintain and keep up-to-date. If the instructor of record for a course wishes to create a course website, he or she may request a site through the Digital Communications Office in the Division of Marketing and Communications. All course websites on umaine.edu are the responsibility of the current instructor of record for the course, and must adhere fully to University of Maine policies and procedures.



Compliance with University of Maine Web Standards

If noncompliance with University of Maine Web Standards is found, the noncompliant page(s) may be placed in draft mode by the Digital Communications Office in the Division of Marketing and Communications. Pages placed in draft mode are effectively removed from the live site, but their content remains available in the WordPress backend for site owners to update. When the Division of Marketing and Communications' Digital Communications Office places noncompliant pages in draft mode, the site administrator will be notified via email that the pages require updating before they can be returned to live status. The site owner may then update the pages, keeping them in draft mode, and notify the Digital Communications Office in the Division of Marketing and Communications when all updates have been made. The Digital Communications Office in the Division of Marketing and Communications will then review the updated pages, determine if they are compliant with University of Maine Web Standards, and if so, return the pages to live status.

Section 508 Amendment to the Rehabilitation Act of 1973 – Information Technology Accessibility Standards

The University of Maine complies with Section 508 Amendment to the Rehabilitation Act of 1973. Section 508 standards are based on the Web Content Accessibility Guidelines (WCAG) established by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). Compliance with Section 508 standards is required by law. The standards most relevant to a typical UMaine website are summarized below:

- A text equivalent must be provided for every non-text element. Non-text elements include images, audio, video and programmatic objects, such as plug-ins and applets.
- Link text should be informative, unique to the page, and give context. For example, use “Download the Academic Calendar (PDF)” rather than “Click here to download.” Use “Hecker biography” instead of “Biography.”
- Web documents must be designed such that information conveyed with color is equally available without color. High contrast between backgrounds and text must be maintained.
- Web documents must be organized so as to be readable without requiring an associated style sheet
- If image maps are used, redundant text links must be provided for each active region of the image map
- When web documents use scripting languages, the page must remain usable when scripts are turned off or not supported

- When web documents use scripting languages or plug-ins to display dynamic content, the information provided by the script or plug-in must either be accessible or an alternative presentation or page must be provided
- When compliance cannot be accomplished in any other way, a text-only page with equivalent information or functionality must be provided. The content of the text-only page must be updated whenever the primary page is updated.
- Row and column headers must be identified in data tables
- For data tables with two or more logical levels of row and column headers, markup must be used to associate data cells and header cells
- Frames must be titled with descriptive text facilitating frame identification and navigation
- Online forms must be designed to ensure that people using assistive technology are able to access all form fields, functionality, and instructional information needed to complete and submit a form
- When video is embedded on a webpage, a transcript should be made available, and an accurate closed captioning option provided

For additional information and guidelines, see umaine.edu/marketingandcommunications/web.

For technical questions regarding accessibility requirements, contact the Digital Communications Office in the Division of Marketing and Communications (um.weboffice@maine.edu).

For additional information and training on the WordPress CMS, see umaine.edu/wordpress-training.

For more information about what student information is defined as confidential, see studentrecords.umaine.edu/home/confidentiality.

To report or discuss general concerns regarding UMaine compliance with Section 508 Amendment to the Rehabilitation Act of 1973, please contact the UMaine Office of Equal Opportunity, 5754 North Stevens Hall, Room 101, University of Maine, Orono, Maine 04469-5754; 207.581.1226.

University of Maine Social Media Standards

Purpose

The purpose of this policy and procedure is to ensure quality and appropriate use of approved/official University of Maine social media channels for promotion and information at the University of Maine.

Policy

At the University of Maine, we recognize that social media sites like Facebook, Twitter, YouTube, Instagram, Flickr, Pinterest and LinkedIn have become important and influential community communication channels. The purpose of using social media channels on behalf of the University of Maine is to support UMaine's mission, goals, programs and sanctioned efforts, including university news, information, marketing and branding strategies, content and directives. Therefore, when using approved/official UMaine social media channels identified with the University of Maine (e.g., Facebook, Flickr, Twitter and YouTube), it is critical that UMaine community members recognize that they are representing the University of Maine to the world at all times. To assist in posting content and managing these sites, the University of Maine offers the following policies and guidelines for official use of social media. These policies and guidelines apply to all UMaine community members using approved/official UMaine social media. These policies and guidelines are not intended to govern or restrict personal presence on the web, nor are these guidelines intended to restrict employee rights to engage in concerted, protected activity related to the terms and conditions of their employment.

Approval of Official UMaine Social Media Accounts

Employees who wish to set up approved/official University of Maine social media accounts and speak on behalf of the University of Maine through social media must receive permission from their department/organization head prior to setting up the social media account. Once you have received permission from your department/organization head, please contact the Division of Marketing and Communications to discuss issues such as confidentiality, privacy and FERPA.

University of Maine Web Standards

UMaine Web Standards policy and procedure regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of University of Maine name, and spelling/grammar, apply equally to official University of Maine social media channels. Please contact the Digital Communications Office for assistance.

University of Maine News Announcements

University of Maine Public Relations and News Media policy and procedure regarding news releases, media advisories and campus announcements, apply equally to official University of Maine social media channels. Please contact the Division of Marketing and Communications for assistance.

University of Maine Name, Seal and Logos (Branding)

UMaine Name, Seal and Logos policy and procedure applies equally to official University of Maine social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages. For UMaine logo usage and branding standards, please see the University of Maine branding website (umaine.edu/brand). Please contact the Manager of Creative Services in the Division of Marketing and Communications for assistance.

Video

Video must be approved by the Digital Communications Office in the Division of Marketing and Communications prior to posting on official social media channels or pages representing UMaine.

Social Media Dialogue

Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future UMaine community members and constituencies as well as other colleagues and possible future employers.

Social Media Templates

The Division of Marketing and Communications has created templates for approved/official UMaine social media accounts. These templates are available online (umaine.edu/brand) in the Branding Toolbox and include versions of the UMaine logo shield that are optimized to the profile/avatar image specifications of social media sites such as Facebook, Twitter and YouTube. Approved/official UMaine social media channels must either use these approved profile/avatar and background images, or request approval of alternative images from the Division of Marketing and Communications. This policy ensures that UMaine's social media presence is consistently branded and maintains a professional appearance.



When engaging in dialogue on official University of Maine social media sites:

- Remember that your statements and responses represent the University of Maine to the world at all times
- We request that you refrain from discussing or expressing opinions regarding University of Maine policies, operations and personnel. Such comments may be removed at the University of Maine's discretion.
- Exercise discretion, respect and thoughtfulness toward all dialogue participants
- Maintain professional language and tone
- Confidential or proprietary University of Maine information or similar information of third parties, who have shared such information with you on the University of Maine's behalf, must not be shared publicly on official University of Maine social media channels
- Official University of Maine social media accounts may choose to post university-related social media content generated by UMaine community members, including faculty, staff and/or students. Official University of Maine social media accounts can be accessed online, and include:
 - facebook.com/UniversityofMaine
 - twitter.com/UMaine
 - youtube.com/theuniversityofmaine
 - instagram.com/university.of.maine

University of Maine Tablet and Mobile Application Standard

Purpose

The purpose of creating approved/official tablet and mobile apps on behalf of the University of Maine is to support UMaine's mission, goals, programs and sanctioned efforts, including university news, information, marketing, and content. Therefore, when creating an approved/official app that will be identified with the University of Maine, it is critical that members of the UMaine community recognize that they are representing the University of Maine to the world. These policies and guidelines apply to all UMaine community members creating approved/official apps that have any affiliation with the University of Maine.

Policy

Prior to publishing an app referencing or identifying the University of Maine, UMaine community members must receive permission from both their department/organization head and the Division of Marketing and Communications. Once you have received permission from your department/organization head, please contact the Digital Communications Office in the Division of Marketing and Communications. The Digital Communications Office in the Division of Marketing and Communications will review the app for adherence to University of Maine brand standards and tablet and/or mobile best practices prior to designating the app as an approved/official UMaine social media channel.

University of Maine Tablet and Mobile Applications

UMaine Web Standards regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of University of Maine name, and spelling/grammar, apply equally to approved/official University of Maine tablet and mobile applications. Please contact the Digital Communications Office in the Division of Marketing and Communications for assistance.

University of Maine Name, Seal and Logos (Branding)

UMaine Name, seal and logos policy and procedure applies equally to official University of Maine tablet and mobile applications.



University of Maine Video and Photo Production

Purpose

The purpose of this policy and procedure is to establish oversight responsibility and procedures for producing University of Maine marketing and promotional videos and photography. It applies to all University of Maine divisions, colleges, departments, programs and budgetary units. This policy ensures that University of Maine video productions and photography coordinate with existing universitywide marketing efforts; contribute positively to the University of Maine's brand image; prevent inconsistent messaging and/or duplication of materials already in existence; and meet the highest production standards in the most cost-effective manner. This policy does not apply directly to University of Maine student projects (not created for University of Maine marketing purposes) or to creative videos and photos produced by University of Maine faculty (not created for University of Maine marketing purposes), although it is preferable to have all UMaine productions reflect institutional identity and quality. It also does not apply to network, cable or local television news videographers and photographers, or other media, covering the University of Maine.

Policy

To ensure that video productions coordinate with existing universitywide marketing efforts, contribute positively to UMaine's brand image, prevent inconsistent messaging and/or duplication of materials already in existence and meet the highest production standards in the most cost-effective manner, production of promotional videos will be coordinated through and approved by the Division of Marketing and Communications. This includes video productions intended for public presentations, for broadcast or use online; and UMaine marketing and promotional photography. All work (raw source material and final product) produced for this purpose shall become the permanent property of UMaine and shall be considered copyrighted University of Maine materials.

The Senior Director of Public Relations and Operations and Manager of Visual Services in the Division of Marketing and Communications shall review the goals and scripts of proposed videos, and all UMaine marketing and promotional photography, whether created by a Division of Marketing and Communications photographer, a UMaine Communicators Network photographer, University of Maine community member, or freelance photographer (please see University of Maine Freelance Video Production/Photography). Video rough cuts will be reviewed before final approval.

All Division of Marketing and Communications-approved photos taken by a UMaine Communicators Network photographer or University of Maine community member shall be provided, digitally, in their original, uncompressed size and format with a minimum resolution of 300 dpi, to the Division of Marketing and Communications to be included in UMaine's official digital/print photography library/catalog.

The Division of Marketing and Communications works closely with on- and off-campus video production resources to produce promotional and information videos for external viewing. When appropriate, the Manager of Visual Media in the Division of Marketing and Communications will refer members of the UMaine community to outside vendors to produce a requested video (see University of Maine Freelance Video Production/Photography). All approved University of Maine video productions are required to use University of Maine logos and graphic standards.

Any request by an outside movie or video production company to film on University of Maine property shall be referred to the Division of Marketing and Communications for consideration and approval. In addition, the University of Maine System's facilities use agreement form must be filled out and submitted for approval before production can begin. More information about independent and freelance production is online.

Please note: The use of copyrighted music in any University of Maine video, including video produced for distribution on the web or broadcast television, is prohibited. The Division of Marketing and Communications subscribes to an extensive production music library for the purpose of providing music for University of Maine videos. There are also several sources for royalty-free music online through sites such as YouTube and freemusicarchive.org. Please contact the Manager of Visual Services in the Division of Marketing and Communications for assistance.



University of Maine Freelance Video Production/Photography

Purpose

The purpose of this policy and procedure is to ensure University of Maine marketing and promotional videos and photographs taken by an outside, third-party or freelance videographer or photographer become the intellectual property of the University of Maine.

Policy

When appropriate, the Manager of Visual Services in the Division of Marketing and Communications will refer UMaine community members to approved freelance videographers and photographers. All freelance videographers and/or photographers must be preapproved by the Division of Marketing and Communications and meet University of Maine System requirements for UMaine vendors, including insurance coverage. When UMaine community members contract with a freelance videographer or photographer or use work created by a freelance videographer or photographer, both parties agree that the University of Maine not only commissions the right to use that work, but purchases ownership of the work (“all rights”). All work (raw source material and final product) produced by a freelance videographer or photographer contracting with the University of Maine become the permanent property of the University of Maine and shall be considered to be copyrighted materials of the University of Maine. This policy is intended to prohibit the freelance videographer or photographer, or any third party, from selling or providing the work (video or photo(s)) to another publication without the express permission of the University of Maine. All video and photo work must be preapproved by the Division of Marketing and Communications before being distributed externally for marketing and promotional purposes.

All raw footage taken by freelance videographers shall be provided in the original, uncompressed format on which it was acquired, unless an agreement has been reached for conversion of that video to another format. Finished productions shall be provided in their original format unless an alternative file type has been agreed upon. All photos taken by freelance photographers shall be provided, digitally, in their original, uncompressed size and format, with a minimum resolution of 300 dpi, to the Division of Marketing and Communications within three calendar days of the contracted work. The Division of Marketing and Communications maintains UMaine’s official digital/print photography library/catalog.

UMaine video/photography permission/model releases

The purpose of this policy and procedure is to ensure that the University of Maine is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes. When reasonably possible, the University of Maine requires written permission (see umaine.edu/marketingandcommunications for UMaine's photo/video release form) of students and/or other adults who are primarily featured in a University of Maine video production or photograph. At a minimum, whenever reasonably possible, University of Maine videographers and/or photographers shall identify themselves verbally or by wearing a UMaine press badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end use. When the subjects primarily featured are minors, written permission must be obtained from a parent or guardian. The sole remedy available to a featured UMaine student or other adult who does not provide permission to the University of Maine is the removal of such video/photography from all future University of Maine marketing materials. This policy does not apply to large public events and settings, such as athletic events or commencement ceremonies, and the university Mall.

When video or photos are supplied by an organization on or off the University of Maine campus, permission to use the images is implied. The Division of Marketing and Communications will work with the organization or request that the organization's representative supplying the video or photos confirm permission has been granted by the creator and the subject(s) and that appropriate video and photo credits are published.

UMaine Marketing and Communications Contacts

Marketing and Communications, General207.581.3743
Senior Director of Public Relations and Operations207.581.3745
Creative Services, Brand Management and Licensing207.581.3754
Digital Communications207.581.3744
Public Relations/News207.581.3743
Video and Photography207.581.3779
Black Bear Sports Properties207.581.4108
Equal Opportunity207.581.1226
UMaine FOIA/FOAA Officer207.581.1512

*University of Maine Division of Marketing and Communications Policies and Procedures
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Approved by the President's Cabinet 10/18/2012, 7/1/2014, 8/11/2015
Approved by the President 10/19/2012, 7/2/2014*

The University of Maine Policies and Procedures, Division of Marketing and Communications adapted from contemporary marketing and communications policies and procedures, particularly at Georgia Southern University and University of California Davis.

University of Maine Division of Marketing and Communications • Alumni Hall, Suite 213 • 207.581.3743



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