

## Agency Rules

### 09.02.01.N1 Official Agency Messaging

Approved May 4, 2022

Next Scheduled Review: May 4, 2027

#### Rule Summary

This document provides the guidelines for external communications and promotion.

#### Definition

Official messaging – Official communication(s) on behalf of a member, or a member unit or department. This term does not include the individual professional or personal communications of member faculty or staff or communications of a faculty, staff, or student organization.

#### Rule

1. The TEEX Marketing and Communications Office oversees Agency Official Messaging.
  - 1.1. TEEX Marketing and Communications Office is responsible for official, agency-wide social media and website postings, and press release content and distribution, in consultation with subject matter experts.
  - 1.2. Marketing and Communications Office regularly tracks media coverage for the agency
  - 1.3. Division marketing and communications staff and designated department staff should inform Marketing and Communications Office of media interview requests and placements.
2. Marketing and Communication staff within each division and department may do the following:
  - 2.1. Post to division social media and website(s) and create and distribute press release content, in consultation with subject matter experts.
  - 2.2. Develop relationships with members of the media, coordinate media interview requests for subject matter experts, and provide guidance to subject matter experts to help ensure successful interactions with the media, in consultation with the Marketing and Communication Office
  - 2.3. Develop divisional and departmental external signage, in consultation with the Marketing and Communication Office
  - 2.4. TEEX employees should inform their Department or Division marketing point of contact of media interview requests and placements.



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3. Any messaging related to Agency crisis response will be developed and published by the Marketing and Communications Office.
4. The Office of Marketing and Communications manages and maintains the agency website's ([www.teex.org](http://www.teex.org)) Content Management System (CMS). Divisions, departments, and offices must designate web administrators for their areas. These administrators will be granted the proper authorization to maintain their division/department/office websites only after completing CMS training with the Office of Marketing and Communications.

## Related Statutes, Policies, or Requirements

[System Policy, 09.02 Use of System Names and Indicia](#)  
[System Regulation, 09.02.01 Official Messaging](#)

## Contact Office

TEEX Marketing and Communications  
(979) 458-7726