



University Communications Policy

Office of Communications

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About the Office of Communications at Southern University at New Orleans

The Office of Communications (OOC) at Southern University at New Orleans (SUNO) collaborates with the University community to enhance the Southern University brand and reputation. We are dedicated to telling SUNO's story in a positive and impactful way, fostering awareness, attracting prospective students, and showcasing the achievements of our students, faculty, staff, and alumni.

Our team engages with local and national media, University departments, colleges, organizations, and the broader HBCU community to amplify SUNO's voice. Key areas of responsibility include:

- **Public Relations**
- **Crisis Management**
- **Media Relations**
- **Social Media and Digital Media**
- **News Services**
- **Marketing**
- **University Announcements** (including email communications)
- **Publications** (brochures, business cards, letterhead, flyers, and handouts)
- **Video Production Oversight**
- **University Photography**

By working collaboratively across departments, we ensure that SUNO's tradition, pride, and excellence are consistently shared and celebrated.

Our Mission

The mission of the Office of Communications is to promote Southern University at New Orleans and highlight the accomplishments of its students, faculty, and staff.

Amplify, Engage, Connect.

A. Public Relations

- I. The Office of Communications at Southern University at New Orleans (SUNO) plays a vital role in enhancing the University's public image and promoting its mission. Through strategic messaging and collaboration with various departments, the office strengthens SUNO's reputation, engages stakeholders, and amplifies the University's impact within the community and beyond.
 - i. The Office of Communications is responsible for coordinating all external communications regarding official university business with the news media via official university news releases, telephone contacts, and computer or fax transmissions. Individuals, offices and departments should coordinate **all** proposed communications with the news media regarding official university business through the OOC.
 - ii. The Office of Communications maintains a comprehensive repository for SUNO registered marks (logos, etc.), which are the sole property of the university and may be applied to products, publications and in other communications only with the oversight and permission of the Office of Communications. All official university stationery and business cards, etc. are to be designed and approved by OOC.
 - iii. **Printed Marketing materials:** It is university policy that all publications and collateral marketing materials, including printed, constructed or audio/visual materials **not designed** by OOC be submitted for approval to the Director of Public Relations and Communications (DCOM) **prior to purchasing.**

B. Campus-Wide Email Blasts

All campus-wide email blast requests must be submitted to the Office of Communications at least two (2) business days before the intended send date. Begin by completing the designated form on the OOC webpage, including the:

- Audience (faculty, students, etc.) **please note that if your intended audience is the students, the email will only go out to the student listserv.*
- Subject line
- Email body text

**Forward any attachments (word document, images, etc.) to public_relations@suno.edu after submitting the required form.*

Last-minute or same-day requests will only be accommodated for urgent matters such as:

- **Message from the Chancellor**
- **Campus Closures**
- **Weather Alerts**
- **Emergency Related Messaging**
- **Human Resources**
- **SUNOPD Updates**
- **Etc.**

**Please note that we cannot guarantee fulfillment of last-minute requests.*

C. Media Guidelines

I. Interacting with the Media

Administration, Deans, Directors, Faculty, and Staff should not respond to inquiries from the media concerning matters such as personnel issues, crisis management, emergency situations, and University policies and fiscal operations; instead, they should ***immediately*** refer such inquiries to the University Spokesperson (i.e. *Director of Public Relations and Communications*). This may be accomplished by calling the University Spokesperson and relaying the inquiries, or by asking the media person to call the University Spokesperson directly.

To ensure a professional relationship with the media, due diligence must be taken to ensure that information originating from the College is accurate, complete, reflects the official position of the organization and is released to the media and target publics in a timely manner.

In the event of a news story, from a minor negative happening to a rumor to a true crisis situation, it is the job of public relations to:

- coordinate the flow of information to the media and concerned publics.
- assist university officials in preparing public statements, and
- assure that public information is made available accurately and in a timely manner.

II. Media Visits

Members of the media are welcome on the campuses of Southern University at New Orleans. Media members must contact the Office of Communications in advance of their visit so that they will have access to the areas, buildings and people necessary to complete their story.

III. Notifications of Important Guest

If a college, department, or official University organization plans to host an important guest (e.g., elected officials, corporate partners, sponsors, or prominent community members), the responsible party must notify the Office of Communications (OOC) ***immediately*** upon confirmation of the guest's attendance.

D. Events

I. University Events Calendar

University affiliated departments, groups, clubs, and organizations hosting events at Southern University at New Orleans (SUNO) are encouraged to submit their events to the Office of Communications for promotion.

Submissions must be made by completing the designated [Event Calendar Submission Form](#) available on the Communications Department webpage. This ensures timely processing and alignment with the University's promotional schedules.

Once the form is submitted, the event will be included on the official university website events calendar.

II. This Week at SUNO

This Week at SUNO will be distributed via email every Sunday. Events included should fall within the Sunday-to-Saturday timeframe of the respective week.

Events must be submitted at least 1-2 weeks in advance to be considered for inclusion in **This Week at SUNO**.

III. Submitting Event Stories, Recaps, and Photos

Southern University at New Orleans encourages affiliated departments, groups, and organizations to submit stories, recaps, and photos from events to the Office of Communications. These materials may be used in various University publications, marketing materials, promotional content, social media platforms, and other communications efforts to highlight SUNO's activities and achievements.

Submissions should be sent via a shareable link through platforms such as Microsoft Teams and/or Google Drive. Ensure that all files are high quality and accompanied by relevant details, including event name, date, and key highlights. Timely submissions enhance the ability to promote SUNO effectively and consistently.

Post-event submissions should be submitting within 7-days following the event, by emailing public_relations@suno.edu.

E. Audio/Visual Requests & Services

All requests for audio/visual equipment or support services from the Office of Communications (OOC) must be submitted in advance using the appropriate request [form](#) available on the Communications webpage. This includes requests for microphones, speakers, projectors, livestreaming, and video recording services for campus events.

Availability of equipment and staff support is subject to scheduling and workload. The OOC will do its best to accommodate requests; however, timely submission is essential to ensure proper planning and execution.

Requests should be submitted **after your event has been approved and confirmed by the Facility Rental Manager.*

F. Social Media

I. University Official Social Media Pages

Southern University at New Orleans (SUNO) maintains official social media pages to cultivate a consistent brand identity, showcase high-quality images of campus events and student experiences, and engage the wider community.

Official University Accounts:

- Instagram: [@southern_nola](#)
- Facebook: [Southern University at New Orleans](#)
- LinkedIn: [Southern University at New Orleans](#)
- YouTube: [@southernu_nola](#)

To maintain a consistent brand identity and streamline our content strategy, the main SUNO social media accounts will no longer post or share departmental/program specific event flyers. Instead, affiliated departments, groups, and organizations should:

1. **Post event flyers** on their own **official departmental or organizational social media pages**.
2. **Tag the official SUNO account** in your post for potential re-sharing or mention.

All other social media content submissions (e.g., major announcements, notable achievements, or university-wide initiatives) must be sent to the Office of Communications for review and approval. Please include clear details, relevant

images (if applicable), and any deadlines. *While we strive to accommodate all requests, posting is subject to team capacity, editorial discretion, and scheduling considerations.*

Be sure to submit post event recaps, photos, etc. to the OOC. Those types of content can be shared from the official university social media pages.

The Office of Communications reserves the right to determine suitable content for official SUNO pages.

II. University Social Media Directory

Submitting Social Media Pages and Login Credentials

All University-affiliated programs, groups, clubs, and organizations at Southern University at New Orleans (SUNO) **must submit** the details of their social media pages—along with login credentials—to the Office of Communications via website [form](#). This process ensures consistent branding, compliance with university guidelines, and effective communication practices.

To submit your information, complete the designated [Online Form](#) found on the Communications webpage. The Office of Communications will maintain strict confidentiality of all login credentials and will only access accounts when necessary to uphold SUNO’s branding standards or address critical issues. Non-compliance may result in restricted access to university branding resources.

III. Submitting Social Media Flyers for Approval

All flyers intended for publication on official University channels must be submitted to the Office of Communications (OOC) for review and approval prior to posting. Submissions can be sent to the designated PR email address or directly to the Multimedia Coordinator. This process ensures that all materials adhere to SUNO’s branding standards and effectively communicate our message to the intended audience. Unauthorized posting of unapproved flyers may result in removal or required revisions to ensure compliance with university guidelines.

Flyers should be submitted at least **7 days in advance** to desired posting date to ensure time for review and approvals.

G. University Newsletter

I. Submitting Newsletter Content

The Office of Communications at Southern University at New Orleans (SUNO) publishes monthly newsletters targeting students, faculty, staff, alumni, and external partners. Submissions must be received by the **20th of each month** for consideration in the following month's publication. Acceptable content includes campus announcements, department updates, upcoming events, notable achievements, event recaps, and other information relevant to the University community.

All submissions should include clear, concise copy; any relevant images; and accurate contact information. *The Office of Communications reserves the right to edit or decline content based on editorial guidelines and overall newsletter objectives. Email submissions to public_relations@suno.edu and use **Subject: Newsletter Submission.***

H. University Website

I. Creation of New Webpages

The OOC regulates the creation of new web pages to control the size of the website, maintain the site's architecture and the site's usability for outside users. University offices that would like to add pages to the University website must submit a [request](#) to the University Webmaster (UWM) describing the need for the new page, the exact content of the new page and who will be maintain updates. The UWM and the DCOM reserve the right to approve or deny requests for new web pages.

The creation of new web pages could take up to two weeks, depending on the complexity of the page and the importance of other web-related jobs that are currently in production.

II. Requesting Webpage Updates

All University-affiliated departments, programs, groups, clubs, and organizations are **required** to submit requests for updates to their respective webpages through the official [Website Request Form](#)—direct emails will not be accepted.

Requests must include all necessary content (text, images, links, etc.) to ensure a streamlined update process. Please allow **3-5 working days** for the requested changes to be completed. Upon completion, the Webmaster will send an email to the requestor.

The Webmaster and the Director of PR & Communications reserve the right to make final decisions regarding all updates and changes to university webpages.

III. Designation of Content Manager

Each department may designate **one content manager** for its respective webpage(s), who must complete a mandatory training session with the Webmaster. If this designee ends employment with the University, the department is responsible for promptly assigning a replacement and notifying the Webmaster of the change.

I. Services and Production Timelines

Although we describe typical turnaround times below, we may need to adjust that schedule depending on the scope of your project. The OOC team is always happy to discuss long-term planning to "pre-book" and schedule your projects. The project timeline will begin once OOC has received all necessary content and materials to begin production.

Creative Services:

- Brochure design — 2-3 weeks
- Event program design — 3-4 weeks
- Printed Flyer/datasheet design / one-sheeter — 4 days -2 weeks
- Invitation design — 2-3 weeks
- Postcard design — 2-3 weeks
- Posters/banners design — 4-6 weeks
- Save the Date design — 1-2 weeks
- T-shirt Design — 1-2 weeks

Website

- Content update — 3-5 working days
- New webpage creation— 1-2 weeks
- Analytics reviews — 1-2 weeks
- Form edits or creation — 2 days-3 weeks
- Writing workshops and custom trainings — 2-3 weeks

****Please note that the Office of Communications does not support the printing of any marketing collateral. Contact Ricoh to assist with printing needs.***