Marketing and Communications
best practices for optimal communications

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UMAC OBJECTIVE

• Protect and elevate USU’s reputation and stature, both in the state and beyond.
STRATEGIES

• Institutional branding
• Marketing recruitment
• Media relations
TACTICS

• Website
• Social media and digital marketing
• Utah State magazine
• Media stories (positive and educational)
• Managing reputational risks
BRANDING

• Who our public thinks we are.
• Logos are a visual representation of the brand.
• Everyone is responsible for Utah State’s brand.
SHARED ROLE IN COMMUNICATIONS

• Accurate
• Clear
• Consistent
• Protect student privacy
• Preserve relationships
MEDIA RELATIONS
WHEN THE MEDIA CALLS

• Am I the subject matter expert?
• Who can I speak for?
• It’s OK to say you’ll call them back.
• Write down points you want to get across.
• Keep it simple.
• Call UMAC for help.
PAUSE AND CONSIDER

• Controversies
• University policies
• Personnel matters
• Questions about students
• Cases under investigation
• Possible lawsuits
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TRADEMARKS AND LOGOS
UMAC RESOURCES

• Visual identity program (VIP)
• Web identity and guidelines
• Social media identity and guidelines
• Editorial style guide
VISUAL IDENTITY PROGRAM

• Which logos you can use and how.
• Applications to T-shirts and swag.
• Design advice and guidance.

usu.edu/prm/visual-identity
GOALS OF VISUAL IDENTITY

• Consistent use of USU visuals.
• Distinguish from other universities.
• Everyone lifts the brand together.
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TRADEMARKS AND LICENSING

• Use a licensed vendor: usu.edu/licensing
• Get everything with the logo approved.
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SOCIAL MEDIA IDENTITY AND GUIDELINES

• Use an approved profile image.
• Follow USU’s guidelines.
• social@usu.edu
DURING AN EMERGENCY

• Cancel all scheduled posts.
• Go silent.
• Alert us to rumors or incorrect info your see.
• Monitor emergency.usu.edu.
GET SAFETY ALERTS

• Crimes on campus
• Emergency notifications
• Weather emergencies
• alert.usu.edu