



# Standard Administrative Procedure (SAP)

## 09.02.01.L0.01 Official Messaging

First Approved: November 19, 2021

Revised:

Next Scheduled Review: November 19, 2026

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### Procedure Statement and Reason for Procedure

The purpose of this SAP is to outline procedures to help ensure that the content of official messaging, not limited to signage, social media postings, press releases, news media interviews, and website postings, that is conveyed by Texas A&M International University (TAMIU) speaks accurately on behalf of the University, its units or departments, and has been reviewed and approved by designated TAMIU leadership prior to distribution/release.

For the purposes of this SAP, **official messaging** means “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.” ([System Regulation 09.02.01, Official Messaging](#))

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### Procedures and Responsibilities

#### 1. Designated Authority for Official Messaging

- 1.1 The Chief Executive Officer (CEO) has designated the Director of Public Relations, Marketing, and Information Services (PRMIS) and his/her designee(s) as the primary approval authority for TAMIU’s official messaging.
- 1.2 The Director of PRMIS and/or his/her designee(s) generate the majority of TAMIU’s official messaging and do so consistent with direction from the CEO, TAMIU’s mission, role, and scope, insight from TAMIU departments, and/or guidance from The Texas A&M University System (System) specific to new or developing official messaging.

## 2. Review and Approval Process

- 2.1 The Office of PRMIS will provide guidance about designated channels of approval for official messaging to ensure conformity with established standards.
- 2.2 A regular review process, to include occasional training sessions and message creation guidance, will be provided by PRMIS to those requesting official messaging distribution to include but not be limited to signage, social media postings, press releases, news media interviews, and website postings.
- 2.3 Employees involved in TAMIU official messaging will be directed to utilize current guidance and established standards for media contact and interaction, news release, social media, and web utilization to ensure compliance with expectations for TAMIU's official messaging. Queries about official messaging and adherence to established standards should be directed to [prmis@tamiu.edu](mailto:prmis@tamiu.edu).
- 2.4 TAMIU's messaging across media platforms will be randomly monitored by PRMIS. Messaging not consistent with current guidance or established standards will be reviewed for further action.
- 2.5 All director-level/department heads should regularly review planned official messaging from their areas to ensure it is consistent with the current guidance and established standards.

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## Related Statutes, Policies, Regulations, or Rules

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

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## Appendix

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- [System Social Media Guidelines](#)
  - [System Video Guidelines](#)
  - [PRMIS Webpage](#) (the site outlines roles/responsibilities)
  - [Faculty Handbook](#) (see section called "Communication Channels")
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## Contact Office

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Office of Public Relations, Marketing, and Information Services, 956-326-2180, [prmis@tamiu.edu](mailto:prmis@tamiu.edu)