

Office of Communications and Marketing
POLICIES AND PROCEDURES
2022-2023



DILLARD

UNIVERSITY

Office of Communications and Marketing

Policies and Procedures 2022-2023

Overview

Effective communication is central to any organization's success. Whether through paid media, media relations, marketing collateral, print publications, promotional videos, webpages, direct mail, social media or other means, the consistent application of strategies to promote and protect the reputation of Dillard is of vital importance to the University, its students, employees, alumni, supporters and the community that surrounds the University.

The policies and procedures set forth by the Dillard University Office of Communications and Marketing provide guidelines for the creation, dissemination and management of Dillard's official communications to internal and external audiences.

These policies and procedures have been put in place to:

- Ensure all information is consistent with Dillard's design and editorial standards.
- Provide a central resource for all University divisions, colleges, departments and programs (also known as units).
- Coordinate efforts between the Office of Communications and Marketing and campus partners who create and deploy communications to ensure consistency and quality in messaging, design and processes.
- Ensure that Dillard is efficiently leveraging its marketing and paid media investments at all levels and in all areas.
- Maximize opportunities to enhance Dillard's visibility, reputation and stories.
- Ensure the greatest efficiency and effectiveness in the flow of institutional information.
- Reduce miscommunication.

Overall Purpose

The purpose of these policies and procedures is to establish the lines of responsibility and standards for Dillard University's communications and marketing efforts. The policies and procedures outlined in this document apply to all University units.

Overall Policy

It is Dillard's policy that the overall development and application of communications and marketing strategies throughout the University rest primarily with the Office of Communications and Marketing. The Office of Communications and Marketing is charged with oversight for the development of communications and marketing strategies as well as 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 should be hired without prior Office of Communications and Marketing approval.

This is to ensure consistency in communications and marketing efforts. Units in need of communications and marketing services should submit their requests via the Office of Communications and Marketing's [Project Request Form](#).

These institutional activities include, but are not limited to:

- Publications (including print and electronic publications);
- Institutional branding, logos and unit graphic identity;
- Paid media including TV, radio, billboard, social media, magazine, digital advertising, newspaper, etc., as well as other activities involved in marketing Dillard University;
- Media relations *i.e.*, the distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations;
- Institutional videos;
- Primary University webpages;
- Emergency communications;
- Institutional social media; and
- Licensing management, including a review and approval process for all items bearing Dillard University branding.

Dillard University Marketing

The Office of Communications and Marketing works in partnership with key Dillard administrators and partners who have official responsibilities that include developing and managing marketing and sponsorship agreements and other contracts between Dillard and external constituencies. The office collaborates with campus partners to maximize the University's messaging, image, financial resources and benefits in management of external marketing and sponsorship agreements and/or contracts.

Dillard University Corporate Sponsorship Identification

All sponsorship programs offering corporate identification on Dillard University collateral materials, including print publications, online, video, clothing and other items, must adhere to the [Dillard University Brand Guidelines](#).

Dillard University Name, Seal and Logos

Purpose

The purpose of this policy and procedure is to delineate the acceptable uses of Dillard University's seal and logos (also known as marks).

Policy

It is Dillard University's policy that the development and application of University brand standards is determined by the Office of Communications and Marketing. All Dillard University community members are required to use the University's brand identity and graphic standards as outlined in the Dillard University Brand Guidelines. The following are the official marks of Dillard University:

This is the primary mark of Dillard University. The name of the University should always appear with the crest.



This is the official wordmark of Dillard University. It may be used in place of the primary mark, particularly to save space or to ensure that the University name stands out in graphic designs.



This is the University badge. It is an alternative mark that should not be used in place of the primary mark or used as the “official” logo.



This is the athletics logo which is also referred to as the spirit mark. The name Dillard should always appear with the DU shield to clarify its association with the University. The athletics logo may also appear as a wordmark (without the shield).



This is the University seal, the mark of the Office of the President. It appears at the discretion of the president, the Office of Communications and Marketing or the president’s designee.



Dillard University’s marks are the primary graphic marks for the University. All of the marks are designed to promote Dillard University’s brand, and they must be used on all internal and external printed and electronic materials representing the University. The marks are not to be modified by changing the font, proportions, color or other design alteration. The use of Dillard

University's marks is not permitted in publications and displays that are not under the auspices or official sponsorship of the University. Questions regarding use of Dillard University's marks in publications or displays should be addressed to the Office of Communications and Marketing.

Licensing

Commercial use of the Dillard University marks is prohibited except in those instances expressly authorized by the University's Office of Communications and Marketing. Parties interested in becoming licensed vendors are asked to direct questions to the Office of Communications and Marketing. All branded Dillard University merchandise that is offered for sale must be ordered through a licensed vendor. Licensed vendors have access to Dillard's official art files and an approval process to ensure that the product has been reviewed and approved. Items that contain Dillard marks and are being used as giveaways should be approved by the Office of Communications and Marketing. Commercial usage of Dillard's marks without licensing approval is subject to legal action.

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 Dillard University brand across all promotional materials representing the University. The goals are to:

- Ensure the consistent application of strategies to promote and protect Dillard's brand,
- Ensure that Dillard properly communicates with a consistent voice,
- Ensure all information follows the University's design and editorial standards,
- Provide centralized expertise and available resources to assist the Dillard community,
- Combine efforts of all communicating on behalf of Dillard and improve information flow and efficiency,
- Ensure that Dillard is efficiently leveraging its marketing and paid media investments, and
- Reduce internal and external miscommunication.

Policy

All Dillard University image publications and external audience communications, including all student recruitment and fundraising publications, should be reviewed by the Office of Communications and Marketing. Units preparing publications (newsletters, magazines, booklets, flyers, program brochures, posters, signs, etc.), advertisements, photographs, webpages and/or audio-visual presentations intended for an external audience should first contact the Office of Communications and Marketing for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process. The Office of Communications and Marketing reserves the right to edit or take editorial license to ensure quality and consistency.

Project Production

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

- Execute the work as a project request in-house,
- Outsource the project to an approved off-campus vendor for editorial, graphic and/or printing production, or
- Work closely with the campus partner to complete the design project within the Dillard University Brand Guidelines.

Brand Guidelines

The Dillard University marks must be prominently displayed on all materials that represent the University. Please refer to the Dillard University Brand Guidelines to ensure compliance. Graphic identities used to represent Dillard entities must be designed or approved by the Office of Communications and Marketing.

Nondiscrimination Notices

Dillard University is a nondiscriminating organization. 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 should include the following nondiscrimination notice in the publication.

Dillard University 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.

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: *Dillard University is an equal opportunity/affirmative action institution.*

To report or discuss general concerns regarding Dillard University compliance with nondiscrimination notices, please contact the Dillard University Office of Human Resources, 2601 Gentilly Blvd., Rosenwald Hall 222, New Orleans, LA 70122; 504.816.4015.

Dillard University Public Relations and News Media

Purpose

The purpose of this policy and procedure is to help ensure the image of Dillard University—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 Dillard's programs, activities and events. This policy and procedure describes Dillard'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 Office of Communications and Marketing provides assistance and counsel for all University communications and news media needs in support of and consistent with Dillard's teaching, research and service mission. The Office of Communications and Marketing serves both the Dillard University 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 Dillard community and the media, the Office of Communications and Marketing shall:

- Provide the Dillard community with the standards and direction associated with:
 - External news,
 - Major news stories,
 - News releases,
 - Protocol in responding to news media inquiries, and
 - 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 Dillard University news releases,
 - Dillard Today magazine and the President's Newsletter stories,
 - Dillard University campus announcements and media advisories regarding significant events and activities that enhance the image of the University, and
 - Are of interest to the Dillard community and general public as determined by the Office of Communications and Marketing.
- Maintain daily updates of the Dillard University news webpage.
- 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 Dillard.
- 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 Dillard University.

External News

The Office of Communications and Marketing is responsible for disseminating institutional news releases, media advisories and other Dillard University information to media outlets and will otherwise make all media contacts for Dillard University. Any questions regarding media contacts or coverage should be directed to the Director of Communications and Marketing.

Written communications with media must conform to Associated Press (AP) style and accepted journalistic standards. The Office of Communications and Marketing should review publications and web content for appropriate news, newsworthiness and/or design standards, and work with appropriate campus partners on revisions or concerns.

Major News Stories

News of major importance must be identified by Dillard community members and planned in conjunction with the Office of Communications and Marketing well in advance. Embargoes can be established or confidentiality can be 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. Units are asked not to send information or releases separately to media without prior approval of the director of communications and marketing. This helps to avoid duplication, confusion and error. The Office of Communications and Marketing will inform campus partners of opportunities and coordinate news dissemination.

News Releases

All externally targeted news releases (including media advisories and news events) should be routed through the Office of Communications and Marketing. As the central resource and primary contact with the media, the Office of Communications and Marketing 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 Dillard communicators and community members, the best and most appropriate approach (whether news release, media advisory or campus announcement) through which Dillard news shall be released to the news media.

The Office of Communications and Marketing issues a news release when a University administrator, faculty member, staff member or student has a major achievement, research, funding or other newsworthy announcement that will enhance the University's image. News releases are posted on the Dillard website and social media, and sent via email to news media at the discretion of the Office of Communications and Marketing.

- A standard boilerplate is included in all external news releases sent to the news media via email.
- The Office of Communications and Marketing will provide assistance in planning events, such as news conferences and/or announcements.
- The Office of Communications and Marketing 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 Office of Communications and Marketing will also, as appropriate, send out news releases via email following the news conference and/or announcement.
- The Office of Communications and Marketing will advise in setup and planning for news conferences and/or announcements in collaboration with other campus units. To ensure the assistance of the Office of Communications and Marketing in setting up an on-campus news event (conference and/or announcement), it is recommended that campus partners contact the Office of Communications and Marketing a minimum of one month prior to the scheduled news event. Text and images for supporting materials to be assembled by the Office of Communications and Marketing must also be ready a minimum of one month prior to the event.

Media Advisories

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

Campus Announcements

The Office of Communications and Marketing shall issue a campus announcement via the Dillard website or by email at the request of a University administrator, faculty, staff or student to announce an event or happening that affects the Dillard community and is generally open to the public (including non-research-related events).

News Media on Campus or on Dillard Property

While on Dillard University's property, news media representatives should, if necessary and appropriate, be accompanied by an Office of Communications and Marketing staff member or a University representative designated by the office. If not previously contacted, the Office of Communications and Marketing should be notified of news media representatives visiting the Dillard campus by all University employees involved and/or approached by the visiting news media as soon as possible.

Public Information/Open Records

Dillard University 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 the University general counsel Brendan Greene at bgreene@dillard.edu. Requests can be mailed to:

Dillard University
Office of General Counsel
Rosenwald Hall 235
2601 Gentilly Blvd.
New Orleans, LA 70122

Responding to Media Inquiries

The director of communications and marketing serves as the official spokesperson for Dillard University. In addition, the director may designate an official media spokesperson for the University on a case-by-case basis. The Office of Communications and Marketing prefers to arrange media interviews with Dillard administrators, subject matter experts and students through its office due to media deadlines. This ensures that Dillard 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

Dillard University respects academic freedom and protections afforded to faculty under the First Amendment to the United States Constitution. The University 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 Dillard 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 Office of Communications and Marketing since the office tracks and reports Dillard's media coverage. Should faculty members need assistance or advice in responding to an inquiry, they should immediately contact the Office of Communications and Marketing prior to responding. The office is pleased to provide assistance in responding to any media inquiry.

Professional Public Appearances/Publications

Dillard University 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 Office of Communications and Marketing 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

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

Government Relations

The Office of Communications and Marketing can facilitate communication efforts and help with protocol when members of the Dillard 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.

Dillard University Paid Media Approval

Purpose

The purpose of this policy and procedure is to designate approval procedures for all Dillard University paid media.

Policy

All Dillard University paid media placed on behalf of the University and any entity therein, in any publication or electronic medium, must be reviewed by the Office of Communications and Marketing before being processed.

All paid media purchased by any unit within Dillard, excluding personnel classified advertising, must be reviewed by the Office of Communications and Marketing. This ensures quality control, appropriateness and consistency of Dillard's messaging and image.

External Advertising/Marketing/Creative Agencies

When necessary, Dillard may appoint an external advertising agency to provide professional advice and creative services for University branding campaigns and other key projects. Any University area considering engagement with an advertising or marketing agency should first consult with the Office of Communications and Marketing.

Dillard University 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 Dillard University webpages, as well as internet communications and applications required for all official University webpages. All publicly accessible University webpages must adhere to the requirements below, including webpages directly related to Dillard University business and academic activities.

Policy

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

Dillard University Web Standards are intended to promote a strong and consistent University brand, in conjunction with a clear and accessible interface for those accessing information about the Dillard University via the web. Each Dillard website document is part of the University's public presentation and should be written and edited with the same care and diligence that one

would apply to a University print publication. All Dillard websites shall comply with both Dillard University Web Standards and Section 508 accessibility standards as follows:

Domain Names

Dillard University websites must have domain names within the dillard.edu domain, e.g. dillard.edu/president. External domain names shall not host a Dillard site or redirect to a dillard.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 Office of Communications and Marketing.

Design

Dillard websites use the University's content management system (CMS) and Dillard-approved web templates. The Dillard-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 Dillard brand standards in their design.

Training

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

Contact Information

Dillard University websites must provide up-to-date contact information (name, address, email) as a way for users to contact a University unit or affiliated center or program.

Ensuring Accuracy

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

Inclusion in the Dillard A to Z Directory

University website administrators may request a link to their department or organization's website on the Dillard A to Z directory by contacting the Office of Communications and Marketing.

Confidential Information

Confidential information shall not be published on Dillard University websites. All published University webpages are submitted to public search engines even if that page has no inbound links. Content that should not be found by site search should be removed.

Paid Media/Sponsorship

For approval of prospective paid media/sponsorship programs, please contact the Director of Communications and Marketing.

Copyright

Dillard University websites must comply with federal copyright laws.

Correct Use of University Name

The official forms of Dillard University's name are Dillard University and Dillard. DU is informal. Do not use any other abbreviation or arrangement. When referring to Dillard University as "the University," it is acceptable to use an uppercase U.

Correct Spelling and Grammar

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

Correct Use of Images

Images should 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 5MB in file size.

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. If a faculty member wishes to provide additional information online, they may provide the information via a link from their Dillard faculty page to an external website.

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, they may request a site through the Office of Communications and Marketing. All course websites on dillard.edu are the responsibility of the current instructor of record for the course, and must adhere fully to Dillard University's policies and procedures.

Compliance with Dillard University Web Standards

If noncompliance with Dillard University Web Standards is found, the noncompliant page(s) may be reverted to a draft by the Office of Communications and Marketing. Pages placed in draft are effectively removed from the live site, but their content remains available in the CMS for site owners to update. When the Office of Communications and Marketing 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 Office of Communications and Marketing when all

updates have been made. The Office of Communications and Marketing will then review the updated pages, determine if they are compliant with Dillard University Web Standards, and if so, return the pages to live status.

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

Dillard University 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 Dillard 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 technical questions regarding accessibility requirements, contact the Office of Communications and Marketing at universityeditor@dillard.edu.

For more information about what student information is defined as confidential, email registrar@dillard.edu.

To report or discuss general concerns regarding Dillard's compliance with Section 508 Amendment to the Rehabilitation Act of 1973, please contact the Dillard University Office of Human Resources at 2601 Gentilly Blvd., Rosenwald Hall 222, New Orleans, LA 70122, 504.816.4015.

Dillard University Social Media Standards

Purpose

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

Policy

Dillard recognizes that social media platforms like Facebook, Twitter, YouTube, Instagram, TikTok and LinkedIn have become important and influential community communication channels. The purpose of using social media channels on behalf of the University is to support Dillard's mission, goals, programs and sanctioned efforts, including University news, information, marketing and branding strategies, content and directives. Therefore, when using approved/official Dillard social media channels identified with the University, it is critical that Dillard community members recognize that they are representing Dillard University to the world at all times. To assist in posting content and managing these sites, the University offers the following policies and guidelines for official use of social media. These policies and guidelines apply to all Dillard community members using approved/official University social media. These policies and guidelines are not intended to govern or restrict personal presence or expression on the web. Also, they are not guidelines intended to restrict employee rights to engage in concerted, protected activity related to the terms and conditions of their employment.

General Guidelines

Approval of Official Dillard Social Media Accounts

Employees who wish to set up approved/official University social media accounts and speak on behalf of Dillard through social media must receive permission from the head of their respective units prior to setting up the social media account. Once that permission has been granted, contact the Office of Communications and Marketing to discuss issues such as confidentiality, privacy, FERPA, etiquette and best practices in social media management. Per the University's employee handbook, "Unless use of social media is part of an employee's regular job duties, employees should refrain from using social media at work. This policy also prohibits the use of Dillard's email addresses to register on social networks, blogs, or other online tools utilized for personal use." Upon the launch of approved/official social media account(s), employees must submit their username(s), password(s), and the email address linked to the account to the Office of Communications and Marketing. This will ensure that, when account managers are unable to fulfill their duties, the account can be transitioned to a new manager.

Dillard University Web Standards

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

Dillard University News Announcements

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

Dillard University Branding

The Dillard University Name, Seal and Logos policy and procedure applies equally to official University social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages. Please contact the Office of Communications and Marketing for assistance.

Video

Video should be reviewed by the Office of Communications and Marketing prior to posting on official social media channels or pages representing Dillard.

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. Remember that anything you write can and will be viewed by current and future Dillard University community members and constituencies as well as other colleagues and possible future employers. When engaging in dialogue on official University social media sites:

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

- [tiktok.com/@dillarduniversity](https://www.tiktok.com/@dillarduniversity)
- [linkedin.com/school/dillard-university](https://www.linkedin.com/school/dillard-university)
- twitter.com/du1869
- [youtube.com/user/dillard1869](https://www.youtube.com/user/dillard1869)

Dillard University Tablet and Mobile Application Standard

Purpose

The purpose of creating approved/official tablet and mobile apps on behalf of Dillard University is to support Dillard'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 Dillard, it is critical that members of the University community recognize that they are representing the University to the world. These policies and guidelines apply to all Dillard community members creating approved/official apps that have any affiliation with the University.

Policy

Prior to publishing an app referencing or identifying Dillard University, Dillard community members must receive permission from both their unit head and the Office of Communications and Marketing. Once permission has been granted by the head of your unit, please contact the Office of Communications and Marketing. The office will review the app for adherence to Dillard University brand standards and tablet and/or mobile best practices prior to designating the app as an approved/official Dillard social media channel.

General Guidelines

Dillard University Tablet and Mobile Application Standards

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

Dillard University Branding

The Dillard Name, Seal and Logos policy and procedure applies equally to official University tablet and mobile applications.

Dillard University Video and Photo Production

Purpose

The purpose of this policy and procedure is to establish oversight responsibility and procedures for producing Dillard University marketing and promotional videos and photography. It applies to all University units. This policy ensures that University video productions and photography coordinate with existing universitywide marketing efforts; contribute positively to Dillard'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 student projects (not created for University marketing purposes) or to creative videos and photos produced by University faculty (not created for University marketing purposes), although it is preferable to have all Dillard 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.

Policy

Video

To ensure that video productions coordinate with existing universitywide marketing efforts, contribute positively to Dillard'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 Office of Communications and Marketing. This includes video productions intended for public presentations, for broadcast or use online; and Dillard marketing and promotional photography. All work (raw source material and final product) produced for this purpose shall become the permanent property of Dillard and shall be considered copyrighted University materials.

The Office of Communications and Marketing should review the goals and scripts of proposed videos and all Dillard marketing and promotional photography, whether created by an Office of Communications and Marketing photographer, University community member or freelance photographer (please see Dillard University Video Production/Photography). Video rough cuts should be reviewed before final approval.

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

Any request by an outside movie or video production company to film on University property shall be referred to the Office of Communications and Marketing or the Office of Auxiliary Services for consideration and approval.

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

Photography

All Office of Communications and Marketing-approved photographs taken by a Dillard photographer or University community member shall be provided, digitally, in their original, uncompressed size and format (preferably with a minimum resolution of 300 dpi) to the Office of Communications and Marketing to be included in Dillard's official digital/print photography library/catalog.

When taking headshots or publicity photos, it is the goal of the Office of Communications and Marketing to capture subjects at their best. At the same time, the office often adheres to deadlines. Therefore, the Office of Communications and Marketing reserves the right to select the images that will be published. To ensure an efficient process that enhances and maintains any subject's marketability, please adhere to the following steps:

- After the photographer has taken a headshot or promotional photo, the images will be shared with the subject with a specific number of recommended options.
- The subject will have up to 24 hours to select their top 5 to 10 images. The office strongly recommends selecting more than one photo.
- Requests that will unnecessarily extend the editing process will not be honored. The goal is to market Dillard as a whole, not to satisfy individual tastes.

Photography of student groups will be arranged at the discretion of the Office of Communications and Marketing. Student photo requests are only honored as part of student organization group activities. Student group photo requests should be requested and managed by the group's faculty/staff advisor. To ensure that group requests are handled in an efficient manner, the office requests that the advisors be present for scheduled photo sessions. The Office of Communications and Marketing reserves the right to deny student groups' and students' photography requests.

Photographs taken by the office are the property of Dillard University, and the office reserves the right to utilize group or individual photographs at its discretion. Photographs of individual student group members will be distributed to those members at the discretion of the group's advisor. In the case of the Department of Athletics, individual student athlete photographs will be distributed at the discretion of the director of athletics or their designee.

It should be noted that the Office of Communications and Marketing's photographers and videographers respect the wishes of students and employees who do not wish to be on video or in photography.

Dillard University Freelance Video Production/Photography

Purpose

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

Policy

When appropriate, the Office of Communications and Marketing will refer Dillard community members to approved freelance videographers and photographers. All freelance videographers and/or photographers must be preapproved by the Office of Communications and Marketing. When Dillard 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 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 becomes the permanent property of the University and shall be considered to be copyrighted materials of the University. 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 Dillard University. All video and photo work must be pre approved by the Office of Communications and Marketing 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 Office of Communications and Marketing within three calendar days of the contracted work. The Office of Communications and Marketing maintains Dillard’s official digital/print photography library/catalog.

Dillard University Video/Photography Permission/Model Releases

The purpose of this policy and procedure is to ensure that the University is obtaining appropriate permission to use the image or likeness of individuals for promotional purposes. When reasonably possible, Dillard University requires written permission of students and/or other adults who are primarily featured in a University video production or photograph. At a minimum, whenever reasonably possible, Dillard videographers and/or photographers shall identify themselves verbally or by wearing something that identifies them as a Dillard representative, 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 Dillard student or other adult who does not provide permission to the University is the removal of such video/photography from all future Dillard marketing materials. This policy does not apply to large public events and settings, such as athletic events or commencement ceremonies, assembly spaces and other campus spaces where groups gather.

When video or photos are supplied by an organization on or off campus, permission to use the images is implied. The Office of Communications and Marketing 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.

Dillard University Communications and Marketing Contacts

Communications and Marketing, General
504.816.4800

Director of Communications and Marketing
504.816.4024

Project Coordinator
504.816.4260

Digital Content Coordinator
504.816.4711

Communications Specialist
504.816.4328

University Photographer
504.816.4564

The Dillard University Communications and Marketing Policies and Procedures have been adapted from contemporary marketing and communications policies and procedures, particularly from the University of Maine.

Dillard University 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 non-discrimination policies: Director of Human Resources, Dillard University, 2601 Gentilly Blvd., Rosenwald Hall 222, New Orleans, LA 70122, 504.816.4015.