Communication Procedures and Media Protocol

Salve Regina has established procedures for campus-wide communication to provide more effective, accurate and efficient University messaging. Please review the following:

Marketing Request Form

The marketing request form streamlines requests for digital and/or print materials. Faculty, staff and students should use this form to:

- Request digital signage.
- Request publicity, marketing and print materials for events and programs on and off campus.
- Submit story ideas for SALVEtoday, the media and Report From Newport.
- Provide updates regarding academic departments and programs (including print materials).
- Share student, faculty and alumni success stories and accomplishments.
- Submit photos and videos for posting to the University's social media channels.
- Request photography and videography.

Event Scheduling and Promotion

To schedule an event on campus, please request space via the 25Live event planning system. A link to 25Live is in the Tools section of the Campus portal. 25Live allows you to see if your intended event conflicts with other events on campus. This is also where you may request necessary resources (AV equipment, tables, chairs, etc.) and link to the catering site.

25Live is not the University's public event system. If your event is open to others on campus, please use the event submission form to have your event listed on Salve Regina's public calendar of events. This should only be done after receiving confirmation that your event has been approved via 25Live.

Events are also highlighted through SALVEtoday, the weekly SALVEtoday Update, digital signage and social media, among other practices. Once you have submitted an event through the marketing request form, the Marketing and Communications team will determine the most appropriate means of distribution based on the nature of the event and the desired outcome.

Print Materials

All print pieces being purchased with University funds need to be coordinated and approved by Marketing and Communications. This is to ensure standards for quality, mailing and University imagery as well as for proper processing and payment.

Please submit the marketing request form to begin the intake process. Events should be confirmed with 25Live prior to the production of related promotional materials. Turnaround times for both internal and external print projects vary greatly. Please consult with the Marketing and Communications team regarding project timelines and allow a minimum of 15 working days for completion.

Videography/Photography

Ideas or requests for marketing-related videography or photography to use for storytelling and recruitment or news purposes should be submitted through the marketing request form. Academic or co-curricular programming that takes students out of the classroom into their surrounding communities and Newport's living laboratory is of particular interest. Video work is prioritized according to institutional goals and timelines as well as other production-related criteria.

Requests for video documentation of lectures or events should be made through the Technology Services Center.

Website Updates

Updates to existing information on the website, along with requests to add new information, may submitted through the marketing request form. Simple updates are typically made within 48 business hours.

Broadcast Emails

Broadcast emails are intended to inform the Salve Regina community about University operations, campus safety and technological alerts. Individual events are not promoted via broadcast email due to the volume of events on campus. Broadcast emails may be sent to the University community as a whole, or to designated groups such as faculty, staff, class years and graduate students. Requests for participation or solicitations for involvement are granted only if they pertain directly to academic, volunteer and community service activities that are non-event oriented.

Policies, Guides and Resources

The University has an established social media policy as well style guides for writing and branding. This information is publicly available in the "Policies" section of the faculty/staff audience path. Of note is that "SRU" should never be used in text as it is also used by other academic institutions (Slippery Rock University). This also applies to social media accounts.

A variety of other resources are available in the faculty/staff audience path, including University-approved templates for email signatures and PowerPoint presentations.

Media Protocol

Standard University protocol requires that any media outlet or representative seek permission from the University prior to taking photographs, video footage or conducting interviews with faculty, staff or students. It is the reporter's responsibility to be aware of these procedures, but it helps if members of the University community are also aware. Members of the media should not be contacting you directly, but if they do, checking in with Marketing and Communications prior to the interview is appreciated.

The purpose of this is not to stifle ideas or inhibit freedom of speech. Rather, it is to maintain a standard set of operating procedures that become familiar to community members and the media for any given situation. It may not seem important when promoting the good works of students, the achievements of faculty or the prominence of our speakers on campus, but it is extremely important in times where security issues arise or when a crisis, tragedy or otherwise unfortunate circumstance takes place. If there is no formal operating procedure, it becomes harder for those responsible for communicating about Salve Regina during tough times to do their job properly.

Employees have a responsibility to the University when speaking in public or through the media, and are asked to be sensitive to the importance of their words and actions particularly when expressing personal opinion. If identified with the University, you may erroneously be perceived as official spokespeople. Please remember to clarify that affiliations are only for identification and that personal opinions do not necessarily coincide with the views of the University, its faculty, staff or students. If you have any questions or concerns, please contact Lynne Mello, chief marketing and communications officer, at (401) 341-2148 or lynne.mello@salve.edu.