

HUCK-MC-P000: Huck Institutes Communications & Marketing



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1.0 Overview

The purpose of this document is not to impose restrictions that are contrary to the Pennsylvania State University's established culture of openness, trust and integrity. The Huck Institutes of the Life Sciences is committed to protecting our employees, partners and the University from illegal or damaging actions by individuals, either knowingly or unknowingly.

2.0 Purpose

The purpose of this policy is to establish the lines of responsibility for the Huck Institutes' media and communications efforts.

3.0 Scope

This policy applies to all units of the Huck Institutes of the Life Sciences and their faculty, staff, and student members and affiliates.

This policy augments the following Penn State University policies:

- [AD61: University Communications through Advertising, Publication and Media Relations](#)

4.0 Background

Effective media and communications efforts are central to the success of any enterprise, and the Huck Institutes of the Life Sciences is no exception.

The consistent application of strategies to promote and protect the Huck Institutes brand is of vital importance to the organization.

The decentralized structure of the Huck Institutes creates dozens of administrative areas with media and communications needs, leading potentially to conflicting and inconsistent messages about the Huck Institutes. Successful media and communications strategies and efforts cannot ensue from isolated or ad hoc tactics. For the Huck Institutes to properly communicate with a consistent voice, it is essential that the media and communications activities of the Huck Institutes be coordinated through one central office.

5.0 Policy

It is the policy of the Huck Institutes of the Life Sciences that the development and application of media and communications strategies across the breadth of the Huck Institutes rest with Huck Media & Communications.

Huck Media & Communications is charged with oversight for the development of media and communications strategies and for coordinating the media and communications activities of the Huck Institutes.

All media and communications activities of the Huck Institutes will be coordinated through Huck Media & Communications. These activities will include, but not be limited to:

- a. Publications (including print and "digital");
- b. General Media Relations (distribution of press releases and all other activities related to media relations);
- c. Promotional Videos
- d. Emergency Communications; and
- e. Social Media (see section below).

Huck Media & Communications will monitor and assist in coordinating media and communications efforts by all units of the Huck Institutes.

Guidelines for Huck media and communications are available on the Huck Media & Communications Service Desk.

All Huck media- and communications-related requests, inquiries, etc. must be submitted via the Huck Media & Communications Service Desk.

5.1 Online media

The Huck Institutes of the Life Sciences uses various forms of online media as a way to communicate with its many audiences. In order to accomplish this, the Huck Institutes has an official website, newsletter, and social media accounts including but not limited to Facebook, Twitter, Google+, and LinkedIn. These accounts are only to be used for the purpose of communicating and promoting an individual unit or group as well as the Huck Institutes at large and are under the jurisdiction of Huck Media & Communications. As such, they are subject to all applicable Huck Institutes and Penn Media and Communications: HUCK-MC-P000 Page 3 of 7 Hardcopy Uncontrolled State University policies. Misuse of official communications can lead to disciplinary action.

Employees may not use the Huck Institutes' accounts as their own personal accounts. Employees' personal accounts may not give the appearance of officially representing the Huck Institutes or an individual unit of the Huck Institutes. Permission to use any Huck Institutes logo or trademark on a personal or non-Huck Institutes account must be obtained from Huck Media & Communications.

6.0 Exceptions

Exceptions to this policy can only be granted by completing form **HUCK-AD-F001: Request for Policy Exception or Exemption**. This form must be fully completed and signed by either the Director of the Huck Institutes or the Director of Administration for the Huck Institutes or their designees.

7.0 Enforcement

Any employee, student or visitor found to have violated this policy may be subject to revocation of privileges as well as disciplinary action by their Administrative unit, the College, or the University.

Additional Information

Visit <https://www.huck.psu.edu/about/media-and-creative/huck-branding> for the Huck brand book (logos, fonts, colors, and branded downloads). For questions or additional requests, please contact Huck Media & Communications at huckinfo@psu.edu.

Visit the Huck Institutes of the Life Sciences on the web at <http://www.huck.psu.edu>.

This publication is available in alternative media on request.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, gender identity, or veteran status and retaliation due to the reporting of discrimination or harassment. Discrimination, harassment, or retaliation against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-863-0471/TTY.