



Media Communications Policy

(September 24, 2013)

Purpose

Media communications provide opportunities to build awareness, share important information, celebrate Cedarville's distinctives, and advance the Gospel. This policy provides guidance to ensure that faculty and staff, as University representatives, accomplish that purpose with consistency, professionalism, and integrity, benefiting Cedarville University and honoring our Lord.

Desired Outcomes

- A. Cedarville University will build awareness and strengthen its reputation for academic excellence and Christ-centered education.
- B. The use of social media by employees will foster relationships and advance academic programs and the University.
- C. Faculty and staff will gain professional exposure and enhance their academic and professional programs.
- D. More students will learn about Cedarville University, and enrollment could increase.
- E. The number of financial donors and amount raised in fundraising could increase.
- F. A greater platform to share the gospel will develop.

Policy Guidelines

- A. View media inquiries as opportunities. Make yourself available to engage with media, if requested by the PR office.
- B. Answer questions carefully and forthrightly. Avoid replying "no comment."
- C. If contacted directly by the media, whether by telephone, in person, or through social media, consult with PR *before* agreeing to any media request. PR staff will help you prepare for the interview and can serve as your liaison, if desired. No interviews should be given without first consulting with PR.
- D. In times of a natural disaster or crisis situation, no Cedarville employee should talk with the media about the situation. All University communication must go through PR.
- E. Coordinate all media requests for campus photography through Public Relations. No campus photos should be distributed to media without first consulting with PR.
- F. Communicate positively in traditional and social media forums about Cedarville employees, the University's programs, departments, and the University.
- G. After completing an interview, share this information with the PR office so it can track all media coverage for the University.
- H. Notify PR prior to setting up a social media site (Twitter, Facebook, Instagram, etc.) for University purposes.
- I. If you see a media vehicle on campus, call 766-8800 or 766-8810 to be sure PR is aware and the media crew has not come to campus unannounced.

Accountability

Violation of the Media Communication Policy may result in appropriate disciplinary action, in coordination with the employee's supervisor, University Human Resources, and the University Personnel Policy Handbook and/or Faculty Handbook.

Questions and Resources

- A. If you have any questions about how to handle a media situation, call PR at ext. 766-8800 or 766-8810.
- B. Review the University's social media policy at
<http://www.cedarville.edu/~media/Files/PDF/Marketing/Cedarville-Social-Media-Policy.pdf>
- C. Read the Cedarville Facebook Code of Conduct at www.cedarville.edu/facebook.