



ATENEO DE MANILA UNIVERSITY
UNIVERSITY MARKETING AND COMMUNICATIONS OFFICE

Protocol for Disseminating Public Announcements, Memos, and Publications

The University is using the internet increasingly to disseminate information, in particular to students, parents, and the general public. To help our various units bring their message across more efficiently, we are releasing this set of protocols for official communication targeted towards public audiences—students, parents, alumni, the media, and the general public.

These protocols do not cover announcements about class and work suspensions. Class and work suspension announcements are governed by a separate set of guidelines outlined in the [memorandum from the Vice President for Administration dated 7 August 2017](#).

A. For formal announcements, memoranda, letters, and similar documents geared towards students, parents, and the general public (including those addressed to the University community)

1. Secure clearance or final approval of the contents of the document or announcement from the head of the office or unit that will release it. For example, if it is an announcement by the LS Office of the Registrar, the LS Registrar should give approval.

For public statements and special announcements, secure additional approval from the University Marketing and Communications Office (UMCO). Additional clearance from the University Legal and Compliance Office (ULCO) might also be needed for certain public releases.

Routine announcements, such as memos or advisories about conventional academic/work procedures (ex. enrollment schedules, generic HR advisories), do not need UMCO approval.

2. Publish the full text of the document or announcement on the official university website, ateneo.edu (see links to samples in part C of this memo). Do not post the

document as an inline/embedded image. Provide a downloadable PDF version of the document.

3. Disseminate the information on the proper channels (email and/or social media).
 - For email, place the full text of the document on the email. You are encouraged to include a PDF version of the document as an attachment. Do not email an inline image of the memo.

B. For release of official publications such as handbooks, guidebooks, primers, brochures, websites, and similar materials

1. Secure clearance or final approval of the contents of the publication and all related marketing collaterals from the head of the office or unit that will release the publication, and from UMCO.
2. Publish the publication on the official website, ateneo.edu. Upload the publication on the website, then publish a page that contains a short description of the publication and a link to the file.
3. Disseminate the information on the proper channels (email and/or social media).

C. General guidelines

1. Before Dissemination
 - Ensure that the contents of the announcement or publication are well-written, accurate, and properly formatted or designed. Make sure your document or publication has all the important details, including contact information, links, and attachments, if any.
 - Ensure the document does not contain any sensitive or private information.
 - Follow University branding guidelines, including the proper use of office letterheads. If in doubt, consult with UMCO.
 - Ensure that you have permission to use photos and other multimedia.
 - If you have difficulty uploading documents on the official University website, upload the file to a Google Drive folder connected to an ateneo.edu account. Use an account assigned to an office.
2. As a security precaution, we highly discourage attaching any document or screenshot that contains a signature. Instead, indicate "(signed)" or "(sgd.)" on the space where the signature is usually found.

3. For accessibility, do not post screenshots of documents.
4. Always use the official ateneo.edu email address assigned to the disseminating office (ex, president@ateneo.edu or vpjoyola@ateneo.edu).
5. On social media (including chat apps), prepare a short post, and link back to the page on the website containing the full text of the memo/announcement or publication.
6. If you need a graphic to accompany your social media post, use a "cover graphic" (a photo or illustration that gives the reader an idea of what the announcement is about) (see link to sample below).
7. For sample execution of memos on the website, refer to these pages:
 - Memo from the President: Vice President for Basic Education (11 May 2020)
<http://www.ateneo.edu/news/11-may-2020-new-vp-basic-education>
 - Memo from the President: Learning Management System and Learning Technology Support Group (14 May 2020)
<http://www.ateneo.edu/news/14-may-2020-higher-ed-lms-ltsg>
 - Guidelines for the Implementation of the Remapping of the 2nd Semester SY 2019-2020 for Graduate Level (7 April 2020)
<https://ateneo.edu/ls/graduate/news/guidelines-implementation-remapping-2nd-semester-sy-2019-2020-graduate-level>
8. For sample posts on social media, refer to these links:
 - Release of the Basic Education Online Learning Primer (23 May 2020)
<https://www.facebook.com/ateneodemanila/photos/a.10158168743800153/10163456878215153/>
 - Memo from the President on the shutdown of ABS-CBN (6 May 2020)
<https://twitter.com/ateneodemanilau/status/1257812842805211136>
 - Memo from the President on the plans for School Year 2020-2021 (7 May 2020)
<https://www.linkedin.com/feed/update/urn:li:activity:6664085155688382466>
 - ASMPH COVID-19 brochure release (8 May 2020)
<https://www.linkedin.com/feed/update/urn:li:activity:6664507037612945410>

For assistance, please contact the University Marketing and Communications Office.